



# Campania/Italy PILOT UCSA/AESS

Final Conference – Brussels – 27/11/2025



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# What has been achieved in the Campania pilot

## 1) Technical implementation – PV systems

- ❑ The refurbishment and reconnection of 9 public PV systems have been completed, reaching a total capacity of **156 kWp**.
- ❑ For the new **441 kWp** ground-mounted PV plant (total investment €720,054.69), the tender was published on 20 November and is pending offers, and a €200,000 PNRR funding request has been submitted to support the investment.

## 2) Creation of the REC Vesuvio Est

- ❑ The REC Vesuvio Est was **legally established in July 2025**, with the municipalities of San Giuseppe Vesuviano and Palma Campania as founding members.



## 3) Communication & citizen engagement

- ❑ A total of **12 public events** were carried out—including 10 **public meetings** for citizens, 1 **capacity-building** day-session, and 1 **webinar** with experts—reaching over 28,000 people through social media, supported by a strategy based on direct communication.
- ❑ The REC website [cervesuvioest.it](https://cervesuvioest.it) was launched as a digital hub to support future applications and citizen engagement.
- ❑ An **Energy Desk** was opened in Palma Campania to provide direct support to vulnerable households and facilitate their inclusion in the REC.

## Key Lessons Learned

### ❖ Trust beats information

The questionnaires clearly showed that most participants learned about the initiative through **direct and personal communication**, rather than traditional institutional channels. This is why personalized letters, street posters, flyers placed at bill-payment points, and direct WhatsApp messages proved far more effective in building proximity and trust.

### ❖ Practical help engages people

The October 2024 events showed that participation grows when communication **focuses on practical needs**—such as understanding bills, avoiding scams, and saving money at home—because citizens respond more when they feel the initiative is directly useful.



[www.cervesuvioest.it/](http://www.cervesuvioest.it/)

### ❖ The initiative must adapt to political reality

Local elections and administrative changes required **continuous flexibility and re-negotiation**, and ongoing adaptation to shifting political contexts; the decision to transition to a foundation ensured long-term stability and municipal control, even though it increased costs and complexity.

### ❖ Energy communities need strong, continuous facilitation

Developing a REC requires an **ongoing facilitation effort that supports citizens step by step**—helping them navigate technical concepts, legal procedures, and practical decisions—while municipalities simultaneously rely on sustained technical and administrative guidance, since the creation of an energy community demands the coordinated management of legal, political, technical, financial, and social dimensions over an extended period of time.

# Grazie per l'attenzione!



[www.socialenergyplayers.eu](http://www.socialenergyplayers.eu)

