

## WELCOME PACK

CITIZENERGY BASICS



## Citizenenergy basics

We are thrilled to be featuring you on Citizenenergy! Here are a few pointers and pieces of information to get you started. We encourage you to communicate Citizenenergy as much as possible – the more people get to know us, the more we can help you and the movement generally!

### Texts

Need to explain who we are and what it is we do? Go ahead and use the following texts.

#### Tagline

Citizenenergy – the Tripadvisor of our sustainable energy landscape

#### Paragraph

Crowdfunding platforms and cooperatives both enable individuals to directly invest in sustainable energy, but it is difficult to get an overview of the possibilities. Citizenenergy changes all this. Made possible by European Union funding, Citizenenergy is the first platform to encourage cross-border investment in sustainable energy and the first to provide information on sustainable energy opportunities from both crowdfunding platforms and cooperatives. It reinforces the work of such organisations in financing renewable and energy efficiency projects, increasing their reach while promoting transparency. The Tripadvisor of our sustainable energy landscape, Citizenenergy is a valuable resource for individuals looking to get involved in the energy revolution. [citizenenergy.eu](https://citizenenergy.eu)

#### Template press release

In your welcome pack you will find a template press release that you can adapt, translate and add to. We encourage you to send this out to press far and wide to make your new status as a Citizenenergy featured platform known!

## Citizenenergy logos

Feel free to use the “Featured on Citizenenergy” logo when referring to yourself as much as possible! If you ever link to Citizenenergy or talk directly about Citizenenergy, you can also use the Citizenenergy logo – just ask us if you aren’t sure. You’ll find both logos in your welcome pack.

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### Citizenenergy posts

Your welcome pack contains a few social media posts that you can use to shout about your new publication on Citizenenergy – feel free to use them and always remember the **hashtag #YourPower** for all posts of relevance. If you have extra space in future posts, feel free to also include @Citizenenergy!

### General communication

If you have something to share that you think we should know about – be it a special project that you want to post on Citizenenergy, an interesting event or otherwise, feel free to contact us!

### CONTACT

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