



## Flexibility enables Green, Cheaper & Local energy for Zaanstad

*The European Union is aiming at a mayor change in the union's energy market. How to become cleaner, less consuming and less depending on fossil fuels? What are barriers for the 20/20/20 goals? How to overcome those? With support form the EU innovation programme INTERREG the middle size municipality of Zaanstad established an energy contract. The cooperation with the provider is facilitating both local renewable energy and serious reduction targets.*

The Zaanstad municipality has appealing energy ambitions. Reduction, Production and Innovation are the way forward. Zaanstad is installing renewable sources, stimulating electric transport and encouraging companies to participate in innovation. With the showcase *ReloadIT*, Zaanstad aims for a business case for renewable sources charging the municipalities' car fleet.

This project gave the Municipality broad access to the knowledge available at our partners and related networks. The actual exploitation of this knowledge resulted in a new energy contract, through European public procurement.



The energy market is quite complicated. For the average (small and medium sized) consumer, energy is 'just there'. And they sure do pay for it! But our own sources and electric vehicles enable us to balance the consumption and production. Now a commodity was added at the table: **Flexibility**. Energy is not just costs, but it can be income. And our business case is emerging.

The company GreenChoice was selected as partner to enter this new energy cooperation adventure, in which:



- The partners are committed to annually reduce the amount of energy consumption in close cooperation (6% - 15% - 17% - 19%);
- All energy is locally produced and 100% Green;
- The contract provides services to the municipality regarding internal energy generation and selling of energy;
- A price incentive is supporting the cooperation.