RURACTIVE OPEN CALL - CHALLENGE 27

Title of the challenge	**Digital tool for guidance and prioritisation of energy measures in the properties and activities of volunteer-based, non-profit organisations**
Dynamo (pilot location)	Gotland, Sweden
RDD (Rural Development Driver) *addressed by the challenge*	Energy transition and climate neutrality
Overall context description and specific context to be addressed by the challenge	Gotland is an island that covers a total area of approximately 3,140 square kilometres. Gotland has a relatively sparsely populated countryside with small villages and farms. The majority of the island's approximately 60,000 inhabitants live in or around Visby, while the remaining 35,000 live outside of Visby. On Gotland there are over 1,000 different associations - everything from sports clubs and cultural associations to nature conservation organizations and local interest groups. These associations own or manage properties like different types of budlings (apartments, semi-detached, independent houses), warehouses, barns, football fields, swimming pools, ice-hockey rinks, sport centres, etc. Voluntary, non-profit organisations, such as sports clubs and community groups, struggle to contribute meaningfully to the energy transition due to a lack of resources, infrastructure, and knowledge. These groups, which are often characterised by limited budgets and voluntary engagement, are at risk of not being able to maintain their facilities sustainably. Consequently, it becomes clear that broader societal support for energy transition in rural areas is lacking, making it difficult to secure the necessary investments and create profitable, long-term solutions.
Scope of the Challenge	A digital tool to guide users through decision-making processes regarding energy efficiency improvements for their properties and surroundings. The users should be primarily non-profit organisations that own and manage different facilities in their activities (for example a sports club, a community building, a village assembly hall). The

	solution should be easy to understand and use, providing concrete suggestions and instructions that users can follow or explore further. It should be inclusive, targeting and adapted to a wide and diverse audience (youth, adults, and older residents), as well as addressing the needs of low-income households, volunteer organisations, and community groups. The results will be based on data input from the user. This tool should be tailored to Gotland's specific climate (e.g. seasonal changes between minus degrees in the winter and 30 plus degrees during summer), biodiversity and environmental conditions.
Solution requirements	The application for web and mobile phone needs to be able to process input data so that the user receives decision-making material that he can take a position on before decisions on action and possible investment can be made. As an example please check this, but with a focus on non-profit organisations. The application needs to be easy to understand and use (not including technical jargon). It should have ease of access visually and deliver guidance on actions with high and low implementation cost. The tool should be able to provide information on energy efficiency improvements with or without investment regarding: • **Energy savings** (any type of investment or behavioural change, including community-based decisions) • **Carbon footprint** (change in carbon footprint of the new energy saving measure in comparison to the previous situation) • **Resource and cost changes** (monetary cost, time savings related to an energy saving measure) The tool should also provide knowledge about energy efficiency measures that optimise total energy consumption and contribute to mitigating climate change. The solution should be easy to use and intuitive, ensure open access, and utilise open data sources.

Specific objectives and expected outcomes	Equip people with the knowledge and skills to make informed and sustainable decisions regarding energy renovation and efficiency measures (e.g. whether it is better to use a manual mower or a robotic mower for cutting the gras on a football pitch), in order to mitigate climate change and thereby contribute to the region's energy transition.
Available resources	• Uppsala University's technical and knowledge expertise (e.g. research support on sustainable energy, local ownership models) • Energicentrum (e.g. the agency can support and provide guidance for renewable energy projects) • Local energy companies with experience in sustainable projects (e.g. collaborations for technical guidance and practical knowledge in the implementation of sustainable energy technologies such as solar panels). • Existing renewable energy infrastructure (i.e. existing solar and wind energy installations in Gotland, energy data, etc.) • Voluntary communities (these can help with public engagement to increase local participation in energy initiatives).