



Climate change, Fukushima, renewable energy, clean energy, sustainability are buzzwords in the controversies about our future energy system. With technological progress, we are witnessing a shift from highly centralized energy production to decentralized energy generation. Active consumer participation will be one of the key outcomes.

Thus, the energy system of the future will not only be a result of technological innovation, but also of individual and collective behavior. Efficiency and eco-efficiency strategies need to be evaluated in order to derive and initiate societal reforms and innovations to achieve a transformative effect.

Decentralization and the involvement of new actors in the process of energy generation will characterize our future energy system and are the cornerstones of what we call *Crowd Energy*. The concept of *Crowd Energy* will help to implement the energy transition.



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*...is the collective effort of individuals or profit or non-profit organizations, or both, pooling their resources through online ICT-applications to help to implement the energy turnaround. This implies both, the concept of decentralization (production, storage and consumption of renewable electricity) and a substantial change in society, economy and politics.*