

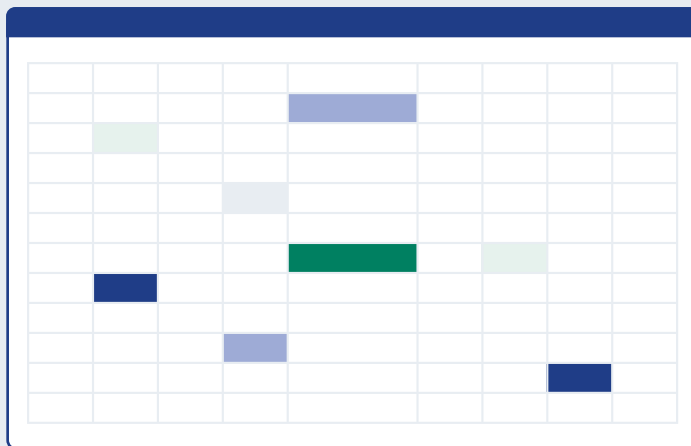
## Game Rules

This is a hands-on guide to help your energy community build a solid business model.

It's especially useful once your group has a concrete idea or project and is ready to take the next step toward long-term impact.

The tool walks you through the key questions every group should ask when defining how their energy project will be organised and sustained. You'll find clear explanations, ready-to-use templates, and inspiring real-life examples. You can read the guide from beginning to end, or jump to the chapters that fit your needs.

Whether you're exploring legal structure, costs, income models or risks, this tool helps you make confident, shared decisions with your team.



CIRCUS

Connecting Initiatives for **R**ural **C**ommunities,  
Upscaling their **S**ustainable energy



**BUSINESS**  
**TOOL** PHASE 3

## How to use the game:

### 1) Open the guide

The tool is structured as a written guide made up of different chapters.

### 2) Explore the topics

There's no fixed order — you can start wherever it makes sense for your situation. The guide addresses key questions such as:

- Why do you need a business model?
- How to get started?
- What data do you need to build your business model?
- How to move forward?

### 3) Use the practical resources

The guide includes helpful materials to support your process, such as:

- A logic path to help choose the right activities
- A Business Model Canvas template
- A risk analysis tool
- Links to real-life examples and feedback from existing projects

### 4) Dive deeper

Each chapter provides general insights. If you want to go further, simply follow the links provided.

Some links lead to country-specific or technology-specific resources tailored to your context.



## Where and when to use the tool?

This tool is most relevant during WATTWORKS **Phase 3: Collaboration**, when your energy community has a clear direction and is ready to take concrete steps.

It can be used:

- During meetings or workshops
- In informal team discussions
- Individually by any member who wants to explore or shape the business model of the project

