

## Checklist for foundation of energy cooperatives in Georgia

Prepared on 16.12.2015

<b>Activities</b>
<b>Business Plan</b> <ul style="list-style-type: none"><li>• What products are going to be offered: e.g. solar collector</li><li>• Market analysis: current and future demand for heating in rural areas</li><li>• Transparent marketing strategy: quality and price per collector, calculations for product and service</li><li>• Description of product and service</li><li>• Calculations for members, when these products can be amortized</li><li>• Ideas for possible establishment support (USAid, embassies, ministries, etc.)</li></ul>
<b>Foundation of the cooperative</b> <ul style="list-style-type: none"><li>• Meeting with communities</li><li>• Founding meeting with founding members</li><li>• Development of the Statute</li><li>• Name, logo, etc. of the energy cooperative</li><li>• Signature of the Statute, appointment with the notary, registration</li></ul>
<b>Organization / Administration</b> <ul style="list-style-type: none"><li>• Election of Executive and Supervisory Boards</li><li>• Responsibilities</li><li>• Cooperative's seat</li><li>• Cooperation with other cooperatives and resource centers for more cost-effective and efficient work</li></ul>
<b>Member recruitment and administration</b> <ul style="list-style-type: none"><li>• Planning a target number of members</li><li>• Opening a bank account</li><li>• Application form</li><li>• Process for dividend payment and confirmation</li><li>• Regular information for the members</li></ul>
<b>Marketing</b> <ul style="list-style-type: none"><li>• Flyer development</li><li>• Product description, product guarantee, purchase contract</li><li>• Funding opportunities with low-interest loans through the cooperative</li><li>• Communication plan: Facebook, website, regular newsletters, press releases, etc.)</li><li>• Film about energy cooperatives</li><li>• Demonstration days in communities</li><li>• Meetings and lobbying work with local and national politicians</li></ul>
<b>Financing / Fundraising</b> <ul style="list-style-type: none"><li>• Recruitment of international members</li><li>• Applying to the Georgian funding programme (approx. 5.000 Lari)</li><li>• International funding opportunities</li></ul>
<b>Steering group</b> <ul style="list-style-type: none"><li>• Lobbying (as agricultural cooperatives, for partial tax exemption, politicians as members)</li><li>• Consulting</li><li>• Writing press releases, etc.</li></ul>

