



# ENCLUDE

Energy Citizens for Inclusive  
Decarbonization

## D7.5 ENCLUDE Communication, Dissemination and Exploitation Activities Report and Plan – Update

WP7 – Communication, Dissemination, and Exploitation



31.05.2023

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HOLISTIC IKE

Version: 1



[www.encludeproject.eu](http://www.encludeproject.eu)



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The ENCLUDE project has received funding from the European Union's Horizon 2020 Research and Innovation programme under grant agreement No 101022791



## ENCLUDE PROJECT & DELIVERABLE PROFILE

Project Acronym and Full Name:	ENCLUDE – Energy Citizens for Inclusive Decarbonization
Grant Agreement No.:	101022791
Programme:	H2020-EU.3.3.6. – Robust decision making and public engagement
Topic:	LC-SC3-CC-1-2018-2019-2020 – Social Sciences and Humanities (SSH) aspects of the Clean-Energy Transition
Funding Type:	RIA – Research and Innovation action
Deliverable:	D7.5 ENCLUDE Communication, Dissemination and Exploitation Activities Report and Plan – Update
Work Package:	WP7 Communication, Dissemination, and Exploitation
Deliverable Due Date:	31.05.2023
Actual Date of Submission:	15.06.2023
Dissemination Level:	Public
Lead Beneficiary:	HOLISTIC IKE
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## Preface

The overall vision of ENCLUDE is to help the EU to fulfil its promise of a just and inclusive decarbonization pathway through sharing and co-creating new knowledge and practices that maximize the number and diversity of citizens who are willing and able to contribute to the energy transition. Motivated by achieving an equitable and sustainable future and the fulfilment of individual potential, ENCLUDE will contribute to the upcoming transformation of energy use by: (1) Assembling, aligning, and adapting disparate energy citizenship concepts for diverse communities of citizens and for different scales of policy making, lowering the barrier for action. (2) Operationalising the energy citizenship concept at all scales of policy making for decarbonization. (3) Catalysing a chain reaction of decarbonization actions across the EU.



### 1. Changes with respect to the DoA

No changes with respect to the work described in the DoA.

### 2. Dissemination and uptake

This deliverable will serve as a reference document among consortium partners to support the communication, dissemination, and exploitation activities of the project.

### 3. Short Summary of results (<250 words)

This report is the second update to ENCLUDE's initial strategy for the communication, dissemination, and exploitation (CDE) of information and results of the project to relevant audiences.

The report first defines the scope of communication, dissemination, and exploitation in the context of ENCLUDE and sets the CDE targets of the project. The overall targets of the project include a tailored approach to convey ENCLUDE's key messages and efforts towards inclusive and gender-sensitive messages and communication means. The report also sets quantifiable indicators for specific activities that are monitored such as achieving 15 media articles in the project's course.

Next, the report identifies the target audiences of the project, ranging from individual citizens and environmental, climate, and civil society NGOs to policymakers, scientists, and private sector entities. In order to reach these different groups, a diverse selection of promotional channels is suggested. The promotional channels to reach them include the project's website, an Interactive Policy Platform with tailor-made information about project outcomes, social media (e.g., Twitter and LinkedIn), synergies with other relevant projects, and more. A visual identity and a logo for the project have been developed and used in the design of the project website and promotional materials including articles, infographics, videos, and presentations.

The plan concludes by listing implemented promotional activities during the first and second year of the project, reporting progress towards CDE indicators, and outlining next steps for improving dissemination. A report summarizing all CDE activities of the project will be released in Month 36.

### 4. Evidence of accomplishment

This report.



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5	UNIVERSITY OF GLASGOW	UOG	United Kingdom	
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7	THINK E	THNK	Belgium	
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### Executive summary

Along with the co-creation of new knowledge with stakeholders about the emergence and consolidation of energy citizenship, ENCLUDE is also dedicated to the uptake of this knowledge to mobilize action for decarbonization. Towards the latter, this report describes an effective strategy for the communication, dissemination, and exploitation (CDE) of the information and results of ENCLUDE to relevant audiences. Additionally, the report lists CDE activities that were implemented during the first and second year of the project and outlines next steps towards improving CDE performance during the final year of ENCLUDE.

The report begins by defining the scope of communication, dissemination, and exploitation in the context of ENCLUDE and by setting the CDE targets of the project. The overall targets of the project include: (1) adopting a tailored approach to convey ENCLUDE's key messages by customizing them to diverse target groups; (2) striving for inclusive and gender-sensitive messages and communication means; (3) planning for a COVID-resilient CDE by suggesting methodological alternatives for activities that can be potentially disrupted, and (4) being as much paper-free as possible. Additionally, the report sets quantifiable indicators for specific activities that are monitored such as achieving 15 media articles in the project's course.

Next, the report identifies the target audiences of the project as well as the promotional channels to reach them. The project audiences range from individual citizens and environmental, climate, and civil society NGOs to policymakers, scientists, and private sector entities and will be further refined during the project. In order to reach these different audiences, a diverse selection of promotional channels is suggested. Central to the communication process is the ENCLUDE website, providing a one-stop-shop for the users to learn about the project and find links to every promotional material and research products of the project. Similarly, an Interactive Policy Platform will be developed for dissemination, supplying policymakers and other stakeholders with interactive and tailor-made information about project outcomes. External communication channels are also envisioned to play an instrumental role to the project's CDE, including social media (e.g., Twitter and LinkedIn), news websites and blogs (e.g., EURACTIV and the Guardian), events such as conferences and workshops, and synergies with other relevant projects.

The CDE plan also outlines the types of materials that are envisaged to promote ENCLUDE's scope, objectives, and results through the identified channels. A tailor-made visual identity and logo of the project have been developed based on the project's main messages of inclusivity and ambition needed for decarbonisation. The colors of the logo and the website have been also selected based on the need to be accessible by visually impaired readers. This visual identity was used in the design of the project website and promotional materials including articles, infographics, videos, and presentations. Furthermore, project updates are frequently distributed via ENCLUDE's newsletters.

The plan concludes by listing implemented promotional activities during the first and second year of the project and by suggesting measures that can be taken to further increase the outreach and media presence of ENCLUDE. A report summarizing all CDE activities of the project will be released in Month 36.



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# 1 Introduction

The overall vision of the Energy Citizens for Inclusive Decarbonization (ENCLUDE) is to help the EU to fulfil its promise of a just and inclusive decarbonization pathway through sharing and co-creating new knowledge and practices that maximize the number and diversity of citizens who are willing and able to contribute to the energy transition.

ENCLUDE is not only dedicated to the co-creation of new knowledge with stakeholders about the emergence and consolidation of energy citizenship, but also to the uptake of this knowledge to mobilize action for decarbonization, considering the interests and struggles of diverse citizen groups who are not usually invited or expected to participate in these processes. ENCLUDE does this by integrating public engagement throughout the project life cycle, aiming to foster outcomes that ensure social relevance and applicability. The process between knowledge production and implementation includes learning feedback loops between research partners, public authorities, civil society organizations, and citizens.

This report describes an updated strategy for the communication, dissemination, and exploitation (CDE) of the information and results of ENCLUDE to relevant audiences. The CDE Plan discusses the target audiences and their characteristics and outlines communication channels to share project results so that they are openly available and easily accessible to everyone. The Plan also describes a list of methods for each target group, such as communication materials, visual identity and social media packs, external conferences, synergies with other EU projects, and more. Additionally, it outlines ways in which ENCLUDE consortium can follow relevant research and novelties in the fields of energy citizenship and relevant subjects.

The CDE Plan has the following objectives: (1) communicating project results and successes to manifest the impact of the project to a wider audience through stakeholder engagement, both online and in-person; (2) creating means to disseminate results to stakeholders and policy-makers, the interested public, businesses and the scientific community, and to motivate them to exploit ENCLUDE's results; (3) promoting the exploitation potential of the results for energy citizenship, both during and beyond the project life, through partners' networks and ongoing activities. These objectives, along with other special requirements for ENCLUDE, are described in more detail in Chapter 2.

The CDE Plan is then structured based on the following critical questions on the dissemination process:

1. TO WHOM? Identification of the targeted audiences to which the project will be advertised (see Chapter 3).
2. HOW? Analysis of potential promotional channels and selection of the most appropriate ones, according to the targeted audience and the message to be disseminated (see Chapter 4).
3. WHAT? Creation and planning of the CDE activities. See Chapter 5 for activities that are already implemented and Chapter 6 for next steps on improving dissemination.



## 2 Targets of the CDE Plan

### 2.1 The three pillars of promotion: Communication, Dissemination, and Exploitation

**Communication** is the process of informing the widest possible audience, including the media and the wider public, regarding the project and its results. For ENCLUDE, the main objective will be to reach out to different societal groups and communities and show how ENCLUDE's conceptualization and implementation of energy citizenship can be applied to everyday life. The WP7 team will also identify relevant media channels and other EU projects or networks early in the project and contact their coordinators to promote research synergies.

**Dissemination** is the process of transferring produced knowledge and results to enable others to use and exploit them. Dissemination focuses on the results and outcomes of the initiative, rather than the initiative itself, as well as the ways in which they can be exploited by interested parties. Main audiences suitable for dissemination are the ones who can use the results in their operation. In the case of ENCLUDE, these are policymakers of different policy levels, researchers, NGOs, and business that work on fields relative or affected by energy citizenship.

**Exploitation** is the effective use of project results through scientific, economic, political, or societal routes of utilization. The objective of exploitation is to go one step further than dissemination and turn research and innovation actions into concrete value and impact for society. Thus, the main audiences of exploitation are the same with the ones suitable for dissemination.

### 2.2 Overall targets

#### Creating a living document

The CDE Plan has been revised once a year (Months 12, 24). The WP7 team further adapted the project's activities when the targeted goals for indicators or desired impacts were not achieved. The project's co-design approach also ensures that the Plan is constantly informed by stakeholder feedback and monitoring of engagement in CDE activities. This two-way communication will be especially prominent in the development and operation of the Interactive Policy Platform (WP7).

#### Customizing information to target audiences

Based on the audience segmentation that is initially decided (see Chapter 3), the CDE strategy considered a tailored approach to effectively convey ENCLUDE's key messages to its diverse target groups. The WP7 team will develop specific core messages for each group and link them with suitable channels of communication. As each target audience has formal and informal channels of communication, it is also necessary to be aware of style and tone in communication as well as the language used. However, whilst communication activities will be tailored for different stakeholder groups, the core scientific content will remain consistent; under no circumstances will the scientific findings of the project be played down, regardless of the interests of certain stakeholder groups.

Specifically for citizens, messages and strategies will be further refined during the project. Based on the results of WP3 and WP4, energy citizenship will be contextualized, and specific citizens clusters will emerge, allowing to develop more customized strategies for these groups. However, citizen clusters for decarbonization may not necessarily be groups of citizens with common demographic characteristics and may involve demographically diverse groups sharing common characteristics of energy behaviors. Whether messages will need to target behaviors characteristics and/or the demographics of each citizen cluster, will be further defined and evaluated during the project.

#### Adopting an inclusive and gender-sensitive approach

ENCLUDE will take on an inclusive and gender-sensitive approach to communicate and disseminate information. Through the support of dedicated partner networks such as the Women in Sustainable



Energy Research Network<sup>1</sup> and PAUWES Climate Change and Gender Club<sup>2</sup>, messages will reflect gender, youth population and other demographics, as well as ability diversity (e.g., vision, mobility, and cognition). Communication material and strategies will be also designed accordingly to reflect this diversity. For example, the visual identity package and the website have been designed with a color set that is accessible for visually impaired readers (see also Section 4.2.1). Regarding gender, messages and strategies will be informed through a list of relevant platforms in the field of gender equality:

- European Institute for Gender Equality<sup>3</sup>
- Advancing Gender Equality in Media Industries<sup>4</sup>
- European Platform of Women Scientists<sup>5</sup>
- Advancing Learning and Innovation on Gender Norms<sup>6</sup>
- GENDER platform from the Consultative Group for International Agricultural Research<sup>7</sup>

### Planning for a COVID-resilient CDE

Due to uncertainties related to COVID-19 or other major global disturbances that may severely affect normal project implementation, appropriate methodological alternatives have been identified to ensure that the dissemination and communication activities are not brought to a complete standstill and ENCLUDE can continue producing results. While many stakeholders have become familiar with online meetings and communication, physical meetings with appropriate social distancing measures have been also envisioned in the initial planning of the project as a way to build trust between the stakeholders and project partners. In cooperation with the project coordinator, the WP7 team have been constantly monitoring major global disturbances to decide when each methodological alternative can be used. Table 1 shows activities that are identified as potentially vulnerable to such disturbances, along with their methodological alternatives.

**Table 1 ENCLUDE activities that can be potentially affected by COVID-19 restrictions and their methodological alternatives**

Activity	Preferred implementation	Methodological alternatives
Interviews and focus groups for mapping citizens' engagement with energy (Task 2.2)	In person and online interviews and on-site focus groups	Mainly online; limited physical meetings only in small groups and with social distancing measures
Interviews with stakeholders from case studies that are relevant to energy citizenship (Task 3.3)	Telephone and in person interviews	Mainly telephone or online interviews; physical meetings only when other alternatives are not possible and using all appropriate protection measures
Training modules for ENCLUDE Academy for	In person (two 2.5-day sessions)	Online (spread out over a period of 10 months)

<sup>1</sup> <https://robarts.info.yorku.ca/research-clusters/women-in-sustainable-energy-research-wiser/>

<sup>2</sup> <https://pceec.webs.com/>

<sup>3</sup> <https://eige.europa.eu/gender-mainstreaming>

<sup>4</sup> <https://www.agemi-eu.org/>

<sup>5</sup> <https://epws.org/better-integration-gender-dimension-horizon-2020>

<sup>6</sup> <https://www.alignplatform.org/>

<sup>7</sup> <https://gender.cgiar.org/>



Energy Citizenship Leadership (Task 6.3)		
Interviews with energy citizen leaders as progress reports and to collect on-the-ground experiences (Task 6.4)	In person and online interviews	Online interviews
Testing of the Interactive Policy Platform (Task 7.3)	In person and online testing (e.g., think aloud method)	Only online testing
Annual project meetings among consortium partners	In person meetings	Online meetings through Zoom
Conferences, pitch meetings with policymakers, and other communication and dissemination activities	In person and online	Only online
Final EU conference	In person and online	Only online, as a webinar
Ensure the impact of project results on policy, the Global Stocktake, IPCC and other scientific processes	Organize activities to achieve impact during the project	Impact activities will be designed to partly go beyond the project duration

Up until now, most ENCLUDE activities took place online, including interviews and workshops in the context of WP2 and WP3 as well as the whole ENCLUDE Academy program of WP6. On the latter, this allowed the Academy to have a wider audience than what would be achieved with physical meetings, including having many participants from Africa that have significantly enriched the scope of the Academy. Nevertheless, we are currently planning many physical events to cement the significance of ENCLUDE's results in our last year. For instance, we are considering inviting participants of the ENCLUDE Academy for an in-person presentation of their project work in the final event of ENCLUDE, which would most likely take place in Brussels.

### Going paper-free

The CDE strategy is designed to be as much paper-free as possible, having at least an 80% digital communication and dissemination focus. Printed material will be used sparingly and only when deemed necessary to the CDE activity at hand.

## 2.3 Monitored CDE activities and indicators

In order to ensure that the results of ENCLUDE will be successfully communicated, disseminated, and exploited, targets for most of the CDE activities have been set (see Table 2 below). Progress towards these targets will be monitored on a regular basis, to confirm that the project is on track to achieve them or take corrective measures if needed. The communication channels and materials to achieve these targets are detailed in Chapter 4.



Table 2 CDE Indicators

Activity	Target	Means of verification / Dissemination channel
Interactive Policy Platform (Task 7.3)	<ul style="list-style-type: none"> <li>• Mockup designs presented at 2nd Annual Project Meeting</li> <li>• 2,000 unique visitors per year</li> <li>• 40% of return visitors</li> <li>• &lt;50% bounce rate</li> </ul>	Internal analytics through website sign-in
ENCLUDE products hosted in the platform <ul style="list-style-type: none"> <li>• typology of energy citizenship</li> <li>• clustering tool</li> <li>• interactive model infographics (results from WP2, WP4, and WP5)</li> </ul>	<ul style="list-style-type: none"> <li>• Uptake by 40 of 100 policy makers of at least one ENCLUDE product.</li> <li>• The advisory council of the Academy for Energy Citizen Leadership will be early adopters of the clustering tool</li> </ul>	<ul style="list-style-type: none"> <li>• 100 pitch meetings (~10 per partner) with policy makers to explain ENCLUDE’s interim/final products</li> <li>• Policy briefs, videos, infographics, articles, and commentaries</li> <li>• Academic publications in high impact journals</li> <li>• Dissemination workshops with local policy makers in North Macedonia and Romania</li> <li>• Dissemination to local newspapers and business journals</li> </ul>
Project website (Task 7.4)	<ul style="list-style-type: none"> <li>• 4,000 unique visitors per year</li> <li>• 40% of return visitors</li> <li>• &lt;50% bounce rate</li> </ul>	Google Analytics account set up when website launched
Bi-monthly newsletters and direct emails (Task 7.4)	<ul style="list-style-type: none"> <li>• 3,000 recipients</li> <li>• 30% opening rate</li> </ul>	MailerLite emailing system
Social Media channels (Task 7.4)	<ul style="list-style-type: none"> <li>• #h2020enclude hashtag used 3,000 times on social media</li> <li>• 500 followers on LinkedIn</li> </ul>	Twitter, Facebook, and LinkedIn own analytics, Twitonomy
Videos (Task 7.4)	<ul style="list-style-type: none"> <li>• 5 videos, presenting                             <ul style="list-style-type: none"> <li>○ the ENCLUDE overall scope,</li> <li>○ the typology and clusters of energy citizenship (WP 2 &amp; 4)</li> <li>○ the case study pool (WP3)</li> <li>○ modelling outcomes (WP5)</li> </ul> </li> <li>• 500 views</li> </ul>	Youtube and Instagram statistics
Infographics & smart graphs (Task 7.4)	<ul style="list-style-type: none"> <li>• 10 smart graphs/infographics presenting various outcomes</li> <li>• 200 downloads/views per year</li> </ul>	Number of downloads/views on the website and where tracked
Blog posts, press releases, articles (Task 7.4 / 7.5)	About 15 articles and press releases in the project’s course	Media monitoring regularly. Copies of articles shared on the project’s website
Scientific publications and participation in external conferences (Task 7.5)	At least 15 peer reviewed articles to open access, high-quality scientific journals.	DOIs
Digital networking and clustering activities with EU projects (Task 1.5)	Project referenced in 50 other websites and at EU project meetings/conference	Digital monitoring
Academy for Energy Citizen Leadership training program (WP6)	<ul style="list-style-type: none"> <li>• 50 trainees taking part in program</li> <li>• Training materials and modules will be public (open access)</li> </ul>	Instagram “mini” videos for the marketing for driving traffic to online training videos (in YouTube)



Final Publishable Report (Task 7.2)	100 downloads	Number of downloads on the website
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### 3 Audiences to reach

An understanding of stakeholders' interests, drivers, and barriers is essential for effective communication and the prioritization of tools for communication. Understanding stakeholder motivations will enable the consortium to effectively engage, communicate with, and promote current and future dialogue between different stakeholders. While ENCLUDE brings the citizens at the center of attention, the audience of CDE actions consists of a diverse set of groups with their own characteristics, communication preferences, and different engagement to ENCLUDE's activities. Table 3 shows the target audiences that have been identified at the project's start, along with preferred communication methods for each audience.

Table 3 Target audiences and preferred communication methods

Target audiences	Preferred communication methods
Citizens, including individual citizens and households as well as subgroups such as students	<ul style="list-style-type: none"> <li>• Social media posts</li> <li>• News articles</li> <li>• Infographics and videos</li> </ul>
Polymakers and public sector entities	<ul style="list-style-type: none"> <li>• Interactive Policy Platform</li> <li>• Pitch meetings</li> <li>• Policy briefs and commentaries</li> <li>• Conferences and events (e.g., COP meetings, EU Sustainable Energy Week, EU Green Week)</li> </ul>
Sub-national actors such as municipalities and communities	<ul style="list-style-type: none"> <li>• Dissemination workshops and events</li> <li>• Interactive Policy Platform</li> </ul>
Private sector entities and their respective associations	<ul style="list-style-type: none"> <li>• Social media posts</li> <li>• Infographics and videos</li> <li>• Interactive Policy Platform</li> </ul>
Environmental, climate, and civil society NGOs	<ul style="list-style-type: none"> <li>• Social media posts</li> <li>• News articles</li> <li>• Infographics and videos</li> </ul>
Scientists and researchers	<ul style="list-style-type: none"> <li>• Interactive Policy Platform</li> <li>• Scientific publications</li> <li>• Scientific conferences</li> </ul>
The media	<ul style="list-style-type: none"> <li>• Press releases</li> <li>• News articles</li> </ul>

From the initial list of target audiences, specific stakeholders have been identified based on the contacts and networks of each ENCLUDE partner. Stakeholders have been also mapped based on their field of activity, motives, and interests. In line with the rules of the General Data Protection Regulation (GDPR), exchanging contact and sensitive information between partner organizations in the consortium has been avoided, unless an explicit informed consent has been provided by a stakeholder. Each partner organization will oversee establishing, maintaining, and contacting their own stakeholders, under the coordination of the WP7 team.

Apart from communication purposes, ENCLUDE has been using activities to connect with stakeholders outside the consortium and invite them to actively participate in the project's activities. Stakeholders have been providing knowledge throughout the project's activities, i.e., co-creating the Interactive Policy Platform, participating in the Academy for Energy Citizen Leadership, and, finally, exploiting project outputs. In line with the co-creative approach of the project, feedback and suggestions have been collected from a variety of individuals with complementary skills and backgrounds to increase the robustness of the project's results.



## 4 Promotional channels and means

At the heart of ENCLUDE's CDE plan is the design and implementation of promotional channels and means to reach target audiences, disseminate messages and outputs, and ensure their exploitation. The promotional channels are the routes through which the messages may find the desired destinations, including ENCLUDE's website and Interactive Policy Platform, posts on social media, participation in conferences and others. The promotional means are the media that encapsulate the promoted message and distribute it via the channels, i.e., publications, infographics, or videos.

Each combination of promotional channel and means is unique and serves a different purpose and level of promotion. For example, a scientific publication or a working document is a report with more technical details, aiming to give scientists and researchers a more thorough aspect of an outcome of the project. On the other hand, an infographic is more suitable to feature the fundamentals of the project and its results for a broader audience, while a policy brief is expected to target policymakers.

### 4.1 Promotional channels

#### 4.1.1 ENCLUDE website

The ENCLUDE website<sup>8</sup> serves as a one-stop shop and is at the center of the promotional process. It is used for all three pillars of promotion and provides access to every promotional material of the project. The website was developed during the first months of the project and was released online in September 2021. It consists of several informational webpages, mainly on the project's description (concept, objectives, and work structure), as well as on webpages showcasing specific activities and events and major outcomes, namely reports, publications, infographics, etc. The website also showcases the scientific capabilities of the consortium by providing background information for all partners and providing transparency on the assumptions and results of the project by featuring a direct link to the Interactive Policy Platform (Section 4.1.2).

In terms of design, the website is designed to be as much accessible as possible, reflecting the inclusive approach of ENCLUDE. Towards inclusivity, the project summary webpage have been made available in the languages of all consortium partners<sup>9</sup>. Additionally, a special webpage is envisaged to provide curated information to school pupils about ENCLUDE through an interesting and amusing interface. The website's color palette is also carefully curated to be accessible by visually impaired readers, in line with ENCLUDE's logo and overall visual identity (Section 4.2.1). On the technical implementation, the website has been developed using responsive web design, enabling access from different screen sizes and devices, including desktops, tablets, and smartphones.

Aiming to increase the visibility and traffic of the website as well as the number of downloads of the reports, the website is promoted through other communication and dissemination channels of the project such social media, blog articles, newsletters, etc. Moreover, several news items containing relevant keywords are posted on the website to boost search engine optimization and place the website at the top of search engine results for relevant queries.

#### 4.1.2 Interactive Policy Platform

Along with the project's website, the Interactive Policy Platform will be a major outlet of the ENCLUDE's outputs. The Platform will supply policymakers and other stakeholders with useful insights regarding the conditions and the contexts within which energy citizenship can lead to high decarbonization. Avoiding

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<sup>8</sup> <https://encludeproject.eu/>

<sup>9</sup> <https://encludeproject.eu/about/project-summary>





blanket solutions, the Platform will provide interactive results tailored to the energy citizenship typology (defined in WP2), within a wide range of contexts (based on WP5 results), and for different clusters of energy citizens and ground truths (WP3 and 4). Platform users will be able to input their search criteria and energy citizenship context and request relevant outputs, tools, and guidelines.

More specifically, the Interactive Policy Platform will include results on the energy citizen typology (WP2) and public information about the case studies that will be examined in WP3. Additionally, the data, assumptions, parameters, and outcomes of clustering energy citizens (Tasks 4.2-4.4) will be synthesized and integrated into the Platform. The Platform will also include the modelling outcomes of WP5, along appropriate data and guidelines for replication. Model documentation will be also provided through detailed individual webpages per model and in the form of a concise interactive infographic, visualizing the main characteristics of all the models at once. All modelling results and outcomes will be presented in an easy to digest manner for various target audiences, and especially citizens and communities.

In terms of implementation, the Interactive Policy Platform will be built on the I<sup>2</sup>AM PARIS infrastructure<sup>10</sup> which was developed during the H2020 Paris Reinforce project and will be extended in parallel during the H2020 NDC ASPECTS project. In terms of accessibility, it will be publicly available and designed on the principles of Open Science and FAIR data exchange. It will be also accessible through ENCLUDE’s website and extensively advertised through other communication channels such ENCLUDE’s social media and LinkedIn and Twitter networks of consortium partners and stakeholders.

### 4.1.3 Social Media

Social media are online platforms to exchange opinions, knowledge, and expertise along a wide audience and can be highly effective means for hosting marketing and promotional campaigns. Due to ENCLUDE’s focus on citizens, social media are extensively used by the project to promote messages and results to the wider public and relevant stakeholder groups (see also Section 3). The social media channels of ENCLUDE form a conduit for comprehensible and accessible communication to target audiences as well as provide links to more detailed dissemination material. Table 4 presents the aim and planning per social media channel.

Table 4 Targets and plan per social media channel

Social Media	Purpose	Plan
Twitter	Increase ENCLUDE’s visibility in the scientific and policymaking community, as well as in the civil society	At least one post per week on the project’s progress and relevant current affairs. Posts will be more frequent later in the project when more results will be delivered.
LinkedIn	Increase ENCLUDE’s visibility in the scientific, policymaking, and business community	Ad hoc posts on the project’s progress
Instagram	Increase ENCLUDE visibility in the society	Around 1-2 post(s) per month and as many as needed to promote the videos of ENCLUDE’s Academy

<sup>10</sup> <https://i2am-paris.eu/>



### Twitter

Twitter is an online social networking service in which users post and interact with short messages (less than 280 characters). It is ideal for short announcements of project outcomes and will be used on an ad hoc basis. Via its Twitter account<sup>11</sup>, ENCLUDE reaches a wide range of diverse audiences.

### LinkedIn

LinkedIn is a business and employment-oriented social network, allowing individuals and organizations to promote their professional progress and outcomes. ENCLUDE's page<sup>12</sup> in LinkedIn is used to target more specialized audiences within the scientific, policymaking, and business community and provide detailed information about its project outcomes.

### Instagram

Instagram is a social networking app for sharing photos and videos, and it is ideal for communicating short and vivid messages to a wide audience. Via its Instagram channel<sup>13</sup>, ENCLUDE will post pictures and videos on issues such as decarbonization and energy citizenship. Instagram will be also instrumental for promoting the Academy for Energy Citizen Leadership. For instance, “mini” videos and animated GIFs have been developed to promote the results of the Academy.

### ResearchGate

ResearchGate is a social network for scientists and researchers, allowing them to share papers, ask and answer questions, and find collaborators. By developing a project page in ResearchGate, ENCLUDE intended to reach out to the scientific community to disseminate its scientific publications and other reports. However, ResearchGate has discontinued the functionality of project pages and thus the ENCLUDE page is no longer available. Nevertheless, we will still reach out to scientists through specialized Twitter channels such as the #energytwitter.

### YouTube

YouTube will be used for hosting and promoting ENCLUDE videos, including interviews, explanatory videos on the concept and main outputs, and training videos for ENCLUDE's Academy. An ENCLUDE YouTube account<sup>14</sup> and the first two ENCLUDE videos<sup>15</sup> have been already created.

## 4.1.4 News websites and Blogs

The following section presents a list of high-caliber media websites that will be contacted to communicate and disseminate ENCLUDE's outputs to a wide audience. The list is indicative and non-exhaustive and will be modified or extended whenever necessary.

### EURACTIV

EURACTIV<sup>16</sup> is an independent pan-European media network specialized in EU policymaking, covering policy processes upstream of decisions. It provides free and localized news about EU policy in twelve languages, and together with its media partners reaches 1.7 million users across Europe and the rest of the world.

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<sup>11</sup> <https://twitter.com/encludeproject>

<sup>12</sup> <https://www.linkedin.com/company/encludeproject/>

<sup>13</sup> <https://www.instagram.com/encludeproject/>

<sup>14</sup> <https://www.youtube.com/@encludeproject-euhorizon2058>

<sup>15</sup> <https://encludeproject.eu/communication/videos>

<sup>16</sup> <https://www.euractiv.com/>



### The Guardian

The Guardian<sup>17</sup> is an acknowledged British daily newspaper founded in 1821 reaching a total of 24.9 million people each month. It features a section dedicated to the environment, with subtopics on climate change, wildlife, energy, and pollution. It is envisaged that the project's outcomes can be promoted via the Guardian to a wide variety of audiences fulfilling all three pillars of promotion.

### The Conversation

The Conversation<sup>18</sup> is an independent source of news, analysis, and expert opinion, written by academics and researchers and delivered directly to the public. It is estimated that its global audience is about 38.2 million readers per month. It is envisaged that ENCLUDE results can be promoted via The Conversation to audiences appropriate for dissemination and exploitation.

### ClimateChangePost

ClimateChangePost<sup>19</sup> features the latest news on climate change and adaptation with a special focus on Europe. Many of its articles present latest results from scientific publications and reports, making it an ideal conduit for ENCLUDE to reach a wide range of its target audiences.

### ClimateChangeNews.com

An international platform<sup>20</sup> that covers climate change news, analysis, commentary, video, and podcasts focused on developments in global climate politics.

### Energypost.eu

Energy Post<sup>21</sup> provides an open platform to exchange and debate energy topics for policymakers, market players, analysts, and other stakeholders and could be used to reach specialized audiences for ENCLUDE's results.

### Huffington Post

Huffington Post<sup>22</sup> is an American news aggregator and blog, with localized and international editions (12 million viewers). Among other topics, the website covers environmental, climate, and lifestyle issues, making it appropriate for sharing project results to the wider public.

### Thrive Global

Thrive Global<sup>23</sup> is a website aiming to help the world's leading enterprises and their people build healthy habits through inspirational storytelling and actionable micro steps. It is also active on Facebook, Instagram, LinkedIn and reaches almost half million people.

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<sup>17</sup> <https://www.theguardian.com/>

<sup>18</sup> <https://theconversation.com/>

<sup>19</sup> <https://www.climatechangepost.com/>

<sup>20</sup> <https://climatechangenews.com/>

<sup>21</sup> <http://energypost.eu/>

<sup>22</sup> <https://www.huffpost.com/>

<sup>23</sup> <https://thriveglobal.com/>



### 4.1.5 Magazines

#### Research\*eu

Research\*eu Results magazine<sup>24</sup> covers topics of research interest in the EU. Through this magazine, results of ENCLUDE can be communicated and disseminated to scientists, policymakers in the EU and Member States, and the general public.

#### The Beam

The Beam<sup>25</sup> is a tri-annual print and digital publication, featuring interviews, perspectives, and articles from global experts in the field of climate action and sustainable development. In the context of ENCLUDE, it is envisioned to provide material for the United People of Climate Action section of the magazine, which covers personal stories of people that are impactful on climate action.

### 4.1.6 Online collaboration and sharing platforms

#### Climatechangemitigation.eu

Climatechangemitigation.eu is a portal that collects and disseminates information from different EU-funded research projects on climate change mitigation. ENCLUDE will use the portal<sup>26</sup> to promote its results to scientific and policymaking communities working on mitigation topics.

#### REScoop.eu

REScoop.eu<sup>27</sup> is the European federation of citizen energy cooperatives, a growing network of 1.900 European energy cooperatives and their 1.250.000 citizens who are active in the energy transition. ENCLUDE will use this channel to communicate and disseminate results but also recruit potential participants for its survey, interviews, and case studies.

#### Energy Cities

Energy Cities<sup>28</sup> is a network of 1,000 local governments in 30 countries that establish a trustful dialogue between citizens, local leaders, and EU & national institutions to accelerate the energy transition in Europe. As with RESCOOP.eu, ENCLUDE have already contacted Energy Cities to promote announcements related to the dissemination project outcomes.

#### Capacity4Dev

Capacity4Dev<sup>29</sup> is the European Commission's knowledge sharing platform for development cooperation aiming to improve capacity building. The platform has over 25,000 members who share, learn, and collaborate on the fields of sustainable development. This channel is ideal for dissemination and exploitation purposes since its members are scientists, industrialists, EU staff, and sustainable development professionals in the EU, policymakers at EU and global level, as well as members of the civil society.

#### IISD SDG Knowledge Hub

The SDG Knowledge Hub<sup>30</sup> is an online resource center for news and commentary regarding the implementation of the United Nations' 2030 Agenda for Sustainable Development, including discussion

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<sup>24</sup> [https://cordis.europa.eu/research-eu/home\\_en.html](https://cordis.europa.eu/research-eu/home_en.html)

<sup>25</sup> <https://the-beam.com/>

<sup>26</sup> <http://climatechangemitigation.eu/about/related-eu-projects/enclude/>

<sup>27</sup> <https://www.rescoop.eu/news-and-events>

<sup>28</sup> <https://energy-cities.eu/>

<sup>29</sup> <https://europa.eu/capacity4dev/>

<sup>30</sup> <http://sdg.iisd.org/>



on progress across all 17 Sustainable Development Goals (SDGs). It is envisaged that ENCLUDE's outcomes can be promoted via the IISD SDG Knowledge Hub to many actors involved in sustainable development, such as policymakers, scientists, NGOs, industrialists, and the civil society.

### ECEEE

The European Council for an Energy Efficient Economy<sup>31</sup> is a non-profit, independent organization dedicated to promoting energy efficiency in Europe. Since ENCLUDE's focus on citizens can greatly impact energy demand, ECEEE will be used to promote outputs to policymakers, businesses, and NGOs related to energy efficiency.

## 4.1.7 Data repositories and platforms

### Zenodo

Zenodo is a platform developed by CERN with the goal to provide an easy-access data repository for scientific data from all over the world and from every discipline. ENCLUDE's Zenodo community<sup>32</sup> will form a central hub for providing open and unrestricted access to the project's publications and data.

### OpenAIRE

OpenAIRE<sup>33</sup> is a science-related portal, the mission of which is to provide unlimited, barrier-free, open access to research outputs financed by public funding in Europe. The use of OpenAIRE will enable ENCLUDE, on one hand, to report more effectively and efficiently the scientific, and other, outcomes of the action and, on the other, to reach a wide community of scientists, policymakers, and stakeholders interested in EU-funded research in general.

### European Open Science Cloud

The European Open Science Cloud (EOSC)<sup>34</sup> aspires to provide European researchers, innovators, companies, and citizens with an open multi-disciplinary environment where they can publish, find and re-use data, tools and services for research, innovation, and educational purposes. Along with sharing information, data, and tools on its Interactive Policy Platform, ENCLUDE will strive to share or link these outputs to the EOSC platform, increasing their visibility and findability.

## 4.1.8 Partners' Websites/Blogs

Most consortium partners have websites featuring news on their research activities. In these websites, articles on the progress of ENCLUDE and announcements on recent reports or upcoming events will be published. Partners' websites that had already published about the start of the project include the websites of the Department of Environmental Systems Science at ETH Zurich<sup>35</sup>, TEESlab at the UPRC<sup>36</sup>, the University of Glasgow<sup>37</sup>, and HOLISTIC<sup>38</sup>. Other partner websites that could be used in the future for dissemination and communication include the websites of TU Delft<sup>39</sup>, CPPU at the UCC<sup>40</sup>,

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<sup>31</sup> <https://www.eceee.org/>

<sup>32</sup> <https://zenodo.org/communities/enclude>

<sup>33</sup> <https://www.openaire.eu/>

<sup>34</sup> <https://eosc-portal.eu/>

<sup>35</sup> <https://usys.ethz.ch/en/news-events/news.html>

<sup>36</sup> <https://teeslab.unipi.gr/category/news/>

<sup>37</sup> <https://www.gla.ac.uk/news/>

<sup>38</sup> <https://www.holisticsa.gr/articles-3-col>

<sup>39</sup> <https://www.tudelft.nl/en/current/latest-news>

<sup>40</sup> <https://www.ucc.ie/en/cppu/news/>



Joanneum research<sup>41</sup>, Th!nk-E<sup>42</sup>, Utrecht University<sup>43</sup>, Green Partners<sup>44</sup>, Eko-svest<sup>45</sup>, Missions Publiques<sup>46</sup>, and the University of Victoria<sup>47</sup>.

### 4.1.9 Peer-to-peer mailing lists

Peer-to-peer (P2P) mailing lists are subscription-based email services that enable individuals interested in specific topics to communicate with each other and exchange opinions and project results. P2P lists related to ENCLUDE's topics such as energy, social sciences, transdisciplinarity, and climate change mitigation can be powerful means to reach audiences from academia, policymaking, and business, since most subscribers are actively working in sectors affected by these topics. These lists are used to disseminate the project's progress and output (newsletters, press releases, and general announcements) and invite subscribers to participate in ENCLUDE's open events and webinars. Additionally, these mailing lists will be used to follow relevant research and novelties from ENCLUDE's fields. The following mailing lists have been initially selected for dissemination (and will be possible extended in the future):

- Energy and Social Science Network (EASSN)<sup>48</sup>
- Energy Justice<sup>49</sup>
- SIMSOC (computer simulation in the social sciences)<sup>50</sup>
- YouRTD (theory and practice of transdisciplinary research)<sup>51</sup>
- International Institute for Sustainable Development (IISD), especially the “Energy news” and “SDG news” mailing lists<sup>52</sup>

### 4.1.10 External Events

With the aim to effectively promote ENCLUDE, partners will be encouraged to participate in events organized outside the consortium and promote preliminary and final results, both during and after the end of the project. This includes events organized by the European Commission as well as international conferences and workshops fields related to ENCLUDE and the energy citizenship context. Partners will be assisted by the WP7 team to present at least in one event per year, aiming to disseminate ENCLUDE's results in around 50 events in total. All partners will participate in the identification of relevant events.

#### Scientific conferences

ENCLUDE partners will participate in scientific conferences to disseminate the project results to the scientific community. Additionally, conferences will be used to monitor relevant research in fields related to energy citizenship and other relevant topics. The following conferences have been assessed as relevant to the project:

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<sup>41</sup> <https://www.joanneum.at/en/get-to-know-us/latest-developments/news>

<sup>42</sup> <https://www.think-e.be/blog>

<sup>43</sup> <https://www.uu.nl/en/research/sustainability/news>

<sup>44</sup> <https://greenpartners.ro/>

<sup>45</sup> <https://ekosvest.com.mk/>

<sup>46</sup> <https://missionspubliques.org/le-blog/>

<sup>47</sup> <https://www.uvic.ca/research/centres/iesvic/news-events/index.php>

<sup>48</sup> <https://www.jiscmail.ac.uk/cgi-bin/webadmin?A0=EASSN>

<sup>49</sup> <https://www.jiscmail.ac.uk/cgi-bin/webadmin?A0=ENERGYJUSTICE>

<sup>50</sup> <https://www.jiscmail.ac.uk/cgi-bin/webadmin?A0=simsoc>

<sup>51</sup> <https://lists.posteo.de/listinfo/yourtd>

<sup>52</sup> <https://enb.iisd.org/email/>



- International Transdisciplinary Conference<sup>53</sup>
- International Sustainability Transitions Conference<sup>54</sup>
- International Conference on Public Policy<sup>55</sup>
- Annual Meeting of the Integrated Assessment Modelling Consortium<sup>56</sup>
- Sustainable Development of Energy, Water and Environment Systems (SDEWES) conference<sup>57</sup>
- International Conference on Energy Research & Social Science<sup>58</sup>
- STS Graz conference<sup>59</sup>
- Eu-SPRI conference<sup>60</sup>

### Policy conferences

Along the duration of ENCLUDE, the 26<sup>th</sup>, 27<sup>th</sup>, and 28<sup>th</sup> sessions of the Conference of the Parties (COP26, COP27 and COP28) will take place in 2021, 2022, and 2023 respectively. These conferences offer great opportunities to reach out to policymakers, NGOs, industrialists, scientists, and other audiences and promote the project. Regarding COP26, while it was premature for ENCLUDE to be present, consortium partners participated and promoted the project via informational material (ENCLUDE business cards). Regarding COP28, ENCLUDE will evaluate ways to participate and organize or co-organize side events along with other EU-funded projects.

### Workshops and other events and media

Several workshops organized by external organizations could be used to promote ENCLUDE, such as networking events which are often organized for EU-funded projects<sup>61</sup>. Apart from these events, results could be disseminated in commercial exhibitions, anniversary celebration events, and promotion events organized by European institutions or embassies. For its last project year, ENCLUDE aims to participate in many events such as the Smart City Expo World Congress in Barcelona<sup>62</sup> and the Kortrijk Creativity Festival in Belgium<sup>63</sup>.

Since ENCLUDE aims to appeal to the younger generations, presentations and workshops in universities or schools are also envisioned during the project, potentially conjointly with local organizations from the case studies of WP3. On this, the UPRC consortium partner presented ENCLUDE at a school in Greece. Finally, ENCLUDE will attempt to contact local media channels such as radio stations and websites to promote local applications and events of ENCLUDE's Academy.

### 4.1.11 Synergies

Synergies with relevant projects and clustering activities can increase the outreach potential of the project's outputs and raise awareness among a broad spectrum of stakeholders. The SSH projects that ENCLUDE currently collaborates with are the following:

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<sup>53</sup> <https://akademien-schweiz.ch/en/current/events/itd-conference-2021/>

<sup>54</sup> <https://www.ist2021-karlsruhe.de/ist2021-en/index.php>

<sup>55</sup> <https://www.ippapublicpolicy.org/>

<sup>56</sup> <https://www.iamconsortium.org/annual-meetings/>

<sup>57</sup> <https://www.sdewes.org/>

<sup>58</sup> <https://www.elsevier.com/events/conferences/international-conference-on-energy-research-and-social-science>

<sup>59</sup> <https://www.tugraz.at/arbeitsgruppen/sts/sts-conference-graz/>

<sup>60</sup> <https://euspri2022.nl/>

<sup>61</sup> <https://ec.europa.eu/programmes/horizon2020/en/newsroom/573>

<sup>62</sup> <https://www.smartcityexpo.com>

<sup>63</sup> <https://designregio-kortrijk.be/en/news-events/wonder-open-call>



- **EC<sup>264</sup>** – connects the energy citizenship concept with energy communities for achieving a clean-energy transition.
- **EnergyPROSPECTS<sup>65</sup>** – develops proactive strategies and policies for energy citizenship transformation.
- **GRETA<sup>66</sup>** – studies the social side of the energy transition as it wants to understand how energy citizenship works in different contexts and geographical levels.
- **DIALOGUES<sup>67</sup>** – aiming to achieve inclusive DIALOGUES towards an operational concept of energy citizenship that supports the Energy Union.
- **SSH CENTRE<sup>68</sup>** – supporting cross-sectoral collaborations and empowerment of citizens and networks towards the development of socially-innovative climate solutions for the EU.
- **TRANSFOMER<sup>69</sup>** – designing long-term systemic transformation frameworks for regions that accelerate the shift to climate neutrality.

The following projects have been additionally suggested by ENCLUDE's consortium partners as potential synergies:

### Projects related to Energy Communities

- **DECIDE<sup>70</sup>** – aims to gain a better understanding of how energy communities and energy efficiency services are established and managed.
- **ACCEPT<sup>71</sup>** – develops a digital toolbox that allows energy communities to enable, extract, and optimize the flexibility of residential energy resources.
- **CROWD THERMAL<sup>72</sup>** – aims to empower the European public to participate in the development of geothermal projects through alternative financing schemes and social engagement tools.
- **SONNET<sup>73</sup>** – making sense of how social innovation can bring about a more sustainable energy system in Europe.
- **COMETS<sup>74</sup>** – investigating and quantifying the aggregate contribution of Collective Action Initiatives in the energy sector at both national and European levels.
- **NEWCOMERS<sup>75</sup>** – delivers practical recommendations about how the EU as well as national and local governments can support new clean energy communities.
- **SOCIALRES<sup>76</sup>** – fosters energy democracy through social innovation and active collaboration between cooperatives, aggregators of renewable energy, and crowdfunding platforms.
- **BECOOP<sup>77</sup>** – provides the necessary conditions, technical as well as business support tools, for unlocking the underlying market potential of community bioenergy.

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<sup>64</sup> <https://ec2project.eu/>

<sup>65</sup> <https://www.energyprospects.eu/>

<sup>66</sup> <https://projectgreta.eu/>

<sup>67</sup> <https://www.dialoguesproject.eu/>

<sup>68</sup> <https://sshcentre.eu/>

<sup>69</sup> <https://transformer-project.eu/>

<sup>70</sup> <https://decide4energy.eu/>

<sup>71</sup> <https://www.accept-project.eu/>

<sup>72</sup> <https://www.crowdthermalproject.eu/>

<sup>73</sup> <https://sonnet-energy.eu/>

<sup>74</sup> <http://www.comets-project.eu/>

<sup>75</sup> <https://www.newcomersh2020.eu/>

<sup>76</sup> <https://socialres.eu/>

<sup>77</sup> <https://www.becoop-project.eu/>





- **NUDGE**<sup>78</sup> – aims to systematically assess and unleash the potential of behavioral interventions towards achieving higher energy efficiency.
- **TIPPING.plus**<sup>79</sup> – supports successful clean-energy transitions in Coal and Carbon Intensive Regions through understanding Social-Ecological Tipping Points.
- **ENTRANCES**<sup>80</sup> – addresses challenges faced by Coal and Carbon Intensive Regions by considering multi-dimensional perspectives.

### Projects related to Energy Poverty

- **EnergyMeasures**<sup>81</sup> – focuses on developing understandings of the lived experience of energy poverty and exploring energy through a social practice lens.
- **ComAct**<sup>82</sup> – aims to make energy-efficient improvements in multi-family apartment buildings in the Central and Eastern European region and in former Soviet Union republics affordable and manageable for energy-poor communities.
- **EmPowermed**<sup>83</sup> – aims to tackle energy poverty and help improve health of people in the coastal areas of Mediterranean countries, with a particular focus on women.
- **POWERPOOR**<sup>84</sup> – develops support programmes for energy poor citizens and encourages the use of alternative financing schemes.
- **ENPOR**<sup>85</sup> – aims to make energy vulnerability in the private rented sector visible and tests energy efficiency support schemes to address it.
- **SocialWatt**<sup>86</sup> – aims to enable parties across Europe to develop, adopt, test, and spread innovative schemes to alleviate energy poverty.

### Projects related to energy modeling and management

- **SENTINEL**<sup>87</sup> – develops energy system modelling to support the transition to a low-carbon energy system in the EU.
- **PARIS REINFORCE**<sup>88</sup> – aims to develop an integrated assessment model-oriented framework for supporting the design and analysis of climate policies in the EU and elsewhere.
- **NDC ASPECTS**<sup>89</sup> – aims to inform the next generation of NDCs through transdisciplinary discussions among diverse stakeholders (including the civil society).
- **MATRYCS**<sup>90</sup> – related to energy services in buildings and (partly) looking at how people use energy in their homes.
- **BD4NRG**<sup>91</sup> – focuses to big data for the energy sector and includes pilots for creating and testing infrastructure for small energy communities.

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<sup>78</sup> <https://www.nudgeproject.eu/>

<sup>79</sup> <https://tipping-plus.eu/home>

<sup>80</sup> <https://entrancesproject.eu/>

<sup>81</sup> <https://energymeasures.eu>

<sup>82</sup> <https://comact-project.eu>

<sup>83</sup> <https://www.empowermed.eu>

<sup>84</sup> <https://powerpoor.eu/>

<sup>85</sup> <https://www.enpor.eu/>

<sup>86</sup> <https://www.socialwatt.eu/>

<sup>87</sup> <https://sentinel.energy/>

<sup>88</sup> <https://paris-reinforce.eu/>

<sup>89</sup> <https://ndc-aspects.eu/>

<sup>90</sup> <https://matrycs.eu/>

<sup>91</sup> <https://bd4nrg.eu/>



## 4.2 Branding and promotional materials

Several types of promotional materials are envisaged to promote ENCLUDE's scope, objectives, and results in different stages of the project. All promotional materials will have a consistent and distinctive visual identity which has been already created. Most items of the communication package have been developed during the first six months of the project and are presented below in the order that they became available.

### 4.2.1 Visual identity and communication package

#### Visual identity and logo

To create identity within the consortium and to support brand recognition, the ENCLUDE logo was created and will be used in all promotional material (Figure 1). The logo was custom-made for ENCLUDE after consultations with an art and communication specialist and was further evaluated by students. The logo symbolizes the focus of the project on the citizen (through the white figure at the center of the logo), the ambitious action needed for the transition to energy and climate neutrality (through the dynamic pose of the figure), and the ecological and inclusive approach required for that (through the leaf that encloses the figure). Corresponding to these messages, the design and colors of the logo aimed to be sensitive and culturally conscious, but also show the strength and resilience required to achieve the goals of the project. The colors of the logo and the whole brand design of the project have been also selected to be accessible by readers with visual impairments.

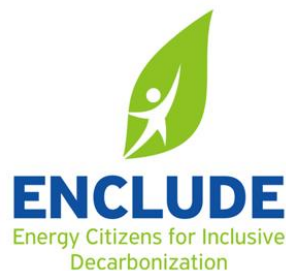


Figure 1 ENCLUDE's logo

#### Templates

Throughout the duration of ENCLUDE, a variety of documents circulated among partners, disseminated to stakeholders, published on social media, or printed and shared at the events. In order to consolidate ENCLUDE's visual identity and ensure uniformity and recognizability, specific templates were created for each document types using the same format, colors, and styles across all material. Examples of such document templates include Microsoft Word templates for project deliverables (used in the current document) and other types of reports and Microsoft PowerPoint templates for presentations.

#### Icons and graphics

Icons and graphics were produced for the website, reports, and social media with the aim to support comprehensibility of the project's outputs and methodologies and make them more attractive. The graphics will be consistent and distinctive to ENCLUDE's brand identity and promote familiarity with the project to citizens and other key stakeholders.



Figure 2 Examples of graphics created for social media promotion in ENCLUDE

### Business card

Initially, the WP7 team aimed to develop a promotional flyer and leaflet to provide general information about the project and create visibility in physical events. As the project started during the COVID period we have refrained from creating a flyer or a leaflet and focused on strengthening our social media outreach as all events were online. When events started to become physical again, we opted for a business card instead of paper leaflets in order to reduce the paper requirements of the project. The card features the social media handles of the project as well as a QR code leading to the project website. We have already distributed around 300 pieces of this card.



Figure 3 The business card template created for ENCLUDE.

### Project posters

Multiple posters on ENCLUDE have been created for conferences and events, showcasing the project's objectives and vision. Posters are available on the project website<sup>92</sup>.

<sup>92</sup> <https://encludeproject.eu/communication/infographics>



### Project presentation

A project presentation about ENCLUDE has been created, containing basic information about the project's objectives, activities, and partnerships<sup>93</sup>. The presentation is intended for dissemination at conferences and other relevant events.

### Postcards

For achieving a more personalized promotion of ENCLUDE's outcomes and events, a set of artistic postcards will be produced towards the end of the project. The postcards will display key messages and catchphrases to promote energy citizenship to stakeholders, which can then send the postcards to families and friends, further disseminating ENCLUDE's messages. Ideas for postcards might also come from the graphics that have been already developed for advertising the presentations of participants in the ENCLUDE Academy (see Figure 4 below).



Figure 4 Examples of promotion graphics for the presentations of Academy participants

### Smart graphs and infographics

Smart graphs and infographics will be used to visualize methodologies and outputs of ENCLUDE in a clear and simple way. It is foreseen that during the project implementation phase, 10 smart graphs/infographics will be produced and shared via social media. Existing infographics can be found on the website.<sup>94</sup>

### Videos

The WP7 team will produce five videos to present ENCLUDE's overall scope, the typology, and clusters of energy citizenship (WPs 2 and 4), the case study pool (WP3), modelling outcomes (WP5), and more. All ENCLUDE videos can be found on the website<sup>95</sup> and on YouTube<sup>96</sup>.

<sup>93</sup> <https://public.3.basecamp.com/p/gantq4WFN5UxxCox6NyG66q5>

<sup>94</sup> <https://encludeproject.eu/communication/infographics>

<sup>95</sup> <https://encludeproject.eu/communication/videos>

<sup>96</sup> <https://www.youtube.com/@encludeproject-euorizon2058>



### 4.2.2 Promotional materials

#### Articles and press releases

Articles tailored to targeted audiences will be disseminated via the promotional channels identified in Section 4.1. All partners will support this process by suggesting media contacts at the national level and extend the list of envisioned media outlets. At least 15 articles are expected to be published in the project's course. Press releases were also envisioned to be released every six months but were deemed to be overlapping with the scope of the project newsletter and were thus merged with the newsletter.

#### Scientific publications

Scientific publications are one of the keys means of disseminating the project's results to the research community and building scientific credibility for the project's work. Scientific articles will be published in open access, high-quality, peer-reviewed journals. Partners will also be encouraged and assisted in publishing their results in working paper series. These activities will ensure that the project and its results will be made known to the public at large. The consortium will submit at least 15 peer reviewed articles to scientific journals. While the article manuscripts will be developed and finalized in WPs 1-6, the WP7 team will support by offering editing services and allocating fees for open access publication. Moreover, the WP7 team will use its social media channels to promote the articles. A special issue is also envisioned using the consortium partners connections to respective journals editors to further support the scientific dissemination and exploitation of the project's results.

#### ENCLUDE newsletter

An electronic newsletter is regularly issued providing information on the project development and events. While on the 1<sup>st</sup> project year we have published only one newsletter due to the lack of content, on the 2<sup>nd</sup> year we aimed to publish every 2-3 months, and we will continue to do so on the 3<sup>rd</sup> year. The newsletter incorporates inputs from all partners on progress and key outcomes of the project. Its key aim is to raise awareness about the ongoing work of the action and its relevance to policymaking at EU and national level. In compliance to the GDPR, a person will be included to the newsletter mailing list only if an informed and explicit consent has been given, while the possibility of withdrawing the consent is clearly explained. Consents will be provided either by filling an online subscription form or by direct email in case of personal contacts.

#### Dissemination from partners' institutions

The WP7 has collected all social media accounts of partner organizations in order to tag them in social media posts and ask for their contribution in promoting and sharing the posts.



## 5 Implemented activities

During the first and the second year of the project, several CDE activities have been implemented. Figure 2 shows the project's CDE tracker, including a selection of social media posts from the project accounts. The tracker is used to monitor and document events and media activities of the project; it is available online<sup>97</sup> and is frequently updated. The following sections show implemented activities in more detail.

Date	Responsible partner	Type of media activity (select from drop-down list)	Title media activity / Description	Country	Medium	N° of ppl reached
25/12/2021	HOLISTIC	Social Media	LinkedIn Post,similar as the one in Twitter(see above)	n/a	online	320
5/1/2022	HOLISTIC	Social Media	Twitter Post:"#Don'tLookUp;a film in which two scientists..for the solutions"	n/a	online	1,181
5/1/2022	HOLISTIC	Social Media	LinkedIn Post,similar as the one in Twitter(see above)	n/a	online	200
12/1/2022	HOLISTIC	Social Media	Twitter Post:"According to the World Economic Forum's #risks22 report..."	n/a	online	414
12/1/2022	HOLISTIC	Social Media	LinkedIn Post,similar as the one in Twitter(see above)	n/a	online	173
19/1/2022	HOLISTIC	Social Media	Twitter Post:"#h2020enclude partner, @JOAN_RESEARCH ,developed...@andreast...	n/a	online	347
19/1/2022	HOLISTIC	Social Media	LinkedIn Post,similar as the one in Twitter(see above)	n/a	online	339
26/1/2022	HOLISTIC	Social Media	Twitter Post:"#h2020enclude partners@JOAN_RESEARCH and @thinke_be organis...	n/a	online	225
26/1/2022	HOLISTIC	Social Media	LinkedIn Post,similar as the one in Twitter(see above)	n/a	online	340
2/2/2022	HOLISTIC	Social Media	Twitter Post " Our newsletter is now released!..."	n/a	online	565
2/2/2022	HOLISTIC	Social Media	LinkedIn Post,similar as the one in Twitter(see above)	n/a	online	354
11/2/2022	HOLISTIC	Social Media	Twitter Post:"ENCLUDE's Academy aims to support collective actions...(7/7)-thead	n/a	online	234
11/2/2022	HOLISTIC	Social Media	LinkedIn Post,similar as the one in Twitter(see above)	n/a	online	225
21/2/2022	HOLISTIC	Social Media	Twitter Post: "In 2021,9 EU countries generated more than 25%...#energycitizenship"	n/a	online	294
21/2/2022	HOLISTIC	Social Media	LinkedIn Post,similar as the one in Twitter(see above)	n/a	online	248
23/2/2022	HOLISTIC	Social Media	Twitter Post:"People born today will emit 10 times less CO2...IEA commentary here"	n/a	online	145
23/2/2022	HOLISTIC	Social Media	LinkedIn Post,similar as the one in Twitter(see above)	n/a	online	135
4/3/2022	HOLISTIC	Social Media	Twitter Post:"Over the past half-century,#oilandgas geopolitics.. #ClimateCrisis too"	n/a	online	310
4/3/2022	HOLISTIC	Social Media	LinkedIn Post,similar as the one in Twitter(see above)	n/a	online	381
9/3/2022	HOLISTIC	Social Media	Twitter Post:" Using only "green" technologies is not enough...#greentechnology'	n/a	online	476
9/3/2022	HOLISTIC	Social Media	LinkedIn Post,similar as the one in Twitter(see above)	n/a	online	1,135
16/3/2022	HOLISTIC	Social Media	Twitter Post:"@EUSmartCities Marketplace Forum 2022..Find more:"	n/a	online	176
16/3/2022	HOLISTIC	Social Media	LinkedIn Post,similar as the one in Twitter(see above)	n/a	online	507
24/3/2022	HOLISTIC	Social Media	Twitter Post:" There is high energy dependency in EU27 countries...Source"	n/a	online	376
24/3/2022	HOLISTIC	Social Media	LinkedIn Post,similar as the one in Twitter(see above)	n/a	online	429
30/3/2022	HOLISTIC	Social Media	Twitter Post:" US news networks devoted 212 min ...Source @dw"	n/a	online	338
30/3/2022	HOLISTIC	Social Media	LinkedIn Post,similar as the one in Twitter(see above)	n/a	online	102
31/3/2022	HOLISTIC	Social Media	Twitter Post:"The 1st General Annual meeting of ENCLUDE... #climate"	n/a	online	274
31/3/2022	HOLISTIC	Social Media	LinkedIn Post,similar as the one in Twitter(see above)	n/a	online	283
4/4/2022	HOLISTIC	Social Media	Twitter Post:"Live @IPCC_CH's presentation of its latest report... #energycitizenship!"	n/a	online	277
4/4/2022	HOLISTIC	Social Media	LinkedIn Post,similar as the one in Twitter(see above)	n/a	online	283
6/4/2022	HOLISTIC	Social Media	Twitter Post: "Bringing together #people from all layers ...Transdisciplinary Advisory B	n/a	online	246
6/4/2022	HOLISTIC	Social Media	LinkedIn Post,similar as the one in Twitter(see above)	n/a	online	207
15/4/2022	HOLISTIC	Social Media	Twitter Post, "Heating is often the elephant in the room...enable them for everyone"	n/a	online	515
15/4/2022	HOLISTIC	Social Media	LinkedIn Post,similar as the on in Twitter (see above)	n/a	online	205
20/4/2022	HOLISTIC	Social Media	Twitter Post, "Did you know that by choosing an energy supplier...source study here:"	n/a	online	67
20/4/2022	HOLISTIC	Social Media	LinkedIn Post,similar as the on in Twitter (see above)	n/a	online	149
26/4/2022	HOLISTIC	Social Media	Twitter Post, "Matters of sovereignty, self-determination...in the Transforming Society	n/a	online	327
26/4/2022	HOLISTIC	Social Media	LinkedIn Post,similar as the on in Twitter (see above)	n/a	online	85
27/4/2022	HOLISTIC	Social Media	Twitter Post, "@encludeproject will be present ... Find out more and register at:" (thre	n/a	online	473
27/4/2022	HOLISTIC	Social Media	LinkedIn Post,similar as the on in Twitter (see above)	n/a	online	126
5/5/2022	HOLISTIC	Social Media	Twitter Post, "Our partners @vanjadjinlev & @NPDunphy participated... #EnergyTran	n/a	online	202
5/5/2022	HOLISTIC	Social Media	LinkedIn Post,similar as the on in Twitter (see above)	n/a	online	482
11/5/2022	HOLISTIC	Social Media	Twitter Post, "This 'shiny island' of solar panels is part of #Portugal's ...can make a di	n/a	online	148
11/5/2022	HOLISTIC	Social Media	LinkedIn Post,similar as the on in Twitter (see above)	n/a	online	117

Figure 5 Excerpt from ENCLUDE's tracker for CDE monitoring

<sup>97</sup> <https://docs.google.com/spreadsheets/d/1Zvo9a61xnNgnVKNSewzQZBePqaOaacM9a0aTfLWHVog/>



## 5.1 Progress towards CDE indicators

Table 5 Progress towards CDE Indicators by Month 24

Activity	Target	Progress by Month 24
Interactive Policy Platform (Task 7.3)	<ul style="list-style-type: none"> <li>• Mockup designs presented at 2nd Annual Project Meeting</li> <li>• 2,000 unique visitors per year</li> <li>• 40% of return visitors</li> <li>• &lt;50% bounce rate</li> </ul>	The platform is currently under design and initial development. A first version will be finished by autumn 2023.
ENCLUDE products hosted in the platform <ul style="list-style-type: none"> <li>• typology of energy citizenship</li> <li>• clustering tool</li> <li>• interactive model infographics (results from WP2, WP4, and WP5)</li> </ul>	<ul style="list-style-type: none"> <li>• Uptake by 40 of 100 policy makers of at least one ENCLUDE product.</li> <li>• The advisory council of the Academy for Energy Citizen Leadership will be early adopters of the clustering tool</li> </ul>	<p>The typology of energy citizenship is almost finalized. An initial version of the typology can be found in Deliverable 2.1<sup>98</sup> which has been disseminated in social media, website, and events.</p> <p>The clustering and modelling results are under development.</p>
Project website (Task 7.4)	<ul style="list-style-type: none"> <li>• 4,000 unique visitors per year</li> <li>• 40% of return visitors</li> <li>• &lt;50% bounce rate</li> </ul>	<p>For the 2<sup>nd</sup> project year:</p> <ul style="list-style-type: none"> <li>• 6,777 unique visitors (was 3,093 in the 1<sup>st</sup> project year)</li> <li>• 23% return visitors (was 20% in the 1<sup>st</sup> year)</li> <li>• 44% bounce rate (was 80% in the 1<sup>st</sup> year)</li> </ul>
Bi-monthly newsletters and direct emails (Task 7.4)	<ul style="list-style-type: none"> <li>• 3,000 recipients</li> <li>• 30% opening rate</li> </ul>	<ul style="list-style-type: none"> <li>• 107 recipients (was 51 in the 1<sup>st</sup> year)</li> <li>• 75% opening rate</li> </ul>
Social Media channels (Task 7.4)	<ul style="list-style-type: none"> <li>• #encludeproject hashtag (or @encludeproject handle) used 3,000 times on social media</li> <li>• 500 followers on LinkedIn</li> </ul>	<ul style="list-style-type: none"> <li>• 1444 uses on social media (was 108 in the 1<sup>st</sup> year)</li> <li>• 827 followers on LinkedIn (was 334 in the 1<sup>st</sup> year)</li> </ul>
Videos (Task 7.4)	<ul style="list-style-type: none"> <li>• 5 videos, presenting                             <ul style="list-style-type: none"> <li>○ the ENCLUDE overall scope,</li> <li>○ the typology and clusters of energy citizenship (WP 2 &amp; 4)</li> <li>○ the case study pool (WP3)</li> <li>○ modelling outcomes (WP5)</li> </ul> </li> <li>• 500 views</li> </ul>	<p>9 videos<sup>99</sup> including:</p> <ul style="list-style-type: none"> <li>• 2 videos presenting ENCLUDE's overall scope and the Academy</li> <li>• 7 videos presenting the projects of Academy participants</li> <li>• 153 views (was 14 in the 1<sup>st</sup> year)</li> </ul>
Infographics & smart graphs (Task 7.4)	<ul style="list-style-type: none"> <li>• 10 smart graphs/infographics presenting various outcomes</li> <li>• 200 downloads/views per year</li> </ul>	<p>9 infographics<sup>100</sup> including:</p> <ul style="list-style-type: none"> <li>• 2 infographics on ENCLUDE's working structure and Academy</li> <li>• 7 infographics/postcards on the projects of Academy participants</li> </ul>

<sup>98</sup> [https://encludeproject.eu/sites/default/files/2023-01/ENCLUDE\\_D2.1%20r2.pdf](https://encludeproject.eu/sites/default/files/2023-01/ENCLUDE_D2.1%20r2.pdf)

<sup>99</sup> <https://www.youtube.com/@encludeproject-eu/horizon2058/featured>

<sup>100</sup> <https://encludeproject.eu/communication/infographics>



Blog posts, press releases, articles (Task 7.4 / 7.5)	About 15 articles and press releases in the project's course	9 items, including: <ul style="list-style-type: none"> <li>• newsletters/press releases published</li> <li>• 1 article in an online news outlet<sup>101</sup></li> <li>• 1 booklet on WP3 results intended for the wider public<sup>102</sup></li> <li>• 2 podcasts mentioning ENCLUDE<sup>103</sup></li> </ul>
Scientific publications and participation in external conferences (Task 7.5)	At least 15 peer reviewed articles to open access, high-quality scientific journals.	<ul style="list-style-type: none"> <li>• 3 publications in book chapters and conferences (1 open access)</li> <li>• 8 articles are currently in preparation</li> </ul>
Digital networking and clustering activities with EU projects (Task 1.5)	Project referenced in 50 other websites and at EU project meetings/conference	27 mentions in other websites, see detailed list in the dissemination tracker <sup>105</sup>
Academy for Energy Citizen Leadership training program (WP6)	<ul style="list-style-type: none"> <li>• 50 trainees taking part in program</li> <li>• Training materials and modules will be public (open access)</li> </ul>	<ul style="list-style-type: none"> <li>• 96 participants registering in the Academy platform</li> <li>• Training materials will become public in the last year</li> </ul>
Final Publishable Report (Task 7.2)	100 downloads	Not applicable yet

## 5.2 Website

ENCLUDE's website has been online since September 2021 and provides a comprehensive information portal about the project. It is also used as an archive for all products of the project, including deliverables, newsletters, and infographics. Traffic to the website has been mainly driven through the social media accounts of the project. In the 2<sup>nd</sup> project year, the website had 6,777 unique visitors surpassing the target of 4,000 visitors per year. Additionally, we have managed to achieve a bounce rate of 44%, which is below the target of 50% and indicates that visitors stayed on the website and explored more pages than just the page they landed on. However, we are still short of the target of 40% returning visitors, having reached 23% returns during the 2<sup>nd</sup> year. These website-related KPIs are expected to further improve as more project products are developed and uploaded during the last year.

## 5.3 Interactive Policy Platform

The Interactive Policy Platform is currently on the design and early development phase. A first kick-off meeting among all involved project partners has taken place on June 2021, discussing the needs of all relevant WPs on the Platform, potential design approaches, and past experiences with similar platforms. Additionally, an initial mock-up has been developed for the General Annual meeting in September 2022 and is shown in Figure 1 below. Subsequently, based on the input of consortium partners, a protocol

<sup>101</sup> <https://www.transformingsociety.co.uk/2022/04/25/the-role-of-energy-citizens-in...>

<sup>102</sup> <https://encludeproject.eu/sites/default/files/2023-02/A5-WP3%20Case%20studies-Booklet-16P.pdf>

<sup>103</sup> <https://podcasts.apple.com/gr/podcast/social-grids-γιατί-να-ακολουθήσουμε-μία-bottom-up-προσέγγιση/id1605262539?i=1000590929824>

<sup>104</sup> <https://energy-cities.eu/inspiring-mind/energycitizenship/>

<sup>105</sup> <https://docs.google.com/spreadsheets/d/1Zvo9a61xnNgnVKNSewzQZBePqaOaacM9a0aTfLWHVog/edit?usp=sharing>





has been developed in January 2023, suggesting different options of integrating the work of the different WPs in the platform (for more details, see Deliverable 7.4 on the website<sup>106</sup>). Lastly, a survey on the views of policy makers and stakeholders in terms of the usefulness and usability of interactive policy platforms is currently underway. The survey will help us identify factors that are important for the success of our platform and inform its initial development that will take place in the summer and early autumn of 2023. The co-creation of the platform will not stop there, as we will further seek stakeholder feedback by inviting selected individuals to test the platform and recommend improvements.

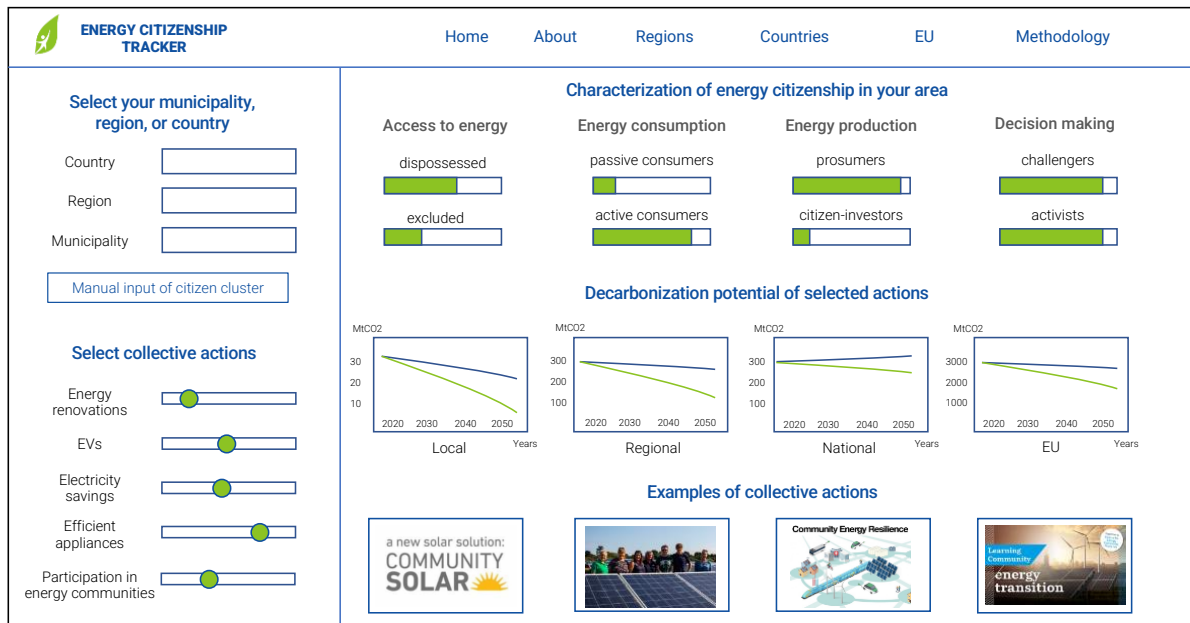


Figure 6 Mockup of the Interactive Policy Platform presented in September 2022

## 5.4 Social media

The online presence of ENCLUDE has been already established in Twitter, LinkedIn, Instagram, and ResearchGate. Specifically, an official ENCLUDE account<sup>107</sup> has been created in Twitter and has attracted 601 followers till now. Moreover, a LinkedIn organization webpage<sup>108</sup> has been created to disseminate the ENCLUDE’s action and results to more business-oriented audiences and has gained since a large following of 827 followers. An Instagram account<sup>109</sup> has been also created and is used to disseminate visual material and infographics. An impression of the items posted until now in Twitter and LinkedIn are given in Figures 3 and 4.

<sup>106</sup> [https://encludeproject.eu/sites/default/files/2023-03/ENCLUDE\\_D7\\_4\\_final.pdf](https://encludeproject.eu/sites/default/files/2023-03/ENCLUDE_D7_4_final.pdf)

<sup>107</sup> <https://twitter.com/encludeproject>

<sup>108</sup> <https://www.linkedin.com/company/encludeproject>

<sup>109</sup> <https://www.instagram.com/encludeproject/>



5:40 MM ENCLUDE @encludeproject

The 1st General Annual meeting of ENCLUDE took place online on 23/03 with exciting updates from all partners (newsletter on this <sup>SOON</sup>). We hope the next meeting will be live and we finally meet everyone in person!

#energycitizenship #energy #climate

5:00 μ.μ. · 31 Mar 22 · Twitter for Android

4 Retweet 13 Επισημάνσεις "Μου αρέσει"

5:42 MM ENCLUDE @encludeproject

What is #energycitizenship? Surveys suggest that the concept is connected to diverse energy issues in the society such as energy justice.

Μετάφραση Tweet

5:43 MM ENCLUDE 316 followers 5d ·

"Bringing together #people from all layers of the #energy #ecosystem is vital to keep moving forward together within these multiple #crises." Article from Haris Doukas, member of the ENCLUDE Transdisciplinary Advisory Board.

#energycitizenship

Read here: <https://lnkd.in/dvhfE2UZ>

BinBin Pearce and 7 others 2 shares

5:43 MM ENCLUDE 316 followers 1mo ·

Using only "green" technologies is not enough. We also need to USE less! It takes massive effort for truly "greening" a sector such as transportation and buildings. Citizens can play a huge role in participating in and demanding this change.

#energycitizenship #greentechnology

5:44 MM ENCLUDE 316 followers 4mo · Edited ·

What comes to mind when you hear the term 'energy citizenship'? On Nov 23, ENCLUDE discussed with various European NGOs about the nature of #energycitizenship in a full-fledged workshop. Everyone was asked to answer the question. The results are showcased in the attached image.

10 4 shares

5:40 MM ENCLUDE @encludeproject

Over the past half-century, #oilandgas geopolitics have lead to economic crises, degraded the #environment, & even fuelled wars. A solution to these recurring issues: keep them on the ground & use #renewableenergy instead. As an added bonus, you get to prevent the #ClimateCrisis too!

Μετάφραση Tweet

4:33 μ.μ. · 04 Mar 22 · Twitter for Android

2 Retweet 10 Επισημάνσεις "Μου αρέσει"

5:43 MM ENCLUDE 316 followers 1mo ·

Responding as ENCLUDE

Figure 7 A selection of ENCLUDE’s posts in social media



## 5.5 References on other websites

Overall, ENCLUDE project has been referenced in 28 other websites, including websites of project partners, websites from research initiatives such as the [climatechangemitigation.eu](https://climatechangemitigation.eu) and the Integrated Assessment Modeling Consortium, and websites of sibling projects such as Greta and EC<sup>2</sup>. Selected screenshots of these references are provided in Figure 8, while the full list of references is provided in the dissemination tracker<sup>110</sup>.

Figure 8 Examples of references of ENCLUDE project on other websites

## 5.6 Events

Apart from participating in ENCLUDE project meetings, consortium members have participated in 14 events presenting the concept and progress of ENCLUDE. These events include scientific conferences such as the EU-SRPI 2022, clustering workshops with other sibling projects, and civil society events such as the 14<sup>th</sup> Citizen’s Energy Forum. Selected photos from these events are shown in Figure 9, while the full list of events is provided in the dissemination tracker<sup>111</sup>.

<sup>110</sup> <https://docs.google.com/spreadsheets/d/1Zvo9a61xnNgnVKNSewzQZBePqaOaacM9a0aTfLWHVog/edit#gid=1377879015>

<sup>111</sup> Ibid.

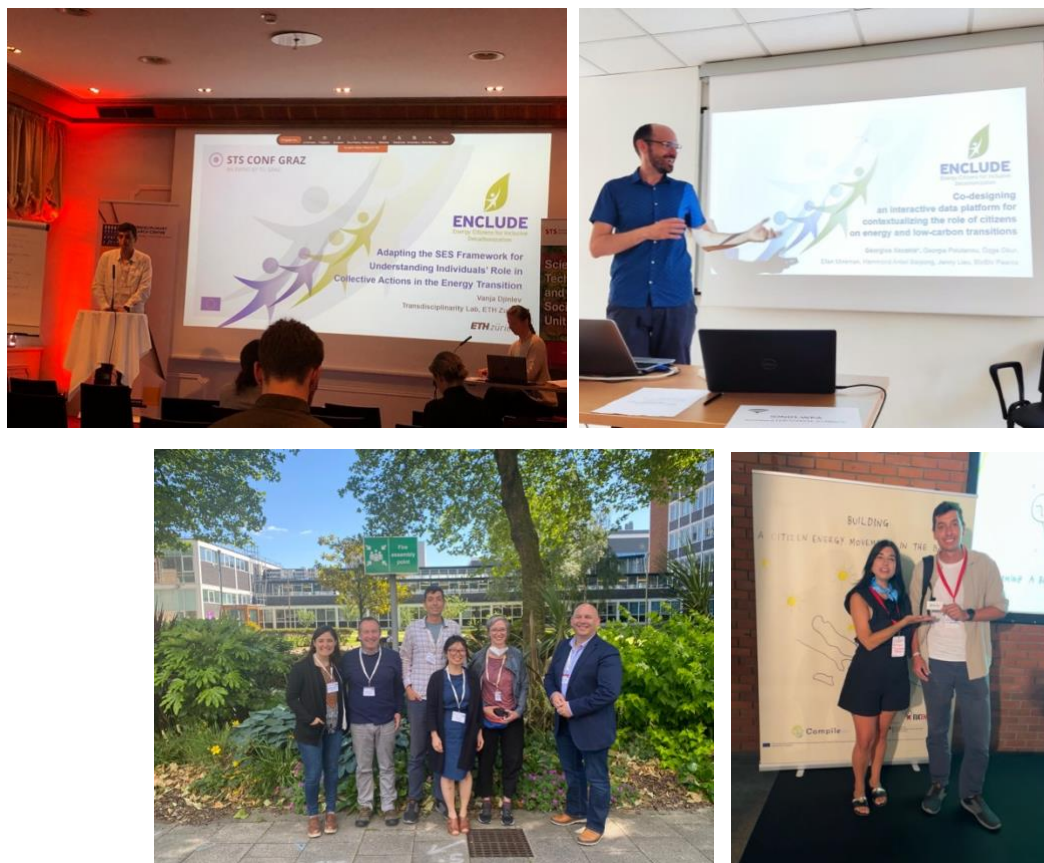


Figure 9 Selected photos from events that ENCLUDE has participated

## 5.7 Synergies

ENCLUDE established an alliance with its sister projects with the goal to organize regular meetings to update about their work and develop further synergetic actions. In total, the alliance comprises the five social science and humanities, large-scale European projects that commenced in 2021 in the field of energy citizenship (DIALOGUES, EC2, ENCLUDE, EnergyPROSPECTS, and GRETA).

Overall, the five sister projects had diverse definitions and approaches on energy citizenship. For example, for the EC2 project, energy citizenship is people's rights to and responsibilities for a just and sustainable energy transition, while for the EnergyPROSPECTS project, energy citizenship refers to forms of civic involvement that pertain to the development of a more sustainable and democratic energy system. In terms of different focus points, while ENCLUDE will use a transdisciplinary process and approach energy citizenship on different spatial scales, GRETA will examine energy poverty and digital technologies that enable energy citizenship, and DIALOGUES will concentrate on gender and vulnerable groups. Due to the diverse research fields, methodologies, types of actors involved, and diverging sets of nationalities of the project consortiums, the results of the five sister projects are expected to complement each other.

ENCLUDE has already established an agenda of collaborative actions with the sibling projects from the same funding call as well as other recent Horizon 2020 and Horizon Europe projects on SSH topics on energy research. Synergies with these projects include joint publications and events as well as dissemination campaigns and activities such as the intention to create a Wikipedia page with all definitions of energy citizenship resulting from our different projects. Additionally, along with most sibling projects, ENCLUDE will co-organize a joint final event in Brussels to present pertinent findings.



## 5.8 Newsletters

ENCLUDE has released five newsletters by May 2023. The newsletters included a set of short updates on all work packages of the project as well as recent news, events, and links to deliverables and other publications of the project. All newsletters can be found online on ENCLUDE’s website<sup>112</sup>, while a screenshot of the first newsletter is shown in Figure 10.

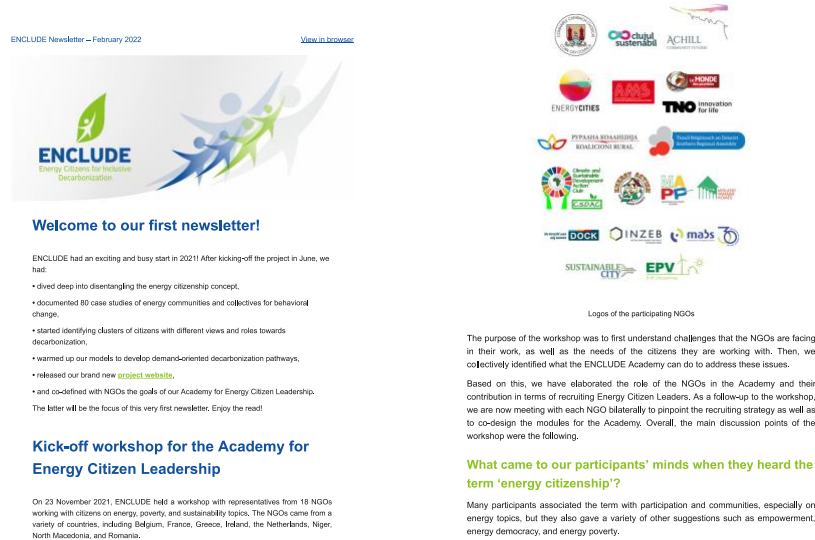


Figure 10 Excerpt of ENCLUDE’s first newsletter

## 5.9 Media and public outreach

Apart from the newsletters, ENCLUDE and its progress were presented in the media, including one article in a news website and two podcasts. Further details about these media outreach efforts can be found on the website <sup>113</sup>. Additionally, the WP3 team has released a booklet presenting the results of its first study of collective energy initiatives in a format and language aimed for the wider society. A screenshot of the booklet is shown below and the whole booklet can be found on the website<sup>114</sup>.

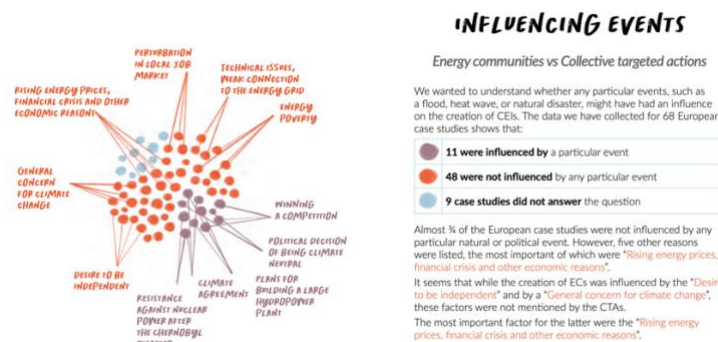


Figure 11 WP3 result booklet

<sup>112</sup> <https://encludeproject.eu/communication/newsletters>

<sup>113</sup> <https://encludeproject.eu/communication/press-releases>

<sup>114</sup> <https://encludeproject.eu/sites/default/files/2023-02/A5-WP3%20Case%20studies-Booklet-16P.pdf>



## 5.10 Infographics

Two infographics have been already developed describing ENCLUDE’s working structure and the structure of ENCLUDE Academy (see Figure 12 for a screenshot of the former). Additionally, seven infographics have been developed to promote the projects of participants from the Academy (see Figure 13 for an example of these Academy infographics). All infographics are available on the project website<sup>115</sup>.

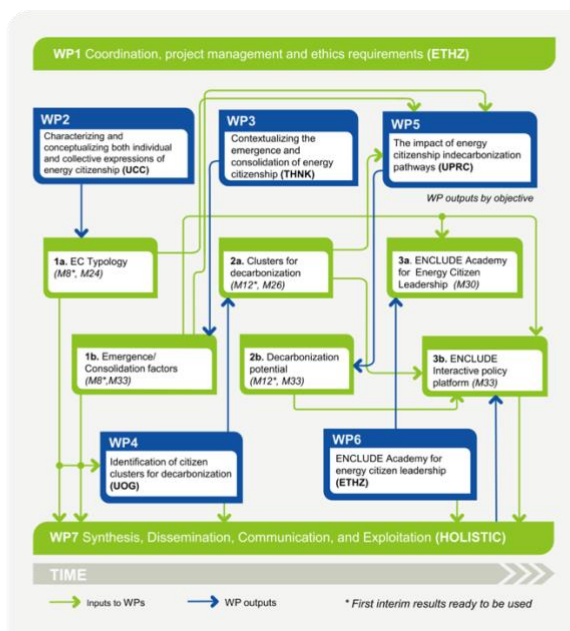


Figure 12 Infographic describing ENCLUDE’s working structure



Figure 13 Infographic on a project developed during the ENCLUDE Academy

<sup>115</sup> <https://encludeproject.eu/communication/infographics>



## 5.11 Videos

Similar to the infographics, one video has been developed to explain the overall concept and structure of ENCLUDE (see Figure 14 below) and another one was used to promote the Academy. Additionally, seven videos were created to advertise the final presentations of Academy participants. All videos can be found on ENCLUDE's YouTube channel<sup>116</sup> and on the project website<sup>117</sup>.

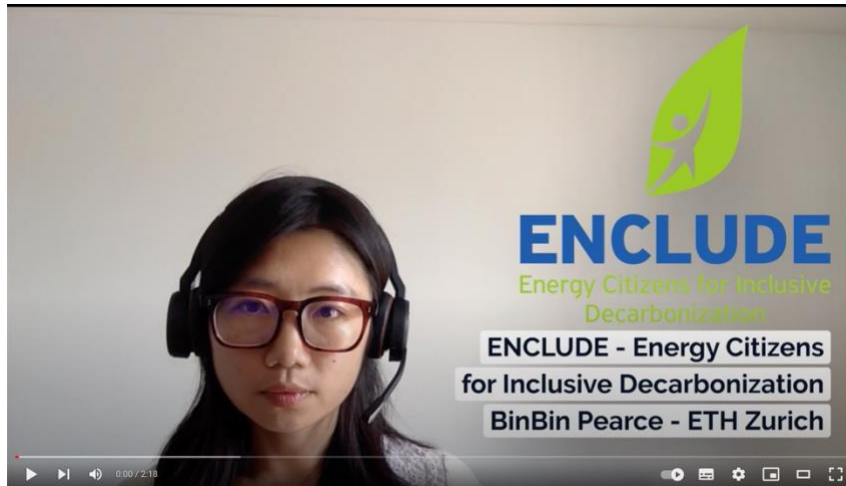


Figure 14 Screenshot of a video explaining ENCLUDE's concept and structure

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<sup>116</sup> <https://www.youtube.com/@encludeproject-euhorizon2058>

<sup>117</sup> <https://encludeproject.eu/communication/videos>



## 6 Next steps

During the first and second year of ENCLUDE, the main goal of its CDE plan was to create the project's visual identity and website, gain a strong following in social media, establish synergies with relevant projects, and disseminate research products of the first reporting period such as the initial energy citizenship typology and the collective energy initiatives survey. This goal was successful as shown by the current size of the project audience in LinkedIn (827 followers by 2<sup>nd</sup> year; 334 followers by 1<sup>st</sup> year) and Twitter (601 followers by 2<sup>nd</sup> year; 133 followers by 1<sup>st</sup> year), the collaborations with sibling projects<sup>118</sup>, and the 14 conferences and workshops where ENCLUDE members presented the project.

The current progress puts the work of WP7 on a good trajectory to reach the CDE KPIs, such as reaching 3,000 mentions of the ENCLUDE hashtag/handle in social media from the 1,444 mentions by year 2. However, there are also other KPIs that have been clearly overambitious such as reaching 3,000 newsletter subscribers while we have currently reached only 107. As almost all other targets are achievable or have been already achieved (e.g., the current LinkedIn followers of 827 versus the 500 which were the target), the low performance on the newsletter subscribers may reveal a wider pattern of unpopularity of newsletters, especially in the current social environment of constant connectivity.

Nevertheless, dissemination would need to ramp-up during the last project to reach most CDE targets and to disseminate flagship project results such as the energy modelling outcomes, the interactive policy platform, and the clustering results. Additionally, many synergistic activities are envisioned with the sibling products in the coming months, bringing further content to our CDE efforts and contributing to the exposure of ENCLUDE's results.

Apart from having more content to disseminate, the WP7 team aims to take the following actions to improve CDE performance of the project:

- **Website:** Apart from improvements that have been already implemented in year 2, for instance, the multi-lingual project description, other improvements are envisioned such as a blog-like section where project partners could share personal stories related to energy transition and their work and a “kids’ menu” that will feature information on the project curated for children and teenagers. However, these ideas for website improvement will be coming secondary to the Interactive Policy Platform, which will be the main priority of the web development efforts of WP7 (see point below).
- **Interactive Policy Platform:** As part of an MSc thesis supervised by an ENCLUDE member, we are currently collecting feedback from stakeholders in policy and research related to critical design factors of policy platforms, aiming to use this feedback to inform the design of our own Platform. While this co-designing effort is still underway, HOLISTIC is currently developing the technical infrastructure for hosting the preliminary results of WP2 and WP3. This 0.1 version of the platform will be presented at the General Annual meeting of ENCLUDE in June to seed the discussion about how the research products of WP2-6 will be integrated and visualized in the platform. The next version of the platform is envisioned for autumn where it will be presented to stakeholders and to events such as the Smart City Expo in Barcelona. For more details on the planning of the platform, see Deliverable 7.4<sup>119</sup>.
- **Social media:** The WP7 team will continue to post at least once a week in social media. This dissemination is expected to intensify as the flagship research products of the project become available. The WP7 team will also become even more active in Instagram by developing and posting visual material that promotes energy citizenship and the project's outcomes.
- **Events:** ENCLUDE members are planning to participate in further conferences and events for the remaining part of 2023. Joint events are also planned with the sister projects of ENCLUDE, such as a joint participation in the Smart City Expo and a joint final event.

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<sup>118</sup> <https://encludeproject.eu/news-events/enclude-cineas-workshop-ssh-energy-transition>

<sup>119</sup> [https://encludeproject.eu/sites/default/files/2023-03/ENCLUDE\\_D7\\_4\\_final.pdf](https://encludeproject.eu/sites/default/files/2023-03/ENCLUDE_D7_4_final.pdf)





- **Media:** Building on the article and two podcasts that have already presented ENCLUDE, the WP7 team will aim to produce at least five more media articles or podcasts on the project results. The articles will be based on the flagship research outputs of the project that will become available in the last project year.
- **Publications:** ENCLUDE has already three publications and eight more on the pipeline, aiming to submit to high-profile journals and conferences within the coming months.
- **Newsletter:** Conditional to available project content, four more newsletters are expected to be sent during the next project year. Newsletter subscribers will be also increased by promoting the newsletter to audiences of the sister projects and to our social media.
- **Infographics:** As project results become available, new infographics will be prepared. It is envisioned that at least four more infographics will be prepared during the 2<sup>nd</sup> project year, one for each of the WPs 2-5.

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The ENCLUDE project has received funding from the European Union's Horizon 2020 Research and Innovation programme under grant agreement No 101022791



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