



ENCLUDE

Energy Citizens for Inclusive
Decarbonization

D7.7 Report on the Communication, Dissemination and Exploitation Activities Implemented

WP7 – Communication, Dissemination, and Exploitation



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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

The publication of this deliverable was delayed in order to include communication, dissemination, and exploitation (CDE) activities that took place during the last month of the project, including the final event of ENCLUDE on 25 September 2024.

2. Dissemination and uptake

This deliverable can serve as a documentation of all CDE activities of ENCLUDE to all interested parties and as a reference document for future European projects to design their CDE strategy. In addition, Sections 4.1.11, 5.6, and 5.7 of the deliverable count also as proof of completion of the milestone MS27 on the evaluation of the ENCLUDE communication strategy in terms of collaborations with other projects and synergies achieved among them.

3. Short Summary of results (<250 words)

This report is the third and last update of ENCLUDE's CDE strategy and provides an overview for all CDE activities that were implemented during the project.

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 included a tailored approach to convey ENCLUDE's key messages and efforts towards inclusive and gender-sensitive messages and communication means. The report also set quantifiable indicators for specific activities that were 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 was 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., X 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, promotional materials including articles, infographics, videos, and presentations.

The plan concludes by listing implemented promotional activities during the project, reporting progress towards CDE indicators, and outlining next steps for exploitation beyond the project's duration.

4. Evidence of accomplishment

This report.



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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 was also dedicated to the uptake of this knowledge to mobilize action for decarbonization. Towards the latter, this report describes the strategy that was followed 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 full duration of the project and outlines next steps towards the exploitation of project results in the future.

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 included: (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 shows quantifiable indicators for specific activities that were 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 were further refined during the project such as relevant researchers and practitioners from the Competence Centre on Participatory & Deliberative Democracy of the Joint Research Centre of the European Commission. In order to reach these different audiences, a diverse selection of promotional channels was used. 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 was developed for dissemination, supplying policymakers and other stakeholders with interactive and tailor-made information about project outcomes. External communication channels were also envisioned to play an instrumental role to the project's CDE, including social media (e.g., X and LinkedIn), news websites and blogs, events such as conferences and workshops, and synergies with other relevant projects.

The CDE plan also outlines the types of materials that were used 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 were frequently distributed via ENCLUDE's newsletters.

The plan concludes by listing implemented promotional activities during all years of the project and by discussing further CDE activities beyond ENCLUDE's duration.



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1 Introduction

The overall vision of the Energy Citizens for Inclusive Decarbonization (ENCLUDE) was 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 was 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 did this by integrating 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 is the third and last update of ENCLUDE's Communication, Dissemination, and Exploitation strategy and provides an overview for all CDE activities that were implemented during the project. 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 that were used 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 followed relevant research and novelties in the fields of energy citizenship and relevant subjects such as through conferences and policy events.

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 was advertised (see Chapter 3).
2. HOW? Analysis of promotional channels 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 beyond the project's duration.



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 is 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. This was especially done through the ENCLUDE Academy and the development of a Playbook for citizens to develop their own projects for the energy transition (WP6).

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. For these audiences, ENCLUDE has prepared several scientific publications and policy briefs and has disseminated through respectable scientific journals, conferences, and policy events such as the European Sustainable Energy Week.

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. Apart from the scientific papers that were developed in the context of ENCLUDE and can progress the research field of energy citizenship, the project has developed several exploitable products including the Interactive Policy Platform¹, the Academy, and the Playbook. For all of these, there are already plans to support their further use and update by the project's audiences (see Chapter 6)

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 ensured that the Plan is constantly informed by stakeholder feedback and monitoring of engagement in CDE activities. This two-way communication was especially prominent in the development and operation of the Interactive Policy Platform (see Section 5.3).

Customizing information to target audiences

Based on the audience segmentation that was initially decided (see Chapter 3), the CDE strategy considered a tailored approach to effectively convey ENCLUDE's key messages to its diverse target groups. ENCLUDE developed specific core messages for each group and linked them with suitable channels of communication, for instance, a policy brief on the different pathways that energy citizenship can be applied in the EU energy transition which was then disseminated through policy events. As each target audience has formal and informal channels of communication, it was also necessary to be aware of style and tone in communication as well as the language used. However, whilst communication activities was tailored for different stakeholder groups, the core scientific content remained consistent.

¹ <https://energycitizenship.eu>



Adopting an inclusive and gender-sensitive approach

ENCLUDE took on an inclusive and gender-sensitive approach to communicate and disseminate information. Inspired by dedicated partner networks such as the Women in Sustainable Energy Research Network² and PAUWES Climate Change and Gender Club³, messages will reflect gender, youth population and other demographics, as well as ability diversity (e.g., vision, mobility, and cognition). Communication material and strategies was 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 Equality⁴
- Advancing Gender Equality in Media Industries⁵
- European Platform of Women Scientists⁶
- Advancing Learning and Innovation on Gender Norms⁷
- GENDER platform from the Consultative Group for International Agricultural Research⁸

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 were 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

² <https://robarts.info.yorku.ca/research-clusters/women-in-sustainable-energy-research-wiser/>

³ <https://pccec.webs.com/>

⁴ <https://eige.europa.eu/gender-mainstreaming>

⁵ <https://www.agemi-eu.org/>

⁶ <https://epws.org/better-integration-gender-dimension-horizon-2020>

⁷ <https://www.alignplatform.org/>

⁸ <https://gender.cgiar.org/>



Training modules for ENCLUDE Academy for Energy Citizenship Leadership (Task 6.3)	In person (two 2.5-day sessions)	Online (spread out over a period of 10 months)
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. During the last year, we have planned and attended many physical events to cement the significance of ENCLUDE's results. For instance, we have organized a physical policy event in the City of Athens with the participation of the Mayor of Athens, the Deputy Mayor of Climate Governance and other officials from the Municipality. Similarly, we have physically participated in the 2024 version of the European Sustainable Energy Week (hybrid) and presented our work in front of dozens EU and national policymakers, practitioners, and researchers. Lastly, we have organized two hybrid events in Brussels: a joint event with the sister projects of ENCLUDE and our final event (see more details in Section 5.6).

Going paper-free

The CDE strategy was designed to be as much paper-free as possible, having almost 100% 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 were 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)	- Mockup designs presented at 2nd Annual Project Meeting 2,000 unique visitors per year 40% of return visitors <50% bounce rate	Internal analytics through website sign-in
ENCLUDE products hosted in the platform - typology of energy citizenship - clustering tool - interactive model infographics (results from WP2, WP4, and WP5)	- Uptake by 40 of 100 policy makers of at least one ENCLUDE product. - The advisory council of the Academy for Energy Citizen Leadership will be early adopters of the clustering tool	100 pitch meetings (~10 per partner) with policy makers to explain ENCLUDE's interim/final products - Policy briefs, videos, infographics, articles, and commentaries - Academic publications in high impact journals - Dissemination workshops with local policy makers in North Macedonia and Romania - Dissemination to local newspapers and business journals
Project website (Task 7.4)	4,000 unique visitors per year 40% of return visitors <50% bounce rate	Google Analytics account set up when website launched
Bi-monthly newsletters and direct emails (Task 7.4)	3,000 recipients 30% opening rate	MailerLite emailing system
Social Media channels (Task 7.4)	#h2020enclude hashtag used 3,000 times on social media 500 followers on LinkedIn	Twitter, Facebook, and LinkedIn own analytics, Twitonomy
Videos (Task 7.4)	5 videos, presenting - the ENCLUDE overall scope, - the typology and clusters of energy citizenship (WP 2 & 4) - the case study pool (WP3) - modelling outcomes (WP5) 500 views	YouTube and Instagram statistics
Infographics & smart graphs (Task 7.4)	10 smart graphs/infographics presenting various outcomes 200 downloads/views per year	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)	50 trainees taking part in program - Training materials and modules will be public (open access)	Instagram "mini" videos for the marketing for driving traffic to online training videos (in YouTube)

D7.7 Report on the CDE Activities Implemented



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 enabled the consortium to effectively engage, communicate with, and promote current and future dialogue between different stakeholders. For instance, the WP3 interviews with members of collective energy initiatives allowed us to better understand the type of information that they would need from a project such as ENCLUDE. While ENCLUDE brought the citizens at the center of attention, the audience of CDE actions consisted 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	• Social media posts • News articles • Infographics and videos
Policymakers and public sector entities	• Interactive Policy Platform • Pitch meetings • Policy briefs and commentaries • Conferences and events (e.g., COP meetings, EU Sustainable Energy Week, EU Green Week)
Sub-national actors such as municipalities and communities	• Dissemination workshops and events • Interactive Policy Platform
Private sector entities and their respective associations	• Social media posts • Infographics and videos • Interactive Policy Platform
Environmental, climate, and civil society NGOs	• Social media posts • News articles • Infographics and videos
Scientists and researchers	• Interactive Policy Platform • Scientific publications • Scientific conferences
The media	• Press releases • News articles

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 oversaw 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 website⁹ served as a one-stop shop and was at the center of the promotional process. It was used for all three pillars of promotion and provided 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 has been made available in the languages of all consortium partners¹⁰. The website's color palette was 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 was promoted through other communication and dissemination channels of the project such social media, blog articles, newsletters, etc. Moreover, several news items containing relevant keywords were posted on the website to boost search engine optimization and place the website at the top of search engine results for relevant queries. More details about the traffic and implementation of the website can be found in Section 5.2.

4.1.2 Interactive Policy Platform

Along with the project's website, the Interactive Policy Platform¹¹ will be a major outlet of the ENCLUDE's outputs. The Platform can supply policymakers and other stakeholders with useful insights regarding conditions and contexts of energy citizenship. The Platform provides interactive results on the energy

⁹ <https://encludeproject.eu/>

¹⁰ <https://encludeproject.eu/about/project-summary>

¹¹ <https://energycitizenship.eu>



citizenship typology (defined in WP2), on a range of spatial scales (based on WP5 results), and on different examples of collective energy initiatives (WP3).

In terms of implementation, the Interactive Policy Platform was built on the I²AM PARIS infrastructure¹² which was developed during the H2020 Paris Reinforce project and was extended in parallel during the H2020 NDC ASPECTS project. Model documentation is also provided through detailed individual webpages per model in the modelling platform I²AM PARIS¹³ and in the form of a concise interactive infographic, visualizing the main characteristics of all the models at once¹⁴.

In terms of accessibility, the platform is publicly available and designed on the principles of Open Science and FAIR data exchange. It is also accessible through ENCLUDE's website and advertised through other communication channels such as ENCLUDE's social media and LinkedIn and Twitter networks of consortium partners and stakeholders. More details about the platform can be found in Section 5.3.

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 were 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 formed a conduit for comprehensible and accessible communication to target audiences as well as provided 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
X (formerly known as 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.
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

X (formerly known as Twitter)

X 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 X account¹⁵, ENCLUDE reached a wide range of diverse audiences.

¹² <https://i2am-paris.eu/>

¹³ https://i2am-paris.eu/detailed_model_doc?project=ENCLUDE

¹⁴ https://i2am-paris.eu/dynamic_doc/

¹⁵ <https://twitter.com/encludeproject>



LinkedIn

LinkedIn is a business and employment-oriented social network, allowing individuals and organizations to promote their professional progress and outcomes. ENCLUDE's page¹⁶ in LinkedIn was 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 channel¹⁷, ENCLUDE posted pictures and videos on issues such as decarbonization and energy citizenship.

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 X channels.

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 (see Section 5.11 for more details on the videos).

4.1.4 News websites and Blogs

The following section presents a list of high-caliber media websites that ENCLUDE attempted or considered to contact to communicate and disseminate ENCLUDE's outputs to a wide audience.

EURACTIV

EURACTIV¹⁸ 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.

The Guardian

The Guardian¹⁹ 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.

The Conversation

The Conversation²⁰ 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.

¹⁶ <https://www.linkedin.com/company/encludeproject/>

¹⁷ <https://www.instagram.com/encludeproject/>

¹⁸ <https://www.euractiv.com/>

¹⁹ <https://www.theguardian.com/>

²⁰ <https://theconversation.com/>



ClimateChangePost

ClimateChangePost²¹ 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.

ClimateChangeNews.com

An international platform²² that covers climate change news, analysis, commentary, video, and podcasts focused on developments in global climate politics.

Energypost.eu

Energy Post²³ provides an open platform to exchange and debate energy topics for policymakers, market players, analysts, and other stakeholders.

Huffington Post

Huffington Post²⁴ 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 Global²⁵ 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.

4.1.5 Magazines

Research*eu

Research*eu Results magazine²⁶ 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 Beam²⁷ 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.

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 made separate page to the portal²⁸ to promote its results to scientific and policymaking communities working on mitigation topics.

²¹ <https://www.climatechangeepost.com/>

²² <https://climatechangenews.com/>

²³ <http://energypost.eu/>

²⁴ <https://www.huffpost.com/>

²⁵ <https://thriveglobal.com/>

²⁶ https://cordis.europa.eu/research-eu/home_en.html

²⁷ <https://the-beam.com/>

²⁸ <http://climatechangemitigation.eu/about/related-eu-projects/enclude/>



REScoop.eu

REScoop.eu²⁹ 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 collaborated with members of the federation and communicated and disseminated results to them.

Energy Cities

Energy Cities³⁰ 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

Capacity4Dev³¹ 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 Hub³² is an online resource center for news and commentary regarding the implementation of the United Nations' 2030 Agenda for Sustainable Development, including discussion on progress across all 17 Sustainable Development Goals (SDGs).

ECEEE

The European Council for an Energy Efficient Economy³³ is a non-profit, independent organization dedicated to promoting energy efficiency in Europe.

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 community³⁴ will form a central hub for preserving open and unrestricted access to the project's publications and data even after the project's end.

OpenAIRE

OpenAIRE³⁵ 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

²⁹ <https://www.rescoop.eu/news-and-events>

³⁰ <https://energy-cities.eu/>

³¹ <https://europa.eu/capacity4dev/>

³² <http://sdg.iisd.org/>

³³ <https://www.eceee.org/>

³⁴ <https://zenodo.org/communities/enclude>

³⁵ <https://www.openaire.eu/>



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)³⁶ 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 project include the websites of the Department of Environmental Systems Science at ETH Zurich³⁷, TEESlab at the UPRC³⁸, the University of Glasgow³⁹, HOLISTIC⁴⁰, TU Delft⁴¹, CPPU at the UCC⁴², Joanneum research⁴³, Th!nk-E⁴⁴, Utrecht University⁴⁵, Green Partners⁴⁶, Eko-svest⁴⁷, Missions Publiques⁴⁸, and the University of Victoria⁴⁹.

4.1.9 Newsletters and peer-to-peer mailing lists

Newsletters and 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. These lists were 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. Examples of using such newsletters and lists include the advertisement of ENCLUDE's final event through the newsletter of the Competence Centre on Participatory & Deliberative Democracy of the JRC. Other mailing lists that have been considered for dissemination include the following:

- Energy and Social Science Network (EASSN)⁵⁰
- Energy Justice⁵¹
- SIMSOC (computer simulation in the social sciences)⁵²
- YouRTD (theory and practice of transdisciplinary research)⁵³

³⁶ <https://eosc-portal.eu/>

³⁷ <https://usys.ethz.ch/en/news-events/news.html>

³⁸ <https://teeslab.unipi.gr/category/news/>

³⁹ <https://www.gla.ac.uk/news/>

⁴⁰ <https://www.holisticsa.gr/articles-3-col>

⁴¹ <https://www.tudelft.nl/en/current/latest-news>

⁴² <https://www.ucc.ie/en/cppu/news/>

⁴³ <https://www.joanneum.at/en/get-to-know-us/latest-developments/news>

⁴⁴ <https://www.think-e.be/blog>

⁴⁵ <https://www.uu.nl/en/research/sustainability/news>

⁴⁶ <https://greenpartners.ro/>

⁴⁷ <https://ekosvest.com.mk/>

⁴⁸ <https://missionspubliques.org/le-blog/>

⁴⁹ <https://www.uvic.ca/research/centres/iesvic/news-events/index.php>

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

⁵¹ <https://www.jiscmail.ac.uk/cgi-bin/webadmin?A0=ENERGYJUSTICE>

⁵² <https://www.jiscmail.ac.uk/cgi-bin/webadmin?A0=simsoc>

⁵³ <https://lists.posteo.de/listinfo/yourtd>



- International Institute for Sustainable Development (IISD), especially the “Energy news” and “SDG news” mailing lists⁵⁴

4.1.10 External Events

With the aim to effectively promote ENCLUDE, partners were 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 with ENCLUDE members attending them throughout the years (see the dissemination tracker for a full list of conferences and events that ENCLUDE participated⁵⁵):

- International Transdisciplinary Conference⁵⁶
- International Sustainability Transitions Conference⁵⁷
- International Conference on Public Policy⁵⁸
- Annual Meeting of the Integrated Assessment Modelling Consortium⁵⁹
- Sustainable Development of Energy, Water and Environment Systems (SDEWES) conference⁶⁰
- International Conference on Energy Research & Social Science⁶¹
- STS Graz conference⁶²
- EU-SPRI conference⁶³

Policy conferences

Along the duration of ENCLUDE, the 26th, 27th, and 28th 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. While ENCLUDE has not managed to present during these events, it will potentially present the Playbook in partnership with UNYouth4Capacity at COP 29 in Azerbaijan. Additionally, through a highly competitive selection process, ENCLUDE has organized a policy session at the high-profile European Sustainable Energy Week (see Section 5.6 for more details).

Workshops and other events and media

⁵⁴ <https://enb.iisd.org/email/>

⁵⁵ <https://docs.google.com/spreadsheets/d/1Zvo9a61xnNgnVKNSewzQZBePqaOaacM9a0aTfLWHVog/>

⁵⁶ <https://akademien-schweiz.ch/en/current/events/itd-conference-2021/>

⁵⁷ <https://www.ist2021-karlsruhe.de/ist2021-en/index.php>

⁵⁸ <https://www.ippapublicpolicy.org/>

⁵⁹ <https://www.iamconsortium.org/annual-meetings/>

⁶⁰ <https://www.sdewes.org/>

⁶¹ <https://www.elsevier.com/events/conferences/international-conference-on-energy-research-and-social-science>

⁶² <https://www.tugraz.at/arbeitsgruppen/sts/sts-conference-graz/>

⁶³ <https://euspri2022.nl/>



Several workshops organized by external organizations could be used to promote ENCLUDE, such as networking events which are organized for EU-funded projects⁶⁴. Apart from these events, results could be disseminated in commercial exhibitions, anniversary celebration events, and promotion events organized by European institutions or embassies. ENCLUDE participated in many events such as the influential Smart City Expo World Congress in Barcelona⁶⁵ and the Kortrijk Creativity Festival in Belgium⁶⁶.

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.

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 frequently collaborated with are the following:

- **EC**²⁶⁷ – connects the energy citizenship concept with energy communities for achieving a clean-energy transition.
- **EnergyPROSPECTS**⁶⁸ – develops proactive strategies and policies for energy citizenship transformation.
- **GRETA**⁶⁹ – studies the social side of the energy transition as it wants to understand how energy citizenship works in different contexts and geographical levels.
- **DIALOGUES**⁷⁰ – aiming to achieve inclusive DIALOGUES towards an operational concept of energy citizenship that supports the Energy Union.
- **SSH CENTRE**⁷¹ – supporting cross-sectoral collaborations and empowerment of citizens and networks towards the development of socially-innovative climate solutions for the EU.
- **TRANSFOMER**⁷² – 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**⁷³ – aims to gain a better understanding of how energy communities and energy efficiency services are established and managed.
- **ACCEPT**⁷⁴ – develops a digital toolbox that allows energy communities to enable, extract, and optimize the flexibility of residential energy resources.

⁶⁴ <https://ec.europa.eu/programmes/horizon2020/en/newsroom/573>

⁶⁵ <https://www.smartcityexpo.com>

⁶⁶ <https://designregio-kortrijk.be/en/news-events/wonder-open-call>

⁶⁷ <https://ec2project.eu/>

⁶⁸ <https://www.energyprospects.eu/>

⁶⁹ <https://projectgreta.eu/>

⁷⁰ <https://www.dialoguesproject.eu/>

⁷¹ <https://sshcentre.eu/>

⁷² <https://transformer-project.eu/>

⁷³ <https://decide4energy.eu/>

⁷⁴ <https://www.accept-project.eu>



- **CROWDHERMAL**⁷⁵ – aims to empower the European public to participate in the development of geothermal projects through alternative financing schemes and social engagement tools.
- **SONNET**⁷⁶ – making sense of how social innovation can bring about a more sustainable energy system in Europe.
- **COMETS**⁷⁷ – investigating and quantifying the aggregate contribution of Collective Action Initiatives in the energy sector at both national and European levels.
- **NEWCOMERS**⁷⁸ – delivers practical recommendations about how the EU as well as national and local governments can support new clean energy communities.
- **SOCIALRES**⁷⁹ – fosters energy democracy through social innovation and active collaboration between cooperatives, aggregators of renewable energy, and crowdfunding platforms.
- **BECOOP**⁸⁰ – provides the necessary conditions, technical as well as business support tools, for unlocking the underlying market potential of community bioenergy.
- **NUDGE**⁸¹ – aims to systematically assess and unleash the potential of behavioral interventions towards achieving higher energy efficiency.
- **TIPPING.plus**⁸² – supports successful clean-energy transitions in Coal and Carbon Intensive Regions through understanding Social-Ecological Tipping Points.
- **ENTRANCES**⁸³ – addresses challenges faced by Coal and Carbon Intensive Regions by considering multi-dimensional perspectives.

Projects related to Energy Poverty

- **EnergyMeasures**⁸⁴ – focuses on developing understandings of the lived experience of energy poverty and exploring energy through a social practice lens.
- **ComAct**⁸⁵ – 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**⁸⁶ – 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**⁸⁷ – develops support programmes for energy poor citizens and encourages the use of alternative financing schemes.
- **ENPOR**⁸⁸ – aims to make energy vulnerability in the private rented sector visible and tests energy efficiency support schemes to address it.
- **SocialWatt**⁸⁹ – aims to enable parties across Europe to develop, adopt, test, and spread innovative schemes to alleviate energy poverty.

⁷⁵ <https://www.crowdthermalproject.eu/>

⁷⁶ <https://sonnet-energy.eu/>

⁷⁷ <http://www.comets-project.eu/>

⁷⁸ <https://www.newcomersh2020.eu/>

⁷⁹ <https://socialres.eu/>

⁸⁰ <https://www.becoop-project.eu/>

⁸¹ <https://www.nudgeproject.eu/>

⁸² <https://tipping-plus.eu/home>

⁸³ <https://entrancesproject.eu/>

⁸⁴ <https://energymeasures.eu>

⁸⁵ <https://comact-project.eu>

⁸⁶ <https://www.empowermed.eu>

⁸⁷ <https://powerpoor.eu/>

⁸⁸ <https://www.enpor.eu/>

⁸⁹ <https://www.socialwatt.eu/>



Projects related to energy modeling and management

- **SENTINEL**⁹⁰ – develops energy system modelling to support the transition to a low-carbon energy system in the EU.
- **PARIS REINFORCE**⁹¹ – 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**⁹² – aims to inform the next generation of NDCs through transdisciplinary discussions among diverse stakeholders (including the civil society).
- **MATRYCS**⁹³ – related to energy services in buildings and (partly) looking at how people use energy in their homes.
- **BD4NRG**⁹⁴ – focuses to big data for the energy sector and includes pilots for creating and testing infrastructure for small energy communities.

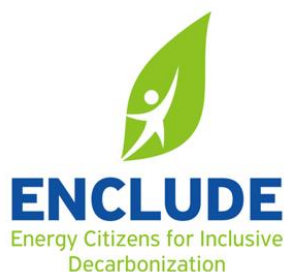
4.2 Branding and promotional materials

Several types of promotional materials were used to promote ENCLUDE's scope, objectives, and results in different stages of the project. All promotional materials had a consistent and distinctive visual identity. 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 was 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.



⁹⁰ <https://sentinel.energy/>

⁹¹ <https://paris-reinforce.eu/>

⁹² <https://ndc-aspects.eu/>

⁹³ <https://matrycs.eu/>

⁹⁴ <https://bd4nrg.eu/>



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 were consistent and distinctive to ENCLUDE's brand identity and promoted 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 more than 300 pieces of this card. An additional business card was developed for advertising the Interactive Policy Platform in different events and is shown in Figure 4.





Figure 4 The business card template created for the Interactive Policy Platform

Project posters

Multiple posters on ENCLUDE have been created for conferences and events, showcasing the project's objectives and vision. An example can be seen in Figure 5, while all posters are available on the project website⁹⁵

⁹⁵ <https://encldeproject.eu/communication/infographics>



Figure 5 Project poster

Project presentation

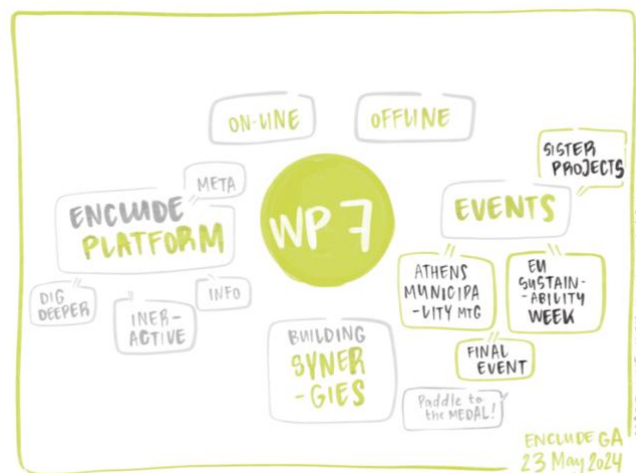
A project presentation about ENCLUDE has been created (Figure 6), containing basic information about the project's objectives, activities, and partnerships⁹⁶. The presentation is intended for dissemination at conferences and other relevant events.



Figure 6 Project presentation

Promotional infographics

For achieving a more personalized promotion of ENCLUDE's outcomes and events, a set of artistic graphics and infographics were produced. The graphics mainly displayed key messages and catchphrases to promote project results and concepts to stakeholders (see examples in Figure 7 and 8), while other graphics were developed for advertising the presentations of participants in the ENCLUDE Academy (see Figure 9). All result graphics can be found at the website^{97,98}.



⁹⁶ <https://public.3.basecamp.com/p/gantq4WFN5UxxCox6NyG66q5>

⁹⁷ http://encludeproject.eu/sites/default/files/2024-03/results_exhibition_light_0.pdf

⁹⁸ <http://encludeproject.eu/communication/infographics>



Figure 7 Graphic for the work in the context of WP7



Figure 8 Example of promotion graphics for ENCLUDE results

ENERGY CITIZENSHIP PROJECT: DESIGN OF A MINI BIOGAS PLANT FOR HOUSEHOLD USE.

BRIEF PROJECT DESCRIPTION
The mini biogas technology adopts the use of fixed dome plants because it is cheap technology that can be adopted in rural areas and it's easy to construct.

**SAM
ODONG**

20 APRIL 2023
17:30-19:00 CET.

ENERGY CITIZENSHIP PROJECT: WASTE-TO-ENERGY.

BRIEF PROJECT DESCRIPTION
Waste disposal in the community is inefficient and unfavorable. Haphazard dumping has resulted in environmental pollution which is detrimental to human health.
Converting waste-to-energy will reduce the amount of waste as well as generate energy-biogas which can be utilized as a source of cooking fuel in the community to reduce the predominant usage of firewood which increases in-door pollution.

**JANET OSEI
APPIAH**

20 APRIL 2023
17:30-19:00 CET.



Figure 9 Examples of promotion graphics for the presentations of Academy participants

Videos

The WP7 team aimed to produce at least 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 website⁹⁹ and on YouTube¹⁰⁰.

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 were 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 have been and will be published in open access, high-quality, peer-reviewed journals. Partners were 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 aimed to 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 was also envisioned along with the sister projects but was eventually not implemented due to the lack of capacity. Instead, a joint policy brief was developed.

ENCLUDE newsletter

An electronic was regularly issued providing information on the project development and events. The newsletter incorporated inputs from all partners on progress and key outcomes of the project. Its key aim was 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 was 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 were 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.

⁹⁹ <https://encludeproject.eu/communication/videos>

¹⁰⁰ <https://www.youtube.com/@encludeproject-eu/horizon2058>



5 Implemented activities

During the duration of the project, several CDE activities have been implemented. Figure 10 shows the project's CDE tracker, including a selection of social media posts from the project accounts. The tracker was used to monitor and document events and media activities of the project; it is available online¹⁰¹ and was 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't Look Up: 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	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 @think_be organis n/a	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)-thread	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	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 one 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 one 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	n/a	online	327
26/4/2022	HOLISTIC	Social Media	LinkedIn Post, similar as the one 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:..." (three n/a	n/a	online	473
27/4/2022	HOLISTIC	Social Media	LinkedIn Post, similar as the one in Twitter (see above)	n/a	online	126
5/5/2022	HOLISTIC	Social Media	Twitter Post: "Our partners @vanjadjinlev & @NPDunphy participated... #EnergyTran n/a	n/a	online	202
5/5/2022	HOLISTIC	Social Media	LinkedIn Post, similar as the one 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 dif n/a	n/a	online	148
11/5/2022	HOLISTIC	Social Media	LinkedIn Post, similar as the one in Twitter (see above)	n/a	online	117

Figure 10 Excerpt from ENCLUDE's tracker for CDE monitoring

¹⁰¹ <https://docs.google.com/spreadsheets/d/1Zvo9a61xnNgnVKNSewzQZBePqaOaacM9a0aTfLWHVog/>



5.1 Progress towards CDE indicators

Table 5 Progress towards CDE Indicators by the end of the project

Activity	Target	Progress by ENCLUDE's end
Interactive Policy Platform (Task 7.3)	- Mockup designs presented at 2nd Annual Project Meeting 2,000 unique visitors per year 40% of return visitors <50% bounce rate	- Mockup designs were presented at 2nd Annual Project Meeting on the 22-23 September 2022 in Delft. - A beta version was finished by autumn 2023, while the alpha version was finished by June 2024 and enhanced further by September 2024¹⁰². - More content is expected to be added in the coming months based on the last results of WP5. - Due to the release of the platform near the end of the project (as it was planned in the GA), it is not possible to measure yearly visit statistics. - However, these statistics are expected to be eventually as high as the ones from the website. - The platform was also advertised in the Smart City Expo World Congress 2023, the European Sustainable Energy Week 2024, and ENCLUDE's final event which supported its dissemination.
ENCLUDE products hosted in the platform - typology of energy citizenship - clustering tool - interactive model infographics (results from WP2, WP4, and WP5)	100 pitch meetings (~10 per partner) with policy makers to explain ENCLUDE's interim/final products - Uptake by 40 of 100 policy makers of at least one ENCLUDE product. - The advisory council of the Academy for Energy Citizen Leadership will be early adopters of the clustering tool	All ENCLUDE products can be found on the website and the interactive policy platform and have been presented to policymakers in different occasions: - Smart City Expo World Congress 2023 (around 100 visitors in ENCLUDE's booth from industry and policy) - Visit at the Municipality of Athens (5 policymakers) - Meetings with the City of Glasgow (5 policymakers) - European Sustainable Energy Week 2024 (ENCLUDE session was followed by 301 policymakers, researchers, and practitioners) While the direct uptake is difficult to verify, there are strong indications that the goal of 40 policymakers is/will be achieved, such as the fact that the Playbook will be adopted by the United Nations' Youth4Capacity program¹⁰³ (and thus gain visibility among dozens of UN employees) and will be presented at the COP29 where hundreds of policymakers will be visiting.
Project website (Task 7.4)	4,000 unique visitors per year 40% of return visitors <50% bounce rate	For January to September 2024 (9 months): 8,134 unique visitors (was 6,777 in the 2nd project year) 33% return visitors (was 23% in the 2nd year) 29% bounce rate (was 44% in the 2nd year)

¹⁰² <https://energycitizenship.eu>

¹⁰³ <https://unfccc.int/topics/capacity-building/projects/youth4capacity>



Bi-monthly newsletters and direct emails (Task 7.4)	• 3,000 recipients • 30% opening rate	• 708 recipients • 50% opening rate
Social Media channels (Task 7.4)	• #encludeproject hashtag (or @encludeproject handle) used 3,000 times on social media • 500 followers on LinkedIn	• 1,946 posts or reposts in social media (was 1,444 in the 2nd year) • If likes and all other interactions are counted, then there were more than 5,000 interactions in social media during the project (e.g., 3,186 interactions on X in total, 1,422 interactions in LinkedIn only within the last 12 months). • 1,184 followers on LinkedIn (was 827 in the 2nd year)
Videos (Task 7.4)	• 5 videos, presenting ◦ the ENCLUDE overall scope, ◦ the typology and clusters of energy citizenship (WP 2 & 4) ◦ the case study pool (WP3) ◦ modelling outcomes (WP5) • 500 views	10 videos¹⁰⁴ including: • 2 videos presenting ENCLUDE's overall scope and the Academy • 7 videos presenting the projects of Academy participants • 1 video recording of ENCLUDE's session at the EUSEW 2024 including references to the results of WP2-5. 666 views, including 268 live views of the EUSEW session and 398 views of the videos on YouTube (was 153 in the 2nd year).
Infographics & smart graphs (Task 7.4)	• 10 smart graphs/infographics presenting various outcomes • 200 downloads/views per year	28 infographics^{105,106} including: • 2 infographics on ENCLUDE's working structure and Academy • 7 infographics/postcards on the projects of Academy participants • 6 infographics of the activities of ENCLUDE's WPs • 13 infographics on ENCLUDE results presented at the joint event with sister projects (March 2024) and ENCLUDE's final event (September 2024) 314 views within 2024, including 224 online views/downloads counted on the website and 90 views in events.
Blog posts, press releases, articles (Task 7.4 / 7.5)	About 15 articles and press releases in the project's course	15 items, including: • 9 newsletters/press releases published¹⁰⁷ • 1 article in an online news outlet¹⁰⁸ • 3 booklets on WP3 results intended and disseminated to the wider public^{109,110, 111}

¹⁰⁴ <https://encludeproject.eu/communication/videos>

¹⁰⁵ <https://encludeproject.eu/communication/infographics>

¹⁰⁶ http://encludeproject.eu/sites/default/files/2024-03/results_exhibition_light_0.pdf

¹⁰⁷ <https://encludeproject.eu/communication/newsletters>

¹⁰⁸ <https://www.transformingsociety.co.uk/2022/04/25/the-role-of-energy-citizens-in...>

¹⁰⁹ <https://encludeproject.eu/sites/default/files/2024-03/A5-WP3%20Case%20studies-Booklet-16P.pdf>

¹¹⁰ <https://encludeproject.eu/sites/default/files/2024-03/2024-A5-WP3%20Case%20studies-Booklet-44P.pdf>

¹¹¹ <https://encludeproject.eu/sites/default/files/2024-03/231023-ENCLUDE-Case%20studies-4x45-staand-zigzag-screen.pdf>



		2 podcasts mentioning ENCLUDE^{112, 113}
Scientific publications and participation in external conferences (Task 7.5)	At least 15 peer reviewed articles to open access, high-quality scientific journals.	7 papers published, 3 submitted, >10 in preparation, 1 book 7 publications in peer reviewed journals, book chapters, and conferences¹¹⁴ 2 under minor revisions ("Bidirectional soft-linking of a Capacity Expansion Model with a Production Cost Model to evaluate the feasibility of transition pathways to carbon neutrality in the power sector", "Towards decarbonisation or lock-in to natural gas? A modelling analysis of the energy transition ambiguity by 2050 in the residential sector") 1 submitted ("People-centred transitions in Greece: Forecasting citizen adoption of photovoltaic systems by 2030 under different sociopolitical storylines of potential future-world evolutions") 10 articles that are currently in preparation 1 book on energy citizenship edited by ENCLUDE's partners
Digital networking and clustering activities with EU projects (Task 1.5)	Project referenced in 50 other websites and at EU project meetings/conference	54 mentions in other websites, including a reference in the European Sustainable Energy Week 2024 ¹¹⁵ . See detailed list in the dissemination tracker ¹¹⁶
Academy for Energy Citizen Leadership training program (WP6)	50 trainees taking part in program - Training materials and modules will be public (open access)	96 participants registering in the Academy platform - Apart from the presentation of the Playbook to the COP29, the United Nations' Youth4Capacity program is considering supporting a release of the ENCLUDE Academy as a free MOOC at TU Delft's edX platform. Thus, training materials will become public within the next year.
Final Publishable Report (Task 7.2)	100 downloads	Instead of consolidating everything in one report, the ENCLUDE consortium chose to publish results on three separate documents, distilling all research outputs of ENCLUDE: - the joint Policy Brief; - the Playbook;

¹¹² <https://energy-cities.eu/inspiring-mind/energycitizenship/>

¹¹³ <https://podcasts.apple.com/gr/podcast/social-grids-γιατι-va-akolouθήσουμε-μία-bottom-up-προσέγγιση/id1605262539?i=1000590929824>

¹¹⁴ <https://encludeproject.eu/resources/scientific-publications>

¹¹⁵ <https://interactive.eusew.eu/eusew-2024/sessions/98fef857-a48e-41d0-b9f8-1e9f3e28d456>

¹¹⁶ <https://docs.google.com/spreadsheets/d/1Zvo9a61xnNgnVKNSewzQZBePqaOaacM9a0aTfLWHVog/edit?usp=sharing>



		• and a documentation of the final project event on 25 September 2024 in Brussels (presented in D7.8¹¹⁷) While the documentation of the final event is released simultaneously with this report and thus it is not possible to measure downloads, the other two documents have been downloaded multiple times, i.e., 5,255 downloads for the Policy Brief and 266 downloads for the Playbook from the project website within 2024.
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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 2nd project year, the website had 6,777 unique visitors surpassing the target of 4,000 visitors per year. Website traffic rose even further during the last months of the project, with the unique visitors reaching 8,134 between January and September 2024, more than double the target for a year. For the same duration, we have managed to achieve a bounce rate of 29%, 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 were somewhat short of the target of 40% returning visitors, having reached 33% returns within 2024. A possible explanation for this is that many visitors may have followed direct links to specific deliverables on the website and then left. For instance, the website analytics recorded over 5000 downloads of the policy brief, which indicate that a large part of the traffic of the website may come from users downloading the specific brief. Nevertheless, since the website greatly overperformed in terms of traffic, we assume that the sub-optimal return rate did not have any significant impact to the project's promotion.

5.3 Interactive Policy Platform

The Interactive Policy Platform has been developed and can be found online at <https://energycitizenship.eu/>. 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. Subsequently, based on the input of consortium partners, a protocol 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 website¹¹⁸).

A survey on the views of policy makers and stakeholders in terms of the usefulness and usability of interactive policy platforms has taken place and its results are expected to be submitted in peer-review journal in the coming weeks. The survey helped us develop a framework for factors that are important for the success of policy platforms and informed the development of our platform that took place between September 2023 and May 2024. The platform was also presented to potential users in many different occasions, such as the Smart City Expo World Congress 2023 (around 100 visitors from industry and policy in ENCLUDE's booth), the joint event of ENCLUDE with its sister projects (around 50 participants), ENCLUDE's session at the European Sustainable Energy Week 2024 (followed by 301 policymakers, researchers, and practitioners), and ENCLUDE's final event (around 36 participants). Based on their feedback, the final version of the platform was developed. The homepage is shown in Figure 11.

¹¹⁷ <https://encludeproject.eu/resources/deliverables>

¹¹⁸ https://encludeproject.eu/sites/default/files/2023-03/ENCLUDE_D7_4_final.pdf



Figure 11 Home page of the Interactive Policy Platform

One consistent finding from the stakeholder engagement that took place during the elaboration of the platform was that the platform should have some continuation beyond the project's end and include information that can be applied to a wide range of use cases. In parallel, during the cluster meetings with its sister projects, ENCLUDE has already suggested the idea of a common platform for hosting results of all projects. Thus, it was decided to make a more general platform on energy citizenship than just "ENCLUDE's Interactive Policy Platform".

Currently, the platform provide links to significant results from ENCLUDE and its sister projects (see Figure 12 for examples) as well as interactive dashboards with detailed outputs from ENCLUDE's WPs 2-5 (see Figures 13-15). The platform is also open source (see code in GitHub¹¹⁹) and will be hosted by HOLISTIC for at least five more years. The final goal would be that the platform would be further updated with more content and serve as one-stop-shop on the topic of energy citizenship in Europe. ENCLUDE members will explore further ways to keep the platform alive and thriving, for instance, through passing it over to a new project for further development or by using it as an education platform in the context of a future version of ENCLUDE's Academy. More details on the development and current contents of the platform are provided in Deliverable D7.6¹²⁰.

¹¹⁹ <https://github.com/i2amparis/EnergyCitizenship.EU>

¹²⁰ http://encludeproject.eu/sites/default/files/2024-07/ENCLUDE_D7.6_ENCLUDE_Interactive_Policy_Platform.pdf



Resources

A collection of resources for organizing an energy citizenship initiative

Learn

Energy Citizenship in the Making

A policy brief on pathways to support citizen engagement in the European energy transition

[Learn More →](#)

AUTHORS

ENCLUDE, DIALOGUES, EC2, ENERGY PROSPECTS

AUDIENCE

Policymakers

Learn

A Changemaker's Guide to the Energy Transition

A playbook that aims to take citizens step by step to design, implement and reflect on an initiative of their own related to the energy transition

[Learn More →](#)

AUTHORS

ENCLUDE

AUDIENCE

Citizens

Learn

Energy Citizen Empowerment Kit

A gamified tool that triggers and guides discussion about barriers to participation in the energy system

[Learn More →](#)

AUTHORS

EC2

AUDIENCE

Citizens Policymakers

Learn

Things we have learned from talking about energy with 68 collective energy initiatives

A documentation of impacts, decision-making processes, and other dimensions of collective energy initiatives

[Learn More →](#)

AUTHORS

ENCLUDE

AUDIENCE

Policymakers

Figure 12 Example of resources from different projects hosted on the platform

[About](#)
[Citizen initiatives](#)
[Modules](#)
[Results](#)
[Provide feedback](#)

Expressions of energy citizenship

Energy citizenship can relate to both the rights and responsibilities that people have within the energy system. Traditionally, citizens were assumed to be only passive consumers of the system but there are increasingly more modes of participation including in issues related to energy access and production but also in the political and governance aspects of energy. In each of these modes, ENCLUDE researchers have identified multiple expressions of energy citizenship which can be explored by pressing on the icons on this page.

More details can be found in [a report by ENCLUDE researchers](#). Nevertheless, ENCLUDE is not the only project that has explored the energy citizenship concept. Click on the links below to learn more about the different perspectives explored by [EC2](#), [Energy Prospects](#), and [DIALOGUES](#).

Access

Consumption

Production

Governance

Energy Access

This category concerns those on the margins of the energy system and it is linked to the framing of energy as a resource and as a source of wealth.

Excluded

Dispossessed

Figure 13 Integration of WP2 results to the platform

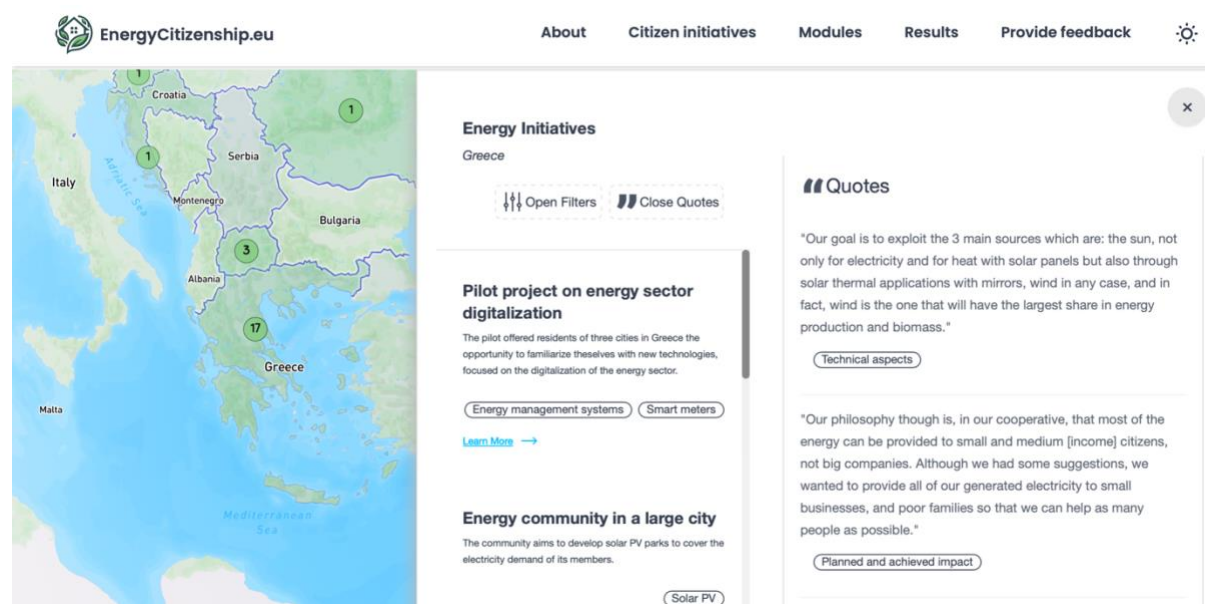


Figure 14 Integration of WP3 results to the platform

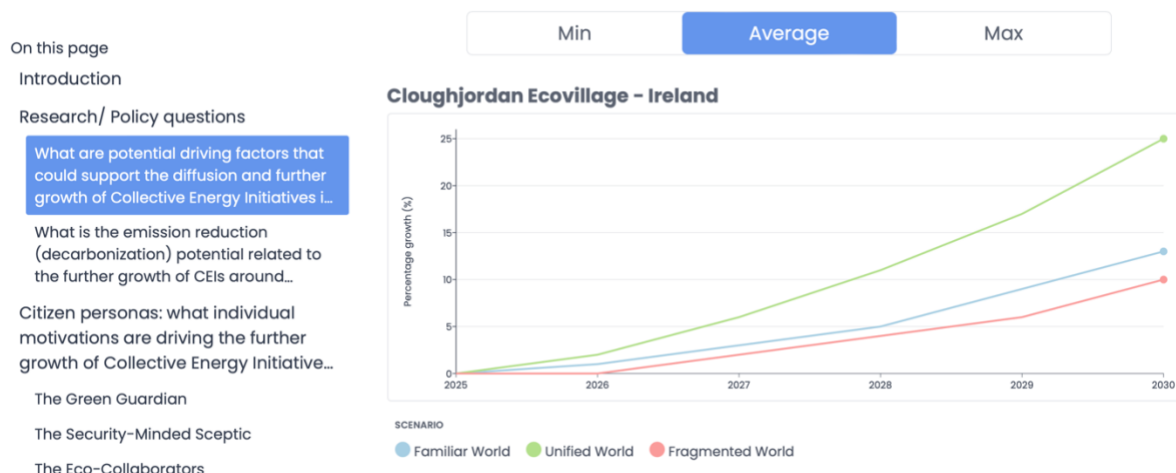


Figure 15 Integration of WP5/WP4 results to the platform

5.4 Social media

An official ENCLUDE account¹²¹ has been created in X and has attracted 776 followers. Moreover, a LinkedIn organization webpage¹²² has been created to disseminate the ENCLUDE's action and results to more business-oriented audiences and has gained since a large following of 1,184 followers. An Instagram account¹²³ has been also created, reached 519 followers, and has been used to disseminate visual material and infographics. These numbers of followers greatly surpassed the initial expectations of the project. For instance, the initial target for LinkedIn was 500 followers while in the end we reached more than double this number. However, the total number of hashtag or profile handle uses in all social

¹²¹ <https://twitter.com/encludeproject>

¹²² <https://www.linkedin.com/company/encludeproject>

¹²³ <https://www.instagram.com/encludeproject/>



media (1,946 uses) was less than the one expected (3,000 uses), despite that it grew significantly from the 2nd year (1,444 uses).

One explanation for this is that we had less reposts than expected as users may have instead preferred to only like the post or open the links in our posts for further detail. Indeed, if likes and all other interactions are counted, then there were more than 5,000 interactions in social media during the project, with 3,186 interactions counted on X for the whole project duration and 1,422 interactions in LinkedIn within the last 12 months. In addition, the target of posting at least once per week was followed for most of the project's duration. For instance, the total number of posts in X was 201, which is higher than the 180 posts that would result from posting every week for 3.5 years. Considering also the aforementioned high numbers of followers, we can assume that the goals of dissemination through social media were more or less successful. An impression of the items posted in X and LinkedIn are given in Figure 16.

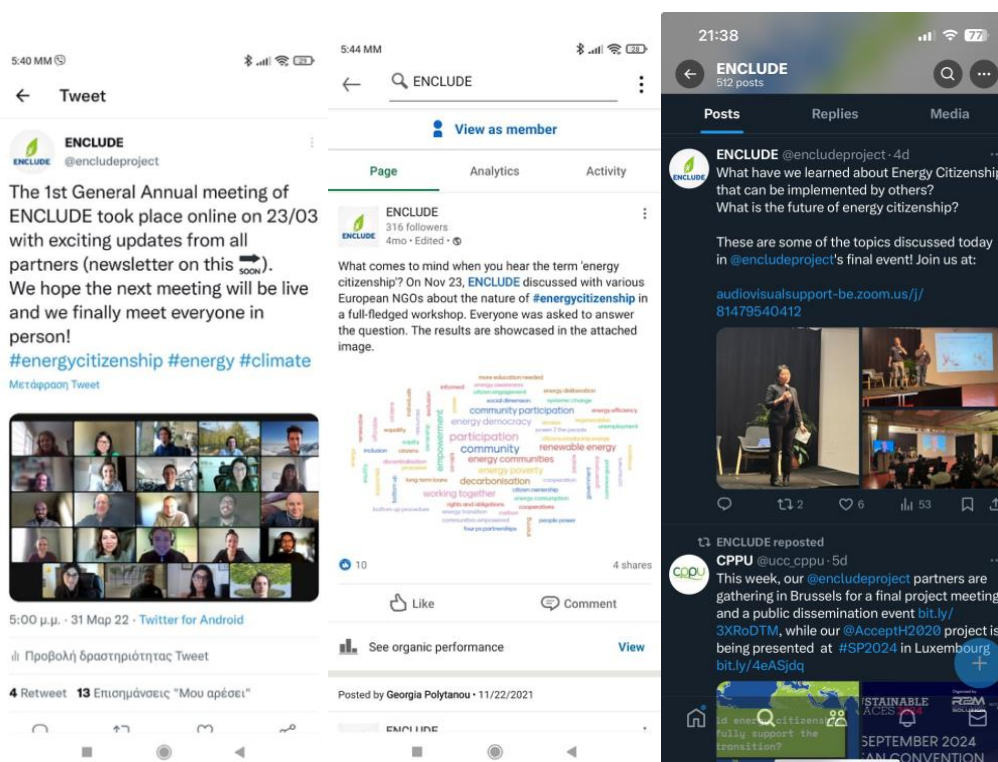


Figure 16 Examples of ENCLUDE's posts in social media

5.5 References on other websites

Overall, ENCLUDE project has been referenced in 54 other websites, including websites of project partners, websites from research initiatives such as the climatechangemitigation.eu and the Integrated Assessment Modeling Consortium, and websites of sibling projects such as Greta and EC². In addition, ENCLUDE products were mentioned in other publications or online resources such as the mention of the Playbook in the Smart Cities Marketplace Solution Booklet (page 27)¹²⁴. Screenshots from some of these references are provided in Figures 17 and 18, while the full list of references is provided in the dissemination tracker¹²⁵.

¹²⁴ <https://smart-cities-marketplace.ec.europa.eu/insights/solutions/solution-booklet-socio-technical-tipping-points>

¹²⁵ <https://docs.google.com/spreadsheets/d/1Zvo9a61xnNgnVKNSewzQZBePqaOaacM9a0aTfLWHVog/edit#gid=1377879015>



BinBin Pearce coordinates EU research project ENCLUDE

12.07.2021

By: By the editors

The Transdisciplinarity Lab (TdLab) at the Department of Environmental Systems Science (D-USYS) has recently launched the €3.1 million Horizon 2020 project "Energy Citizens for Inclusive Decarbonization" (ENCLUDE). BinBin Pearce, a senior researcher based in the TdLab, is the coordinator and principal investigator of the project.



THE CONSORTIUM SCIENTIFIC WORKING GROUPS

ENCLUDE - Energy Citizens for Inclusive Decarbonization

On November 16, 2022



Figure 17 Examples of references of ENCLUDE project on other websites

Socio-technical tipping points Solution Booklet → Sociocultural context | 27

Further reading

"The Culture Map" authored by Erin Meyer explores the dynamics of global business interactions, focusing on how cultural differences impact communication, collaboration, and management across international teams and organizations. It offers insights and strategies for navigating cultural diversity effectively in professional settings:

🔗 [The Culture Map – Erin Meyer](#)

The Energy Citizens for Inclusive Decarbonization (ENCLUDE) project addresses the need to better define, contextualize, and integrate energy citizenship into decision making processes by acknowledging and including different types of knowledge from diverse groups in order to co-produce strategies for mobilizing and scaling up energy citizenship initiatives for inclusive energy transitions. Through the implementation of a mixed-method and transdisciplinary research framework, ENCLUDE aims to rethink and redesign engagement processes between government, business, civil society organizations, and citizens for a decarbonized future for and by all:

🔗 [Home | ENCLUDE \(encludeproject.eu\)](#)

An article published in Nature Energy discusses topics related to energy research, such as renewable energy technologies, energy policy, energy efficiency, or the environmental impact of energy systems:

🔗 [Social dynamics of energy behaviour | Nature Energy](#)



The Changemaker's Guide to the Energy Transition, a playbook that aims to take citizens step by step to design, implement and reflect on an initiative of their own related to the energy transition. This is the outcome of helping citizens develop their

Figure 18 Examples of references of ENCLUDE project on other publications

5.6 Events

Apart from participating in ENCLUDE project meetings, consortium members have participated in or organized events, presenting the progress of ENCLUDE. By the end of the second year of the project (May 2023), consortium members have participated in 14 events, including scientific conferences such as the EU-SRPI 2022, clustering workshops with other sibling projects, and civil society events such as the 14th Citizen's Energy Forum. Selected photos from these events are shown in Figure 19.



Figure 19 Selected photos from events that ENCLUDE has participated by May 2023

The number of events grew significantly during the final year of the project and reached 35 events by the end of the project. The full list of events is provided in the dissemination tracker¹²⁶. Apart from further participations in major scientific conferences (e.g., STS Conference Graz, IAMC Annual Meeting, 35th International Geographical Congress), ENCLUDE participated in global trade fairs, organized policy sessions with policymakers at local and EU level, and organized two stakeholder events in Brussels (one of them jointly with its sister projects).

Specifically, between 7 and 9 November 2023, ENCLUDE was part of the EU pavilion in the **Smart City Expo World Congress 2023**¹²⁷, the leading international summit on cities and smart urban solutions (Figure 20). ENCLUDE presented its results, focusing especially on the International Policy Platform to around 100 visitors from industry and policy.



¹²⁶ Ibid.

¹²⁷ https://www.firabarcelona.com/en/press-release/smartcityexpo_s078-en/smart-city-expo-2023-opens-a-new-urban-era-with-record-breaking-figures/



Figure 20 ENCLUDE's participation at the EU pavilion in the Smart City Expo World Congress

Along with its sister projects EC², EnergyProspects, and Dialogues, ENCLUDE co-organized a **joint policy and research event** in Brussels on the 5 March 2024 (Figure 21). The event was called “Energy Citizenship in the making” and provided insights from the four projects on how energy citizenship can contribute to an inclusive democratic and sustainable Green Deal. Highlights of the project included the presentation of a joint Policy Brief and the organization of workshops by the four projects on their main results. ENCLUDE organized a workshop on Design Thinking which was then integrated into the Playbook. Around 50 in-person participants attended this event.



Figure 21 The joint policy event co-organized by ENCLUDE and its sister projects in Brussels

In terms of policy engagement, one of the highlights was the visit of ENCLUDE researchers at the Municipality of Athens on 24 May 2024 (Figure 22). Most ENCLUDE members were already in Athens due to the 6th General Annual Meeting of the project and was thus an opportunity to discuss with members of the Municipality about potential applications of ENCLUDE results. The researchers met with the Mayor of Athens, the Deputy Mayor of Climate Governance, and other three policymakers and stakeholders of the city and presented relevant research of the project that can inform the Municipality's effort to support social innovation and energy communities in the city. This discussion was then used by the Municipality in the elaboration of its Climate City Contract in the context of its participation in the EU Mission for 100 Climate Neutral and Smart Cities by 2030. Similar meetings have taken place online with representatives from the City of Glasgow (around 5 policymakers in total).



Figure 22 ENCLUDE's policy session in the Municipality of Athens



Another highlight of policy engagement, at a European level this time, was the organization of a policy session at the European Sustainable Energy Week 2024 (Figure 23)¹²⁸. Through a very competitive process, a proposal spearheaded by ENCLUDE was chosen as one of the 50 sessions that were organized on-site in Brussels, out of the 250 proposals that were initially sent. In this session, we discussed how energy citizenship can contribute to closing the implementation gaps of policies related to the European Green Deal based on the findings of ENCLUDE and its sister projects as well as the experience of representatives from four networks of cities and citizens, including ICLEI, C40, REScoop, and Eko-svest. In total, the session was followed by 301 policymakers, researchers, and practitioners.



Figure 23 ENCLUDE's policy session at the European Sustainable Energy Week 2024

Finally, ENCLUDE organized a final event in Brussels on the 25 September 2024 (Figure 24), aiming to consolidate its main messages in three concise presentations (that were recorded for further promotion) as well as in a poster exhibition. ENCLUDE's results were discussed by two members of the Joint Research Center of the European Commission, a representative of the Municipality of Athens, and a representative from GovernEUR. The event was attended by 36 in-person and online participants and is further described in Deliverable D7.8.



Figure 24 ENCLUDE's final event in Brussels

¹²⁸ <https://interactive.eusew.eu/eusew-2024/sessions/98fef857-a48e-41d0-b9f8-1e9f3e28d456>



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 used a transdisciplinary process and approach energy citizenship on different spatial scales, GRETA examined energy poverty and digital technologies that enable energy citizenship, and DIALOGUES concentrated 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 complementing each other.

ENCLUDE had 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 included a joint policy brief (Figure 25), a joint event in Brussels (see Chapter 5.6 above) 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. The Wikipedia page is already developed¹²⁹ and will need to be revised to become fully available. Additionally, pertinent research outputs of ENCLUDE's sister projects were presented at the policy session at the European Sustainable Energy Week 2024 and the Interactive Policy Platform.



Figure 25 Joint policy brief by ENCLUDE and its sister projects

5.8 Newsletters

ENCLUDE has released nine newsletters by September 2024. 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

¹²⁹ https://en.m.wikipedia.org/wiki/Draft:Energy_citizenship



and other publications of the project. All newsletters can be found online on ENCLUDE's website¹³⁰, while a screenshot of the first newsletter is shown in Figure 10.

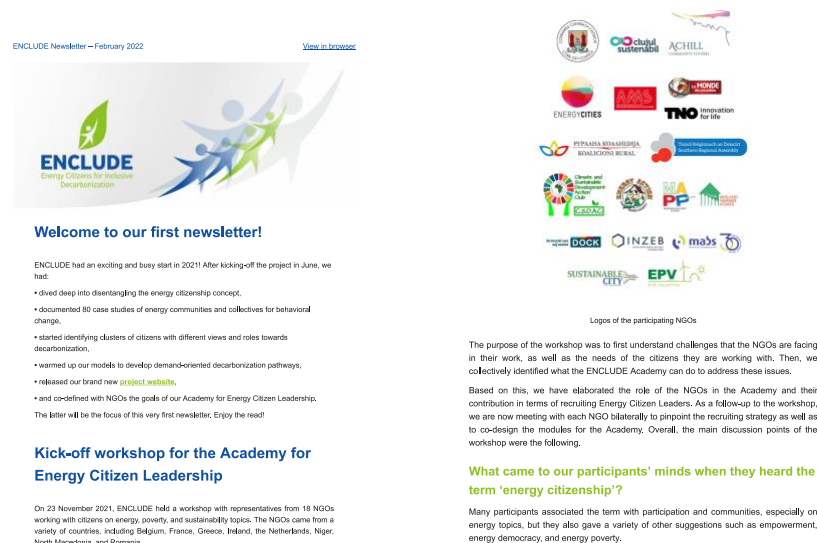


Figure 26 Excerpt of ENCLUDE's first newsletter

While the average opening rate of newsletters (50%) was higher than the initial target (30%), the total recipients were only 708 which was significantly lower than the target of 3,000 during the whole project duration. This divergence was mostly due to the low number of subscribers which did not grow as expected during the project, despite constant advertising of the newsletter on the project's social media and in relevant events. One reason for this may be that the audiences of ENCLUDE were preferring to use social media or the website for getting updates about the project instead of subscribing to another newsletter. Another potential reason was that ENCLUDE did not have a large initial pool of stakeholder contacts nor a dedicated partner on policy engagement, unlike other relevant projects such as PARIS REINFORCE. Since the response to other CDE channels of ENCLUDE like social media and events was shown to be much better, the WP7 team opted to focus more on these instead of the newsletters. For this reason, the rate of newsletters was also reduced towards the end of the project below the initially planned bimonthly rate. This was potentially compensated by the fact that ENCLUDE members have sent relevant news to other newsletters, such as the newsletter the Smart Cities Marketplace¹³¹.

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 website¹³². Additionally, the WP3 team has released three booklets presenting the results of its studies of collective energy initiatives in a format and language aimed for the wider society. A screenshot of the first booklet is shown below and the whole booklet can be found on the website¹³³.

¹³⁰ <https://encludeproject.eu/communication/newsletters>

¹³¹ <https://ec.europa.eu/newsroom/ener/newsletter-archives/55030>

¹³² <https://encludeproject.eu/communication/press-releases>

¹³³ <https://encludeproject.eu/sites/default/files/2023-02/A5-WP3%20Case%20studies-Booklet-16P.pdf>

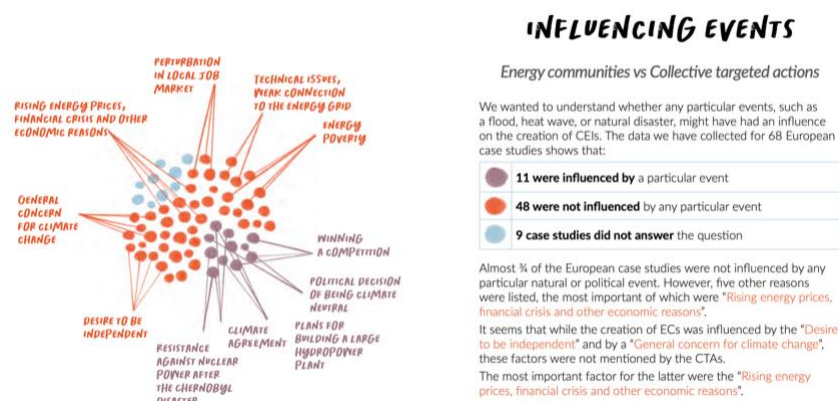


Figure 27 WP3 result booklet

5.10 Infographics

Two infographics have been initially developed describing ENCLUDE's working structure and the structure of ENCLUDE Academy (see Figure 28 for a screenshot of the former). Additionally, seven infographics have been developed to promote the projects of participants from the Academy (see Figure 29 for an example of these Academy infographics). Finally, six infographics were produced on the activities of ENCLUDE's WPs (example shown on Figure 30) and 13 infographics on ENCLUDE results were presented at the joint event with sister projects and ENCLUDE's final event (example shown on Figure 31). All infographics are available on the project website^{134,135}.

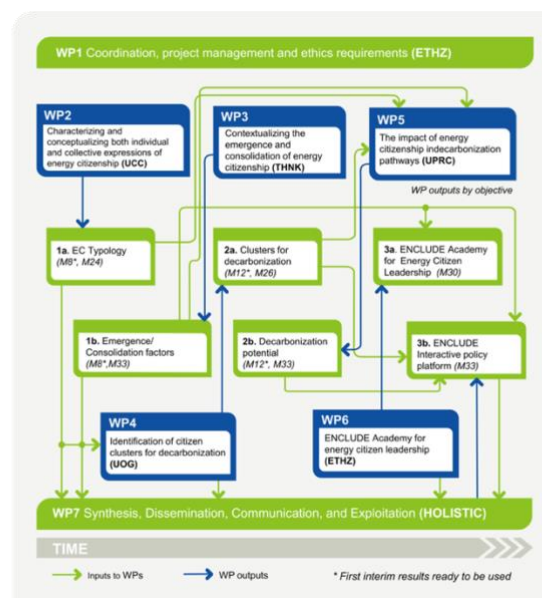


Figure 28 Infographic describing ENCLUDE's working structure

¹³⁴ <https://encludeproject.eu/communication/infographics>

¹³⁵ http://encludeproject.eu/sites/default/files/2024-03/results_exhibition_light_0.pdf



Figure 29 Infographic on a project developed during the ENCLUDE Academy



Figure 30 Infographic describing the WP6 of ENCLUDE



A CHANGEMAKER'S GUIDE TO THE ENERGY TRANSITION

Designing change one step at a time

How to use this playbook?

The playbook is based on the mindset and steps of **human-centered design thinking** to initiate a project for your community.

Design is the process used to **get us from where we are to where we want to be**. It is particularly useful when we are confronted with a problem that may be complex or not so well-defined, or when we know that the solution we will need is one that will need to evolve or adapt to a changing situation.

The Playbook will lead you through **five stages of design thinking**:

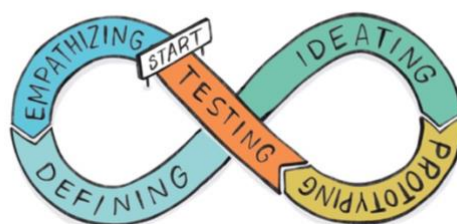


Figure 31 Infographic on the Playbook of WP6

5.11 Videos

Similar to the first infographic, 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 and one video recorded ENCLUDE's session at the EUSEW 2024 including references to the results of WP2-5. Finally, a number of video recordings of ENCLUDE's final event will be eventually released. All videos can be found on ENCLUDE's YouTube channel¹³⁶ and on the project website¹³⁷.

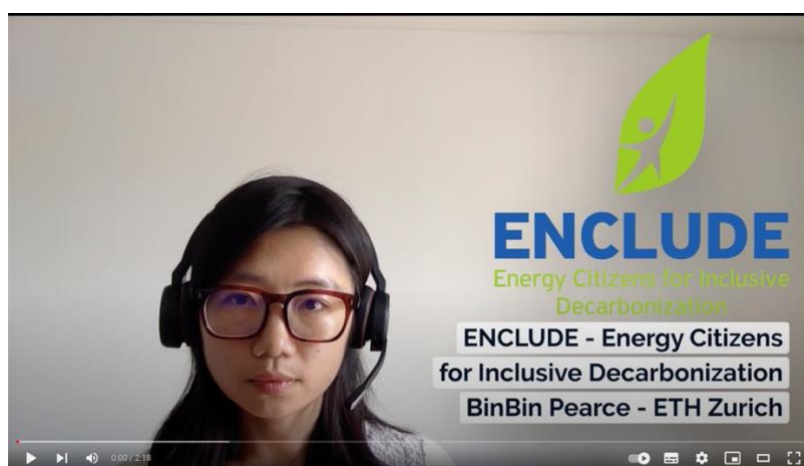


Figure 32 Screenshot of a video explaining ENCLUDE's concept and structure

¹³⁶ <https://www.youtube.com/@encludeproject-euhorizon2058>

¹³⁷ <https://encludeproject.eu/communication/videos>



6 CDE activities beyond ENCLUDE

As shown in Chapter 5, almost all CDE targets were successfully accomplished. The only exceptions were the low number of newsletter subscribers and the somewhat low uses of the project hashtag/handle in social media and returning visitors on the website. However, these can be compensated by the overperformance on most other KPIs such as on the website visitors, social media followers, meetings with policy makers, and infographics as well as by the engagement that occurred on major events that the project has participated or organized, e.g., policy session at the European Sustainable Energy Week, booth at the Smart City World Expo Congress, etc. Additionally, the project has many opportunities for exploitation of results that will be pursued in the coming months:

- **Playbook:** The Playbook will be featured in partnership with the United Nations' Youth4Capacity program at the COP29 in Azerbaijan and, potentially, in further such events.
- **Academy:** TU Delft and the Youth4Capacity program are considering developing a Massive Online Open Course (MOOC) version of the ENCLUDE Academy.
- **Interactive Policy Platform:** HOLISTIC in collaboration with TU Delft will evaluate ways to exploit and further update the platform such as finding future EU projects to take over the platform and add new materials. Additional relevant EU initiatives focusing on social innovation could potentially use the platform, e.g., in the context of EU Mission Cities or the platform could be integrated with other such platforms such as the JRC's Energy and Industry Geography Lab¹³⁸. Lastly, the platform can be integrated into a future version of the ENCLUDE Academy. In any case, the platform will be kept online at least for five years after the end of the project and updated with more ENCLUDE results from WP5.
- **Scientific publications and books:** Three papers are already submitted and will be eventually published in the coming months while 10 more are currently prepared, contributing to the scientific literature of energy citizenship and other such topics. Similarly, a book on energy citizenship is developed by members of the UCC and is expected to be published in the coming months.
- **Website:** The website and social media of the project will remain online for at least three years after the project ends. All project results will continue to be hosted on the website and will be also transferred as open access to Zenodo, where they will remain for the foreseeable future.

¹³⁸ <https://energy-industry-geolab.jrc.ec.europa.eu>

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