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Communication and Dissemination Plan

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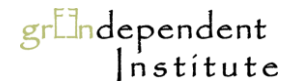
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Executive summary

The present Communication and Dissemination Plan – prepared within the Dissemination-Communication-Exploitation Work Package (WP7) – will ensure that all communication and dissemination needs from various WPs and the project in general are considered and coordinated.

The document includes all the information needed to facilitate the communication efforts of the ENERGISE project partners. Subtasks such as the review and mapping of stakeholders at European, national and local levels, timing of communication and dissemination activities, media channels, and division of tasks between partners are detailed.

Although the Communication and Dissemination Plan is a deliverable to be submitted to the European Commission by Month 3 of the ENERGISE project, it will be regularly reviewed and updated to ensure that its objectives are met and amended if necessary.

I. Introduction to the **ENERGISE** project

ENERGISE is an innovative pan-European research initiative to achieve a greater scientific understanding of the social and cultural influences on energy consumption. Funded under the EU Horizon 2020 programme for three years (2016-2019), ENERGISE develops, tests and assesses options for a bottom-up transformation of energy use in households and communities across Europe.

Scientific research and public policy in the field of energy consumption has primarily focused on drivers towards greater carbon efficiency. However, such an approach does not consider the long-term success of such measures within existing energy cultures where short-term efficiency gains may be wiped out by increasing overall consumption over time.

ENERGISE recognises that cultural change is a key ingredient in successful energy transitions. Individual energy consumption is a function of who we are, where we come from, and the socio-cultural and material contexts in which we live. Societal norms and routines with regard to work, education, family life, consumption and recreation greatly determine our patterns of energy use as well as our ability and/or willingness to change those patterns. Without a comprehensive understanding of these energy cultures, public policy measures to reduce energy consumption at the individual or household levels are likely to fail.

ENERGISE adopts a Living Labs approach to directly observe existing energy cultures in a real-world setting and to test both household and community-level initiatives to reduce energy consumption. A comprehensive review and classification of household and community energy initiatives from 30 European countries provides the foundation for the development of two prototype 'ENERGISE Living Labs' (ELL) designed to capture influences on individual and collective energy consumption. Data collection before, during and after the roll-out of 16 living labs to eight partner countries will be instrumental in contributing to the design and assessment of future energy consumption initiatives across Europe.

ENERGISE's primary objectives are to

- Move beyond existing sustainable consumption research by developing an innovative theoretical framework that fuses social practice and energy cultures approaches,
- Assess and compare the impact of European energy consumption reduction initiatives,
- Advance the use of Living Lab approaches for researching and transforming energy cultures,

- Produce new research-led insights into the role of routines and ruptures in shifting energy use towards greater sustainability,
- Enhance multi-way engagement with actors from society, politics and industry and effectively transfer ENERGISE's outputs to further the implementation of the European Energy Union.

The overall work plan consists of the following nine work packages:

| | |
|-----|--|
| WP1 | Conceptual Framework |
| WP2 | Typologies of Energy Initiatives |
| WP3 | Designing ENERGISE Living Labs |
| WP4 | ENERGISE Living Labs |
| WP5 | Comparing Energy Cultures |
| WP6 | Policy Integration |
| WP7 | Dissemination-Communication-Exploitation |
| WP8 | Project Management |
| WP9 | Ethics Requirements |



2. General communication and dissemination strategy

A central goal of communication and dissemination is to maximise opportunities to promote, communicate and disseminate research results throughout the lifetime of ENERGISE, and beyond. This will ensure that key stakeholders can contribute to, and act on the findings in a timely fashion. Dissemination, communication and exploitation activities in ENERGISE pursue four main objectives, namely to:

- 1) raise interest and awareness around energy-related practices and consumption,
- 2) encourage citizens in Europe to actively engage with their energy cultures,
- 3) identify expectations among stakeholders and policy-makers,
- 4) disseminate results in strategic and targeted ways.

A coherent, multi-layered strategy to effectively publicise and exploit ENERGISE's findings will bundle input from the whole team across the entire lifespan of the project.

Effective dissemination, communication and exploitation of findings are central to successful high-impact research, in particular whenever the project involves multiple groups of academic and non-academic partners and audiences. WP7 is a cross-cutting work package that will coordinate communication activities with all work packages. Its main aims are to 1) build a community around the project including all relevant stakeholders, ensuring long-term impact and use of outcomes, 2) establish an easily recognisable project identity, and 3) raise awareness of ENERGISE at national and international levels. Based on experience gained in previous projects and with various stakeholders, WP7 will thus use a variety of communication channels and tools to:

- disseminate the results and outcomes of the ENERGISE project,
- effectively communicate throughout the project to involve and actively engage relevant stakeholders as necessary,
- facilitate the full exploitation of results and outcomes by diverse groups and audiences.

WP7 will strategically utilise existing local, national and European networks that ENERGISE consortium members are involved in, complementing links and input provided by the expert panel and organisations who have expressed their support for ENERGISE through letters of support/intent. The supporting organisations include CSOs, businesses, and government bodies and their related networks from different parts of Europe. For more information see Annex 1 of Grant Agreement, Table 2.10:

Examples from the Consortium's support network and the Stakeholder Mapping chapter (3.1) of the present document.

As most of the core partners of ENERGISE are members of the SCORAI Europe network, they will also build on the dissemination, communication and exploitation opportunities provided by this organisation. The network currently includes more than 200 academics and experts as members from most European countries, and maintains close connections with SCORAI networks in other regions, most notably in North America, China and Israel. (*SCORAI Europe* - <http://scorai.org/scorai-europe>, *SCORAI North America* - <http://scorai.org/about>)

Recognising the importance of building a significant and responsive community around the ENERGISE project, its communication and dissemination strategy involves the collation of an extensive stakeholder map (see below) and an Academic publication strategy guidance document aimed at reaching diverse audiences (WP7 – D.7.10.). Efficient and effective publicity and communication will ensure wide-ranging exploitation of ENERGISE's results and facilitate their extended use in other contexts and projects. Key messages from the project will directly address the challenges of advancing the Energy Union.

Table 1: Main target groups for ENERGISE and plans to reach these groups (*source: Figure 2.4 in chapter '2.2.1. Dissemination and exploitation of results' in the ENERGISE proposal*)

| DISSEMINATION AND USE OF RESULTS FOR DIFFERENT TARGET GROUPS' | | | | | |
|--|--|---|--|--|---|
| | Policy makers at different levels | Experts, academics, researchers | CSOs (NGOs, communities, civil society networks) | Utilities and Businesses | Media |
| Aims: | Involve in discussion Disseminate results to Use and build on ENERGISE results for future policy making and project funding Sustainability Assessment Toolkit | Involve in ENERGISE project content discussion Disseminate results to Use and build on ENERGISE results in future research Sustainability Assessment Toolkit | Involve in ENERGISE project content discussion Use examples for ENERGISE research Involve in ENERGISE Living Labs implementation Use and build on ENERGISE results in future project planning and implementation Sustainability Assessment Toolkit | Involve in ENERGISE project content discussion Comment on ENERGISE methodology planning Use and build on ENERGISE results Sustainability Assessment Toolkit | Partner with the media to disseminate and communicate Influence media content: include Energy Union, low-carbon lifestyles, energy cultures, etc. in the media discussion Inform the general public about low-carbon, energy efficient living |

| | Policy makers at different levels | Experts, academics, researchers | CSOs (NGOs, communities, civil society networks) | Utilities and Businesses | Media |
|--|--|--|--|--|--|
| Measures and channels: | Stakeholder workshops | Stakeholder workshops | Stakeholder workshops | Stakeholder workshops | Regular press releases |
| | Policy briefs Policy papers | Academic/expert conference presentations Academic/expert publications | Materials developed for ENERGISE Living Labs Publications aimed at expert audience: project summary brochures, information in the media | Publications aimed at expert audience: project summary brochures, information in the media | Events open to the press Interviews |
| <p>For all:</p> <ul style="list-style-type: none"> • Website - in English and in local languages <ul style="list-style-type: none"> • Biannual newsletter • Public deliverables published on website <ul style="list-style-type: none"> • Social media: Twitter, Facebook • Interactive multi-stakeholder closing event | | | | | |

3. Detailed communication and dissemination plan

Due to the diverse nature of the ENERGISE project community, different communication activities and channels, both electronic/online and face-to-face, will be utilised. Communication in and around ENERGISE will happen at four distinct levels:

- a) between partners, e.g. regular skype calls, emails, face-to-face project meetings and workshops
- b) with stakeholders closely involved with the project, e.g. expert panel, Living Labs participants and partners, workshop participants
- c) general public, scientific community, decision and policy-makers, business and energy service provider community
- d) specific communication activities towards the EU Commission Services, e.g. email and phone calls with project officer, regular reports, deliverables, etc.

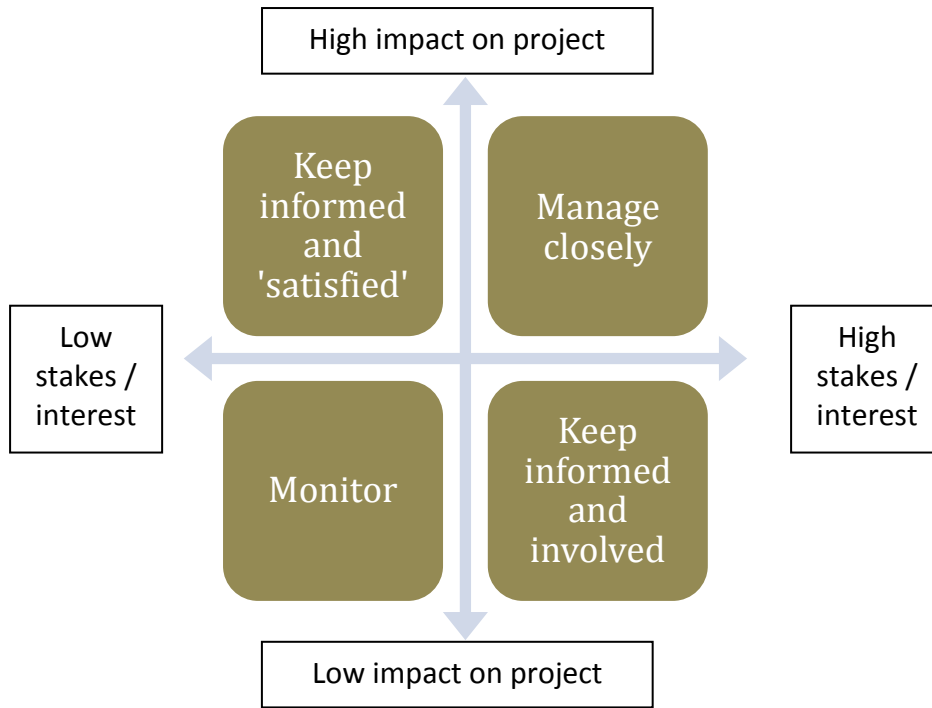
In addition to the present document, communication activities will be also guided by the Academic publication strategy guidance document (D 7.10) prepared by the WP7 team lead by NUIG, with input from all Consortium members.

A stakeholder map and a regularly updated list of events relevant to Consortium members will also be prepared and shared among the ENERGISE team.

3.1. Stakeholder Mapping

Stakeholder mapping is an essential and basic step complementing the Communication activities of the ENERGISE project. In the process we identify the individuals and groups that are likely to affect or be affected by our proposed actions and results. Then, we group them based on their impact and interest factors on the actions as well as the impact the actions may have on them. By assessing this information, the consortium gets a clearer vision on how the interests of those stakeholders should be addressed in the project communication and dissemination plan and relevant activities.

The following project stakeholders are identified and categorized *in connection to the ENERGISE project* based on the figure below:



- Group 1 ‘Keep informed and ‘satisfied’: relevant national policy makers, EU Energy Union
- Group 2 ‘Manage closely’: EU Commission Services, ENERGISE Living Lab participants, Partners,
- Group 3 ‘Monitor’: business and energy service provider community, the general public, media
- Group 4 ‘Keep informed and involved’: expert panel, scientific community, workshop participants, decision and policy-makers

The Consortium will make use of its vast support network, some examples of which are listed below in the table. This list is to be expanded through the stakeholder analysis process which will happen during M4-M5 of the project.

The stakeholder analysis will be conducted using the stakeholder survey table shown in Annex II, which will be filled in by project Partners for 1) all project Partner countries, 2) remaining EU member countries, and 3) EU level. WP7 leader GreenDependent will analyze the results and present them to all Partners.

Table 2: Selected stakeholders already supporting the implementation of ENERGISE

| Organisation | Relevance to ENERGISE | Example of commitment |
|---|--|--|
| Sustainable Energy Agency Ireland (Ireland) | SEAI play a leading role in advising the Irish Government on all energy issues; it manages the Sustainable Energy Communities Network and provides energy transition grants. | Disseminate ENERGISE research through policy networks; wider communication of toolkit and database |
| Forum Virium (FI) | Forum Virium is a company owned by the City of Helsinki. It develops new digital services and urban innovations in cooperation with | Encourage local residents to participate in the research, disseminate research methods and all |

| | | |
|---|---|---|
| | companies, the City of Helsinki, other public sector organisations, and local residents. Current projects include the Kalasatama Living Lab, an open innovation platform for co-creating new sustainable urban services (e.g. energy). | research outputs widely throughout their networks. As part of the Expert panel, advise the ENERGISE Consortium on innovative dissemination and outreach strategies. |
| Community Energy England (UK) | Community Energy England represents and supports the UK community energy sector, to facilitate its expansion. Community energy includes the delivery of community renewables, energy efficiency, demand reduction and energy supply projects. | Promote project and disseminate findings across its membership and related networks. Advise ENERGISE team and give feedback on project activities and outputs. |
| Energy Cities, Brussels (Belgium) | Energy Cities supports locally-led energy transitions across Europe. It facilitates sharing and replication of innovative practices and methods to accelerate energy transitions. | Support recruitment of Living Labs participants. Participate in project events and workshops. Promote project and disseminate findings to members, including cities involved in IMAGINE initiative. |
| PBL Netherlands Environmental Assessment Agency (Netherlands) | PBL Netherlands Environmental Assessment Agency is the national institute for strategic policy analysis regarding environment, nature and spatial planning. Energy and climate change are key topics for PBL. | Promote project and disseminate findings. Participate in project events and workshops. Advise ENERGISE team, provide feedback and take part in expert panel. |
| NGO Green Liberty (Latvia) | Green Liberty has extensive experience in sustainable consumption research (e.g. FP7 funded 'Action Town' project (http://actiontown.eu)). | Promote project and disseminate findings. Participate in project events and workshops. Advise ENERGISE team, provide feedback and join expert panel. |
| NESTA (UK) | NESTA supports community energy both practically and through research. | Promote project, disseminate results, materials and tools, support recruitment of participants. |
| E.ON Hungaria | E.ON Hungaria is an energy utility and specialized energy services company. As part of their social responsibility and customer engagement projects, they engage with and support energy behaviour change programmes. | Advise the project consortium, promote project and disseminate results among stakeholders and professional network |

The communication activities and channels applied in the course of the project are detailed in the chapters below.

3.2. Communication activities

Dissemination and communication activities in the ENERGISE project will focus on innovative and engaging ways to share results with diverse academic and non-academic audiences. Interviews and newspaper articles, social media, e-newsletters and work-shops are some of the tools to be used.

Table 3: Detailed plan of communication activities

| Target group | Communication channel | How often and/or how many? | Responsibility and task division |
|---------------------------------|---|---|---|
| General professional audience | newsletter | 6 pcs (biannually, first: M6) | Editor: GDI All partners contribute as relevant All partners provide potential people to send it to and anyone interested can subscribe through website |
| Policy makers, business leaders | policy briefs and papers | 24 pcs <i>(please see detailed list in Annex VI.)</i> | Coordination: NUIG, specific responsibilities: AAU, Kingston, LMU, UH and UNIL All partners contribute as relevant (e.g. to communicate important outputs/results in WPs) |
| General public | press releases | 3 (one/project year) | GDI prepares template and writes general press releases All partners adapt press releases to national context and disseminate to national media |
| | media reports / appearances (articles, interviews, online reports, etc., <i>please see a more comprehensive list in Annex III.</i>) based on press releases and other activities in each country | 270 media appearances (incl. online) during the project: <ul style="list-style-type: none"> • 30 / WP leader partner • 15 / general partner | |
| | social media (twitter/facebook, possibly Research Gate) project pages and posts + national pages as relevant in each country | Regular posts as relevant in the project | Task leader for FB: GDI Task leader for Twitter: NUIG (Task leader for Research Gate: LMU) |
| | website | basic website M3, further developed and regularly updated afterwards; maintained for at least five years following the end of the project | Task leader: GDI All partners contribute as relevant and maintain their local language sub-website/pages |

| Target group | Communication channel | How often and/or how many? | Responsibility and task division |
|--------------------------|--|---|--|
| Academics, researchers | project brochures | 2 project brochures | Coordination: NUIG Research reports: WP leaders Other: All partners, as relevant |
| | academic publications (refereed journal articles, book chapters etc.) | min. 50 | |
| | Contributions to academic conferences: presentations (incl. posters), sessions at academic conferences, etc. | min. 100 at conferences and workshops | |
| Mixed stakeholder groups | project workshops to present and discuss project results and outcomes with various stakeholders | 3 international expert panel/Policy and Decision Forum (PDF) workshops throughout the project | Coordination: Kingston Organization of workshops shared by WP leaders - as relevant based on workshop focus and/or host country |
| | interactive multi-stakeholder closing event | 1 at the end of the project | Coordination: NUIG All partners contribute |

3.3. Communication channels

In the following communication channels to be utilized in the ENERGISE project are briefly described.

Newsletter

There will be a regular ENERGISE e-newsletter to help communication and dissemination with stakeholders and the ENERGISE community. The newsletter will be published every 6 months, beginning in M6. The newsletter will be in English, and it will be sent to identified experts and interested people subscribing to it through the project website, members/representatives of the media, etc. GDI will be the editor of the newsletter and will be responsible for the overall dissemination of the newsletter, all partners will contribute content and will disseminate in their own countries.

| GDI | All Partners |
|---|--|
| Suggest and write content | Suggest and write content as relevant |
| Design and Edit | Translate to national language (<i>optional, but suggested for „Living Lab countries”</i>) |
| Lead dissemination, Dissemination at EU level | Dissemination in own country, Develop recipient list (<i>if not translating: enter local recipients in shared table</i>) |
| Develop newsletter recipient list for EU level (mailing list) – set up shared file to collect suggestions and data from Partners | Suggest newsletter recipients (e.g. researchers in your country, related project participants, policy makers, etc.) |

Policy briefs and reports

A minimum of 24 policy briefs and reports will be published throughout the project, please see Annex VI. for a more detailed breakdown over different WPs. Policy recommendations will be targeted at European institutions, national governments, and front-line engagers (e.g. universities, NGOs, third sector organisations).

Press releases

Regular press releases (one per year) will be issued at European and national levels, coinciding with important project events and milestones. Press releases will be translated into national languages.

| GDI | All Partners |
|---|--|
| Prepare first drafts | Comment on content / Contribute if relevant (WP leaders) |
| Finalize English versions | Translate (and adapt) to national language |
| Design and Edit (prepare English as template for translations) | Make sure design follows template |
| Disseminate at EU level, Place on project website | Disseminate in own country, Place on own website |
| Collect all press appearances – develop file to collect information from all Partners | Collect all press appearances in format required |

Media reports and appearances

Media reports (articles, interviews, online reports, etc.) are based on press releases in each country. The overall objective is to achieve 30 media appearances (printed,

online, radio, TV, etc.) in WP leader partner countries, and 15 in general partner countries. Partners are expected to provide proof of publications (news clippings, print screen of online presence, voice recordings, etc), using the template presented in Annex III.

Social media (Twitter/Facebook)

Use of social media contributes to establishing and maintaining public engagement with the project. GDI will manage the English Facebook and NUIG the Twitter account of the project, but other partners are also welcome to contribute to the Social media content.

If needed (e.g. for ENERGISE Living Lab implementation) local social media sites will also be established and maintained for shorter periods of time.

Furthermore, an effort will be made - led by LMU - to disseminate information about ENERGISE on other social media sites such as Research Gate.

Website

The website of the project is launched by the end of M3, and it will be maintained for at least five years following the end of the project. Regular updates will be available in all ENERGISE project languages (Bulgarian, Danish, Dutch, English, Finnish, German, Hungarian, Slovenian), with reciprocal links to the partners' websites to maximise coverage. There will be a central general project website in English with information on the project, project partners and the research activities and outcomes. Moreover, there will be 10 sub-sites for the national scientific communities and general public of the partner organisations.

Project brochures

ENERGISE will provide a range of materials for non-academic audiences, including a project brochure in the 8 languages of the project partners which detail ENERGISE's objectives, methodology, etc. In addition to this, two summary project documents will be published in English including the key results (one of them focusing on the Living Lab methodology, the other on the project and its outcomes). Special efforts will be made to present complex ideas in an accessible, yet authoritative manner. All brochures will be available electronically and in print.

Academic publications

ENERGISE results will be arranged into key themes, to develop a minimum of 50 peer-reviewed articles, book chapters and reports intended for scientific audiences. These scientific outputs will cover theoretical issues, conceptual and methodological questions and key results.

For more details on Academic publications, please refer to the Academic publications guidance document (D7.10).

Presentations at academic conferences and workshops

The ENERGISE Consortium will target high-profile academic conferences and workshops organised by national, European and international organisations that involve and/or represent sustainable consumption research and energy research communities. These include geographical and sociological associations (e.g. RGS, AAG, ISA, ESA), Society for Ecological Economics, European Association for the Study of Science and Technology (EASST), Sustainability Transitions Research Network (STRN), ERSCP (European Roundtable for Sustainable Consumption and Production), Society for Social Studies of Science and SCORAI (Sustainable Consumption Research and Action Initiative).

Project workshops

To involve stakeholders more actively in discussion, theory and methodology development and application, the ENERGISE Consortium will organise a series of 3 workshops in different countries. All workshop and event proceedings will be made available on the ENERGISE website.

Interactive multi-stakeholder closing event

An interactive, multi-stakeholder event will conclude the project.

A summary table of the above communication channels (in the project months):

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | | | |
|---|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---|---|---|
| Newsletter | | | | | | x | | | | | | x | | | | | | x | | | | | | x | | | | | | x | | | | | | | | x | |
| Policy briefs and papers | | | | | | | | | | | | | | | | | | x | | | | | | | | | | x | | | | | | | | | | | x |
| Press releases | | | | | | | | | | | | x | | | | | | | | | | | | x | | | | | | | | | | | | | | | x |
| Media reports | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x |
| Social media | | | | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x |
| Website | | | | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x |
| Project brochures | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Academic publications | | | | | | | | | | | | | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | |
| Presentations at academic conferences | | | | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x | x |
| Project workshops | | | | | | | | | | | | | | | | | | x | | | | | | | | x | | | | | | | | | | | | x | |
| Interactive multi-stakeholder closing event | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | x | |

3.4. Visual identity of the project

An easily recognisable (visual) identity of the project is essential to achieve best communication results. A Visual Identity Guide is created by a subcontractor and made available to project partners to apply during communication and dissemination activities. It is of high importance to use these visual tools coherently.

Visual tools:

- project logo (in English and in national languages)
- project molino/roll-up (in English and in national languages)
- templates (ppt, project newsletter, press release, scientific conference presentation, policy brief, paper, H2020 reporting/deliverable, etc.)
- general flyer/project brochure (in English and in national languages)
- project poster (in English and in national languages)
- general project website (in English)
- national project websites (in national languages)
- Grant Agreement number – partners are requested to use the project GA number in all of their external communication and dissemination materials, together with
- EU emblem and the accompanying **text** of: *“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 727642”*. (See GA 29.4)



This project has received funding from the European Union’s Horizon 2020 Research and Innovation programme under Grant Agreement No 727642.

Project Partners are required to use the logos, colours of the Visual Identity Guide and the templates – some of which are listed above – developed in the framework of WP7 in all times. Please find more detailed guidelines in D7.2.

3.5. Monitoring and evaluation of dissemination activities

The reach and impact of ENERGISE communication activities will be assessed qualitatively and quantitatively and closely monitored using participation statistics, search metrics and other established indicators of media use. The following measures will be used to evaluate the output of the dissemination activities:

Table 4: ENERGISE Communication Strategy Monitoring

| Communication tool | Quantification | Target value in proposal * | Target value defined by Consortium (to be reviewed by M20) * | Proof of communication |
|---|---|--|--|--------------------------------------|
| Newsletter | No. of issues | 6 | | Copies of newsletters |
| | No. of subscribers | | 200 | Report on subscription number change |
| Policy briefs & papers | No. of briefs and papers published | 24 | | List of briefs and papers |
| Press release | No. of press releases | 3 | | Copies of press releases |
| Media report | No. of media reports (articles in printed and electronic media, TV and radio interviews, etc.) | 270 (30/core partners, 15/other partners) | | Records of media reports |
| Social media (Facebook/) | No. of posts per month | | 8 | Search metrics |
| Social media (Twitter) | No. of posts per month | | 8 | Search metrics |
| Website | No. of visitors (hits) and downloads on the project website | | 5000 | Search metrics |
| Project brochures | No. of project information brochures/flyer in min. 8 project languages (100 per Living Lab partner) | | 800 | Copies of project brochures |
| | No. of project brochure printed on Living Labs methodology in English (50 per partner) | | 500 | Copies of project brochures |
| | No. of General project summary handbook printed in English (50 per partner) | | 500 | Copies of project brochures |
| Academic publications | No. of publications | 50 | | Records of publications |
| Presentations at academic conferences | No. of contributions delivered | 100 | | Records of attendance, presentations |
| Project workshops | No. of workshops | 3 | | Report of workshops |
| | No. of registered participants | | 75 | Registration sheets and photos |
| Interactive multi-stakeholder closing event | No. of closing events | 1 | | Report of event |
| | No. of registered participants | | 100 | Registration sheets and photos |

* All target values above are for the consortium (10 partners) for the whole of the project unless indicated otherwise.

At the end of the project, a press and media coverage report will be compiled for cataloguing all media appearances, at least 30/core partner, 15/general partner, as well as reports on the social media pages.

Also at the end of the project, a catalogue of all presentations and publications will be compiled to summarize academic and expert communication.

4. Data security and management of intellectual property

For project management purposes, the ENERGISE Consortium will collaborate and share data through EMDESK, a secure online platform to allow all Consortium partners to access files securely from anywhere, including from mobile devices. This ensures that data sets, (draft) publications or reports are accessible for the entire team at any stage.

To facilitate dissemination and engagement across Europe, a multilingual website will display key project outputs in the 8 European languages represented by the ENERGISE Consortium partners.

The ENERGISE website, if necessary, can also function as a portal to a secured area requiring personal log-in, where ELL participants or researchers will be able to report energy consumption data (WP4). Services provided by the Let's Encrypt initiative of the Internet Security Research Group (ISRG), which provides free up-to-date TLS (Transport Layer Security) encryption, will ensure high data security. The budget allocation for web-programming includes funds to acquire additional security packages to ensure protection from man-in-the-middle attacks through end-to-end encoding.

The project will address data protection issues comprehensively. Deliverable 1.1 – Guidelines for ENERGISE good practice, ethics and data collection (WP1) – will cover all data collected. Deliverable 7.4.2. – Data privacy statement for online tools (WP7) – will focus specifically on data collected through online tools (see also Section 5.1.2 Collection and processing of personal data).

4.1. Knowledge management and open access

The ENERGISE project does not raise issues of IPR and copyright. Instead, ENERGISE intends not to 'protect' results and deliverables but to publicize them widely via open access channels. All relevant deliverables will be freely available (at least electronically) to anyone. Furthermore, all user generated data created by the public will remain the copyright and intellectual property of the data providers (the organisations involved in the ENERGISE project) or data creators (the users) in compliance with the data providers' own terms and conditions.

The ENERGISE Consortium will comply with the agreed Programme Board rules on open access publications (Green or Gold). All academic publications (final articles or manuscripts accepted for publication) will be deposited into the institutional repository of the research institution with which they are affiliated, or in an appropriate subject based/thematic repository, thereby also connecting with the EU OpenAIRE repository. This will ensure that the embargo period is respected. WP7 and WP8 have dedicated tasks and specific activities related to Knowledge Management and Transfer.

Four deliverables (D1.1, D9.1, D9.2, D9.3) will deal with ethics requirements.

4.2. Personal photographs of people

Protection of personal rights are very important to the ENERGISE consortium thus all consortium members are required to ask for the consent of people they wish to take photographs of all the time at all events during the course of the project.

A Consent Form template is provided in Annex IV. for project partners to use during workshops, ELL events, academic conferences and other occasions.

Annexes

I. Communications checklist for Partners

GDI and all partners of WP7 are responsible for dissemination activities at national and European level.

In general

Partners are responsible for providing necessary information from their work to the WP7 leader for the website, policy briefs, e-newsletter, social media, etc.

Partners are also responsible for engaging their communication officers in national efforts to disseminate the produced knowledge, results and processes of ENERGISE to the target groups at the national level, and where relevant, at the EU level.

- Please make sure to communicate and disseminate all ENERGISE related information in the templates developed in WP7 and available in EMDESK.

Document your work

It is important that all partners document their work in ENERGISE:

- for documentation of all communication activities please use the table/template provided in Annex III. (also available in EMDESK for download in a separate file)
- please **take pictures** at national workshops and conferences, prepare attendance registers for your own workshops, Living Labs, meetings, etc. and forward them to the WP7 leader. In this way, we can ensure that the communication channels stay updated and interesting.

When taking pictures, please notify the participants and please obtain their consent using the form in Annex IV.

Website

Present ENERGISE at your institutional website and link to the project website.

Maintain and regularly update your own language sub-website or webpages.

E-newsletter

Forward each newsletter to identified stakeholders (following the procedure recommended by the WP7 leader) right and try to encourage people to sign up.

Social media

Follow the ENERGISE accounts with your organization's Twitter and Facebook accounts and also with your private ones if relevant and if you use them for work-related purposes.

Media contact

- Target the press releases at your national media, translate and adapt them from the English version provided by GDI if needed.
- Involve national media in national level activities whenever possible.

Policy briefs

- Provide relevant receivers and list them in a Google spreadsheet, created by the WP leader.
- Translate the briefs to your national language if relevant and optionally add content to make the brief more attuned to the national context.

Dissemination to policy makers

- Disseminate results from the project to stakeholders and policy makers at the national level.
- Please register dissemination activities in the format provided in Annex III.


Scientific publications and presentations

- Please review presentation and dissemination opportunities at the national level, and present ENERGISE outcomes when relevant.
- Whenever releasing scientific publications, please record them in a way described and required by D7.10 and also register them in the Participant Portal under “Publications”.
<http://ec.europa.eu/research/participants/portal/desktop/en/home.html>

II. Template for stakeholder analysis in participating countries

| Stakeholder groups <i>Please add more rows to each category as necessary</i> | Name of suggested person or organization | Importance <i>Please select from list.</i> | Do you already have contact with them? <i>Please select.</i> | Person and organization making the suggestion <i>Please provide your name and organization acronym.</i> | Notes <i>If you suggested a person, please add their position/affiliation here.</i> |
|--|---|--|--|---|---|
| NGOs | | Inform Involve-CaseCollection Involve-LivingLab Involve-Workshop Involve-Other | Yes No | | |
| Expert organizations | | | | | |
| Businesses (including and energy service provider community/ESCOs) | | | | | |
| Policy makers / policy bodies | | | | | |
| Academic and research organizations | | | | | |
| Academics and researchers | | | | | |
| Media/Website/Journalist (e.g. main environmental or energy related news sites, general media publication in yr country) | | | | | |
| Other | | | | | |

IV. 'Consent form' - template for using personal photographs of project participants for project purposes



Consent form

Yes, I want to be informed about the ENERGISE project:

Name: _____

Address: _____

Phone: _____

E-mail: _____

Consent I (mandatory):

I hereby declare my consent that personal data collected on this form and during the ENERGISE project event may be processed and stored by the ENERGISE consortium* for the organization and execution of the research project ENERGISE. The ENERGISE consortium will not use the data for any other purpose. This consent may be revoked at any time and without giving any reason. In this case, you can use the contact form at the ENERGISE website [<http://www.energise-project.eu>]

.....

Signature Date

Consent II (optional):


I hereby declare my consent that personal data including video and pictures taken during the ENERGISE project event may be processed and stored by the ENERGISE consortium* for the organization and execution of the research project ENERGISE, especially for communicating the results to a wider public. Pictures/videos may appear on consortium partners websites, video channels and similar media. The ENERGISE consortium will not use the data for any other purpose. This consent may be revoked at any time and without giving any reason. In this case, you can use the contact form at the ENERGISE website

.....

Signature Date

If you don't want to be photographed please contact the registration desk. We will for sure comply with your demand.

* Partners are: National University of Ireland, Galway (IR, coordinator), Aalborg Universitet (DK), Kingston University (UK), Universiteit Maastricht (NL), Universite De Lausanne (CH), GreenDependent Institute (HU), Ludwig-Maximilians-Universitaet Muenchen (D), Focus Društvo Za Sonaraven Razvoj (SLO), Applied Research and Communications Fund (BG), Helsingin Yliopisto (FI)

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V. Communication and dissemination survey

*Please note that this is the survey plan,
the survey itself will be conducted online, using Survey Monkey.*

Introduction

Dear ENERGI SE Partners,

The overall aim of this survey is to **learn more about every partner's knowledge, experience and general practice** of using various communication channels, and how these could be used for communication and dissemination activities in ENERGI SE. In addition, this information will be useful for us as WP7 leaders to know where and in which communication activities we need to **provide additional assistance to various partners** so that as a team we can meet all our communication and dissemination objectives.

Thank you for filling the survey in, it should take about 10-15 minutes of your time!

Edina Vadovics
GreenDependent Institute



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The sole responsibility for the content of this survey lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the INEA nor the European Commission are responsible for any use that may be made of the information contained therein

Part I: COMMUNICATION CHANNELS

Please select which ENERGI SE partner organization you represent.

*** **drop-down list here with all partners!** ***

1. Please select which communication channels you and/or your organization regularly use to communicate and disseminate your results and activities.

Please select as many as are relevant to you.

- electronic and/or printed newsletter
- own website
- Twitter
- Facebook
- press releases
- policy briefs
- discussion, policy, etc. papers
- we are members of a network and publish in their newsletter

Please, say which network(s):

- we are members of a network and publish on their website
Please, say which network(s) - if it is the same as above, you can leave the box empty:
- academic journals
- others, please provide details:

If YES (tick) to any of the above:

2. Electronic and/or printed newsletter

2.1 What kind of newsletter do you have? Please select the one that is relevant.

- electronic
- printed
- both

If both, the questions below have to be asked about each!!

2.2 How often do you publish it? Please select the one that is relevant.

- monthly
- quarterly
- twice a year
- other, please explain:

2.3 What is the target group of your newsletter? Please select as many as are relevant to you.

- the general public
- media
- experts
Please say in which fields:
- academics
Please say in which fields:
- other, please explain:

2.4 Are you planning to use your newsletter for ENERGISE dissemination activities, and to report on project related news in general?

- yes
- yes, we have already done so
- no, please explain:

2.5 Which language(s) is your newsletter published in?

2.6 Please share with us any other relevant information about your newsletter that may be interesting for ENERGISE communication and dissemination:

3. Own website

3. If you are representing a university, please select exactly which part of the website you have access to / you can publish news or other items.

- we're not a university
- the university's website
- my department's website
- both
- other, please explain:

3.1 What is the target audience of your website? Please select as many as are relevant.

- the general public
- media
- experts
Please say in which fields:
- academics
Please say in which fields:
- students
Please say in which fields:
- other, please explain:

3.2 Are you planning to use your website for ENERGISE dissemination activities, and to report on project related news in general?

- yes
- yes, we have already done so
- no, please explain:

3.3 Are you planning to establish a separate menu/place for the ENERGISE project on your website under which you can place related information?

- yes
- yes, we have already done so
- no, please explain:

3.4 Which language(s) is your website published in?

3.5 How do you manage/update the content of your organizational website?

- we can manage/update it ourselves (i.e. project managers or assistants can directly place news and content items on the website)
- our IT department manages it: we need to send everything to them first, and they place it on the website
- an external organization/person manages it for us: we need to send everything to them first, and they place it on the website
- other, please explain:

3.6 Please share with us any other relevant information about your website that may be interesting for ENERGISE communication and dissemination:

4. Twitter**4.1 Does your organization have a Twitter account?**

- yes
- no

4.2 If yes, are you planning to use it to communicate about the ENERGISE project?

- yes
- yes, we have already done so
- no, please explain:

4.3 Which language(s) are your Twitter posts published in?**4.4 Do you have a personal Twitter account?**

- yes
- no

4.5 If yes, are you planning to use it to communicate about the ENERGISE project?

- yes
- yes, I have already done so
- no

4.6 Please share with us any other relevant information about your Twitter presence (organization or personal) that may be interesting for ENERGISE communication and dissemination:

5. Facebook

5.1 Does your organization have a Facebook account?

- yes
- no

5.2 If yes, are you planning to use it to communicate about the ENERGISE project?

- yes
- yes, we have already done so
- no, please explain:

5.3 Which language(s) are your Facebook posts published in?

5.4 Do you have a personal Facebook account?

- yes
- no

5.5 If yes, are you planning to use it to communicate about the ENERGISE project?

- yes
- yes, I have already done so
- no

5.6 Please share with us any other relevant information about your Facebook presence (organization or personal) that may be interesting for ENERGISE communication and dissemination:

6. Press releases

6.1 At your organization, do you issue press releases?

- yes
- no

6.2 If yes, what is your general practice when you issue a press release? You can select as many options as are relevant to you.

- We have our own press/media contacts list and send the press release to that. Our ENERGISE project team can do it directly or can easily ask the responsible person at our organization to do it.
- We have our own press/media contacts list and send the press release to that. However, our top management/responsible person has to approve it first.

- We work with another organization who sends the press release out for us.
- Other, please explain:

6.3 At which level do you (or the organization that you contract for this job) circulate the press release?

- national
- European
- Other, please explain:

6.4 Do you also place the press release on your website?

- yes
- no

6.5 Do you usually keep track of your press appearances?

- yes
- no

6.6 Please share with us any other relevant information related to press releases and contact with the media that may be interesting for ENERGISE communication and dissemination:

7. Policy briefs and policy papers

7.1 Do you regularly write and publish policy briefs and/or policy papers?

- yes
- yes, but only in relation to specific projects
- no

7.2 If yes, where/how do you disseminate them? Please select as many as are relevant to you.

- we place them on our website
- we send them out to our (policy related) press list at the national level or contract another organisation to do so
- we send them out to our (policy related) press list at the European level or contract another organisation to do so
- we disseminate them through the network we are members of
- other, please explain:

7.3 Please share with us any other relevant information related to policy briefs and papers that may be interesting for ENERGISE communication and dissemination:

8. Academic journals

8.1 Do you (or anyone else at your organization) publish in academic journals either at the international or national level?

- yes
- yes, but only as co-authors
- no

8.2 If yes, are you planning to do it related to ENERGI^SE?

- yes
- no
- we don't know yet

8.3 Which academic journals do you usually publish in? Please list the ones that are most important/relevant for ENERGI^SE. Please think of national journals as well.

8.4 Are you part of the editorial team of an academic journal? Please think of national journals as well.

- yes
- no

8.5 If yes, which journals are you editing? Please list them all, including national journals.

8.6 Please share with us any other relevant information related to publishing in and editing academic journals that may be interesting for ENERGI^SE communication and dissemination:

Part 2: PRIORITY AUDIENCES / TARGET GROUPS

1. Which do you think are the most important audiences/target groups for the work we do in ENERGI^SE? Please select max. 5 that you believe are the most important

- the general public
- academics
- decision makers at the national level
- decision makers at the European level
- expert organizations (working in the field of energy/sustainable lifestyles)
- energy providers / utility companies
- NGOs (working in the field of energy/sustainable lifestyles)
- others, please list:

2. For your work outside ENERGISe, which are the most important audiences/target groups? Please select max. 5 that are the most important.

- the general public
- academics
- decision makers at the national level
- decision makers at the European level
- expert organizations (working in the field of energy/sustainable lifestyles)
- energy providers / utility companies
- NGOs (working in the field of energy/sustainable lifestyles)
- others, please list:

3. In your opinion and experience, which communication channels should receive the greatest attention in ENERGISe? Please select max. 5 from the list.

- central ENERGISe website
- national ENERGISe sub-websites
- the websites of partner organizations
- ENERGISe newsletter
- ENERGISe Twitter
- ENERGISe Facebook
- ENERGISe press releases
- ENERGISe policy briefs
- ENERGISe discussion papers
- papers in academic journals
- ENERGISe workshops
- presentations at expert conferences
- presentations at academic conferences
- final ENERGISe conference
- ENERGISe project summary handbooks (on the project in general, and on the ENERGISe Living Labs)
- other, please explain:

4. For your work in general and for your organization, which communication channels are usually the most important? Please select max. 5 from the list.

- posts on website
- newsletter
- Twitter
- Facebook
- press releases
- policy briefs
- discussion papers
- papers in academic journals

- workshops organized by me/my organization
- conferences organized by me/my organization
- presentations at expert conferences
- presentations at academic conferences
- own publications (e.g. handbooks, flyers, etc.)
- other, please explain and provide details:



VI. List of policy reports / briefings

| | |
|--|---|
| WP1: 1 Policy briefing | Briefing on Energy Consumption and Cultural Variations (<i>title to be confirmed later</i>) |
| WP2: 10 | <ul style="list-style-type: none"> 1 - Policymakers briefing on constructing typologies of sustainable energy consumption initiatives 8 - Production of 8 policy briefs for the 8 LL partner countries 1 - Report summarising high level findings across countries |
| WP3: 2 Policy reports/briefings | <ul style="list-style-type: none"> 1 - Summary of the workshop report: Scalable designs and best-practice ENERGISE Living Labs for European energy cultures 1 - Policy briefing summarising the Easy-to-use ENERGISE Living Lab intervention and engagement guidebook for consortium partners. |
| WP5: 2 policy reports and briefings | <ul style="list-style-type: none"> 1 - Policy report on cross-national comparison of material dimensions of energy consumption 1 - policy report/briefing overviewing the ELL analysis across countries: Uncovering differences and similarities between ENERGISE Living Labs |
| WP6: 9 reports/briefings | <ul style="list-style-type: none"> Policy Briefing 1: The Future of EU Energy Policy Integration Policy Briefing 2: Guidelines for Developing and Implementing National and Local Energy Initiatives Policy Briefing 3: ENERGISE Findings and Policy Implications Policy Paper 1: State of the Art and Future of Policy Integration for EU Policy on Energy Consumption Policy Paper 2: Good Practice Guidelines for Developing and Implementing Energy Consumption Initiatives in the EU Policy Paper 3: Synthesis and Translation of ENERGISE results Workshop proceedings report (I) Workshop proceedings report (II) Workshop proceedings report (III) |