D3.1: Knowledge Transfer on Engagement with Vulnerable Households

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POWER♪
The catalyst for social innovation in the energy market

MANCHESTER 1824
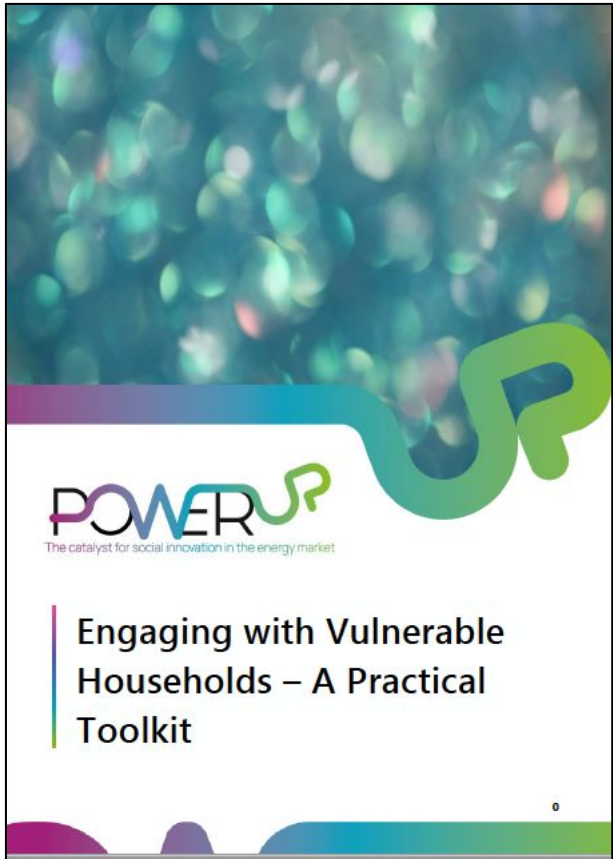The University of Manchester

Outline

- Introduction to the D3.1
- What is engagement?
- Models of Engagement
- Involvement of vulnerable groups
- Best Practices
- Conclusions

Mentimeter

- MENTIMETER LINK FOR QUESTIONS (need to add on the day)

Introduction to D3.1

Engaging with Vulnerable Households – A Practical Toolkit

- A practical guide and toolkit for developing an engagement strategy for energy projects involving vulnerable groups

- Useful to practitioners in the social energy space

What is Engagement?

Engagement is the act of building a relationship, and the methods used (Canelas and Mundo, 2021)

Engagement comes in multiple forms, including information sharing, educating, capacity building, co-creation and collaboration

Through engagement activities it can support the success of different projects

Models of Engagement

IAP2 Spectrum of Public Participation

Suited to determining the level of participation required for a particular business model

Engagement Triangle Model

Suited to determining the methods that best suit project outcomes

COMPASS for Navigating Relationships

Suited to fostering and managing relationships including RECs and CECs

EAST Framework

Suited to effective communications including organising One Stop Shops, communicating benefits of RECs/CECs, undertaking ESCO work

ABCDE Building Blocks Framework

Suited to behaviour change including appliance leasing and One Stop Shops

Involving Vulnerable Groups in Research

- Often vulnerable groups are not included in research
  - Failures in research design, belief that vulnerable people are hard to reach
  - Risks reinforcing structural and institutional biases, and perpetuating marginalisation (Mulvale & Robert, 2021).
  - Need to involve vulnerable groups throughout decision-making processes to adequately address energy poverty (Walker & Day, 2012)
  - Thinking about the needs of vulnerable groups from their perspective and including them as partners in initiatives can improve outcomes (Moore, 2015)

Best Practices: Overcoming obstacles and barriers

Building Trusting Relationships

Equitable Processes and Procedures

Diverse Membership

Tangible Benefits Supportive Reward Structures

Building Trusting Relationships

Trust contingent on building close relationships, consistency, having an open and authentic process and providing participating communities with decision–making roles (Lane and Hicks, 2017)

Trusting relationships can be supported by:
- Working with established groups
- Ensuring transparency
- Offering support rather than intervention
- Avoiding stigmatising language

Equitable Processes and Procedures

Ensuring a project is fair in how it's conducted and its outcomes supports continued engagement

Need to ensure that communications are relevant for the local identity, situation and culture

Approaches to support equitable processes and procedures

Recruitment methods: multi-channel, gender and culturally sensitive

Having a diversity of facilitators

Enabling self-referral

Diverse Membership

Need to ensure that engagement events are accessible to everyone

Ways to improve the accessibility of events, and support diverse membership:

Removing language, literacy and communication barriers
Deliver events in first language of target groups, conduct events which do not rely on words or language, use accessible formats
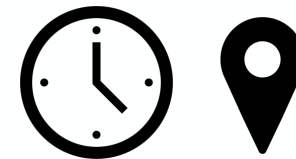
Being mindful of the time/location of events
Ensure locations are accessible, be considerate of 'when' events are (consider childcare routines, religious or cultural occasions)

Tangible Benefits/Supportive Reward Structures

Important to make the engagement event worthwhile for those that attend with this supporting prolonged engagement

Engagement events should:

- Have real and tangible outcomes

- Support personal development and empowerment

Rewards for participation?

- Financial Rewards
  - More successful recruitment
  - Ethical concerns, including false claims of eligibility and potentially coercive

- Alternatives Rewards
  - Small gifts/vouchers, volunteering at organisation, celebrating achievements, recognising participants as members of the research team

Catalogue of Engagement Tools

D3.1 includes a catalogue of interactive facilitation tools which supports the development of more accessible and engaging sessions

Support inclusivity, enable all voices to be heard, support creative engagement, bridge divides and enables co-creation

Example Tools

Game-based engagement tool

Interactive presentation software

Visual collaborative whiteboard

Conclusions

- Engagement is the act of building relationships, and is important for the success of projects

- Yet, often vulnerable households are not included in research/engagement events

- Different practices can be undertaken to support the engagement of vulnerable households

- Online and interactive engagement tools can be used to facilitate engagement, as provided in the catalogue in D1.3

Any Questions?

www.socialenergyplayers.eu

Community

Family

Collaboration

House renovation

Building
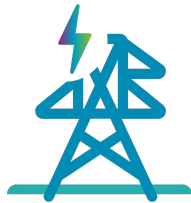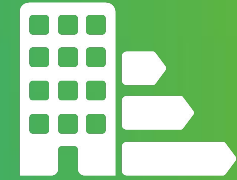
Building max

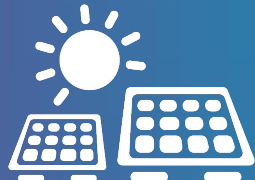Building Industry
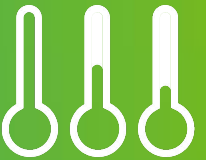
Building Efficency

Focus
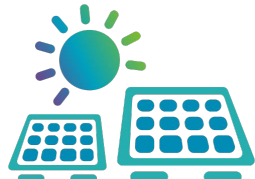
Statistics

Paper

Solar power

Electricity

Boiler

Wind power

Project

Budget

Temperature

Community | Family | Collaboration | House renovation | Building | Building max | Building Industry | Building Efficency | Focus

Statistics | Paper | Solar power | Electricity | Boiler | Wind power | Project | Budget | Temperature