



# Engagement workshop

Eeklo case



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Workshops with vulnerable people...

it's more than putting some post-its  
against the wall

# Some reflections

This presentation aims not to present a validated way on how to involve vulnerable groups.

It summarises some of the reflections and choices we made during the preparation of the workshop series in the Eeklo pilot project.

# What do you want to learn?

Decide what kind of insights would help to succeed the project.

Think about the level of engagement of the target group (from consult to decision making)

- invest in the measures that are the best fit for the needs of the target group
- willingness to participate in the pilot
- barriers to participate in the pilot
- generate ideas to reduce energy consumption
- ...

# Who needs to be involved?

Define some characteristics of your target group.

This will help you to get the right group of people around the table, target your communication, get representative feedback

Some possible criteria (depending on the pilot!)

- entitled to social benefits
- elderly people
- people living in a specific neighbourhood
- people who contacted social services in relation to energy
- ...

Also: have a look at [D2.2 Understanding energy poverty characteristics at local level](#)

We decided to recruit via partner organisations targeting vulnerable people. For the pilot we decided to work with an existing set of criteria to avoid extra administration for participants.

# Why would people attend?

Make the workshop series a win-win: why is it useful for the target group to attend?

What's in it for them?

- community building
- new knowledge
- interesting activities
- ...

Building trust and convincing people takes time!

# How will you make the workshops accessible?

Working with vulnerable households requires a different approach than facilitating workshops with co-workers.

Think critically about the obstacles people can be confronted with when attending the workshops.

# 8 keywords to keep in mind for a barrier-free service



**accessible**



**available**



**affordable**



**usable**



**understandable**



**trustworthy**



**known**

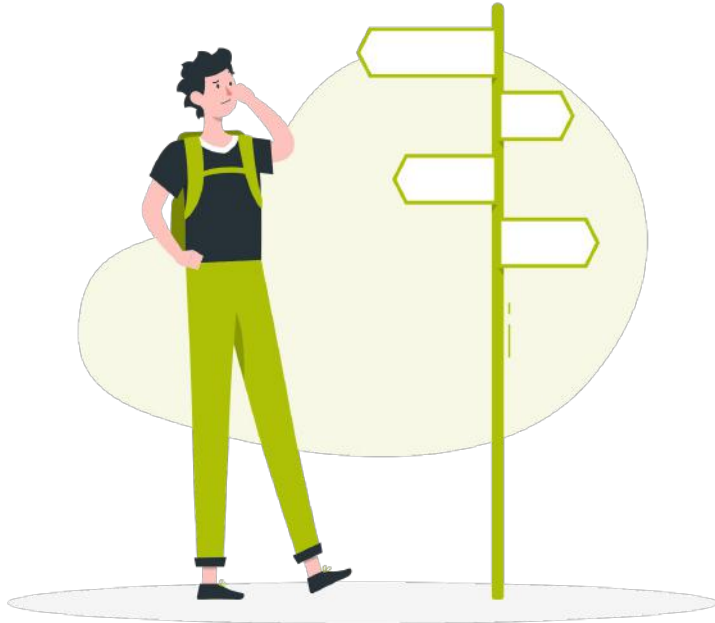


**understanding**

- Framework in Dutch called the 8 B's, in English AAAUUTKU (?) to reflect about all possible barriers a person can occur when using your service
- Tool to evaluate and **improve service offering** towards (vulnerable) citizens (eg. how can the one-stop-shop cater more to the needs of vulnerable citizens?)
- Tool can also be used when **planning workshops** (eg. how can we make it as easy as possible to attend our workshops?)



# Accessible



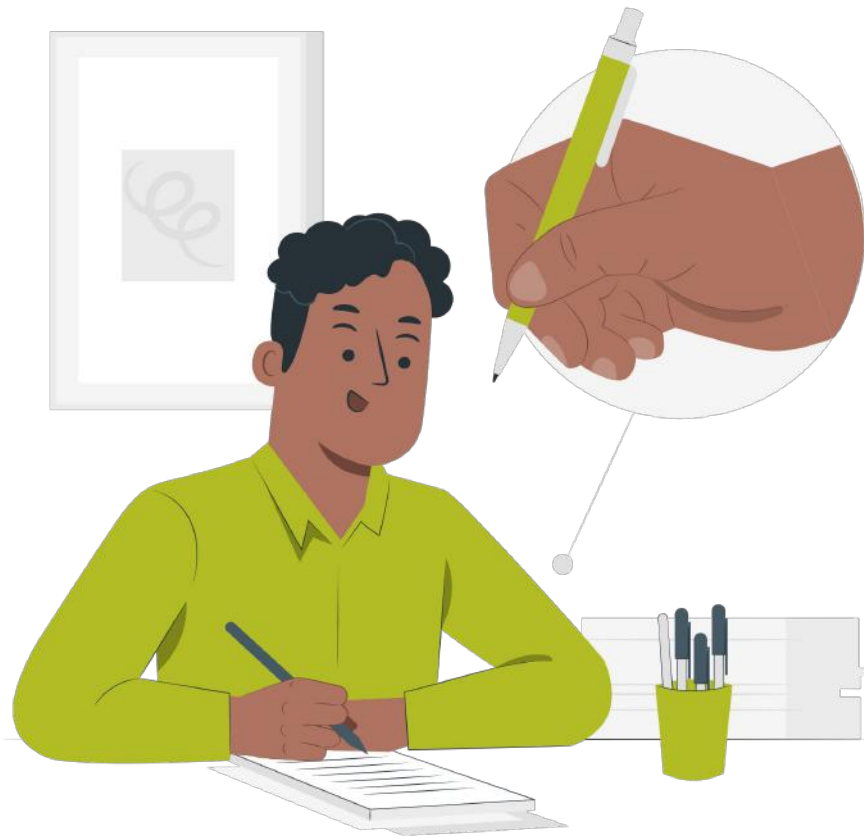
## Location

- Is the location accessible by public transport
- Accessible for wheelchairs
- ...

## Timing

- No conflict with other activities, school hours,...
- Day of the week when target group is already present (for existing activities,...)

# Available



## Administrative barriers

- Is it easy to enroll in the workshops
- Is there a contact person available for questions
- When providing a financial stimulus: avoid conflict with benefits
- ...

# Affordable

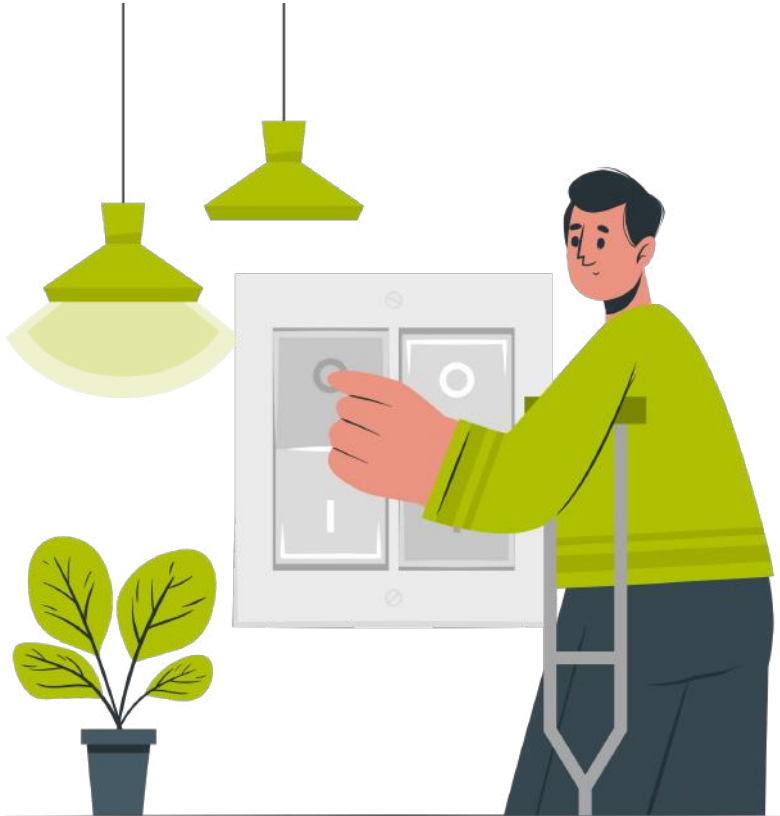


## Cost of participation

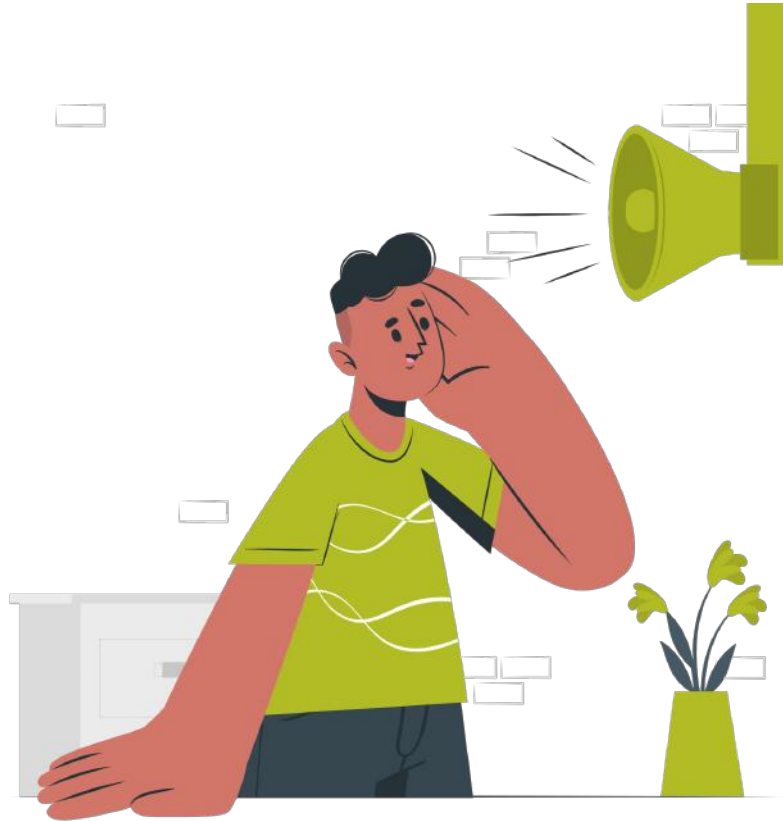
- Provide (public) transport, child care if needed
- Psychological cost
- ...

# Usable

What's in it for me?



# Understandable



- Clear language
- Visual communication
- Personal communication
- ...

# Trustworthy



- Clear expectations about content and outcome of the workshops
- A safe space to tell personal stories
- ...

# Known



- Inviting participants through trusted intermediaries
- Being present at other activities
- Personal contact
- ...

# Understanding



- Being aware of cultural sensitivities
- Being aware of different frames of reference
- Open attitude
- ...



**Let's try!**

The logo for POWERUP features the word "POWERUP" in a stylized, multi-colored font. The letters are interconnected and feature a gradient from purple to green. Below the logo is the tagline "The catalyst for social innovation in the energy market" in a smaller, teal font.

POWERUP  
The catalyst for social innovation in the energy market

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





Community



Family



Collaboration



House renovation



Building



Building max



Building Industry



Building Efficiency



Focus



Statistics



Paper



Solar power



Electricity



Boiler



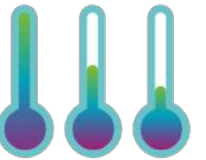
Wind power



Project



Budget



Temperature



Community



Family



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House renovation



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