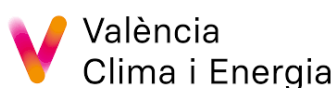




Promoting social energy services: Communication and Dissemination Activities



Authors

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Executive summary and purpose of this report

The POWER UP project started in 2021 shortly before energy poverty became a highly political topic. It was launched with the premise that regional and local public authorities have a strong role to play in fighting energy poverty through long-term measures. That is why the overall objective of POWER UP is to push cities beyond their “firefighter” role in times like these. Public authorities, especially those closest to the citizens in need, need to sustain the creation of local energy market players with a social agenda. The mission of POWER UP is not only to show that this is possible, but also to encourage others to follow in the steps of its five pilot cases.

In this deliverable, we want to sum up the **communication and dissemination activities at EU, national and regional levels that happened during RP1, September 2021 and February 2023**. For a start, we also explain how we framed the message so as to bring the topic into the minds of stakeholders of all kinds (lawmakers, local leaders and citizens) to maximize impact.

ABOUT POWER UP

The four POWER UP pilots explore business opportunities for energy efficiency services and renewables that benefit people in energy poverty. We co-design those services together with the most vulnerable. The project is co-funded by the EU H2020 program and runs until 2025. The project is coordinated by Energy Cities and supported by University of Manchester, the Belgium cooperative Ecopower and business experts from Sinloc.

www.socialenergyplayers.eu



01

Framing the debate around social energy services

1.1

Objectives

Since the current energy crisis started, energy poverty has been high on the agenda of policy and media. Not one day is passing without us reading (or hearing) about high energy prices, people struggling to heat or cool their homes, the urgency of better protecting vulnerable consumers, addressing housing affordability and the challenge of fairness of the energy transition.

The POWER UP project started shortly before energy poverty became a highly political topic. It was launched with the premise that regional and local public authorities have a strong role to play in fighting energy poverty through long-term measures. That is why the overall objective of POWER UP is to push cities beyond their “firefighter” role in times like these. Public authorities, especially those closest to the citizens in need, need to sustain the creation of local energy market players with a social agenda. The mission of POWER UP is not only to show that this is possible, but also to encourage others to use the experience of the five pilots as a blueprint for own local activities of that kind.

1.2

The POWER UP pilot schemes

Four pilot schemes are about to be developed in four locations across Europe: Eeklo (Belgium), in the Campania area (Italy), Rožnov pod Radhoštěm (Czech Republic) and Valencia (Spain). Their city-driven business schemes cover a broad range of energy activities: from an inclusive energy cooperative over municipal one-stop-shops to collective self-consumption on public residential and other buildings.

Furthermore, in North Macedonia and the Netherlands, we are exploring the possibility of replicating these schemes and will build capacity around energy efficiency and renewable energy amongst local stakeholders. The innovative part of it is that these schemes will be co-created together with energy-poor households and local stakeholders (cities, social organizations, energy utilities, citizen energy communities etc.), leading to at least 2,5 million EUR investment in sustainable energy before the project ends and involving a total of over 55.000 consumers suffering from energy poverty. Supported by a European city network, a leading UK university, a Belgium cooperative and a finance expert, the consortium is increasing the skills of more than 185 people in local organizations. This will allow these players to either provide cheap energy to fuel poor households or reinvest benefits to carry out energy poverty mitigation measures.



Figure 1 - Map with POWER UP pilot areas
www.socialenergyplayers.eu

1.3

Which debate do we want to influence and what for?

“Leave no one behind” is the central, transformative promise of the 2030 Agenda for Sustainable Development and its Sustainable Development Goals. The European Union has a critical role to play in achieving this overarching goal, at least in European Member States. The European Green Deal from 2019, a set of policy initiatives to make the EU climate neutral in 2050, stresses that the transition must be fair and inclusive, putting people first and paying particular attention to supporting those who will face the greatest challenges. On its way there and with an intermediate climate milestone for 2030, the EU has bundled the ‘Fit for 55’ package in 2021, a series of legislations to shape the green transition. Many of them do also – thanks to active lobbying from organizations like the ones involved in POWER UP- include social support mechanisms. It was updated and reinforced in terms of energy efficiency and renewable energy actions with the RePowerEU Plan, set out after the Russian invasion in Ukraine.

These policy developments of the last few years have been very present in the public debate. Much is still to be influenced as national governments have to take the next steps and make sure they create structural solutions to energy poverty. Since the energy crisis, many European nations have implemented emergency support measures, especially during winter. But these are band aids that won’t help Europe exit energy poverty in the long run.



Figure 2 - Headlines from different media highlighting the energy poverty problem

Many citizen energy cooperatives complain about a lack of diversity in their membership, retrofit housing programs are still not enough following the “worst first” principle and a collective self-consumption scheme is rarely launched by a group of people suffering from energy poverty due to other daily struggles.

Through strong, strategically planned communication and dissemination activities, the POWER UP team wants to provide evidence for very concrete, public-driven long-term solutions. The communication activities within WP7 were also meant to show that the services that are being designed by pilots are innovative and truly pioneering.

Communication and dissemination activities (as part of WP7) at EU and national level aim at contributing to the following project objectives:

- **Provide visibility** about the project partners and key outcomes as well as the contribution of EU funding in tackling energy poverty.
- **Position the project’s achievements in the public narrative** around the causes and consequences of energy poverty and its mitigation through social market players
- **Transform the perceptions and attitudes** towards energy poverty and the active role that the people suffering from it can play in the energy market.
- **Awareness-raising around the entrepreneurial opportunities** as well as social and environmental benefits of a local energy market intends to encourage and engage more people in the field.

In parallel, communication and dissemination activities (as part of WP5) at local or regional level aim at contributing to the following project objectives:

- Mobilize vulnerable households
- Provide energy efficiency support or advice on energy rights



02

**What messages did we
send out?**

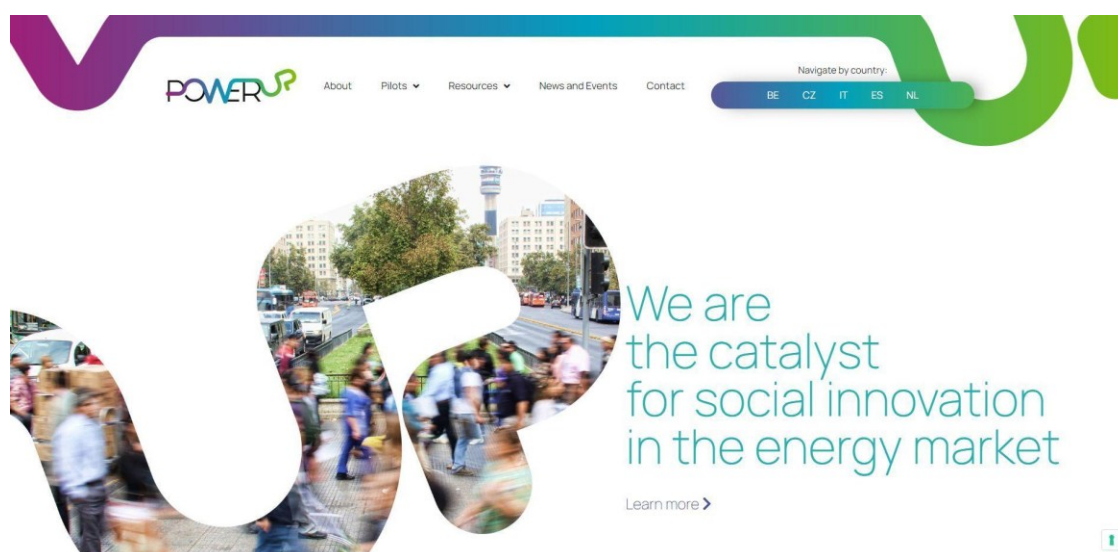


Figure 3 - Claim of the POWER UP project at the project website

The dissemination of results is a continuous process and will get more concrete as POWER UP pilots advance in implementing their scheme. Last year's emergence of the energy crisis due to the Russian invasion has increased the urgency for replicating business models like ours and has extended the number of potential multipliers and target groups interested in POWER UP outputs.

Promoting the pilots' work is a first, very important step to creating awareness for those social energy solutions. We, therefore, adapted the narrative to the new needs and burning questions that came up with the fierce energy crisis.

POWER UP positions itself through the claim: **"We are the catalyst for social innovation in the energy market!"**.

This statement comes with three more differentiated messages. Since 2021 we have widely shared them with enablers (e.g. local authorities), players (e.g. existing energy market players) and multipliers (e.g. like-minded advocates of our cause):

Social energy market players have huge potential to tackle both the energy poverty and climate challenge: who are they and how do they do their business?

Regional and local public authorities should and can play a strong role in bringing together local people and organizations around RES and EE to fight energy poverty.

The POWER UP pilots are “living labs” for prototyping new social businesses: they experiment innovative social governance, co-creation with vulnerable households and the implementation of innovative business models.

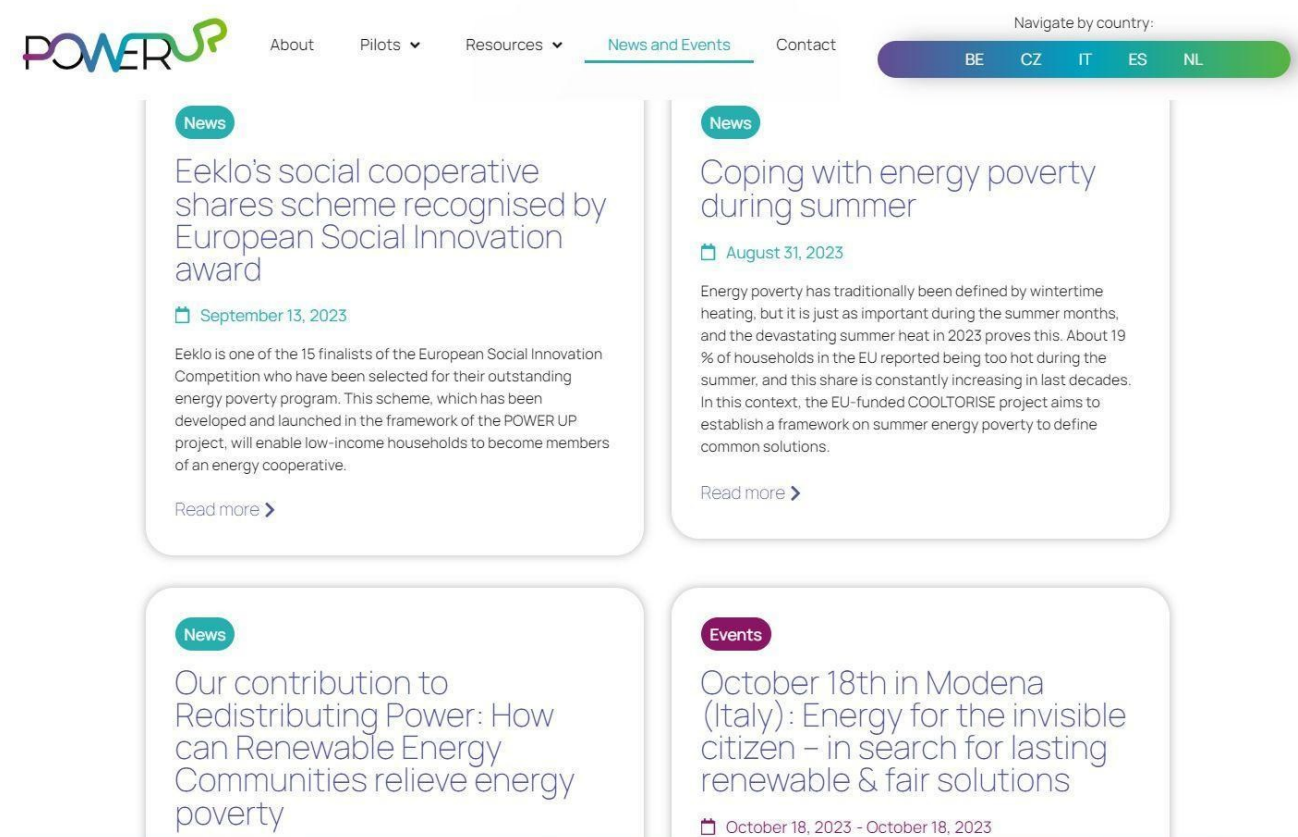


Figure 4 - Headlines of articles produced for the POWER UP website



03

**How did we reach out to
the EU-level stakeholders
during Reporting Period 1?**

The POWER UP communication and dissemination is based on a multi-channel strategy. Starting from our project-owned channels such as a [website](#) and partner social media and communication channels, we spread the pilots' experience (processes, challenges, successes) as much as possible, including events and dedicated advocacy activities. Our main objective was to have an EU-wide dissemination that could create long-term impacts related to the project.

As we want to create content of value to our audience, we put novel business models in the spot that could help households in energy poverty engage in energy efficiency measures and renewables production without bearing the financial investment risk. Despite the overall advancement and the beginning of the implementation of the schemes, the pilot cities have different maturity levels of their models.

Until now, in our national and EU-level communication we very much highlight the two advanced pilot schemes as they have the highest potential to stick in people's minds, to inspire and to replicate: Valencia and Eeklo. Our message is: if they can do it, in two very different geographic and cultural contexts, your city can do it!

Eeklo, Belgium: Eeklo is collaborating with an energy cooperative to fight energy poverty. Eeklo grants access to vulnerable households to energy at cost price, supplied by citizen energy cooperative Ecopower. Thanks to their lower energy bill (up to €1000 a year) these families can pay off their debts (if any) and move out of energy poverty. To facilitate vulnerable households becoming members of the cooperative, the city pre-finances the upfront costs of a share (250€) of Ecopower. The city lends this share to households. After the lending period, the households can stay as cooperative members indefinitely due to the savings on their energy bills over those six years. As a result of co-creation workshops, a first group of 20 households in energy poverty has been selected to take part of the project and the first 20 social shares are ready to be created.

Valencia, Spain: Valencia is promoting the Right to Energy for all citizens, mainly through its neighborhood-based one-stop-shops (Energy Offices) as well as participating and leading transformative projects tackling different aspects of a fair energy transition. Valencia plans to promote two different models: renewable energy communities (strictly following the definitions contained in European Directives) and a "public service of renewable energy self-consumption"

built around PV installations fully financed and managed by the municipality. Regarding energy communities, a first successful case study has been developed in the city, which will be replicated in other districts. As for the second model, a first experience will be developed around the “Requiem in Power” project, through which the municipality is investing in several PV plants located on the rooftops of municipal cemeteries accounting for nearly 2.5 MW of installed power. The idea is to promote collective self-consumption schemes around these installations, involving different types of consumers: municipal buildings, vulnerable households and citizens (households and SMEs). To better define the needs and demands of the city with regard to these models, a Local Working Group was established, merging two existing working groups on Energy Poverty and Energy Communities, involving stakeholders from the public and private sector, the academia, research centers, civil society and NGOs.

Between the project start and September 2023, project partners had achieved the following:

- Published 20 articles with an EU scope and 36 with a national or sub-national scope
- 819 visits and 1921 page views on the project website socialenergyplayers.eu
- 2 webinars and the dissemination of their replays
- 55 POWER UP related tweets with an EU scope and 8 additional tweets in Spain with a national scope
- 2 events organized by POWER UP partners for WP7
- 20 presentations at third-party events with an EU dimension and 5 with a national or sub-national focus

3.1

POWER UP Website

Since the start of the project, the POWER UP communication team has made considerable efforts to give visibility to the POWER UP project and to connect with like-minded initiatives at European levels. The POWER UP website was a central place for project information, with the publication of news articles, events, deliverables and replays of webinars.

Table 1 – Summary of the news articles and events published on the project website

Project-related news articles and events on the website	Publication date
How six cities tap into the change potential of energy communities to tackle energy poverty	4 Feb 2022
Gender Equality Could be a Step Towards Ending Energy Poverty	8 March 2022
Co-designing energy services with/for vulnerable communities	21 April 2022
Alleviating energy poverty: Cooperatives as interlayers	12 May 2022
New report about those who will revolutionise the energy market	30 June 2022
Same article promoted in ENC newsletter - FR/EN	July 2022
New report on business models for poverty-alleviating and inclusive energy services	4 July 2022
New report on business models for poverty-alleviating and inclusive energy services	4 July 2022
As cost of living crisis mounts, latest report provides local data on energy poverty situation in 6 EU countries	9 September 2022
How a national energy advice service could make a difference for people in need	24 January 2023
Valencia's pathway to involving energy poor people in the first energy community	13 February 2023

Eeklo will make energy bills affordable again	2 March 2023
Workshop 20/06 in Brussels: Inclusive energy services to fight energy poverty and empower citizens	March 2023
October 18th in Modena (Italy): Energy for the invisible citizen – in search for lasting renewable & fair solutions	June 2023
Our contribution to Redistributing Power: How can Renewable Energy Communities relieve energy poverty	1 August 2023
Coping with energy poverty during summer	31 August 2023
Eeklo's social cooperative shares scheme recognised by European Social Innovation award	13 September 2023

Table 2- Summary of project outputs published on the project website

Project outputs published in the project website	Publication date
POWER UP Data management plan	8 February 2022
European Analysis of Different Social Energy Market Players	30 June 2022
Energy Business Models: which impacts on energy poverty mitigation?	4 July 2022
Understanding Energy Poverty Characteristics at the Local Level	6 September 2022
Engaging with Vulnerable Households – A Practical Toolkit/Guidelines on engagement with vulnerable households	27 September 2022
Business models with a value proposition to vulnerable households: Exploration in 5 pilot cities	27 January 2023

Table 3 - Summary of webinar replays published on the project website

Webinar Replays	Publication date
POWER UP at the Right to Energy Forum -"Power to the people: Delivering energy justice through community energy"	26 January 2022

Engagement with vulnerable households: how to co-create with them? POWER UP workshop for all

19 September 2022

3.2

Website articles and social media

3.2.1 EU dissemination articles

Energy cities published in its own website two articles referring to the POWERUP project and its results during the concerned period. Two additional ones were published by third-parties.

Table 4 – Web articles published for EU dissemination by project partners and third-parties.

Date	Title	Link	Partner involved
17/05/2022	Getting to the local zero: eradicating energy poverty at city level	https://energy-cities.eu/getting-to-the-local-zero-eradicating-energy-poverty-at-city-level/	Energy Cities
30/09/2022	Useful brand new resources on energy poverty - Overviews, toolkits, business models	https://energy-cities.eu/useful-brandnew-resources-on-energy-poverty/	Energy Cities
01/08/2023	Energy business schemes for and by vulnerable people	https://cooltorise.eu/energy-business-schemes-for-and-by-vulnerable-people/	Energy Cities
04/08/2023	Promotion of the Modena workshop "Energy for the invisible citizen: in search for lasting renewable and fair solutions" on EPAH website	https://energy-poverty.ec.europa.eu/about-us/events/energy-invisible-citizen-search-lasting-renewable-and-fair-solutions-2023-10-18_en	Energy Cities

3.2.2 Social media dissemination for EU stakeholders

The consortium also relied on social media to disseminate the project at EU level. To monitor relevant societal, policy and project developments on that issue, we've also created a twitter list with the most significant accounts covering our topic(s). Readers of the present document may be interested in connecting with those accounts.

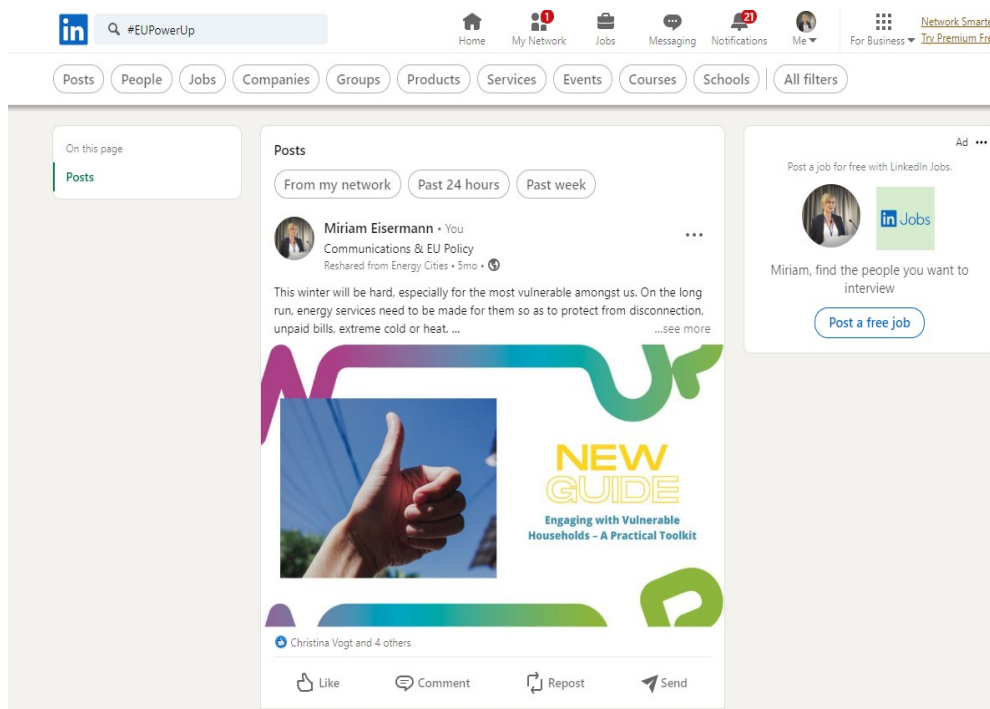


Figure 5 - POWER UP dissemination on LinkedIn (example from December 2022).

Table 5 – Summary of consortium partners posts for EU dissemination

Date	Subject	Link
21/02/22	International Energy Poverty Week	https://twitter.com/energycities/status/1495720898866913280
21/02/22	International Energy Poverty Week	https://www.linkedin.com/posts/energy-cities_homepage-activity-6901526491255910400-9ZhK/
21/02/22	International Energy Poverty Week	https://www.linkedin.com/posts/energy-cities_eugreendeal-endenergypoverty-righttoenergy-activity-6901438568963592192-RJfX/
22/02/22	IEPW	https://twitter.com/energycities/status/1496079946053214211
23/02/22	general	https://twitter.com/LasNavesINN/status/1496453091213946880

25/02/22	International Energy Poverty Week	https://twitter.com/energycities/status/1497120766667763716
01/03/22	Zero Discrimination Day	https://twitter.com/energycities/status/1498692308413423616
08/03/22	International Women's Day	https://twitter.com/energycities/status/150111711864176641
15/03/22	World Consumer Rights Day	https://twitter.com/energycities/status/1503643424116953089
26/03/22	Earth Hour	https://twitter.com/energycities/status/1506904759520964610
21 April	POWER UP at Annual Forum Brussels	https://twitter.com/energycities/status/1517060751474712577
21 April	POWER UP with Ecopower at Annual Forum Brussels	https://twitter.com/energycities/status/1517070564812283905
21/04/22	MPower blog	https://twitter.com/drive_mpower/status/1517076495432355840
21/04/22	PoWER UP session at Annual Forum Brussels	https://twitter.com/Energie_SolidR/status/1517071820750528513
16/05/22	What are Social energy market players	https://twitter.com/energycities/status/1526165084849987584
19/05/22	POWER UP project	https://twitter.com/energycities/status/1527198449439068162
24/05/22	POWER UP awareness-raising	https://twitter.com/energycities/status/1529044282136571904
30/06/22	New report on social energy market players	https://twitter.com/energycities/status/1543965300084932609
05/07/22	New promotion of SEMP report	https://twitter.com/wellbasedEU/status/1544267440753938434
07/07/22	New report on business models for poverty-free and inclusive energy services	https://twitter.com/energycities/status/1543966945799716868
28/07/22	Report on business models: community energy	https://twitter.com/MAmbienteXunta/status/1552640105101381632
09/08/22	New promo report on business models: community energy	https://www.linkedin.com/posts/ecopower-cv_eupowerup-energycommunities-activity-6967387819644198913-VEcZ?utm_source=share&utm_medium=member_desktop

01/08/22	Article	https://www.linkedin.com/posts/activity-7094305550372335616-Maah?utm_source=share&utm_medium=member_desktop
09/08/22	Report on business models: community energy	https://twitter.com/solarthermal/status/1556945736776011777
22/08/22	Ecopower's role in Power Up	https://twitter.com/Ecopower_BE/status/1561620894186967041
02/09/22	Role of VLCC in Power Up	https://twitter.com/vlcclimaenergia/status/1565582533240279046
14/09/22	POWER UP report	https://twitter.com/NRGMeasures/status/1570115899885031426
16/09/22	POWER UP report	https://twitter.com/marinavarvesi/status/1570683076816293888
11/10/22	webinar recording	https://twitter.com/wellbasedEU/status/1579850707284656131
12/10/22	webinar recording	https://twitter.com/hashtag/EUPowerUP?src=hashtag_click
24/10/22	Roznov promo	https://twitter.com/wellbasedEU/status/1584473880676032513
02/12/22	POWER UP D3.1 publication	https://twitter.com/energycities/status/1598595463401410561
06/12/22	POWER UP D3.1 publication	https://twitter.com/energycities/status/1600045845558153217
09/12/22	Human Rights Day	https://twitter.com/energycities/status/1601134504843743233
24/01/2023	Article on a national energy advice service	https://twitter.com/energycities/status/1617842768608661506
01/03/2023	Report on business models	https://www.linkedin.com/posts/ecopower-cv_eupowerup-energycommunities-activity-6967387819644198913-VEcZ?utm_source=share&utm_medium=member_desktop
01/03/2023	Alleviating energy poverty cooperatives	https://www.linkedin.com/posts/ecopower-cv_alleviating-energy-poverty-cooperatives-activity-6934878750085976064-

		KuWJ?utm_source=share&utm_medium=member_desktop
23/05/2023	Promotion: POWER UP event in Brussels	https://x.com/energycities/status/1661001336161292292
30/05/2023	Promotion: POWER UP event in Brussels	https://x.com/energycities/status/1663476766869012480
01/06/2023	Promotion: POWER UP event in Brussels	https://twitter.com/wellbasedEU/status/1664207035922096129
05/06/2023	Promotion: POWER UP event in Brussels	https://twitter.com/RightToEnergy/status/1665720089918799874
05/06/2023	Promotion: POWER UP event in Brussels	https://x.com/RightToEnergy/status/1665720089918799874
05/06/2023	Promotion: POWER UP event in Brussels	https://x.com/energycities/status/1665707635218186241
07/06/2023	Promotion: POWER UP event in Brussels	https://twitter.com/Sun4All_EU/status/1666328390155005953
13/06/2023	Promotion: POWER UP event in Brussels	https://twitter.com/Sun4All_EU/status/1668502717117997056
13/06/2023	Promotion: POWER UP event in Brussels	https://x.com/energycities/status/1668593839106404352
13/06/2023	Promotion: POWER UP event in Brussels	https://twitter.com/eumayors/status/1668626794109616131
13/06/2023	Promotion: POWER UP event in Brussels	https://x.com/energycities/status/1669681448553529344
16/06/2023	Promotion: POWER UP event in Brussels	https://twitter.com/energycities/status/1669681451149795328
20/06/2023	Promotion: POWER UP event in Brussels	https://twitter.com/REScoopEU/status/1671045542867087361
20/06/2023	Speaker promoting attendance to POWER UP event in Brussels	https://twitter.com/KerneisKlervi/status/1671115621482876930
29/06/2023	Wrap-up POWER UP event in Brussels	https://twitter.com/energycities/status/1674356965282136068
29/06/2023	Solutions from POWER UP , CEES and Sun4ALL	https://twitter.com/energycities/status/1674356967446380545
20/07/2023	Outcomes of POWER UP workshop in Brussels	https://twitter.com/Sun4All_EU/status/1681911066442317824
01/08/2023	Sun4All project talking about us	https://www.linkedin.com/posts/sun4all-project_eupowerup-energyforall-

		inclusiveenergy-activity-7089523030418157570-MOdF?utm_source=share&utm_medium=member_desktop
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3.3

EU level dissemination through events

The POWERUP project was presented in different events online and in person, aiming at a EU level dissemination. Whenever possible, we used third-party events (or organized by a consortium partner independently of POWER UP), to organize a session focusing on POWER UP. Several consortium partners contributed.

Table 6 – Summary of EU level dissemination events

Date	Event title	Place	Organiser	Proof documents	POWER UP participation and short summary	Estimated number and type of participants
26/01/2022	POWER UP at the Right to Energy Forum - "Power to the people:	online	Third-party event: Right to Energy Forum	https://www.socialenergyplayers.eu/webinars/power-up-at-the-right-to-energy-forum-power-to-the-people-	Miriam Eisermann (ENC) presented the POWER UP project and its unique features during a break-out	35 – 40% civil society, 10% policy-makers, 20% academics, 30% general public

	Delivering energy justice through community energy"			delivering-energy-justice-through-community-energy/	session on Energy cooperative solutions for energy poverty alleviation	
30/3/2022	Workshop - Nature of Cities Festival TNO - Session on "Sick of energy poverty"	Online	Project partner organizer: Energy Cities in the framework of the WELLBASED project	https://www.youtube.com/watch?v=H3n1gTIPMSo&list=PLZirjiAksZAJH9KEp-9VUyCQeFxmHdb&index=4 https://drive.google.com/drive/folders/1kq9QywWM5liV4V3tU3KtZQ2WhqjPEZDf?usp=share_link	ENC as coordinator and Fien Vanderbeke from City of Eeklo as speaker explaining the activities planned in POWER UP and why this is so relevant	34 - 10% local authorities, 50% NGOs/interest groups, 15% academics, 25% companies
20/4/2022	Other - SCCALE203050/ mPower study visit and fishbowl conversation in	Leuven, BE	Third-party but project partner as organizer: Energy Cities in the framework of	https://drive.google.com/drive/folders/1u_PDrEqfUkZVerAGX-OUdo6hom5r-Xmr?usp=share_link	ENC as coordinator and Jan de Pauw speaking on behalf of City of Eeklo explaining the cooperative shares model, the starting	30 - 90% local authorities, 10% NGOs/interest groups

	Leuven on community energy: How do you start when there is not yet much citizen initiative in your city? How to tell the story so people want to take part? Going beyond the usual suspects - how?		SCCALE203050/mP ower projects		point and objectives within POWER UP	
21/4/2022	Workshop organisation during Energy Cities Annual Forum - Session on "Co-designing energy services with/for	Brussels, BE	Third-party but project partner as organizer: Energy Cities	https://energy-cities.eu/project/brussels-2022/ https://drive.google.com/drive/folders/1oXrQrjpZ7VJkuKbFBDi4NX-BhwCf0bW3?usp=share_link	ENC as coordinator and Jan de Pauw from ECOPOWER as speaker explaining the collaboration between the cooperative and the city of Eeklo around the cooperative shares model	40 - 70% local authorities, 20% NGOs/interest groups, 10% companies

	vulnerable communities"					
4-5/5/2022	Other EU projects - CINEA Contractors' meeting	Brussels, BE	Third-party event CINEA		ENC as representative of POWER UP participating in group discussions around solution-finding for energy poverty	45 - 40% policy makers, 20% research, 20% private companies, 20% NGOs/foundations/civil society
11/5/2022	Workshop - POWER UP presentation at Path2LC peer to peer event	Brussels, BE	Third-party but project partner as organizer: Energy Cities	https://www.path2lc.eu/news-events/p2p-learning-session-2-may-11th/	Fien Vanderbeke, Eeklo - ENC as coordinator and Fien Vanderbeke from Eeklo as speaker presenting the cooperative shares model and the challenges related to it	20 - 70% policy makers, 10% civil society, 10% research, 10% private companies,
25/05/2022	Other EU projects - European Economic and Social Committee Hearing	Online / Brussels (BE)	Third-party event European Economic and Social Committee	See programme - no online page https://drive.google.com/drive/folders/1usSzZUwkiQCDr3vGiEE5rwKkIMnz8e4l	ENC (Julien Joubert) describing the important role of local authorities in fighting energy poverty and the pathway of POWER UP to find practical business solutions	30 - 80% policy makers, 10% NGOs and civil society, 10% industry representatives
16/06/2022	Other - Presentation to a delegation of	Eeklo, BE	Third-party but project partner as	Agenda	Fien Vanderbeke, Eeklo - Jan De Pauw Ecopower - Fien presented the Power	15 - 100% citizens

	citizens about the role of Europe and local governments in climate ambitions and energy poverty		organizer: Eeklo, Ecopower		Up project and Jan explained the role of energy communities as a means also to help vulnerable people, with the example of POWER UP.	
19/09/2022	Engagement with vulnerable households: how to co-create with them? POWER UP workshop for all	online	POWER UP event by UniMan	https://www.socialenergyplayers.eu/webinars/engagement-webinar/	This workshop moderated by Saska Petrova, Ami Crowther (Uniman) and Fien Vandebeke (Eeklo) was based on a report by University of Manchester that presents the academic and grey literature perspectives on what engagement means, why engagement fails to occur, and barriers to the involvement of vulnerable groups in research.	
19/09/2022	Conf -Summer energy poverty: thinking outside	Online, Europe	Third-party event CoolToRise	https://european-sustainable-energy-week.b2match.io/agend	ENC (Julien) as a speaker explained the purpose of	70 - 50% general public, 20% policy makers, 20% civil spociety, 10% scientific

	of the box - EUSEW			a?session=c2Vzc2lvbjoxMjMxNDY%3D&track_id=21187 https://drive.google.com/drive/folders/1QtSILayDBL8E6Zszgh9kR5G_URdn_pDRX	POWER UP and the upcoming deliverables	
25/10/2022	Other - EU climate foundation press trip: organized by the European Climate Foundation. Aim was to visit some of the community energy projects there on Tuesday 25th of October. Around 5-10 Brussels and	Eeklo, BE	Third-party event EU Climate Foundation	https://drive.google.com/drive/folders/1iswuGd3bI_Kl6swjp9Yk0hz15t1k_c7f?usp=share_link	Fien Vanderbeke, Eeklo as speaker, presentation of the Power Up project Agenda can be found here	25 - 100% media

	international journalists.					
31/01/2023	Workshop - Webinar Local Councillors Network Energy Poverty	Online, Europe	Third-party event EU Greens	See programme - no online page https://drive.google.com/drive/folders/1f1TBxoNbI0r2GqYgsYYFRBPy-mmRBxGE	ENC (Julien Joubert) talked about Energy Cities' support to cities, notably also through the POWER UP project and its pilot activities	35 - 100% policy makers (city councillors)
11/02/2023	Conf - REScoop United conference 2023	Antwerpe n - Mortsel, BE	Third-party but project partner as organizer: REScoop.Vlaandere n, Flemish federation of citizen energy cooperatives	https://drive.google.com/drive/folders/1O42SwqkaSvKTEsazny1NkZmkMAUyYgxc	Ecopower (Jan) presented the work in the framework of POWER UP and the collaboration of the cooperative with the city – as an example for other cooperatives	70 - 100% civil society
21/02/2023	Conf - Right2energy Forum	Brussels, BE + Online	Third-party event Right2energy coalition	https://righttoenergy.org/forum-2023-programme/ see 22/2 3:30 PM Community energy after RePowerEU – energy poverty	Valencia (Arturo Zea) spoke about how Valencia is looking for renewable energy solutions for vulnerable households within the POWER UP project	70 - 50% public entities, 30% civil society, 20% university

22/02/2023	Conf Right2energy Forum	- Brussels, BE + Online	Third-party event Right2energy coalition	https://righttoenergy.org/forum-2023-programme/ see 22/2 3:30 PM Community energy after RePowerEU – energy poverty lifestreamed and translation English/Spanish recorded see 06:40 https://www.youtube.com/watch?v=eifrVZNWwYM	Ecopower (Jan) spoke about how Eeklo is exploring the cooperative shares model within the POWER UP project as a way to provide RES access to vulnerable households	70 - 50% public entities, 30% civil society, 20% university
08/03/2023	Academic conference - 'Gender and energy at the resource frontier'	Manchester, UK	Third-party event of University of Manchester, UK	Proofs available on POWER UP GDrive upon request	Saska Petrova from Uniman talked about vulnerable people, mentioning also her scientific support work in the POWER UP project	40 – 75% academics, 25% activist

28/03/2023	Academic conference - 'Southeastern Europe energy research and policy'	Online, Europe	Third-party event University of Manchester, UK	Proofs available on POWER UP GDrive upon request	Saska Petrova from Uniman shared POWER UP processes to inspire energy policies in South Eastern Europe	13 – 85% academics, 15% activists
18/04/2023	CINEA contractors' meeting on Energy Poverty	Brussels, BE	Third-party event CINEA	Proofs available on POWER UP GDrive upon request	Miriam Eisermann and Eduardo Blanco from Energy Cities presented the POWER UP project in workshops to other CINEA-funded project beneficiaries	42 – 50% Civil Society, 20% scientific, 30% policy-makers
25/04/2023	Academic conference - 'Urban Inhabitation in the Anthropocene' conference at the University of Sheffield, UK	Sheffield, UK	Third-party event University of Sheffield, UK	https://twitter.com/loactproject/status/1650848833490829316	Saska Petrova from Uniman talked about vulnerable people, mentioning also her work in the POWER UP project	40 – 100% scientific

	- represented by UNIMAN					
20/06/2023	Inclusive energy services to fight energy poverty and empower citizens Capacity-building for municipal energy entrepreneurs with a social purpose	Brussels, BE	by POWER UP, Sun4All and CEES	https://eu-mayors.ec.europa.eu/en/Inclusive-energy-services-to-fight-energy-poverty-workshop-powerup Proofs on GDrive	The event was jointly organized with CEES and Sun4All and presented the learnings up to here from pilots. Miriam Eisermann and Eduardo Blanco organized.	40 - 40% Policy-makers, 40% Civil Society, 20% Scientific
05/07/2023	Workshop - „Klimaneutrale und klimaresiliente Quartiere“	Online, Germany	Third-party event City of Munich - Bauzentrum München	https://veranstaltungen.muenchen.de/bauzentrum/veranstaltung/bauzentrum-web-forum-	Miriam Eisermann from Energy Cities talked about the different forms of energy community and the efforts made by	116 – 54% Ind, 21% Policy-m, 21% Scientific, 20% Civil Society

	des Bauzentrums Muenchen und im Rahmen der EU Projekte ASCEND und „Creating NEBourhoods Together“.			energiegemeinschaften/ Proofs on GDrive	municipalities, including POWER UP pilots	
19/9/2023	CONNECTHEAT - Train the Trainers 1st session: Local communities and stakeholder engagement and scouting procedures	Online, Europe	Third-party event Fedarene	You can find it in the event link	Arturo Zea from LCC presented Valencia's POWER UP work	26 – 70% Policy-makers, 30% Civil Society



Figure 6 - Jan de Pauw from Ecopower presenting POWER UP and the Belgian pilot during a dedicated workshop on “inclusive energy services” organized during Energy Cities Annual Forum in April 2022.



04

How did we reach out to stakeholders in each pilot country?

4.1

EU Communication and dissemination activities in Belgium

Each pilot country also realized local and EU dissemination activities. In Belgium, 15 articles were published in local language. These articles share a fine line between WP3/WP5 and WP7 communication. They had two objectives: disseminate the project and build a certain reputation for the project. But also to share information about the local pilot activities and therefore prepare the ground for interest and engagement of target households.

Table 7 - Overview of EU level dissemination articles published in Belgium

Partner	Type	Date of publication (DD/MM/YYYY)	Title of article	Key message	Source	Proof (Article's URL or link to the cloud to the pdf version)
Eeklo	Regional newspaper	7/10/2022	Eeklo wil ook mensen in kansarmoede aan meest goedkope energie helpen	Investment + social shares	Het Laatste Nieuws	https://www.hln.be/ee-klo/eeklo-wil-ook-mensen-in-
Ecopower	Cooperative website	12/11/2022	Europees project rond energiearmoede 'POWERUP'	blog post about Power Up consortium	Ecopower website	https://www.ecopower.be/nieuws/europees-project-rond-energiearmoede-

			op bezoek in Eeklo	meeting in Eeklo		powerup-op-bezoek-in-eeklo
Eeklo	Regional newspaper	30/11/2022	Stad gaat aandelen in windenergie 'uitlenen': "Lagere factuur voor inwoners die geen recht hebben op sociaal tarief"	Investment + social shares	Het Nieuwsblad	https://www.nieuwsblad.be/cnt/dmf20221130_95671206
Eeklo	National news website	30/11/2022	Eeklo leent 100 kwetsbare gezinnen aandelen in windmolen om energiefactuur permanent te doen dalen	Investment + social shares	VRT nieuws	https://www.vrt.be/vrt-nws/nl/2022/11/30/eeklo-leent-100-kwetsbare-gezinnen-aandelen-in-windmolen-om-ener/
Eeklo	Regional blog	30/11/2022	Eeklo investeert in windturbine aan de Huysmanhoeve	Investment + social shares	Seniorennet	https://blog.seniorennet.be/awbeir/archief.php?ID=2514435
Eeklo	Regional magazine + newsletter	18/1/2023	Power Up maakt energiefacturen opnieuw betaalbaar	POWERUP makes energy bills affordable	Gemeente voor de Toekomst	https://www.gemeentevoordetoeekomst.be/artikel/power-maakt-energiefacturen-opnieuw-betalbaar?utm_source=Mailing+Lijst&utm_

						medium=email&utm_campaign=Gemeente+voor+de+Toekomst+230119
Eeklo	Regional website	10/1/2023	Het Link-effect in actie: POWER UP-project in Eeklo	Poverty organisation De Link describes how they contributed to the Eeklo pilot with their expert by experience	De Link	https://delink.website/het-link-effect-in-actie-power-up-project-in-eeklo/
Eeklo	Regional website	18/1/2023	POWER UP MAAKT ENERGIEFACTUREN OPNIEUW BETAALBAAR	POWERUP makes energy bills affordable	Rescoop Vlaanderen	https://www.rescoopv.be/actueel/power-maakt-energiefacturen-opnieuw-betaalbaar
Eeklo	Regional newspaper	14/2/2023	Eerste Hulp Bij Energie: Eeklo lanceert een eigen energiegids	Energy guide now available	Het Laatste Nieuws	https://www.hln.be/eeklo/eerste-hulp-bij-energie-eeklo-lanceert-een-eigen-energiegids~a12c606e/
Eeklo	Regional website + newsletter	17/2/2023	POWER UP MAAKT ENERGIEFACTUREN OPNIEUW BETAALBAAR	POWERUP makes energy bills affordable	Reset.Vlaanderen	https://reset.vlaanderen/2023/02/17/power-up-maakt-energiefacturen-opnieuw-betaalbaar/

Eeklo	Regional website	27/3/2023	POWER UP MAAKT ENERGIEFACT UREN OPNIEUW BETAALBAAR	POWERUP makes energy bills affordable	Sociaal.net	https://sociaal.net/verhaal/energiearmoede-eeklo-kwetsbare-gezinnen-groene-stroom
Eeklo	Regional website	13/6/23	Sociale energieaandelen	Publication of Power Up Eeklo as a case study in the climate good practices database of vvsg	VVSG	https://www.vvsg.be/kennis/praktijken/praktijkendatabank/sociale-energie-aandelen
Eeklo	National news website	7/7/23	Eeklo zorgt voor groene energie voor 20-tal kwetsbare gezinnen: "Op termijn duurzamer dan éénmalige terugbetaling"	First phase of Power Up is a success	VRT nieuws	https://www.vrt.be/vrt-nws/nl/2023/07/06/eeklo-zorgt-voor-groene-energie-voor-20-tal-kwetsbare-gezinnen/?fbclid=IwAR2Lxm8u1vGHuXQGBKFctmBVu55XW5hK2XJx4QyKXNK6grM6i1tBD0-aPS0
Eeklo	Regional website	17/7/23	The future: The social opportunities of the climate transition	Power Up as an example for inclusive local	VVSG	https://www.vvsg.be/kennisitem/vvsg/in-lokaal-digitaal-zomer-2023-de-toekomst-de-sociale

				energytran sition		kansen-van-de- klimaattransitie
Eeklo	Nation al news website	5/8/23	BBC makes documentary about energy in Eeklo	Eeklo is a climate pioneer	VRT nieuws	https://www.vrt.be/vrt-nws/nl/2023/09/05/brtse-tv-omroep-bbc-maakt-documentaire-over-windturbines-en-kli/

Despite the articles for dissemination, national communication in Belgium also included advocacy work.

Date	Type	Place	Organiser	Source	Partner involved/Purpose	Participation
18/04/2023	Conference -Local energy and climate plan-congress VVSG	Gent, BE	VVSG	https://opleidingen.vvsg.be/lekp-congres/pages/programma	Fien Vandebeke from Eeklo talked about Ecopower/Eeklo's cooperative shares for vulnerable people in wind turbines developed within POWERUP	100 - 80% civil servants, 20% policy makers

Pilots and partners are already providing policy recommendations based on the first learnings of the project. Eeklo and Ecopower are engaged in discussions with the regional distribution grid operator Fluvius and the regional government to benefit from a regulatory sandbox to include households with debts towards their former electricity suppliers in the Eeklo scheme. This is legally not possible at the moment, as indebted households have to be supplied by Fluvius by law (and at a tariff higher than the one proposed by Ecopower).

Ecopower is particularly active also via the Flemish association of citizen energy cooperatives REScoop Flanders into national discussions. Ecopower participates in the social impact working group of REScoop Flanders and has regularly been sharing insights from the Power Up project with other Flemish REScoops and social organizations present in this forum, both on an ad hoc basis and as part of the formal agenda (28/06/2023 - [agenda](#), 3/09/2024, [agenda](#)). This working group, with the collaboration of Ecopower, in January 2025 also compiled [policy recommendations](#) directed to the newly elected Flemish minister of energy and mentioning the Power Up project. Those have been disseminated through a free, online webinar (23/01/2025 - [agenda and replay](#)) during which Jan De Pauw from Ecopower shared insights from the Power Up pilot in Eeklo.

Ecopower representatives also promoted POWER UP and its political importance at conferences organized by rural community organisation Landelijke Gilden (March 3rd - [agenda](#)), energy poverty organization SAAMO experts by experience knowledge network "De Expertten" (May 31st - [agenda](#)) or the interfederal Network 'Combat Poverty' (June 24th - [agenda](#)). On October 3rd 2024, poverty organisation [SAAMO visited the Eeklo pilot](#) including a visit to the Huysmanhoeve windturbine.

4.2

Communication and dissemination activities in Czech Republic

In Czechia, several articles were published in local language to share information about the project and the pilot activities.

Table 8 - Overview of EU level dissemination articles published in Czechia

Partner	Type	Date of publication	Title of article	Key message	Name of journal/magazine/website	Proof (Article's URL or link to the cloud to the pdf version)
SEMMO/Roznov	SEMMO web	15/9/22	S rostoucí krizí životních nákladů přinášíme nejnovější zprávu o situaci energetické chudoby v 6 zemích EU, včetně ČR	Findings from the POWER UP report: Understanding Energy Poverty Characteristics at the Local Level"	SEMMO website	https://semmo.cz/2022/09/s-rostouci-krizi-zivotnich-nakladu-prinasime-nejnovejsi-zpravu-o-situaci-energeticke-chudoby-v-6-zemich-eu-vcetne-cr/
SEMMO/Roznov	City website	03/02/2023	Téměř pět desítek lidí už ví, jak čerpat finance z	Summary of the first meeting with	Rožnov City Website	https://www.roznov.cz/cs/aktualne-z-mesta-a-okoli/tiskove-

			programu Nová zelená úsporám light, 28/2023.	citizens, within co-creation workshops		zpravy/temer-pet-desitek-lidi-uz-vi-jak-cerpat-finance-z-programu-nova-zelena-usporam-light-28-2023.html
SEMM	SEMM O web	03/01/2022	3 x H2020 projekty: příležitosti pro posílení kapacit českých municipalit	Info about the project	SEMMO website	https://semmo.cz/2022/01/3-x-h2020-projekty-posilovani-i-ceskych-mest/
SEMMO/Roznov	City website	09/01/2023	A zase ty energie...	Article informing about the planned co-creation workshops.	Rožnov City Website	https://www.roznov.cz/cs/urad-a-kontakty/odbory-uradu/odbor-strategickeho-rozvoje-a-projektu/aktuality/a-zase-ty-energie.html

4.3

Communication and dissemination activities in Spain

In Spain, national and regional dissemination relied mostly on events and articles in local language about the project and the pilot activities.

Table 9 – National events for the dissemination of POWERUP activities in Spain.

Date	Event title	Event URL	Place	Organiser	Proof documents (event agenda ideally w/ project mention, PPT, list of participants, photos)	POWER UP participation	Number and type of participants
8/11/2021	Conf -European Congress "Congreso	https://congresocomunidadesenergetica	Pamplona, ES	Regional Government of Navarra		SINLOC - Gabriele Fragonese, online presentation and panel	300 - 50% Public authorities, 20% NGOs, 15% companies, 15% academics

	comunidades energeticas"	s.com/programa/				participation to talk about the POWER UP approach focusing on business models lead by public authorities	
22/11/2022	Conf -CONAMA 2022 (Spanish national congress on environmental issues). Speech on "Ciudad: el cambio de escala en las comunidades energéticas en València"	http://www.conama2022.org/web/generico.php?idpaginas=&lang=es&menu=370&id=301&op=view&inicio=&idactividad=301&pestanas=891&abiert=1	Madrid, ES	Fundacion CONAMA	https://drive.google.com/drive/folders/1o_aVoCxlowbGoHIEcpGCAB5VYQIsbdUC?usp=share_link	Arturo Zea (VLC) spoke in a thematic session on Energy Communities (and briefly mentioned POWER UP)	5000 - 60% policy-makers, 20% scientific, 20% industry

24/11/2022	Conf -CONAMA 2022 (Spanish national congress on environmental issues). Speech on "Desarrollo y mejora de las Oficinas de la Energía de València para hacer realidad el derecho a la energía de las personas"	http://www.conama2022.org/web/generico.php?idpaginas=&lang=es&menu=370&id=372&op=view&inicio=&idactividad=372&pestana=1053&abierta=1	Madrid, ES	Fundacion CONAMA	https://drive.google.com/drive/folders/1M92uDddHS36IV7QmrJ1S9Zs7PIKtYywR?usp=share_link	Corentin Girard (VLC) - Arturo's colleague Corentin Girard participated in an energy poverty related session (introducing both WELLBASED and POWER UP).
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Table 10 – Online and social media posts published to disseminate the project in Spain.

Date	Message	Source	Partner involved
07/04/2022	POWER UP showcasing that it is hosting project partners meeting in Valencia	https://twitter.com/LasNavesINN/status/1511973503175729152	Las Naves
07/04/2022	POWER UP showcasing that it is hosting project partners meeting in Valencia	https://twitter.com/LasNavesINN/status/1511973507378393088	Las Naves
12/06/22	Valencia live-tweeting from POWER UP workshop	https://twitter.com/LasNavesINN/status/1546805358567559168	Las Naves
12/06/22	Valencia live-tweeting from POWER UP workshop	https://twitter.com/LasNavesINN/status/1546805370378657794	Las Naves
12/06/22	Valencia live-tweeting from POWER UP workshop	https://twitter.com/LasNavesINN/status/1546805382646988801	Las Naves
12/06/22	Valencia live-tweeting from POWER UP workshop	https://twitter.com/urbanimpacte/status/1546916349007564802	Las Naves
10/11/2022	POWER UP project partners meeting in Belgium	https://twitter.com/LasNavesINN/status/1590701420948250625	Las Naves
21/02/2023	Valencia POWER UP presentation at Green Week	https://twitter.com/vlclimaenergia/status/1590701420948250625	VLCC

		tus/1627973200712802304?t=yWUUZsPwtux7_XhvSed4-w&s=08	
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Moreover, in Valencia, 17 articles about the local pilot of POWER UP have been published in local newspapers and websites of media and consortium partners (VCE and LNV), reaching local inhabitants (see below). These articles are along a fine line between WP3/WP5 and WP7 communication. They had two objectives: disseminate the project and build a certain reputation for the project. But also to share information about the local pilot activities and catalyse the engagement of target households. VCE and LNV also published on their social media. Main messages focused on the energy community's potential and renewable energy to reduce energy bills and remind people of the right to access energy.

Partner	Type	Date of publication	Title of article	Key message	Name of journal/magazine/website	Proof (Article's URL or link to the cloud to the pdf version)
Valencia	Las Naves website	21/09/2021	Cien familias de València en situación de pobreza energética se beneficiarán del proyecto europeo POWER UP	Summary of the project	Las Naves	https://www.lasnaves.com/cien-familias-de-valencia-en-situacion-de-pobreza-energetica-se-beneficiaran-del-proyecto-europeo-power-up/?lang=es
Valencia	Local website	21/09/2021	Cien familias de València en situación de pobreza energética se beneficiarán del proyecto	Summary of the project	20 minutos	https://www.20minutos.es/noticia/4828796/0/cien-familias-en-situacion-de-pobreza-energetica-se-beneficiaran-del-proyecto-europeo-power-up/

			europo POWER UP			
Valencia	Region al newspa per	21/09/2021	Cien familias de València en situación de pobreza energética se beneficiarán del proyecto europo POWER UP	Summary of the project	La Vanguardia	https://www.lavanguardia.com/local/valencia/2021/09/21/7736886/cien-familias-situacion-pobreza-energetica-beneficiaran-proyecto-europo-power-up.html
Valencia	Region al newspa per	21/09/2021	Cien familias de València en situación de pobreza energética se beneficiarán del proyecto europo POWER UP	Summary of the project	Europa Press	https://www.europapress.es/comunitat-valenciana/noticia-cien-familias-situacion-pobreza-energetica-beneficiaran-proyecto-europo-power-up-20210921170144.html
Valencia	Region al newspa per	08/04/2022	Media coverage consortium meeting in Valencia	A new project tackling energy poverty in our area	Magazine article in Elperiodic.com	https://www.elperiodic.com/val/valencia/consorci-europeu-projecte-power-contra-pobresa-energetica-reuneix-naves_815433
Valencia	Las Naves website	08/04/2022	El consorcio europo del proyecto Power Up contra la pobreza energética se	Consortiu m meeting in Valencia	Las Naves	https://www.lasnaves.com/el-consorcio-europo-del-proyecto-power-up-contra-la-pobreza-energetica-se-reune-en-las-naves/?lang=es

			reúne en Las Naves			
Valencia	Regional newspaper	08/04/2022	El proyecto europeo Power Up avanza en su lucha contra la pobreza energética	Consortium meeting in Valencia	EseEficiencia	https://www.eseficiencia.es/2022/04/13/proyecto-europeo-power-up-avanza-lucha-pobreza-energetica
Valencia	Regional newspaper	08/04/2022	El consorcio europeo del proyecto Power Up contra la pobreza energética se reúne en Las Naves	Consortium meeting in Valencia	ElPeriodic	https://www.elperiodic.com/valencia/consorcio-europeo-proyecto-power-contra-pobreza-energetica-reune-naves_815433
Valencia	Las Naves website	13/07/2022	PowerUP reúne agentes clave para explorar modelos colectivos de energías renovables	System mapping workshop	Las Naves	https://www.lasnaves.com/powerup-reune-agentes-clave-para-explorar-modelos-colectivos-de-energias-renovables/?lang=es
Valencia	Las Naves website	20/2/2022	Las Naves acoge mañana una jornada de reivindicación del Derecho a la Energía y la lucha contra	Conference about energy poverty where Power Up was presented	Las Naves	https://www.lasnaves.com/las-naves-acoge-manana-una-jornada-de-reivindicacion-del-derecho-a-la-energia-y-la-lucha-contra-la-pobreza-energetica/?lang=es#:~:text=la%20pobreza%20e

			la pobreza energética			nerg%C3%A9tica- _Las%20Naves%20acoge %20ma%C3%B1ana%20 una%20jornada%20de% 20reivindicaci%C3%B3n %20del%20Derecho,luch a%20contra%20la%20po breza%20energ%C3%A9 tica&text=Esta%20activid ad%2C%20organizada% 20por%20la,17%20al%20 23%20de%20febrero.
Valencia	Region al newspa per	20/2/2022	Las Naves acoge mañana una jornada de reivindicación del Derecho a la Energía y la lucha contra la pobreza energética	Conferenc e about energy poverty where Power Up was presented	ElPeriodic	https://www.elperiodic.com/valencia/naves-acoge-manana-jornada-reivindicacion-derecho-energia-lucha-contra-pobreza-energetica_884065
Valencia	VCE website	20/2/2022	Las Naves acoge mañana una jornada de reivindicación del Derecho a la Energía y la lucha contra la pobreza energética	Conferenc e about energy poverty where Power Up was presented	VCE website	https://climaienergia.com/es/oficina-de-l-energia/blog/las-naves-acoge-una-jornada-de-reivindicacion-del-derecho-a-la-energia-y-la-lucha-contra-la-pobreza-energetica/

4.4

Other partners

4.4.1 Italy and the Netherlands

In the municipalities of UCSA and Heerlen, local-level communication and national dissemination had not started by September 2023. Both pilot areas needed more time to define the business model that best involved people in energy vulnerability in the specific pre-selected intervention areas.

4.4.1 North Macedonia

In North Macedonia, despite the inexistence of a local pilot, the partners disseminated the project.

Table 11 – Presentations in 3rd party events in North Macedonia

Date	Event title	Event URL	Place	Organiser	Proof documents (event agenda ideally w/ project mention, PPT, list of participants, photos)	POWER UP participation	Number and type of participants
24/02/2023	Conf - Energy politics for sustainable local development	https://krusevo.gov.mk/?p=15709	Krushevo, North Macedonia	Friedrich Ebert Stiftung, Skopje	https://drive.google.com/drive/folders/1OaJtK1nx1yWI_O1Tum0-_Wenax8S7JE4?usp=share link	UNIMAN (Saska)	20 - 75% Policy-makers, 25% civil society



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Conclusions

POWER UP is one of many EU funded projects. Knowing how much of a pressing social issue energy poverty is and how valuable the learnings from the pilot can be to others, we do our best to position the project's activities in the public debate as much as possible.

Communication is ongoing and the project runs until End of 2025. Here are five points to sum up the way POWER UP has been communicated and disseminated since 2021:

1. **We embedded our project purpose into the ongoing debate(s)**, especially at EU level and highlighted the pilots' efforts to provide energy services with a positive social, environmental and economic impact.
2. **We highlighted the efforts made in the POWER UP pilots, talking about processes rather than results** to provide learning value to our target groups.
3. **We used the social marketing approach**, i.e. aiming for a change in mindset and attitude towards novel methods of tackling energy poverty.
4. **We had a main claim with differentiated messages**, emphasizing our quite unique solution portfolio that is being developed by the pilots.
5. **We used different channels to reach out to a wide range of target groups** and to increase our chances to be seen and heard in a moment where energy poverty was high up on the public agenda.



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