



The catalyst for social innovation in the energy market

**Engagement strategies:
Getting buy-in from and for
households in energy poverty**



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València
Clima i Energia



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Executive summary

Energy poverty is not a fatality and solutions exist. The cities involved in the POWER UP project wish to improve the lives of those who are struggling with keeping their homes comfortable. From collective self-consumption to the set-up of an energy community, each POWER UP pilot is exploring innovative ways – together with people in vulnerable situations. As they advance on giving life to their respective new energy service (based on different business models), the cities want to extend the circle of beneficiaries. This is why each of them has drafted an engagement strategy (T3.4, D3.3). This document guides the consortium partners in the local outreach activities related to the POWER UP activities. It describes the scope and means of awareness-raising and communication activities towards vulnerable households around their previously defined POWER UP social energy player.

The document presents the engagement strategies of the following cities: Eeklo (Belgium), Valencia (Spain), Roznov pod Radhostem (Czech Republic), the Italian group of municipalities UCSA and Heerlen (The Netherlands).

Table of contents

Executive summary	2
1. Introduction.....	6
2. Belgium: Eeklo pilot	8
2.1 About Eeklo, the pilot.....	9
2.2 Engagement objectives and key audience	11
2.2.1 Objectives	11
2.2.2 Main target group(s)	12
2.3 Messages and channels	14
2.3.1 Key messages of the campaign.....	14
2.3.2 Channels.....	16
2.4 Timing and governance.....	25
2.4.1 Timing	25
2.4.2 Responsibilities and resources.....	27
2.5 Monitoring and evaluation.....	28
3. Spain: Valencia pilot	30
3.1 About Valencia	31
3.2 Engagement objectives and key audience	34
3.2.1 Objectives in Valencia.....	34
3.2.2 Main target group(s).....	35
3.3 Messages and channels	38
3.3.1 Key messages of the campaign.....	38
3.3.2 Channels.....	41
3.4 Timing and governance.....	45
3.4.1 Timing	45
3.4.2 Responsibilities and resources.....	46
3.5 Monitoring and evaluation.....	47
4. Czech Republic: Rožnov pod Radhoštěm pilot	48
4.1 About Rožnov pod Radhoštěm.....	49
4.2 Engagement objectives and key audience	51

3.2.1 Objectives in Rožnov pod Radhoštěm	51
4.2.2 Main target group(s)	52
4.3 Messages and channels	54
4.3.1 Key messages of the campaign	54
4.3.2 Channels	55
4.4 Timing and governance	60
4.4.1 Timing	60
4.4.2 Responsibilities and resources	61
4.5 Monitoring and evaluation	63
5. Italy: Campania area pilot	65
5.1 About Campania area, the pilot of 4 municipalities	66
5.2 Engagement objectives and key audience	68
5.2.1 Objectives in Campania	68
5.2.2 Main target group(s)	69
5.3 Messages and channels	71
5.3.1 Key messages of the campaign	71
5.3.2 Channels	73
5.4 Timing and governance	82
5.4.1 Timing	82
5.4.2 Responsibilities and resources	82
5.5 Monitoring and evaluation	84
6. The Netherlands: Heerlen pilot	85
6.1 About the pilot in Heerlen	86
6.2 Engagement objectives and key audience	88
6.2.1 Objectives	88
6.2.2 Main target group(s)	89
6.3 Messages and channels	93
6.3.1 Key messages of the campaign	93
6.3.2 Channels	95
6.4 Timing and governance	97
6.4.1 Timing	97
6.4.2 Responsibilities and resources	97

6.5 Monitoring and evaluation.....	99
7. Conclusions.....	100



01

Introduction

The POWER UP project aims at developing pilot-tailored business models to tackle energy poverty. Between 2021 and 2025, five municipalities or city groups explore and implement long-term solutions to improve energy efficiency and increase local renewable production and ownership, involving vulnerable people. Energy poverty is not a fatality and solutions exist. The cities involved in the POWER UP project wish to improve the lives of those who are struggling with keeping their homes comfortable. From collective self-consumption to the set-up of an energy community, each POWER UP pilot is exploring innovative ways – together with people in vulnerable situations. The services involve among others:

- Allowing vulnerable households to access locally produced energy at fair prices
- An incubator of citizen energy communities
- A municipal renewable energy service
- A one-stop-shop to support citizens in energy transition
- Collective self-consumption in social housing

As they advance on giving life to their respective new energy service, the cities want to extend the circle of beneficiaries, i.e. engage further people suffering from energy poverty in their scheme. Moreover, they want to increase awareness on energy poverty solutions amongst all residents, no matter their status or comfort. This is why each of the pilots has drafted an engagement strategy (T3.4./ D3.3). This document guides the consortium partners in the local outreach activities related to POWER UP. It describes the scope and means of awareness-raising and communication activities towards vulnerable households around their previously defined POWER UP social energy player: target audience, messages, channels, governance and resources, timing and monitoring.

On the following pages you can learn about the different approaches by flipping through the engagement strategies of the following cities: Eeklo (Belgium) Valencia (Spain), Roznov pod Radhostem (Czech Republic), the Italian group of municipalities UCSA and Heerlen (The Netherlands).

Each strategy has been crafted based on the envisaged energy efficiency or renewable action. The engagement approach may be adjusted over time in order to evolve along monitoring results or external changes.



02

Belgium: Eeklo pilot

2.1

About Eeklo, the pilot



Eeklo is a Belgian city in the Flemish province of East Flanders. It is situated in the Dutch speaking Flemish part of Belgium. Eeklo currently has a population of about 21.500 that is slightly older than the Flemish average. The average yearly income is 8% lower than in the rest of Flanders, and the percentage of inhabitants in energy poverty is higher than average: 17 per 1000 inhabitants have a budget meter for electricity and natural gas (12 on average in Flanders). The deprivation index of public youth agency Kind en Gezin indicates the risk of children to be affected by poverty is 25%; almost double of the Flemish average.

As regards climate action, 22% of the households display environmentally conscious behavior which is 7% less than average. Yet at the same time, CO₂-emissions based on domestic heating is significantly lower than Flemish average: 2,2 tons CO₂ per year (Flemish average: 3,3 ton) and the number of charging stations for electrical cars is more than double of the Flemish average (20,4 per 10.000 inhabitants versus 8,7 on average). The fact that the city of Eeklo has

a long history in actively supporting renewable energy on its territory, is being reflected in a high satisfaction on this topic among its inhabitants: 45% of the inhabitants is satisfied with the support they get on renewable energy, while this is 37% for the Flemish average.

With the support of Power Up, the city of Eeklo implements a pre-financing scheme for energy community memberships or shareholder parts. This way, low-income households experiencing energy poverty can become members of a local energy community without the financial barrier to enter the energy community. During the energy crisis, community managed energy has proven to be the most affordable and the most stable of all available energy contracts in the region.

2.2

Engagement objectives and key audience

2.2.1 Objectives

Quantitative

The goal of the task is twofold:

first to gather a vibrant community of households and local stakeholders engaged in the pilot schemes and

second, to promote the reduction of energy consumption and optimization of energy use via behavior changes and best practices in terms of energy use and home appliances, but also through energy efficient renovation of buildings.

The engagement strategy in Eeklo, Belgium consists of promoting the POWER UP business model to different households. It will echo the impacts intended by the project:

- Engagement of energy poor consumers
- Awareness by households of the new social energy player

Via strong messages the communication will provide visibility about the new social energy player, its benefits for energy poor people as well as the contribution of the (Horizon 2020) EU funding in tackling energy poverty in the city. It will position the city's new energy service in the public narrative around the causes and consequences of energy poverty. The aim is to transform the perceptions and attitudes about green local energy: that it is not more expensive and in fact can have a positive impact on the energy bill. As a result, more people should be willing to enter the scheme.

Qualitative

Posters	30
Leaflets	1000
Video spots	1
Articles in newspapers and websites	14
Posts on social media	30
Information meetings or stand events	10
website campaign	1

2.2.2 Main target group(s)

The people we want to address and activate through our local communication campaign in Eeklo can be described as follows:

Phase 1

Kick off with 20 households to learn and to define definitive target groups.

- People who got financial support on paying their energy bills
- Participants from the co-creation workshops
- People who can transfer to a commercial supplier again after paying off energy debts at the DSO

This is a diverse group in terms of gender, age, ethnicity, etc. Most people live in social housing or the densely populated city center. The electricity consumption of this group is also very variable: some households have extremely low energy consumption (hidden energy poverty) as others have very high bills (due to electrical heating/boilers and poorly insulated housing).

Phase 2

- Residents of not-renovated social housing
- Residents on the waiting list for social housing

- Residents with low income
- Priority for elderly/one person households

During both phase 1 and 2, we communicate about the topic through energy advice to the general public.

Phase 3

- Other Flemish municipalities
- Other Flemish energy communities (REScoops)
- Other potential partners

After positive evaluation of the pilot scheme in Eeklo, Ecopower will reach out to potential partners to scale up or replicate the model elsewhere in Flanders (phase 3).

2.3

Messages and channels

2.3.1 Key messages of the campaign

Local target group(s)	Specific message(s)
<p>People invited personally to the POWER UP project:</p> <ul style="list-style-type: none"> - who apply for financial aid for energy costs -who can re-enter the commercial market after having paid their energy debt 	<p>You have the right to get more affordable energy. We invite you to check your energy contract, you could save over €20 a month. Call or come by to make an appointment.</p>
<p>People who lose their right to social tariff</p>	<p>Until recently you were entitled to the social energy tariff. Now that the federal government decided not to extend this measure, we as a city want you to get more affordable energy. We invite you to check your energy contract, you could save over €20 a month. Call or come by to make an appointment.</p>
<p>People on the waiting list for social housing</p>	<p>You are on the waiting list for social housing in Eeklo. In anticipation of your new home, you have the right to get more affordable energy. We invite you to check your energy contract, you could save over €20 a month. Call or come by to make an appointment.</p>
<p>Social renters in a non-retrofitted building</p>	<p>You live in a house on the list for renovation. While the cost of the surplus of energy you use is deducted from your rent, paying your energy bill can still be a big chunk of your budget.</p> <p>You have the right to get more affordable energy. We invite you to check your energy contract, you could</p>

	save over €20 a month. Call or come by to make an appointment.
General public	<p>The energy crisis was tough on all of us. There are a lot of ways to get support but because of the abundance of government measures, it can be hard to know your rights.</p> <p>We give an overview of your rights in clear language combined with local contact points.</p> <p>Get your energy guide now at one of the city's services.</p>
General public	<p>In Eeklo we believe that affordable energy should be available for all, especially to families with a smaller budget. That is why we started the POWER UP project. Eligible families will be contacted by the city.</p>
General public	<p>You are concerned by high energy prices and the climate crisis? You want to invest in local renewable energy in the hands of citizens while at the same time supporting energy poor households? Become shareholder of a local citizen energy cooperative.</p>
other municipalities or other partners	<p>You want to support residents in energy poverty and advance the local energy transition in your municipality? Join forces with a citizen energy cooperative and learn more about the lessons learned from the POWER UP pilot in Eeklo.</p>

2.3.2 Channels

1. Personalised invitation letter



Target

Invite entitled families (as identified by social services and partners within the local working group) to make an appointment. For phase 1 these are:

- Families who receive financial aid for energy costs
- Families who can re-enter the commercial market after having paid their energy debt

For phase 2 we will reach out to families we can identify but are not able to contact in person (for example due to GDPR regulations). This for example includes families on the waiting list for social housing: their data cannot be transferred to the city without their permission but the social housing organisation could add this letter to their communication without transferring their details to the city.

Timeframe

First letters were sent out in April 2023 (version as displayed above). Invitation letters for the second phase will be sent out at the start of this

phase (end of 2023) to the families where no invitation in person is possible.

Partner

- City of Eeklo: drafting the letter (printing and sending if contact details are available to the city)
- Communication department Eeklo: check and feedback
- Social services and social housing organisations:
 - identification of the households
 - Adding the letter as an addendum to one of their letters
- Ecopower: can send a local newsletter to members living in Eeklo, explaining what profiles we are searching for and asking if they can spread the invitation with relevant connections.

2: Welcome letter


1 van 3

Voornaam Naam
Straatnaam Huisnummer
Postcode Gemeente
Rekeningnummer

Berchem, **DATUM** 2023

Beste Voornaam Naam

Welkom, je bent nu lid van energiecoöperatie Ecopower dankzij een door de stad Eeklo voorgefinancierd sociaal aandeel. Ecopower maakt zelf lokale groene stroom voor en door burgers en levert die aan de leden, ook aan jou. Sinds **DATUM** is Ecopower dus jouw elektriciteitsleverancier.

In deze brief vind je belangrijke informatie over jouw overstap naar Ecopower. Lees ze aandachtig door en neem contact op bij vragen.

Controleer je rekeningnummer

Dit is het rekeningnummer dat Ecopower van jou heeft: **INVULLEN**.
Niet juist? Mail naar info@ecopower.be of bel naar 03 287 37 79 (elke werkdag tussen 9 en 13 uur).

Wijzig je wachtwoord

Je contract werd aangemaakt door het Sociaal Huis Eeklo met een standaardwachtwoord. Surf naar www.ecopower.be/login en klik op 'wachtwoord vergeten'. Dan krijg je een e-mail om een nieuw wachtwoord in te stellen dat alleen jij kent.

Vragen

Bij vragen over je voorschotfactuur, je jaarafrekening of andere vragen over jouw elektriciteitscontract, kun je terecht bij de Ecopower klantendienst: info@ecopower.be of telefonisch 03 287 37 79 (elke werkdag tussen 9.00 en 13.00 uur).

Target

We want the new members of Ecopower with a social share to feel welcome, repeat the conditions of using a social share and assure them that the transfer to a new energy supplier is complete.

Timeframe

From May 2023 until December 2023 the 100 social shares are distributed.

The letter is sent when people become a member of Ecopower, after signing a contract with the city.

Partner

Ecopower

3: Energy guide - eeklo.be/energiegids



Target

Inhabitants of Eeklo, with special attention to vulnerable households. This guide provides information on energy measures in plain language and refers to local contact points for more information.

The guide is distributed through city services, on neighbourhood events and to organisations who work with groups at risk of energy poverty (social renters, elderly, unemployed single-moms,...)

Timeframe

First edition was published in February 2023, the second edition in May 2023. Each edition was 500 copies.

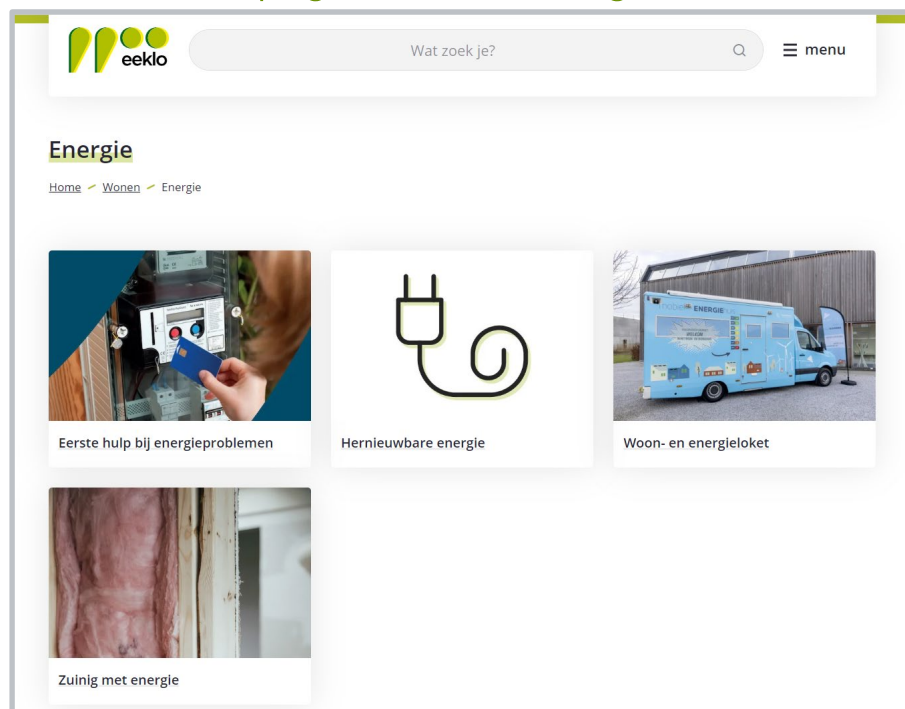
Further editions will be drafted and printed when there is a new demand and/or significant changes in the energy measures.

Partner

For new editions

- *Communication department Eeklo: drafting, lay-out and printing*
- *City services and local working group: distribution*

4: Website campaign - eeklo.be/energie



Target

This is a digital reflection of the main topics in the energy guide, meant for the general public and people working in Eeklo. (It also includes a dedicated [section on POWER UP](#))

Timeframe

The website section around energy was created in February 2023 and will continuously be updated.

Partner

- *City of Eeklo: drafting webpages*
- *Communication department Eeklo: check and publish*

5: Newspaper and blog articles



Target

We make a press release for every milestone in the POWER UP project to create awareness about the initiative and energy poverty in general.

The aim is twofold:

- Inform and create awareness amongst the general public
- Create trust within the target group by repeating the goal of the project;

We inform inhabitants about the project and energy related topics through the bi-monthly city magazine that is distributed to every house in Eeklo.

Timeframe

With every milestone in the project:

- Investment
- Co-creation
- End of phase 1
- Start of phase 2
- End of phase 2
- Replication

Partner

- *City of Eeklo: drafting outline*

- *Communication department Eeklo: rewrite as press release, check with Ecopower when referring to Power Up, and publish*
Alderman and mayor: check and provide quote
Ecopower: compiling blog articles to inform own members on the project progress

6: Social media posts

Target

We create social media posts to spread general information about the project and when people can participate in events. We encourage our project partners to share the posts.

Timeframe

With every milestone in the project, for example:

- Investment
- Co-creation
- End of phase 1
- Start of phase 2
- End of phase 2
- Replication

Partner

- *Communication department Eeklo: rewrite press releases as a short social media post and post it. Ecopower communication department: repost these post or compiling an original post from the cooperative's perspective.*

7: Video



Target

- To introduce the project and support colleagues who onboard people on the Power Up scheme, we could make an explainer video.
- Another idea would be to, after positive evaluation, make a video to explain the basic model and reach out to potential partners with whom to replicate or scale up the model.
- New Ecopower members: inspired by Power Up we wish to take extra steps to become more accessible as a cooperative supplier for vulnerable households and to support them to become active members of our energy community who, for example, make use of their right to vote during the General Assembly, attend our local meetings or webinars and engage themselves as ambassadors. A recurrent webinar offered to all clients having joined in the last 3-6 months, providing information but also human interaction and connection among each other, might be a way to reach that goal.

Timeframe

2024

Partner

Explainer video: City of Eeklo in collaboration with Ecopower
Recurrent webinar for new Ecopower members including vulnerable households: Ecopower communication department

8: Posters



Example from Gent

Target

During the co-creation workshops we noticed that not everyone is familiar with the services of the 'woon-en energieloket' (housing and energy one stop shop). We discussed with the participants that a recognisable face removes barriers to make contact.

Timeframe

2024

Partner

In collaboration with Veneco

9: Information meetings or stand events

Target

We want to inform the target groups about the project and the linked mitigation measures through existing initiatives, organised by the city or partners from the local working groups.

For example:

- Spreading the energy guide on the monthly 'buurtsoepé' (neighbourhood chat with free soup and coffee) in two neighbourhoods with a lot of social housing residents

-
- Informing people in a social housing neighbourhood about the mitigation measures through their voluntary street ambassadors
 - Being present at activities organised by the local service centre aimed at elderly people
 - Ecopower will communicate the insights from the Eeklo pilot to its members during meetings such as the yearly general assembly and energy cafés in order to inform and inspire them and to detect potential replication sites (phase 3)
 - During phase 3 (replication and scaling up), Ecopower can offer to partners to explain the scheme to vulnerable households in community gatherings
 - ...
-

Timeframe

Started in September 2022 by attending the buurtsoepé (fka soep op de stoep) to invite people to attend the co-creation workshops.

In March - May 2023 we attended some buurtsoepé's to spread the energy guide.

Depending on the mitigation measures, we will continue to promote them through neighbourhood events and street ambassadors during 2023-2024. Ecopower will wait for the evaluation of the Eeklo pilot and start broader communication from 2024 on.

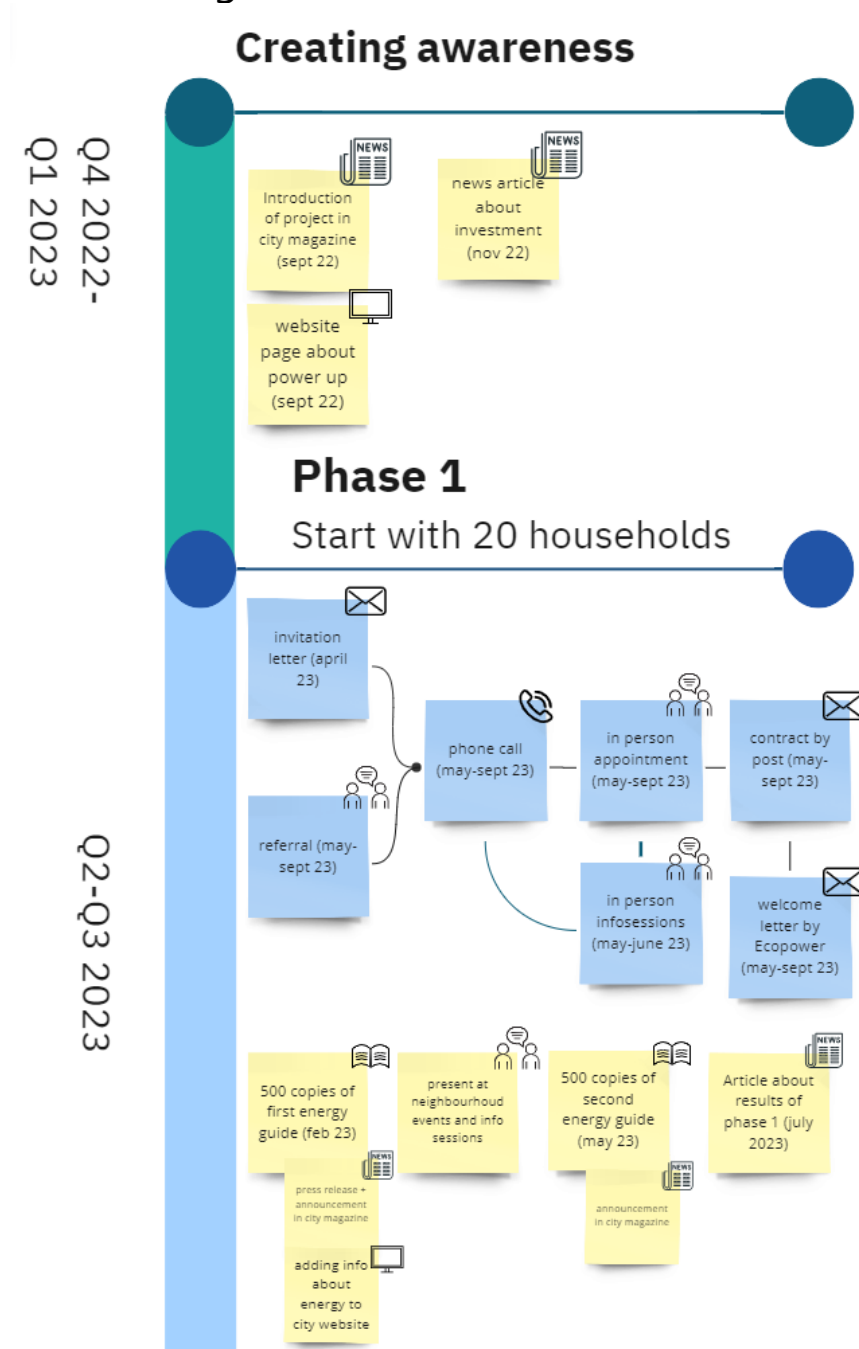
Partner

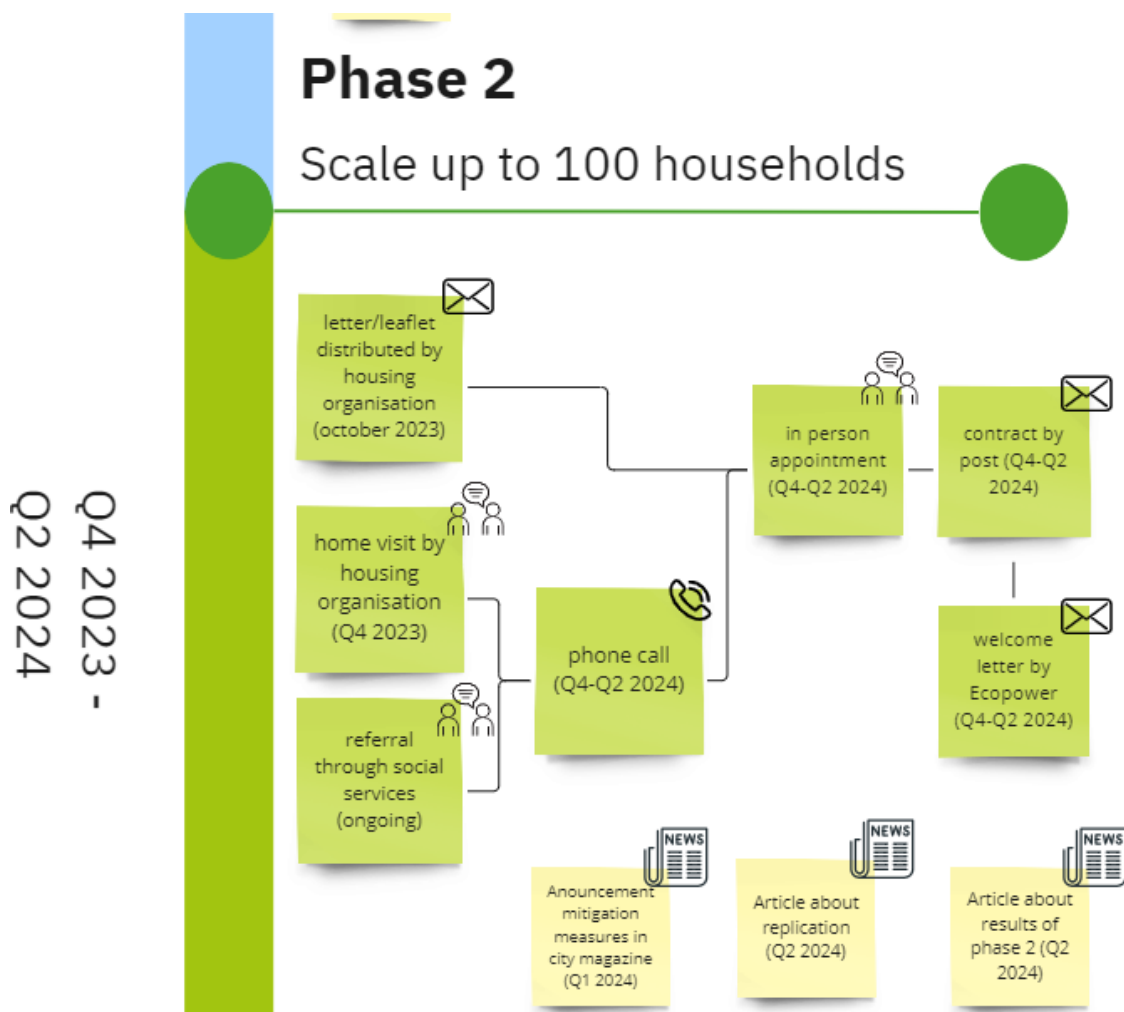
- *Neighbour- and seniors consulent Eeklo*
 - *Centre responsible of the local service centre*
 - *Social housing organisation*
-

2.4

Timing and governance

2.4.1 Timing





2.4.2 Responsibilities and resources

Communication - general public

Creation of communication material (for example press releases)

- Power Up team: creation of materials + distribution
- City communication department together with Ecopower: check + press releases

Spreading communication

- City communication department and Ecopower communication department
- Repost by local working group if relevant for their target audience

Communication - target group (before enrolling)

Identification of families belonging to the target group

Local working group:

- Sociaal Huis (social services)
- Woonmee (social housing)

identify households based on their data.

In case they have face to face contact and a trust relationship, they make a referral to the Power Up project.

Creation of communication material

- Power Up team: creation of materials + distribution

Spreading communication

- Local working group: spread letters, flyers,... to the identified households
- Power Up team: follow up, making appointments

Communication - target group (after enrolling)

Creation of communication material

- Ecopower: welcome letter and individual follow-up by customer service department

Spreading communication

- Ecopower: via direct client mailing and via the online client area MijnEcopower

2.5

Monitoring and evaluation

Qualitative

When contacting people to invite them to enter the scheme, we keep track of reasons not wanting to make an appointment.

During the workshops and the one-on-one meetings with the target group we keep anonymously track of spontaneous quotes in relation to the communication efforts and current barriers in relation to the energy market. This will help us to further optimise the communication efforts.

In the evaluation period of the pilot we plan to invite the people who entered the scheme for a qualitative survey/interview to discuss the perceived impact of the scheme and opportunities for improvement. Communication efforts will be part of this, as well as their experience with Ecopower as their new supplier (accessibility of communication, degree to which they feel invited to play an active role in the cooperative, etc.).

Quantitative

We keep track of the number of appointments to enter the scheme per communication channel. For example:

- The number of appointments after receiving an invitation letter
- The number of appointments after receiving letter + follow-up call
- The number of appointments after referral by social workers

We keep track of the number of families who enter the scheme after an appointment and the reasons for not entering if applicable.

We keep track of page visits of the energy section of the website, specifically for the energy guide page.

In the energy guide we use short-urls to refer to online sources such as an online check to see if someone is entitled to the social energy tariff, a list of stores where people can use their coupon for energy efficient home appliances,... For each link we can check how many times it was used.

We track the number of appointments at the Woon-en-Energieloket to see if we can spot a significant rise in the number of appointments after the release of the energy guides and in the period of the enrolment in the Power Up scheme (as some people are referred to the one stop shop during the appointment). As the start of the implementation of the Power Up scheme in Eeklo was in the aftermath of the energy crisis we cannot attribute the total amount of extra appointments compared to earlier years to Power Up.

Ecopower will organise internal evaluation meetings with the customer service department, the communication department, the financial and legal department in order measure the impact of the clients joining the cooperative based on social shares (amount of payments delays, amount of individual client contacts, amount of administrative extra work, etc.).

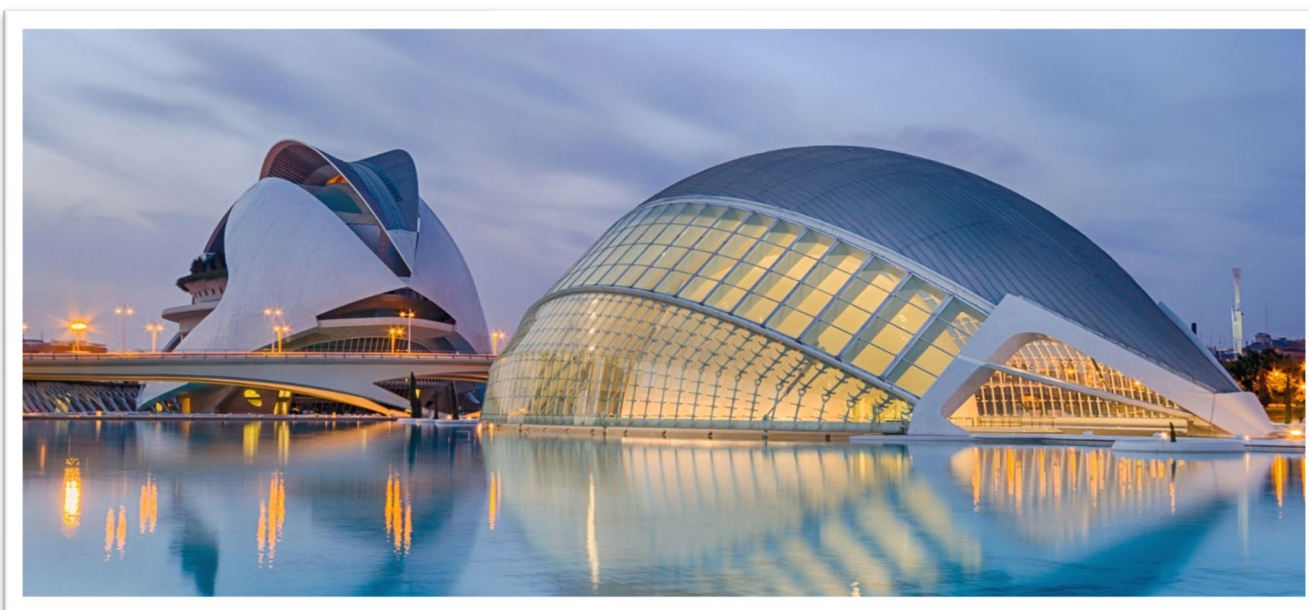


03

Spain: Valencia pilot

3.1

About Valencia



Valencia is the capital of the autonomous community of Valencia and the third-largest city in Spain with around 800 000 inhabitants. Energy poverty in the city of València was measured in 2016 with an energy poverty mapping study supported by the Polytechnical University of València.

In Valencia, as a POWER UP pilot, **two models** are being tested. This echoes the city's vision of having multiple energy sharing models taking place, covering different needs and sensibilities, but following the common goal of increasing locally owned renewable energy generation while also having a strong social impact. The two models (even if they're both based on a collective self-consumption scheme), have their own particularities so their engagement and communication strategies will be addressed separately.

First a brief description of both models:

Model 1: Fee model of "Renewable energy self-consumption public service"

What has been presented as “The fee model” in previous/other deliverables, could be now re-named as “Renewable energy self-consumption public service” according to recent progress on the project implementation plan.

In this model, the municipality directly invests, owns and operates PV installations located in its own buildings and spaces to promote and manage collective self-consumption schemes around them. This happens in line with the spatial limits set in current legislation, i.e. 2000 m radius. Within this radius, three different consumers or “target” groups could take part in the scheme, through distinct administrative processes and comms/recruitment strategies.

- **Consumer group 1 - Municipal buildings:** directly selected and included in the scheme by the Municipality, no communication or engagement strategy needed.
- **Consumer group 2 - Energy poor households:** vulnerable households living around the PV installations could be included in the energy sharing so they can receive local, clean, affordable (even for-free) energy, resulting in a direct reduction of monthly energy bills. According to legal studies, elaborated in the frame of POWER UP, this action can be conceived as a *public service*, ideally integrated as a brand new category of social benefit provided by the Social Services department of the municipality. This implies that, at least for now, the only legally, administratively acceptable channel for the identification and selection of beneficiaries are the Social Services of the municipality. The engagement strategy should be then tailored to this limit.
- **Consumer group 3 - Citizenship:** “regular” citizens and even SMEs could also join the schemes by paying a temporary **fee - public price**. This would give any household established near a municipal installation the opportunity to access renewable, affordable energy. In this case, the municipality asks for a fee in return, making the business model more sustainable in time. This third “target” group can only be integrated once the municipality sets clear rules for participation, selection processes, a transparent public price etc. As this potential group of participants has to be reached and recruited through an open call, a more open communication and engagement strategy should be considered.

For testing this model, 5 PV installations will be built during the coming months at 5 different cemeteries in the city, accounting for more than 2.5 MWp installed power. Because of its administrative complexity, the needed time for putting in practice the fee system (3rd target

group) could exceed the implementation phase of POWER UP. This is why only a few master lines will be described regarding its engagement strategy. We will thus focus on the identification and inclusion of vulnerable households in the scheme.

Model 2: Local energy communities

In this model, unlike the previous one, **collective self-consumption projects are fully in the hands of citizens** by means of the promotion and establishment of local renewable energy communities. The role of the municipality here is to facilitate municipal roofs and spaces to renewable energy communities (RECs) so that they can invest, manage and operate their energy assets. Two parallel tasks should be performed to make this model succeed:

- **Task 1: Promoting a public procurement** (probably an open tender) to facilitate municipal spaces to RECs, restricting accessibility only for genuine RECs that follows European directives principles of democratic control, ownership and public participation. This procurement should include social criteria such as energy vulnerability aspects. A legal study has been conducted and a first round of procurements should be promoted in the coming months.
- **Task 2: Fostering public interest**, helping the creation and supporting energy communities with legal forms that could participate in the tenders. The Valencia pilot is doing so by means of its one-stop-shop "The Energy Offices". Action against energy vulnerability should be integrated in these activities.

The engagement strategy related to this model could be twofold:

- Boost the creation and establishment of energy communities with a social purpose.
- Provide clear and accessible information and guidelines to participate in the tenders.

Finally, regardless of the final energy sharing model, powerful messages can be shared in the frame of a more **"general" campaign for raising awareness about energy poverty** and the opportunity that citizens and local authorities must tackle it by means of **collective projects**, with renewables and energy efficiency at its core.

3.2

Engagement objectives and key audience

3.2.1 Objectives in Valencia

Qualitative objectives

The goal of the task is twofold:

- to gather a vibrant community of households and local stakeholders engaged in the pilot schemes in Valencia and
- to promote the reduction of energy consumption and optimization of energy use via innovative measures and forms of participation.

The engagement strategy in Valencia consists of promoting the POWER UP business model to different households. It will echo the impacts intended by the project:

- Engagement of energy poor consumers
- Awareness by households of the new social energy player

Via strong messages the communication will provide visibility about the new social energy player, its benefits for energy poor people as well as the contribution of the (Horizon 2020) EU funding in tackling energy poverty in the city. It will position the city's new energy service in the public narrative around the causes and consequences of energy poverty. The aim is to transform the perceptions and attitudes, considering that in Spain the energy field is generally looked at with mistrust and skepticism. The energy and ecological transition is providing new opportunities to make energy services more inclusive. However, huge efforts must be made to make them understandable and accessible to citizens so they can actively participate in the projects.

Quantitative targets

Posters	200
Leaflets	3.000
Video spots	1
Articles in newspapers and websites	15
Posts on social media	15
Information meetings or stand events	30
website campaign	1
Public transport campaign	1
Persons reached by the communication campaigns (and % of inhabitants) not energy poor households T5.1	190.000 (24%)

3.2.2 Main target group(s)

The people we want to address and activate through our local communication campaign in Valencia can be described and split into different target groups (as explained in the pilot description above). They are as follows:

For the "Fee model - Renewable energy self-consumption public service":

Sub-group 1: Energy vulnerable households

- People receiving Social Services' financial support for paying their energy bills.
- Energy poor households living within 2km from any of the five PV cemetery installations.
- Social Services at different levels, from different department leaders to distributed neighborhood facilities and their frontline social workers.
- NGOs and local grassroots organizations able to identify and refer families.

Potential beneficiaries are part of a heterogeneous group in terms of gender, age, ethnicity. Some categories might get priority over others, such as single family members, elderly people.

The criteria for selection and prioritization will be mainly set by Social Services jointly with pilot partners.

Sub-group 2: Citizenship (non-vulnerable households)

As previously mentioned, this subgroup will only be targeted once the fee model is completely defined in both legal and administrative terms and ready to communicate. The potential target group could include:

- Any household living within 2km from any of the five PV cemetery installations.
- (Maybe) SMEs established within 2km from any of the five PV cemetery installations.

The selection and prioritization of participants (fee-payers) should comply with the rules set in the public service regulation and the subsequent public calls.

For the “Local Energy Communities”:

The integration of vulnerable households in this scheme will heavily rely on the final form of the public procurement of municipal roofs and spaces, which is still under definition. When it comes to installations in private buildings, more informal (and even more innovative) ways of inclusion will be explored.

As the initiative for creating RECs and the financing of installations will come from citizenship, neighbors will be clear targets for the communication campaigns and will be addressed with different, very place-based messages and specific calls to action.

Sub-group 1: inclusion of vulnerable households

- People receiving Social Services’ financial support for paying their energy bills.
- Energy poor households living within 2km from any REC installation.
- Participants from WELLBASED project, esp. single parents, unemployed, women... including those who attended the co-creation workshops.
- Energy Office (OSS) visitors/users asking for support.
- NGOs and local grassroot organizations able to identify and refer families or even participate as members of the RECs.

Sub-group 2: General public (potential REC promoters and/or members)

- Citizenship in general

- Local businesses, neighborhood associations, educational institutions, sports centers... all kinds of grassroots and civil society organizations.
- Energy Office (OSS) visitors/users asking for information and support on related topics.

For raising general awareness on renewable energies, energy poverty and energy efficiency: Wider campaigns will be launched to increase awareness and activate citizens in relation with energy poverty, renewables, and energy efficiency, targeting:

- the general public
- Adapted targets and channels depending on the topic.

Key actor for dissemination:

Several entities and existing networks will help reach target audiences.

- Social Services
- Energy Offices
- NGOs
- Church/Caritas
- Primary and highschools teachers and families' associations
- General Practitioners
- Local working groups
- Neighbourhood associations

3.3

Messages and channels

3.3.1 Key messages of the campaign

Following the description of the different pilot models, and their respective groups and sub-groups of target audiences, there's a need to conceive and communicate with very distinct types of messages. The following proposal of messages is rather wide and needs further discussion and validation with pilot partners' communication expert teams.

For the "Fee model - Renewable energy self-consumption public service"

Sub-group 1: Energy vulnerable households

Local target group(s)	Specific message(s)
Social Services users	[Are you in trouble with energy bills?] Save energy and money, reduce your debts with accessible (public/municipal?) renewable energy <u>Call-to-action:</u> Join our scheme!
Non-users of Social Services but potential beneficiaries	[Are you in trouble with energy bills?] A new public service of renewable energy is available - <u>Call-to-action:</u> Get informed and go to social services as may be eligible
Social Services frontline workers	Get to know and participate in the launching of a new municipal social subsidy - renewable energy self-consumption <u>Call-to-action:</u> Get familiar with the scheme and help us spread the word.
Local NGOs - grassroots organizations	Help us reach potential beneficiaries of a new public service of renewable energy <u>Call-to-action:</u> Spread the word within your organisation and get your members/users on board

Sub-group 2: Citizenship (non vulnerable households)

Local target group(s)	Specific message(s)
Households within 2km from PV	Reduce your bills and fight climate change with a new municipal renewable energy service <u>Call-to-action:</u> Pick some information by contacting the OSS - here is the phone number/website/address
SMEs within 2km from PV	Reduce your bills and improve the sustainability of your business participating in the municipal renewable energy service <u>Call-to-action:</u> Pick some information by contacting the OSS - here is the phone number/website/address

For the "Local Energy Communities":

Sub-group 1: inclusion of vulnerable households

Local target group(s)	Specific message(s)
Energy poor households - of any kind	[Are you in trouble with energy bills?] Energy Communities can help you: reduce your bills and engage in the community to empower your neighborhood against energy prices <u>Call-to-action:</u> Get in touch with the energy office - you will then be referred to the nearest energy community (if possible)
Local NGOs - grassroots organizations	Do you know what an Energy Community can do for vulnerable neighbors? Join or create ECs to help your people with energy bills <u>Call-to-action:</u> get in touch with the energy office to learn about potential actions. You may then be referred to specific energy communities for potential collaboration

Sub-group 2: General public (potential REC promoters and/or members)

Local target group(s)	Specific message(s)
General public + Energy Office visitors	<p>Do you know what an Energy Community is?</p> <p>You can reduce your bills, fight climate change and improve local connections all in one</p> <p>[for specific ECs projects tailored direct messages will be prepared]</p> <p><u>Call-to-action:</u> please check if there is any running energy community in your neighborhood (the Energy Office can facilitate contacts) or launch a new one with the support of the Energy Office</p>
Civil Society organizations	<p>Do you know what an Energy Community is?</p> <p>You can help your local communities with fighting high energy prices and climate change</p> <p><u>Call-to-action:</u> please check if there is any running energy community in your neighborhood (the Energy Office can facilitate contacts) or launch a new one with the support of the Energy Office</p>

For raising general awareness on renewable energies, energy poverty and energy efficiency:
Different messages should be created depending on the main topic. Surely, a local campaign on energy poverty will be launched during the 2024 Energy Poverty Week.

Local target group(s)	Specific message(s)
General public	<ul style="list-style-type: none"> - You have a Right to Energy and you should defend it. - Do you understand your energy bill? The Municipal Energy Office can help you pay and consume less - Renewable energy can be fully in your hands <p><u>Call-to-action:</u> get informed in the Municipal Energy Office</p>

3.3.2 Channels

In this part we list the communication materials to reach out to our different target groups. For coherent communication, a visual identity will be used for all types of communication activities, easily recognizable by Valencian citizens.

Overall, we will:

- Share campaigns on social media such as X, LinkedIn, Instagram and Facebook from Las Naves and Valencia Clima i Energia for recruitment and to raise awareness for the pilot duration and on a regular basis.
- Create a specific web page
- Produce leaflets to be displayed in topic related events and in the one-stop shops
- Publish articles and interviews on local/regional newspaper, radio and TV channels
- Use BUSI is the TV from the public bus with advertisement for the first months of recruitment
- Use Mupis: large poster around the city (in the bus stops)

Every specific activity, communication material, date and frequency needs further definition and detailed planning in collaboration with communication departments. The contents and, primarily, timing for each action will need to be decided and adapted to the political and municipal internal decision making, which is not fully in the hands of pilot partners. However, the main typology and communication channels and material are already identified and listed below:

Online media

- Posts on social media such as X, LinkedIn, Instagram and Facebook from Valencia Clima i Energia and Las Naves.
- Articles in newspapers and websites.
- Website campaign.

Audio and video

- Radio spots or podcasts.
- Video spots.

Public space and events

- Posters.
- Leaflets to be displayed in topic related events and in the one-stop shops.
- Information meetings or stand events.
- Articles and interviews on local newspaper, radio and TV channels.
- BUSI is a bus TV with advertisements.
- Mupis; large poster around the city (eg. on the bus stops).
- Public transport campaign (esp. relevant for Valencia).

Below some of the specific material and actions are briefly defined:

Material/Action	<i>Explanatory guides for public service/fee model inclusion mechanisms</i>
Target	<p><i>Social Services workers in contact with energy poverty households.</i></p> <p><i>Materials will be shared with Social Services workers so they get familiar with the scheme and the inclusion process in collaboration with the Energy Offices.</i></p> <p><i>Personal visits will be made to explain the scheme, and visits will be repeated as much as needed to fine-tune the identification and mutual exchange of information.</i></p>
Timeframe	<i>Prior and during the recruitment process</i>
Partner	<i>VCE + [potentially - external technical assistance]</i>

Material/Action	<i>Information leaflets for vulnerable households joining the public service/fee model scheme</i>
Target	<p><i>Potential beneficiaries identified and referred from Social Services.</i></p> <p><i>This information leaflets will be provided directly from social workers or in the context of tailored collective workshops and/or individual explanations.</i></p>
Timeframe	<i>Prior and during the recruitment process</i>
Partner	<i>VCE + [potentially - external technical assistance]</i>

Material/Action	<p>Information leaflets about Energy Communities</p> <p>Example:</p> 
Target	General citizenship, to encourage the creation of new Energy Communities and offer the OSS services of training and support.
Timeframe	Prior and during the implementation period
Partner	VCE

Material/Action	Specific materials for concrete Energy Community projects
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Target	<i>Potential new members for specific Energy Communities - two different kind of materials:</i> <ul style="list-style-type: none"> - for vulnerable households - for members/investors
Timeframe	<i>Prior and during the implementation period</i>
Partner	VCE

Material/Action	<i>Energy Poverty Week activities</i>
Target	<i>Citizens of Valencia. Campaign to raise awareness of energy poverty and also how the local energy communities can help with it.</i>
Timeframe	<i>During the Energy Poverty Awareness week - Feb 2024</i>
Partner	VCE/LNV

3.4

Timing and governance

3.4.1 Timing

The timing for each action is heavily dependent on political decisions and it affects the implementation of both models. However, a “theoretical” rather abstract sequence of actions can be outlined.

For the “Fee model - Renewable energy self-consumption public service”

- 1 - Preparation of information leaflets and explanatory guidelines (a step-by- step guide) according to the final definition of the scheme regarding identification, type of needed documents and working dynamic between municipal services and VCE.
- 2 - Site visit and engagement with social workers, both at social services buildings and with local NGOs and grassroots organizations.
- 3 - Provision and explanation of the scheme directly with potential beneficiaries.

The main channels are physical meetings together with printed documentation.

For the “Local Energy Communities”:

- 1 - Once the procurement specifications are set, preparation of information leaflets and guidelines for constituted ECs so they can apply with all guarantees.
- 2 - Information materials and site visits to engage citizens and recruit new members for the ECs.
- 3 - According to the final form of inclusion of vulnerable groups in the ECs, preparation and provision of information materials to target groups.
- 4 - Provide visibility to ECs in VCE’s website, which will be re-design soon:
<https://climaienergia.com/es/oficina/energias-renovables/>

Both models will be promoted through all the different available channels described in the previous chapter.

3.4.2 Responsibilities and resources

All communication materials, activities, contents and final design will be proposed and pre-defined by the POWER UP team.

Final decisions and definitive versions of materials will be validated and finally executed by communication departments. As the POWER UP budget line for communication is allocated to VCE, it will be VCE's communication department responsibility to prepare, fine-tune and implement the different communication activities, actively supported by LNV communication department too.

The on-the-field communication activities, such as events, stands, site visits, meetings... will rely on VCE and LNV staff together with the great team of the Energy Offices (13 people working on the OSS).

The final allocation of the budget needs to be defined; specific contracts could be needed to support VCE's communication department. VCE's already has a contracted technical assistance that covers many of the foreseen activities, those which cannot be covered will be complemented with extra expert assistance by specific contracts.

3.5

Monitoring and evaluation

Quantitative:

Apart from monitoring the baseline KPIs defined in previous sections, active monitoring of activities will be made, following the current culture of pilot partners organizations. A careful registration of relevant indicators will be made, according to the different type of materials and actions, including:

- Number of site visits
- Number of information stands, events and workshops
- Number of materials distributed, and specific locations
- Number of web visits
- Number of calls, mails, people asking for information on the schemes

Qualitative:

A qualitative assessment will be made too, gathering the impressions of different target groups, assessing their response to specific messages and tones, to help a continuous improvement in the communication strategy.

Satisfaction surveys could be implemented, together with more informal collection of reactions from Energy Office workers and the POWER UP team.



04

Czech Republic: Rožnov pod Radhoštěm pilot

4.1

About Rožnov pod Radhoštěm



Rožnov pod Radhoštěm is a town located in Vsetín District of the Zlín Region in Czechia. As of 1 January 2023, the city has a population of approximately 16 205 inhabitants. There is no record of the number of households in energy poverty. Taking into account a national study about energy poverty from 2021¹, which had calculated (and prior to the energy crisis) there were 800 000 people living in energy poverty in the Czech Republic, it can be deduced that about 500 households in Rožnov could face energy poverty.

¹ https://hnutiduha.cz/sites/default/files/publikace/2023/01/soc_bydleni_finalni_jedna_strana_opr.pdf

A One-Stop-Shop (OSS) has been established in autumn 2022 by the local authority to provide advice to citizens on various energy-related matters. The OSS team consists of two local authority staff members. Although the OSS currently holds an informal status without official recognition, it handles approximately 50 to 100 consultations per month, organizes comprehensive information campaigns and creates and distributes informative brochures, leaflets, and other materials on a range of energy related topics. The city plans to continue offering the One-Stop-Shop (OSS) services from Autumn to Spring when energy matters most. Importantly, using OSS does not require any technical development or investment.

4.2

Engagement objectives and key audience

4.2.1 Objectives in Rožnov pod Radhoštěm

Qualitative

There are two objectives the engagement activities aim to fulfill:

- disseminate information regarding the pilot project, including specific details of a fairly new possibility of electricity sharing in an apartment building, among involved households but also citizens in general;
- raise awareness of energy-related measures and financing available to improve energy efficiency of homes and buildings and to increase a share of renewables.

In Rožnov pod Radhoštěm, the strategic approach involves the advocacy of the POWER UP business model to a diverse spectrum of households. This resonates well with the project scope to i) engage with the energy vulnerable groups of citizens, and to ii) increase knowledge of the electricity-sharing model from photovoltaic (PV) installation on apartment buildings.

Via strong messages the communication will provide visibility about the new scheme, its benefits for involved households, its contribution of the (Horizon 2020) EU funding in tackling energy poverty in the city, as well as all citizens. The goal is to integrate the city's recent efforts into the broader public conversation on energy-related matters. This includes fostering an understanding of what is feasible and highlighting the opportunities that exist for citizens, including those affected by energy poverty, as well as public and private entities, to actively shape, decide, and implement initiatives in the realm of energy.

The objective is to change the way people view and approach energy-related subjects, dispelling the notion that they are overly complex and best left to experts. This shift particularly targets individual citizens, encouraging them to delve into topics such as energy savings, available measures for energy efficiency, funding opportunities, expert advice, and more. The

goal is to foster increased participation in the scheme as more individuals feel empowered and willing to engage with these aspects of energy management.

Quantitative objectives for communication means

Type	Total
Posters	50
Leaflets	5000
Radio spots or podcasts	4
Video spots	1
Articles in newspapers and websites	14
Posts on social media	10
Information meetings or stand events	6
Website campaign	1

4.2.2 Main target group(s)

In crafting our communication strategy for Rožnov pod Radhoštěm, it is important to identify and engage specific target groups to ensure the effectiveness of our local campaign.

The primary external audience includes tenants of municipal apartment buildings, private apartment buildings residents, individual homeowners, participants in workshops, the local electricity distributor, SMEs such as local shops and services, and energy specialists. Additionally, we recognize the importance of addressing specific groups like senior citizens, single parents, and low-income households, with plans to collaborate with NGOs for tailored outreach.

Internally, our focus lies on the Local Working Group, which involves municipal property managers responsible for schools, social services, sport venues, etc. Further engagement is crucial with municipal departments, particularly those overseeing social services, investment/assets, and budgetary matters. Effective communication with the City Council is key to garnering internal support and ensuring the alignment of our campaign with broader municipal objectives. This multifaceted approach aims to cultivate awareness and active

participation in our electricity-sharing model initiative, fostering a sense of community involvement and sustainability within Rožnov pod Radhoštěm.

4.3

Messages and channels

4.3.1 Key messages of the campaign

In Rožnov pod Radhoštěm, our communication strategy is finely tuned to resonate with various households, delivering tailored messages through selected channels to ensure maximum engagement. Transparency and simplicity are essential as we need a clear communication that builds trust and relevance.

Local target group(s)	Specific message(s)
Citizens/homeowners	<p>Maximise your comfort, minimise your bills! The city would like you to boost the quality of your homes, achieve energy independence and save on energy costs.</p> <p><u>Call-to-action 1:</u> Visit our dedicated website for a personalized energy assessment and tips on enhancing your home's energy efficiency.</p> <p><u>Call-to-action 2:</u> Join our seminar on EE/RES/other topics to get practical tips for specific measures. These sessions are designed to equip you with the knowledge and skills to make your home more energy efficient.</p>
Tenants	<p>We want to share some positive news with you: Your municipality is making a commitment to improve the energy efficiency of the homes in your building. This means not only saving money on energy bills but also enhancing the overall quality of your homes. Our goal</p>

is to create a more comfortable and cost-effective living environment for you.

Call-to-action: If you have any questions or need more information, please feel free to reach out to us with any questions or to schedule a conversation with our dedicated staff. Your well-being is our priority.

(Complementary message: As part of the City's commitment to improving your living environment, we're offering you the opportunity to speak with our municipal staff for personalised energy advice. Whether you're curious about maximizing the benefits of the new PV plant, looking for energy-saving tips, or have specific queries about your home's energy efficiency, our experts are here to assist you. Your wellbeing matters, and we want to ensure you have all the information and support you need for a comfortable and cost-effective lifestyle.)

Rožnov is making a strategic investment by installing a photovoltaic power plant on one of its apartment buildings. This initiative not only reduces energy costs for its tenants but also shows practical and beneficial aspects of renewables.

General public

Call-to-action: Your local administration staff acknowledges that energy-related matters can appear complex. Seeking guidance? Explore our website or drop by our local Energy Consultancy, where our knowledgeable staff is ready to assist you.

4.3.2 Channels

Communication materials will leverage the city's distinctive visual identity, building upon the successful use in previous events. All communication is using the municipality's visual identity

as it is known and trusted by residents. The city sometimes provided their venues, their staff and their time. The reference to the project funding is with the EU flag in the bottom right-hand corner.



The city's website and social media channels, particularly Facebook, will serve as dynamic platforms to disseminate information.

- City website, Energy OSS: <https://www.roznov.cz/cs/urad-a-kontakty/odbory-uradu/odbor-strategickeho-rozvoje-a-projektu/energoporadna/>
- Rožnov Facebook: <https://www.facebook.com/mesto.roznovpodradhostem>

Additionally, the strategy will extend its reach through local television coverage on TV Beskyd: <https://www.tvbeskyd.cz/>

To ensure broad visibility, posters will be strategically placed in customary public poster locations, while informative leaflets will be made accessible at key municipal points, including the municipal office and the library.

Channels for the general public (all citizens)

Channel	Activity Description	Publication Date	Frequency	Person/Entity in Charge
Website	Create and maintain a website providing detailed information on various energy-related matters.	Nov 23 - Mar 24	Ongoing	Web Development Team, led by SEMMO
Posts on social media	Create and publish an article on energy-related topics	From Nov 23 onwards	Ongoing	Rožnov
Articles in local newspapers and websites	Create and publish an article on energy-related topic	From Nov 23 onwards	Ongoing	Rožnov
Brochures and Leaflets	Design and distribute printed brochures and leaflets.	Nov 23 - Mar 24	To be determined	Rožnov
Radio spots or podcasts	Work with local radio station to create an informative spot on energy related topic	From Nov 23 onwards	To be determined	Led by SEMMO
Video spots	Work with local TV station to create an informative spot on energy related topic	From Nov 23 onwards	To be determined	Led by SEMMO

Public Events, Seminars, Workshops	Host informative events, seminars, and workshops.	From Nov 23 onwards	To be determined	Rožnov
One-Stop-Shop Online Services	Establish a centralized online platform for comprehensive assistance.	Nov 23 – Mar 24	Ongoing	Led by SEMMO

Channels for citizens in vulnerable situations

Channel	Activity Description	Publication Date	Frequency	Person/Entity in Charge
Personalized Letters	Send personalized letters directly communicating information about the city's EE and RES actions.	Nov 23 – Mar 24	One-time	Rožnov
Bill Inserts	Include energy-saving tips and information in utility bills.	Nov 23 – Mar 24	Periodic	Rožnov
Public Event	Engage vulnerable citizens through a community-focused gathering.	Jan-Jun 23	One-time	Rožnov
TV Broadcast	Collaborate with local TV to create an informative video.	From Nov 23 onwards	To be determined	Led by SEMMO

One-Stop-Shop Telephone and Physical Services	Provide accessible support through virtual and physical channels.	From Nov 23 onwards	Ongoing	Energy Consultancy team Rožnov
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4.4

Timing and governance

4.4.1 Timing

The campaign will be executed through a collaborative effort between the City and SEMMO, as outlined in the preceding chapter where specific channels have been identified. The project will leverage on the City's existing robust and consistent communication channels to enhance outreach and engagement.

Precise timing will be determined as activities progress.

	Nov23	Dec23	Jan24	Feb24	Mar24	Apr24	May24	Jun24
Online media								
Website preparation								
Website published and updated								
Posts on social media								
Articles in newspapers and on website								
Audio and video								
Radio spots or podcasts								
Video spots								
Public space and events								
Posters								
Leaflets								
Bill inserts to tenants of pilot								
Information meetings or stand events								
Additional services								
Evaluation and monitoring								

4.4.2 Responsibilities and resources

The communication strategy is a result of close collaboration between SEMMO and the One-Stop-Shop Team across all communication activities. The primary lead partner for each activity is specified, with SEMMO and Rožnov sharing costs for designing, creating, and distributing communication materials. SEMMO will utilize the POWER UP project and its own budget, while Rožnov will contribute staff time, venues, and other resources. In instances demanding substantial time commitments, such as thermal camera building scans, SEMMO may assist the City. Needs for external expertise, like website creation and graphic design, will be mainly coordinated and funded by SEMMO.

Online Media:

Website Campaign (led by SEMMO):

- Design outsourced to an external partner.
- Content prepared collaboratively by SEMMO and Rožnov.
- Regular maintenance managed by SEMMO.

Posts on Social Media (Led by Rožnov):

- Regular topics/articles supplied to the City Communications Team.

Articles in Newspapers and Websites (led by Rožnov):

- Regular topics/articles supplied to the City Communications Team.

Audio and Video: (Led by SEMMO):

Radio Spots or Podcasts & Video Spots:

- Identification of topics for a series.
- Negotiation with local broadcasters.

Public Space and Events:

Posters:

- Prepared and distributed by Rožnov.

Leaflets:

- Prepared jointly, distributed by Rožnov.

Bill Inserts:

- Prepared jointly, distributed by Rožnov.

Information Meetings or Stand Events:

- Prepared jointly.

Additional Services:

- Services such as thermal camera scanning initially offered and delivered by the City. If there is increased interest, SEMMO may assist in delivering additional service hours.

4.5

Monitoring and evaluation

Qualitative Evaluation

In our qualitative assessment efforts, we distribute questionnaires to participants following each workshop, seeking both qualitative and quantitative insights. Qualitative questions look into participant satisfaction and gather suggestions for future events. Additionally, participants have the option to provide their contact details, enabling the City to extend invitations for upcoming events.

For our online presence, particularly the new website, we rely on user engagement metrics. These metrics encompass aspects like user interaction, time spent on the website, and page views to gauge the effectiveness and appeal of the content.

Social media serves as a valuable platform for monitoring audience engagement. We assess the resonance of our content by tracking the number of comments and shares. This monitoring approach is extendable to radio and video spots if they are shared on social media.

Following the distribution of posters, leaflets, and inserts, engaging directly with selected households in-person provides an opportunity to gain first-hand insights into their thoughts and reactions.

The One-Stop-Shop acts as a hub for receiving direct and valuable feedback. Individuals who visit the One-Stop-Shop share their insights with the staff, providing a direct line for feedback and understanding community sentiments.

Quantitative evaluation

In the quantitative evaluation of our workshops or events, our questionnaires collect various demographic data points such as age group, type of house, and income group.

Within the One-Stop-Shop services, our team tallies the number of individuals seeking advice and categorises their inquiries by type. Additionally, the team keeps a record of any additional service requests, including sign-ups for thermal camera scanning of buildings, a service offered to citizens starting November 2023.

To analyze the performance of our website quantitatively, we will utilize a web analytical tool to monitor key metrics such as website traffic, bounce rates, and conversion rates. In instances where event promotion spans various channels, the implementation of unique URLs will enable us to precisely measure the popularity and reach of each channel.

Quantitative metrics, such as likes, shares, and follows, will be employed to track engagement on social media. A similar approach will be applied to radio and video broadcasts, aligning with the monitoring tools employed by the respective websites.

To measure the physical reach of our campaign, we will calculate the number of posters, leaflets, and bill inserts distributed. This quantitative assessment will provide valuable insights into the tangible impact and distribution of our promotional materials.

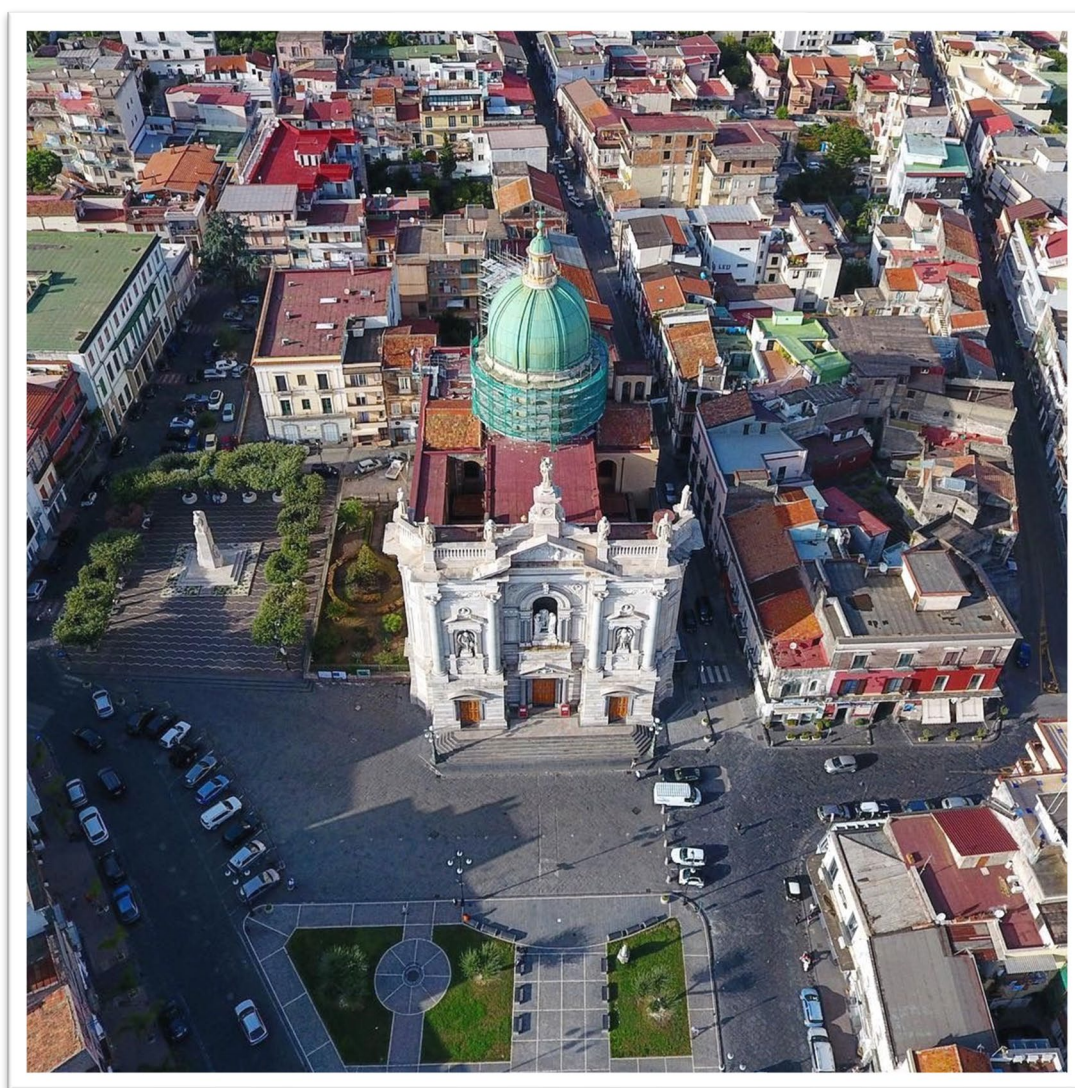


05

Italy: Campania area pilot

5.1

About Campania area, the pilot of 4 municipalities



In the Campania Area, the UCSA pilot involves the Municipalities of San Gennaro Vesuviano, San Giuseppe Vesuviano, Palma Campania e Striano. The 4 municipalities together have about 61.000 inhabitants and 13,5% of those are households in energy poverty (EP) conditions.

In this first phase, two specific areas with relevant **social building stocks** have been selected in the municipalities of **San Giuseppe Vesuviano** and **Palma Campania** for the implementation of the pilot. In each of these areas 3 popular housing buildings were selected, in order to reach about 200 families in EP (for more information, please see Deliverable 3.2 and 4.1.).

Furthermore, **two different models of energy communities will be tested** in the UCSA area by the project. The first model will seek, through public meetings, to activate the participants of the selected buildings (or others that attend the series of meetings) to carry out the **installation of renewable generation systems directly on the building's rooftops**. The project will provide tailored feasibility studies with the technical assistance of AESS and support to the identification and contracting of an Energy Service Company – ESCo, which could finance and install the photovoltaic system and other energy efficiency measures. In the second case, the initiative would start from **public systems installed on public buildings and share the energy surplus with the households in EP**. The UCSA municipalities have some PV systems already active or to be activated and some areas to install new systems.

These two models were presented and deepened in the public events during the **5 co-creation meetings that were held throughout October and November 2023** with the vulnerable households involved and citizens interested in the initiative, in order to inform the citizens regarding the initiative and take into account the specific opportunities and barriers of the UCSA/Campania area.

In the POWER UP proposal phase, the City of Castellammare di Stabia was pointed out as sister city of the UCSA pilot and indicated as a possible area to the replication phase. However, considering that other cities such as Ottaviano and Sarno are near and could be part of the same energy community of the UCSA pilot, the replication phase could focus on other cities in the area. The replication phase would be better defined in 2024, after the activation of the energy community pilot.

5.2

Engagement objectives and key audience

5.2.1 Objectives in Campania

Qualitative

The goal of the task is twofold:

first to gather a vibrant community of households and local stakeholders engaged in the pilot schemes involving 100 households in EP involved in renewable energy production and sharing and additional 100 households in EP involved in energy poverty mitigation measures; and second, to promote the reduction of energy consumption and optimization of energy use via behavior changes and best practices in terms of energy use and home appliances, but also through energy efficient renovation of buildings.

The engagement strategy in *Campania Area (UCSA)* consists of promoting the POWER UP models to different households by encouraging the adoption of actions aimed at installing photovoltaic systems on their rooftops and the adoption of energy saving actions, either by changing behavior or through energy interventions, such as ceiling insulation. It will echo the impacts intended by the project:

- Engagement of energy poor consumers
- Awareness by households of the new social energy player

Via strong messages the communication will provide visibility to the new social energy player, its benefits for energy poor people as well as the contribution of the (Horizon 2020) EU funding in tackling energy poverty in the city. It will position the city's new energy service in the public narrative around the causes and consequences of energy poverty. The aim is to transform the perceptions and attitudes towards the possibility of producing, managing and consuming (and saving) their own energy, with positive impacts on their energy bills.

However, from the first 5 meetings held between October and November 2023 in the Campania area, it was observed that **there are a lot of misconceptions regarding the theme and lack of confidence in the project initiative from the part of citizens**. The lack of interest and trust is also revealed by the small participation from families in EP situations that are living in the 6 social housing buildings selected by the initiative.

Taking into account what was observed in the 5 co-design meetings in 2023, which had a total of 33 participants, interest may grow soon: it is expected that with the beginning of the activities of the energy community, which could initially begin with the municipally owned systems, the concrete benefits through the attribution of parts of the energy surplus to EP households will spark more interest. The first beneficiaries will “spread the good news” to peers. This will certainly create more interest and confidence among others to participate in the initiative. As a result, more people should be willing to enter the EC scheme.

Quantitative

Posters	350
Leaflets	9000
Radio spots/podcasts	4
Articles in newspapers and websites	14
Posts on social media	10
Information meetings or stand events	0
Website campaign	1

5.2.2 Main target group(s)

The people we want to address and activate through our local communication campaign in UCSA Pilot can be described as follows:

- Households in EP situation from the selected apartment blocks: 3 buildings in San Giuseppe Vesuviano and 3 buildings in Palma Campania, around 200 families in total;
- The four public authorities part of UCSA (Mayors and/or civil servants responsible for development projects);

- Local associations and other non-profit stakeholders who are trustful contacts of people in energy poverty, such as Caritas in the Municipality of San Giuseppe Vesuviano;
- Students and parents related to the selected schools ("Istituto Vincenzo Russo" - or "Istituto Antonio de Curtis" both in Palma Campania);
- Entrepreneurs/SME interested in photovoltaic installation and the possibility of joining the energy community to share the surplus energy produced;
- Other vulnerable households as beneficiaries of the measures, selected through a public call for interest according to specific criteria (e.g. low income, number of components of the family, etc.).
- Other neighbouring municipalities, such as Ottaviano or Sarno, that are included in the same primary electrical cabin areas (A199 and A202 - which is the perimeter established by the Italian Law for the sharing of the energy surplus among the members of the energy community).

5.3

Messages and channels

5.3.1 Key messages of the campaign

The key messages of the Campania Area / UCSA pilot would be based in 2 different communication strategies: the first one is related to the recruitment of vulnerable households that lives in one of the 6 apartment blocks selected in the Municipalities of San Giuseppe Vesuviano and Palma Campania or that are householders receiving financial support from social services and the second is directed to representatives of UCSA's Municipalities, SMEs, local associations and other stakeholders non-profit.

The messages "a" and "b" below are directed mainly to the citizens and the message "c" is mainly directed to institutional local stakeholders (local authorities, non-profit associations and SMEs in the territory):

- a) We will put a renewable energy sharing scheme in place which will benefit you and your family.;
- b) We can support you to install a PV system in your building, share renewable energy and benefit your family and your neighbours;
- c) We want to make sure our energy benefits the most vulnerable in our area. Support us in that effort!

The "Call to Action - CTA", was defined to engage all target groups with a simpler messenger and trigger behavior change towards the activation in the energy community initiative and by adopting energy saving measures.

The CTA and the Key messages will guide the design of all different communication supports and dissemination actions.

1st STEP - Communication campaign before/during call for interest

Simple communication - simple message

No technical details

2nd STEP - Once stakeholders are selected

More technical details, especially for Companies

Local target group(s)	Specific message(s)
Vulnerable Households	There is an economic incentive in participating in an Energy Community that will be used to benefit the vulnerable households in several ways. Acting as a group/collectively within the energy community, it will also be possible to exchange experiences and easily implement energy efficiency actions.
Mayors, representatives of the Local Authorities, public servants and non-profit entities in the territory	The Energy Community brings social and economic advantages to its members and the local Community
Companies/SMEs	If your company participates, as an Energy Community's prosumers you can obtain a sensitive energy cost reduction thanks to self-consumption, energy selling and incentives. Acting as a prosumer can make you more competitive in the market. On top of that, Companies participating in Local Energy Communities can improve their corporate social responsibility.

The Pilot key messages were resumed in the spaces below:

Residents from selected apartment buildings

Message 1
Economic and social benefits: possible energy bonus and reduction on energy bills

Representatives of UCSA's Municipalities, local associations and other stakeholder's non-profit

Message 2
Environmental and social benefits: promote the ecological transition and the activation of common services in the territory

Call to action

Come to be part of the REC to save, produce, consume and share renewable energy.

5.3.2 Channels

The Campania Area / UCSA pilot will use all the channels available to try to reach out to the different target groups.

The communication material was produced by AESS and provided to be distributed by UCSA in the territory, ensuring a visual identity in all types of communication activities.

The logo and templates provided by the project, the city's branding and other visual elements (such as photos of iconic places of the territory) were used in the communication material local campaign in online and physical supports, engaging creatively, through appealing formats, messages, touchpoints.

Illustrative examples of the communication material used can be seen below and a complete list of the material produced and distributed is available in the [control excel file](#).

Online media

Posts on social media and institutional websites:



Incontro #1 PALMA CAMPANIA
Testo di accompagnamento:

Anche Palma Campania guarda al futuro e alle rinnovabili!
Nel nostro territorio parte il progetto europeo **POWER UP** per sviluppare azioni volte al contrasto della povertà energetica e del caro bolletta.
Nel primo incontro del **3 ottobre alle ore 18** parleremo di **COMUNITÀ ENERGETICHE RINNOVABILI**.
Vieni a scoprire come condividere energia e risparmiare in bolletta!

Maggiori dettagli su <https://aess.energy/progetti/power-up/>
#EUPowerUP #energypoverty #socialinnovation #EnergyCommunities #righttoenergy



The catalyst for social innovation in the energy market



3 INCONTRI PER UNA COMUNITÀ ENERGETICA

INCONTRO #2
Partecipa all'incontro per sapere come creare insieme una **comunità energetica rinnovabile** nell'area vesuviana, condividere energia e risparmiare in bolletta!

SAN GIUSEPPE VESUVIANO
Sala Consiliare, Piazza Elena d'Aosta 1
10.10.2023 ore 18:00

Per info UCSA 081/8285305



The project has received funding from the European Union's Horizon 2020 research and innovation program under Grant agreement No. 101033940

Incontro #2 SAN GIUSEPPE VESUVIANO
Testo di accompagnamento:

*Continua il percorso di co-progettazione della **Comunità Energetica Rinnovabile** con i cittadini e le cittadine di **San Giuseppe Vesuviano**!*
*Il progetto europeo **POWER UP** arriva alla seconda tappa con l'incontro dedicato alla raccolta delle prime manifestazioni di interesse e i modelli di governance per la gestione di risorse rinnovabili nel nostro territorio.. Non perdere l'incontro #2 del **10 ottobre alle ore 18***
Partecipa!

Maggiori dettagli su <https://aess.energy/progetti/power-up/>
#EUPowerUP #energypoverty #socialinnovation #EnergyCommunities #righttoenergy

Some examples of the communication material produced by AESS and provided to UCSA to be used on the social channels to invite the households and citizens to the series of co-design meetings.



POWERUP
The catalyst for social innovation in the energy market

3 INCONTRI PER UNA COMUNITÀ ENERGETICA

*Partecipa all'incontro per sapere come creare insieme una **comunità energetica rinnovabile** nell'area vesuviana, condividere energia e risparmiare in bolletta!*

INCONTRO #3 - 07.11.2023 ORE 18
Partecipo anch'io! Raccolta delle manifestazioni di interesse
Presentazione del piano di azioni per l'attivazione dell'iniziativa di CER nel territorio di UCSA e raccolta delle manifestazioni di interesse in partecipare alla futura CER.

L'INCONTRO SI TERRÀ A SAN GIUSEPPE VESUVIANO
Sala Consiliare, Piazza Elena d'Aosta 1



UCSA
Unione Comuni per la Sostenibilità Ambientale



AESS



Per info UCSA
081/8285305



This project has received funding from the European Union's Horizon 2020 research and innovation program under Grant agreement No. 101033940

Some examples of the communication material produced by AESS and provided to UCSA to be used on the social channels to invite the households and citizens to the series of co-design meetings.



An example of the communication material published in the Facebook of the Municipality of Palma Campania in November 02, 2023, inviting the citizens to the final co-design meeting.



An example of the communication material published in the Facebook of the Municipality of San Giuseppe Vesuviano in November 02, 2023, inviting the citizens to the final co-design meeting.

Articles in newspapers and websites



il Gazzettino
Fondato nel 1971 **VESUVIANO** diretto da Gennaro Cirillo

HOME ATTUALITÀ CRONACA POLITICA CULTURA LIFESTYLE SPORT COMUNI REGIONE ITALIA E MONDO

Home > CATEGORIE > Politica > Progetto Powe...

Progetto Power Up, al via le Comunità Energetiche Rinnovabili (CER) nei territori vesuviani dell'UCSA

L'Ufficio Comune di Sostenibilità Ambientale – U.C.S.A. è partner del Progetto finanziato dall'Unione Europea

da IGV News - 2 ottobre 2023 32



comunità
energetiche
Vesuvio est




Con il **Progetto Power Up** si avviano le **Comunità Energetiche Rinnovabili (CER)** all'interno dei territori vesuviani dell'**UCSA**. L'**Ufficio Comune di Sostenibilità Ambientale – U.C.S.A.** è infatti partner del Progetto finanziato dall'Unione Europea denominato "POWER UP: The catalyst for social innovation in the energy market" per sviluppare ed incrementare azioni volte alla riduzione e al contrasto della povertà energetica.



Il Progetto europeo Power Up

Il **Progetto europeo Power Up** si fonda sull'idea che **promuovendo e diffondendo la produzione di energia da fonti rinnovabili si possano anche apportare benefici economici, sociali ed ambientali ai territori** e, in particolare, alle famiglie più vulnerabili, per aiutarle nell'affrontare l'attuale crisi energetica e l'alto costo delle forniture. L'obiettivo è creare insieme alle famiglie, delle CER, le Comunità Energetiche Rinnovabili che possano apportare un beneficio economico costante e duraturo a favore delle famiglie.

An example of the news published in the local press on October 2th, reporting about the project Power Up and the series of co-design meetings foreseen in the territory (Available [here](#)).

Website campaign:

Regione CAMPANIA



Comune di PALMA CAMPANIA
Città Metropolitana di NAPOLI

Seguici su  

Homepage Il Comune informa▼ Vivere la città▼ Extranet SUT▼ Intranet

Home > Dettaglio notizia



Progetto europeo POWER UP - 1° incontro 5 Ottobre 2023

Pubblicata il 25/09/2023

Anche Palma Campania guarda al futuro e alle rinnovabili!
Nel nostro territorio parte il progetto europeo **POWER UP** per sviluppare azioni volte al contrasto della povertà energetica e del caro bolletta.

Nel primo incontro di **giovedì 5 ottobre alle ore 18**, presso la Sala Teatrale del Comune di Palma Campania in Via Municipio, parleremo di **COMUNITÀ ENERGETICHE RINNOVABILI**.

Partecipa all'incontro per sapere come creare insieme una comunità energetica rinnovabile nell'area vesuviana, condividere energia e risparmiare in bolletta!

Maggiori dettagli su <https://aess.energy/progetti/power-up/#EUPowerUP#energypoverty#socialinnovation#EnergyCommunities#righttoenergy>

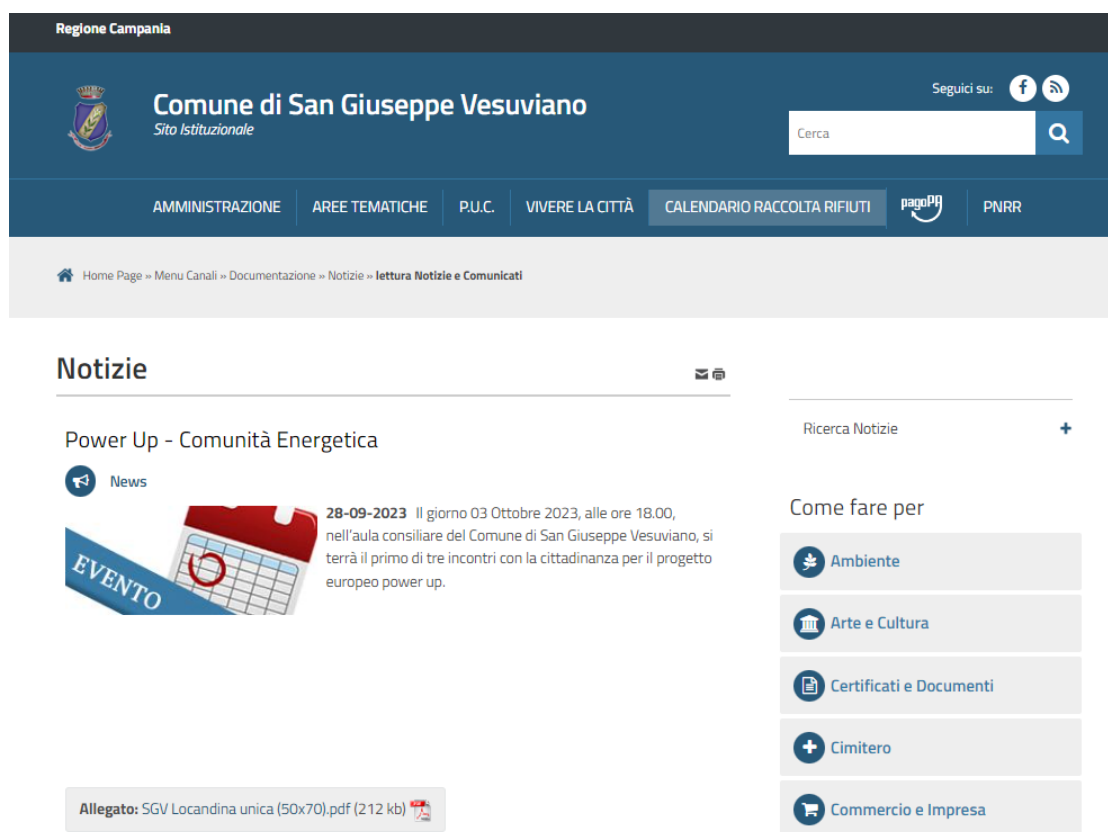
Categorie Ecologia

 FACEBOOK
  TWITTER



Comune di PALMA CAMPANIA
Città Metropolitana di NAPOLI

An example of the news published in the Palma Campania website on September 25th, informing about the project Power Up and the series of co-design meetings foreseen in the territory (Available [here](#)).



An example of the news published in the San Giuseppe Vesuviano website on September 28th, informing about the project Power Up and the series of co-design meetings foreseen in the territory (Available [here](#)).

A description of the Power UP project was also included on the AESS institutional webpage, among the ongoing projects carried out by AESS (available [here](#)) and it will be periodically updated according to the project's developments.

Public space and events

Posters & Leaflets



City Hall employee appending posters and distributing letters in selected apartments inviting households to the series of co-design meetings in Palma Campania e San Giuseppe Vesuviano, in October 2023.



Posters appended in public spaces on Palma Campania e San Giuseppe Vesuviano, inviting the citizens to the series of co-design meetings, in October 2023.

Information meetings or stand events



1st public meeting, held on October 5, 2023 at the Municipality of Palma Campania.



Final public meeting, held on November 7, 2023 at the Municipality of San Giuseppe Vesuviano

5.4

Timing and governance

5.4.1 Timing

In 2024, 5 public meetings are foreseen with citizens and householders in EP situations, especially with the one already engaged in the REC's activation/co-design group (selected in the meeting cycle held between October and November 2023 in the municipalities of Palma Campania and San Giuseppe Vesuviano).

The public meeting will be held to promote energy efficiency measures and engage the householders in the energy community initiative and are foreseen to be held in the period between February and July of 2024.

The communication campaign will follow the same timeline and channels used in the 2023's campaign. It will use online and physical material posted and distributed some weeks before each public meeting by the municipalities in public spaces, door-by-door and throughout their social channels.

5.4.2 Responsibilities and resources

In 2024 the communication material will be produced by AESS team and provided to be distributed by UCSA in the territory, ensuring a visual identity in all types of communication activities. The templates provided by the project, the city's branding and other visual elements (such as photos of iconic places of the territory) will be used in the communication material of local campaigns in online and physical supports, engaging creatively, through appealing formats, messages, touchpoints.

AESS has a dedicated person in charge of the development of the communication content and graphic design and this expert will again play a key role in the coordination of the dissemination

campaigns, helping to engage and spread the communicative message effectively with the local support of UCSA.

5.5

Monitoring and evaluation

Monitoring processes are still to be defined in UCSA area.



06

The Netherlands: Heerlen pilot

6.1

About the pilot in Heerlen



Heerlen is a Dutch municipality located in the province of Limburg. The municipality covers a total area of 4,553 hectares. The average density of addresses is 1,841 addresses per km². There are 45,697 households living in the municipality of Heerlen or 87,145 inhabitants.

Developments at a global level follow each other in rapid succession: The Heerlen people feel the consequences in their wallet. More and more Heerlen residents can no longer pay their

energy bills. In 2019, this happened to 9.4% families. Unfortunately, by 2022, this number has risen to 14.7 %

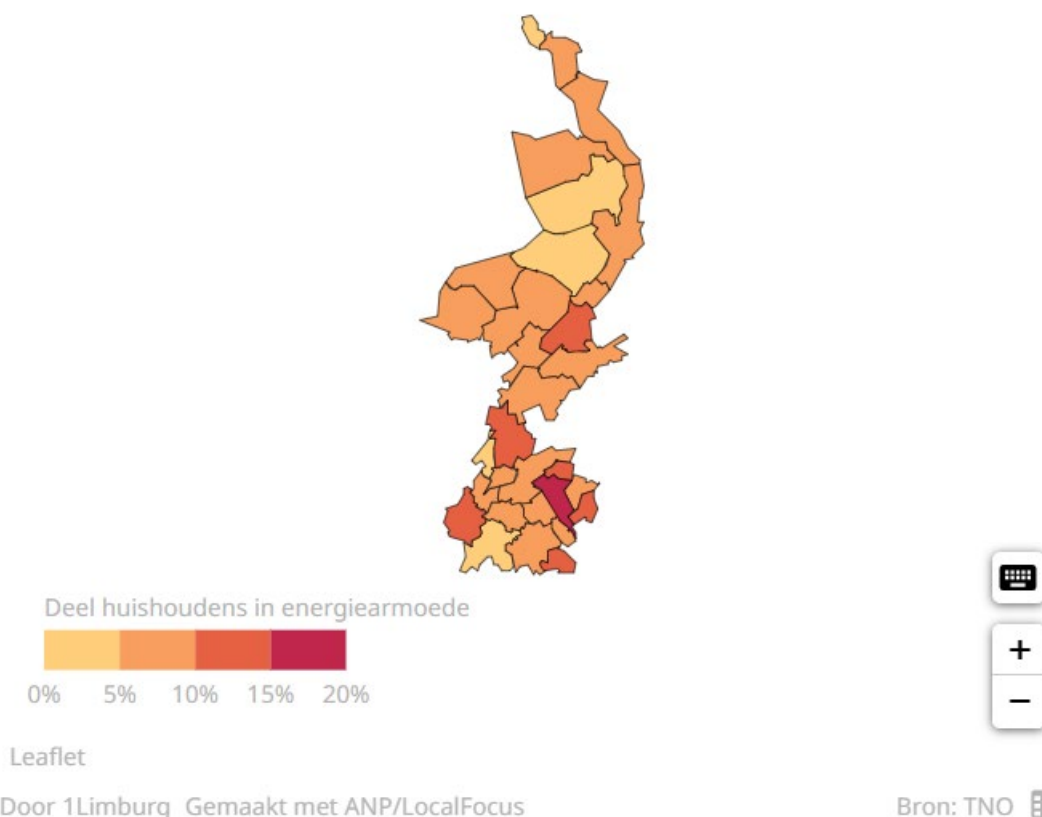


Figure 1: Share of households in energy poverty in the Limburg Region (data from 2022) with Heerlen recording highest percentage (dark red)

The City of Breda has been chosen as the sister city for the pilot project. Breda has 151,763 citizens. In Breda, an estimated 6.5 % of households were struggling with energy poverty in 2022.

This mainly affects low- income households. These are mostly pensioners, unemployed or poorly paid workers, single parents, all dependent on social benefits. Their economic disadvantage is often accompanied by poor energy efficiency in their homes (poor insulation, outdated heating systems, expensive or polluting fuel). Moreover, low-energy households are often socially isolated and lack support from others. They are often exposed to housing degradation, excessive debt, as well as physical and mental health risks. Energy poverty is most common in urban areas with high unemployment and poverty, along with poor quality buildings or poorly built environments.

6.2

Engagement objectives and key audience

6.2.1 Objectives

Qualitative

The purpose of the assignment is threefold:

1. to inform people in the Vrieheide neighborhood in Heerlen about the pilot, potentially in two out of the 128 blocks
2. to show them the benefits and encourage them to do the same, i.e. produce, share and consume local renewable energy
3. to show the people in the city that it is worthwhile to start their own action.

The engagement strategy in Heerlen consists of promoting the POWER UP business model to the residents of the Vrieheide neighborhood (called the White homes). It will reflect the intended effects of the project:

- Engagement of low energy households
- Awareness among households of the benefits of collective self-consumption.

Through strong messages, the communication will ensure local impact as well as visibility of the program, the benefits for energy poor people and the contribution of EU funding (Horizon 2020) to addressing energy poverty in the city. At city level, the goal is to change perceptions and attitudes around collective solar energy production. People are not aware of it and it is not currently on their agenda. Energy poor citizens in Heerlen are currently struggling to survive. In the medium term there is an advantage on individual self-consumption, but in the long term a collective self-consumption scheme is more interesting and effective.

For now, first the campaign will focus on 12 households in the pilot aiming to build trust,

Quantitative

Communication item	Produced number
Posters	50
Leaflets	3000
Video spots	0
Articles in newspapers and websites	14
Posts on social media	10
Information meetings or stand events	1
Website campaign	1

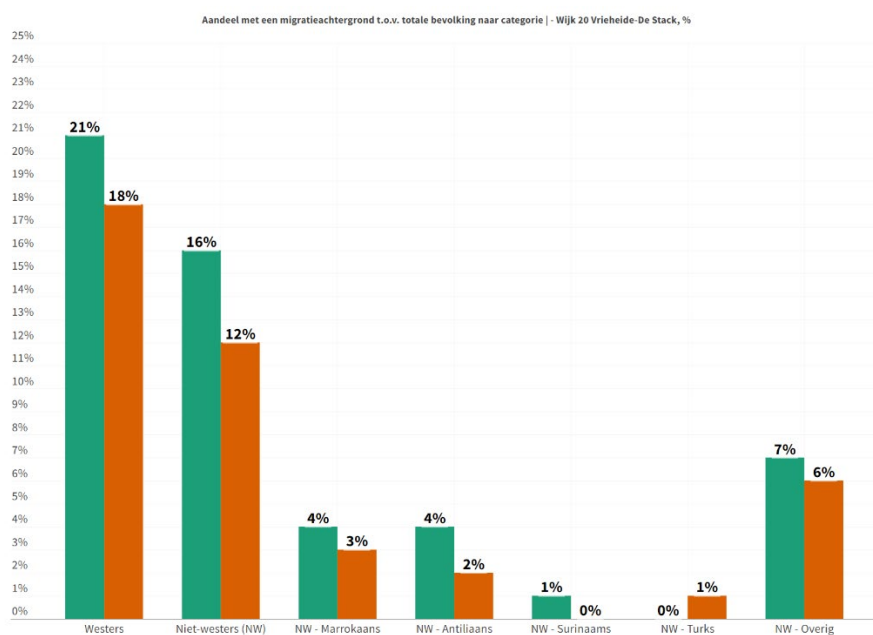
6.2.2 Main target group(s)

The residents we want to address and activate with our local communication campaign in the Vrieheide neighborhood of Heerlen can be described as follows:

Phase 1: For the pilot, the homeowners of two residential blocks will be approached. It concerns 12 households. Two homes belong to the social housing corporation. A third home will soon be transferred to the corporation. Two homes in the first block already have solar panels – this might reduce their interest in joining the scheme. However, the owners are not yet members of an energy cooperative or energy community. They are missing quite a few benefits.

Phase 2: Shortly after the pilot, we focus on the residents of the white houses of Vrieheide. There are 128 blocks of 6 houses in the neighborhood. That is 768 households, of which 50 houses have been bought by 2 social housing associations. The profiles and backgrounds of the people are very diverse: local people but also migrants of different origins; households with elderly people, others with children.

The Housing Corporations will carry out a renovation campaign on their property in the neighborhood and they invited the private owners to participate. The municipality of Heerlen and the local energy cooperatives will provide support in this effort.



A ● Wijk 20 Vrieheide-De Stack ● Heerlen

Residents with migration history: Western, Non-Western, Moroccan, Antillean, Suriname, Turkey, other

Bevolking naar leeftijdsklassen

Wijk 20 Vrieheide-De Stack



Heerlen



0% 20% 40% 60% 80% 100%

● 0-14 ● 15-24 ● 25-44 ● 45-64 ● 65+

Bron: ABF | 2022

Age range: 0-14, 15-24, 25-44, 45-64, 66+

Huishoudens naar Samenstelling

Wijk 20 Vrieheide-De Stack



Heerlen



0% 20% 40% 60% 80% 100%

● Eenpersoonshuishoudens ● Meerpersoonshuishoudens zonder kinderen
● Meerpersoonshuishoudens met kinderen

Bron: ABF | 2022

Household composition: single person, multi-person households without children, multi-person households with children

Opleidingsniveau (15-75 jarigen)

Wijk 20 Vrieheide-De Stack



Heerlen

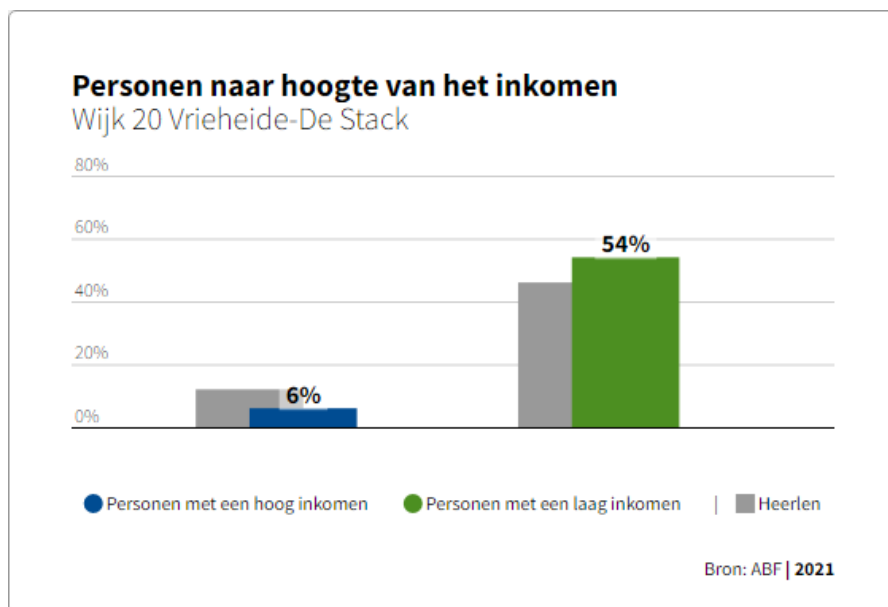


0% 20% 40% 60% 80% 100%

● Laag ● Midden ● Hoog

Bron: meerdere bronnen | 2021

Education level between age of 15 up to 75 years: low, middle, high



Persons by income level: High and low, gray is average in Heerlen

6.3

Messages and channels

6.3.1 Key messages of the campaign

The Heerlen pilot focuses on a small group of residents in the Vrieheide neighborhood. It involves 12 households from two housing blocks of 6 homes each. However, two of these are tenants of a housing corporation. The communication of the pilot was chosen for a non-exhaustive campaign precisely because it concerns a small group. Through the approach "making Vrieheide sustainable" there will be broader communication, including the use of sounding board groups.

In addition to the co-creation workshops that have yet to be set up, an individual approach to households has also been chosen.

The basis of the communication is how to get households to participate in the approach whereby their homes are made more sustainable and their energy costs are reduced. The goal, of course, is to ensure that there is sufficient budget in the wallet again. In other words, to benefit directly and with positive impacts on their personal lives.

There are other actions outside the pilot that can already make a significant contribution to energy savings. The call by the local sounding board group and the ongoing actions are listed in the table below.

Local target group(s)	Specific message(s)	CTA
Citizens in Vrieheide	Energy efficiency and renewable energy has so many benefits and you shouldn't miss the opportunity: Call to form a new sounding board group (focusing on POWER UP topics and serving potentially as co-creation groups) in the context of	Come and attend the meeting

	<p>making housing in Vrieheide more sustainable. Themes:</p> <p>energy-saving measures,</p> <p>financing, experiences roof renovation 1st block,</p> <p>approach per block,</p> <p>priority blocks etc.</p>	
<p>Citizens in Heerlen Noord</p>	<p>Municipality of Heerlen launches new energy measures campaign 'Heel Heerlen Bespaart'</p> <p>Energy poverty remains a social problem this coming winter that requires continued local commitment, especially in Heerlen. While our efforts in POWER UP aim for long-term improvements, the municipality of Heerlen, together with the National Program Heerlen North, is launching a new winter package of energy measures under the heading "Heel Heerlen Bespaart" starting November 2.</p>	<p>Visit the energy-saving bus on site. Check website for when and where the bus is.</p>
<p>Citizens in Heerlen</p>	<p>Free energy savings coach, E-cut and white goods exchange campaign</p> <p>Who gets it automatically and doesn't have to apply?</p> <p>Heerlen wants to tackle energy poverty in the long run. Besides, POWER UP efforts, residents with an income of up to 130% of the assistance level automatically receive €250 through the Parkstad Energy Cut app and are entitled to a free energy savings coach. The coach will visit your home and see if you are entitled to the white goods exchange offer. You will only get this if you have received the energy allowance. Do you no longer have the letter with QR</p>	<p>Apply through the website www.heerlen.nl or call the municipality</p>

	code? Then ask the municipality for a copy by phone.	
Participants already involved in energy poverty initiatives (e.g. Wellbased project)	Energy poverty and health: Join our Health cafés How are you doing now? Talk session on energy poverty and what it does to health	Personal invitation Sign up via email preferred

6.3.2 Channels

In Heerlen, many available channels are used to get information to its residents. This depends on the type of message that will be sent. The municipality makes less use of television and radio airtime. Heerlen does not have its own local TV station. Of course, new developments in sustainability are reported in news items on regional or national TV, radio and newspapers. For large-scale campaigns, in addition to using the known media, flyers are distributed at markets and in shopping streets. Flyering and delivery of newsletters is not really sustainable and is therefore kept to a minimum, with targeted local delivery of a door-to-door newsletter.

Specifically, the POWER UP pilot involves a small group of residents, and homeowners. An individual house-to-house approach is therefore preferred. After all, every family has its own (financial and other) problems and that requires customisation. A recording will be made of each call, annotated or not, for Power Up. A broader campaign can be launched at a later stage to address the other 768 households.

Material/Action	Emailing to recruit residents for sounding board group
Target	Residents of Vrieheide
Timeframe	Periodic, for a limited span of time of 1-2 months
Partner	Municipality and housing corporation

Material/Action	Awareness-raising communication towards people in energy poverty through: Website, social media, Posters in stores Heerlen North, press releases, flyers Ex.: Municipality of Heerlen launches new energy measures campaign 'Heel Heerlen Bespaart'
Target	Residents in energy poverty

Timeframe	2 Nov 2023 until May 2024
Partner	Municipality and One Stop Shop

Material/Action	Emailing to encourage participants to other initiatives to join the Health Cafés:
Target	Participants involved in similar initiatives
Timeframe	Periodic, 1x quarterly until the end of 2024
Partner	Municipality, Chipmunk Health BV - Services — Chipmunk Health Home WELLBASED

6.4

Timing and governance

6.4.1 Timing

It is important to start preparations in good time. For a campaign, preparations start 2 to 3 months before the start date. For local workshops or meetings of an informative nature, a minimum preparation time of at least one month before the meeting is required. The project leader in Heerlen is responsible for monitoring the schedule.

Action	year mnth	2024											
		Jan	Feb	Mar	April	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Sounding board group Vrieheide – recruitment (R) and meetings (M)		R	M				M					M	
Co-creations workshops		E/M		E/M									
All of Heerlen saves campaign													
Well based Healthcafe's: emails (E) and meetings (M)		E/M			E/M			E/M			E/M		

6.4.2 Responsibilities and resources

Project owners are generally responsible for communication. In the Heerlen pilot project, communication will take place under the final responsibility of the municipality. The municipality has its own communication specialists who will be deployed on an incidental basis. The deployment of these specialists is not a burden on the communication budget.

In general, the partners will be involved in the communication moment. Depending on the type of communication moment, they are also deployed to achieve a supported communication moment. In many cases, the municipality will not always be the initiator itself. For highly specialized communication moments, the preparation will be outsourced. To the

extent that the resources for this are not sufficient, the project leader will provide additional resources.

6.5

Monitoring and evaluation

Heerlen does not have a dedicated monitoring tool, but it will collect quantitative and qualitative data throughout the process. Heerlen polls with neighborhood monitoring what citizens think of their neighborhoods. Although the results of the campaigns or other actions will appear much later in this document. A distinction should be made here between campaigns and local meetings.

1) **Monitoring campaigns:** By keeping track of the number of visits to the websites or engagements on related social media posts, we can determine how many people have been in touch with the campaign. From the number of registrations, phone calls, emails to the Municipality and also registration of visits at the One-stop-Shop during the campaign period, it can be determined how many people have followed the call-to-action. One danger here is that the one-stop shop will also be visited by people who do not live in Heerlen. It is important that these numbers are actually registered. The quality can be measured through sampling or satisfaction questionnaire.

2) **Monitoring meetings** - participants will be registered, taking into account the privacy legislation. Whether the goal of such a meeting can be called successful can be investigated simply and informally with a short follow-up questionnaire. Mentioning that any personal information is kept confidential.



07

Conclusions

Communication campaigns play a crucial role in fostering sustainable practices and helping citizens to shift to renewable energy. This document presents the planned engagement strategies of five pilots who are involved in the POWER UP project. What are these strategies for?

- **Ultimate objective:** Convince people to join the pilot scheme aiming to reduce energy poverty by increasing energy efficiency and renewable energy
- **Intermediate objective:** Create initial awareness and interest for the pilot scheme in the city
- **How to get there:** a city-wide communication campaign (D5.1) using tailored communication materials (T3.5 – D3.4)

Beyond the overall objective of increasing buy-in to their new energy service, each pilot has set quantitative communication targets that are meant to be achieved through well-planned awareness-raising and engagement activities.

In a nutshell, we see the following approaches:

- **Eeklo:** very personal and tailored communication
- **Valencia:** a differentiated approach for two different models – the energy office as a central information hub
- **Roznov pod Radhostem:** major visibility to the pilot and the municipal support offer through broad campaigning
- **UCSA:** a simple communication with simple messages focusing on economic and social benefits of energy communities
- **Heerlen:** first outreach to specific, individual households with parallel energy efficiency support measures by the city

All pilots will continue learning from each other as the project progresses. Learnings will be shared with the sister cities and other interested stakeholders at national or European level. Even though impact evaluation for communication activities can be challenging, pilots will reflect and evaluate their impact on community engagement towards the end of the project in 2025, both on process and outcome.



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