



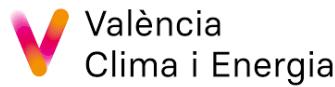
The catalyst for social innovation in the energy market

# Report on local communication materials



Ecopower

**LAS NAVES**



## Authors

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# Table of contents

<b>Executive summary .....</b>	<b>7</b>
<b>1. Promoting social energy services in 4 pilots.....</b>	<b>9</b>
<b>2. Local communication materials by Eeklo and Ecopower (Belgium) .....</b>	<b>12</b>
Target groups.....	13
Leaflets, letters and posters .....	13
Radio / video .....	18
Articles in media .....	18
Website(s) .....	22
Social media.....	23
Events .....	24
Special interest channels .....	25
<b>3. Local communication materials by Roznov pod Radhostem (Czech Republic).....</b>	<b>27</b>
Target groups.....	28
Posters.....	28
Radio / video .....	30
Articles in media .....	31
Website(s) .....	34
Social media.....	35
Events .....	37
<b>4. Local communication materials by UCSA (Italy) and its municipalities.....</b>	<b>38</b>
Target groups.....	39
Posters, leaflets, letters and roll ups .....	39
Radio/Video .....	42
Articles in media .....	43
Website(s) .....	49
Social media.....	49
Events .....	51

<b>Expression of interest call .....</b>	<b>52</b>
<b>5. Local communication materials by Valencia (Spain) .....</b>	<b>54</b>
<b>Target groups.....</b>	<b>55</b>
<b>Posters.....</b>	<b>55</b>
<b>Leaflets and guides .....</b>	<b>57</b>
<b>Radio/Video .....</b>	<b>59</b>
<b>Articles in media .....</b>	<b>59</b>
<b>Website(s) .....</b>	<b>60</b>
<b>Social media.....</b>	<b>60</b>
<b>Events .....</b>	<b>61</b>
<b>Public transport campaign .....</b>	<b>62</b>
<b>6. Conclusions .....</b>	<b>64</b>

# Table of figures

Figure 1 - Map with POWER UP pilot areas .....	8
Figure 2 - Leaflet describing the process to get information about the POWER UP scheme and how and when to get involved .....	14
Figure 3 - Letters sent by the municipality of Eeklo to inhabitants in vulnerable situations .....	14
Figure 4 - Leaflets - letters Eeklo .....	16
Figure 5 - Extract of Eeklo's energy guide produced in 2023 .....	17
Figure 6 - Poster describing the process to get information about the POWER UP scheme and how and when to get involved (co-creation workshops) .....	17
Figure 7 - Eeklo's POWER UP work and energy guide featured in local newspapers: Hln.be and VRT.be .....	18
Figure 8 - trust-building through personal contact in Eeklo.....	22
Figure 9 - Example of a Facebook post, encouraging users in Flemish to join the pilot ....	23
Figure 10 - Article about POWER UP and ways to participate on the platform SeniorenNet .....	26
Figure 11 -Poster displayed in Roznov to attract interested citizens to the new energy scheme.....	28
Figure 12 - Poster and quiz used before and during the Earth Day event in 2024 in Roznov .....	29
Figure 13 - Stand in Roznov during an Earth Day event .....	30
Figure 14 - Beskyd Televize – coverage of a POWER UP information event in January 2024 .....	30
Figure 15 -The digital one-stop-shop of the municipality of Roznov pod Radhostem.....	35
Figure 16 - Event post on the Facebook account of Rožnov to engage energy poor households and inhabitants of the pilot area .....	36
Figure 17 - Posters 70x100 for a workshop informing about the pilot scheme (one poster for Palma Campania, one for San Giuseppe).....	39
Figure 18 - Leaflets 50x70 for workshops in Palma Campania and San Giuseppe informing about the pilot scheme.....	40
Figure 19 - Display of posters and leaflets in the municipal area.....	40
Figure 20 -Invitation letters to join the energy community were addressed to citizens and city councillors as of 2023.....	41
Figure 21 - Delivering invitation letters to the target group's mailboxes.....	42
Figure 22 - Roll-up created for the October 2023 events, displaying the titles of the meetings and a summary of their topics. ....	42
Figure 23 - Publication in Gazzetta di Napoli on 12 April 2024.....	43
Figure 24 - Article announcing a press conference around POWER UP, 15 April 2024 .....	44
Figure 25 - Article announcing the first energy community to come, 19 April 2024 .....	44

Figure 26 - Article in La Provincia Online from 22 April 2024 .....	45
Figure 27 - Article in Metropolis published on 23 April 2024.....	45
Figure 28 - Instagram post inviting people to join a local POWER UP event in 2023 in Palma Campania .....	50
Figure 29 - Posts on the Commune di Parma Campania Facebook account to engage energy poor households and inhabitants of the pilot areas .....	50
Figure 30 - Public notice for the establishment of a joint Renewable Energy Community (C.E.R.) in the municipalities of San Giuseppe Vesuviano, San Gennaro Vesuviano, Palma Campania, and Striano.....	53
Figure 31 - Poster displayed in Valencia to attract interested citizens to the new energy scheme.....	56
Figure 32 – “Rafa saves 400 EUR per year” poster displayed at the Energy Office in Valencia .....	56
Figure 33 - Large posters in the public space of Valencia .....	57
Figure 34 - “What is an energy community?” First pages of the leaflet addressing Valencia residents.....	58
Figure 35 - <i>Extract of Valencia’s energy guide produced in October 2023</i> .....	58
Figure 36 - Article in the local Valencia section of EuropaPress in 2021.....	59
Figure 37 - Post on X promoting the POWER UP models established in Valencia – February 2024 .....	60
Figure 38 - Screenshot of social ad video screened in Valencian buses .....	63
Figure 39 - Large sticker (social) advertisement in public bus, Valencia .....	63

## Table of tables

Table 1 – Key leaflet and letters activities in Eeklo .....	16
Table 2 – Summary of articles in local media featuring Eeklo pilot activities .....	18
Table 3 – Summary of the social media content from Eeklo and Ecopower .....	23
Table 4 – Key local dissemination events at Eeklo .....	25
Table 5 – Key posters produced and their messages for Roznov pilot .....	29
Table 6 – Summary of video spots and TV coverage for Roznov pilot .....	31
Table 7 – Summary of articles related to the Czech pilot activities in local media .....	32
Table 8 – Social media posts for Rožnov .....	36
Table 9 – Local events for dissemination at Rožnov .....	37
Table 10- Summary of articles published on local media for the dissemination of the Campania pilot .....	46
Table 11 – Summary of the social media posts disseminating the pilot activities.....	51
Table 12 – Summary of the local events and meetings at the Campania pilot .....	51
Table 13 – Summary of poster used in Valencia .....	55
Table 14 – Summary of leaflets and guides used for local dissemination in Valencia pilot .....	57
Table 15 – Article used for local dissemination in Valencia .....	59
Table 16 – Summary of social media posts related to Valencia pilot.....	61
Table 17 – Summary of local events held on Valencia .....	61

# Executive summary

The POWER UP project has been running since 2021 and time was needed to define how to best provide access to cheaper, renewable energy to vulnerable households in each participating city. This document provides a quick overview with which communication supports POWER UP pilots communicate about their energy poverty activities with and to vulnerable households. Throughout the project there are two major communication rounds that are run by pilots at the local level:

The engagement campaigns aimed at recruiting vulnerable households for the new energy scheme in each pilot city (summarized in an internal document, deliverable D3.3)

The communication campaigns (to be summarized in deliverable D5.1) take place in the last stage of the project with the aim of delivering energy support and advice to households and to enlarge the number of households that are aware of the energy poverty problem, that know about the scheme and that may want to join it

This deliverable provides an overview of the communication materials used or to be used by POWER UP pilots throughout their local communication activities aiming for a mobilization of and support to vulnerable households more than simple marketing of the city's efforts in POWER UP. It covers the period from September 2021 to August 2024. The mission of POWER UP is to involve the highest possible number of people in a local community, may it be in an active way or to raise awareness of the energy poverty challenge and its solutions.

In this report, we focus solely on communication materials. They are as important as the message conveyed by the materials and, if designed well, will have an impact on the reach of the message. With which type of communication materials did the POWER UP pilot cities try to bring the social aspect of energy services into the minds of citizens, local entrepreneurs or associations up to now?

## ABOUT POWER UP

Being energy poor is not a fate and should not exclude people from being part of the energy transition. To make this happen, it needs public authorities with a voluntaristic policy and the strong political will to fight energy poverty in the long-term. The POWER UP project put those authorities in the very center of its action. It started off with the ambition to design business

models that reduce the vulnerability of low-income people on the energy market by providing them with access to local renewable energy. After many months of hard work, convincing and embarking internal departments and local stakeholders, the 4 pilots of the project and their professional consortium partners from the academic, private and NGO sector have come up with innovative models for their specific area:

- In the Campania area (Italy), the four municipalities that co-operate within the joint office of UCSA (Ufficio Comune per la Sostenibilità Ambientale) invest in photovoltaic PV panels installed on public buildings and company facilities. In return for getting the renewable energy, they donate the state incentives they get from energy production to local, vulnerable families.
- Roznov's (Czech Republic) model takes a slightly different approach: Here the municipality of 16,500 inhabitants invests in a photovoltaic system for a social housing building. The aim is to reduce energy costs for residents through collective self-consumption directly generated by the tenants (collective self-consumption).
- The Valencia model (Spain) is two-fold: one is the "Renewable energy self-consumption public service". It is based on a set of 5 photovoltaic installations (total power of 2.8 MWp) installed by the municipality on cemeteries. Municipal buildings will self-consume 75% of the produced energy and 25% will go to residents in need. These vulnerable households will get the energy for free. The second activity is the large-scale promotion and support of (emerging and existing) energy communities.
- The Eeklo model introduces the municipal collaboration with energy cooperatives to increase community involvement. The project focuses on wind energy, with the municipality investing in shares of a local wind turbine. These are "leased" to vulnerable citizens who thereby become a cooperative member and access renewable energy at a subsidized price. The costs related to the share are being repaid over 5-6 years by these citizens through small monthly fees on their electricity bill.



Figure 1 - Map with POWER UP pilot areas  
[www.socialenergyplayers.eu](http://www.socialenergyplayers.eu)

01

# Promoting social energy services in 4 pilots

During the initial incubation phase between 2021 and 2023, the design of business models happened “behind the scenes”, through a communication reserved to a limited number of relevant stakeholders, including vulnerable people. Between 2023 and 2024, all business models got confirmed and first vulnerable households were involved in some pilots.

Overall, the implementation of the renewable energy production schemes is still ongoing and while the initial version of this report was drafted (Autumn 2024), pilots were at different stages. Eeklo already started off the pilot project with an existing wind turbine. Valencia has installed the first PV installations based on the public renewable self-consumption model on cemeteries and it prepares for the energy communities to seize their solar installations. But even for Valencia, one of the most advanced pilots, an initial recruitment phase was implemented only during the summer of 2024, including meetings with Social Services neighborhood centers, organization of informative sessions to referred households and the signing of the first 25 informed consent forms. The installations, however, still need to be legalized to start distributing the energy among vulnerable households (should be ready by the end of the year).

For the UCSA and Roznov pilots, the concrete installations (or connection of existing installations as is the case of the Italian partner) were still pending due to administrative delays when this report was drafted. This has also an influence on the timeline for the communication activities. Communication strategies are defined but the contents will be produced on the go to ensure a better fit to the needs.

No matter their advancement, all pilots want to:

- **Mobilise vulnerable households and local communities** on the topics of renewable energy production, energy poverty and right to energy;
- **Deliver support to households in reducing and optimising their energy consumptions**, via communication campaigns and specific activities such as workshops;

The most advanced started to create context-specific communication materials for an active outreach and promotion of the developed business model. Through a variety of communication items, each pilot city wants to create widespread awareness of energy efficient behaviour and the benefits for residents to join the scheme. They based some of their activities

on the recommendations made in the practical guidelines and toolkit that had been published earlier by POWER UP partner University of Manchester (deliverable D3.1 Knowledge transfer on Engagement with Vulnerable Households). This document is [available online](#).

The materials presented in this report are developed by pilots to support the implementation of the Communication Campaigns (Deliverable D5.1 - upcoming). Guidance was provided by WP4 leader Energy Cities and each pilot had the freedom to adapt POWER UP-branded communication items to its specific needs while respecting the H2020 branding rules.

Experience has shown that a powerful communication campaign targets the right people, happens at the right time and – most importantly – mixes different communication tools. For the present report, the authors present the communication materials per pilot. On the next pages we will give a short overview and a few examples of what has been prepared for local level outreach.



02

# **Local communication materials by Eeklo and Ecopower (Belgium)**

## Target groups

- Low-income (demand from poverty organisations)
- Single person households
- (Social) renters
- Elderly people

## Leaflets, letters and posters

Leaflets, and even more letters are a great way to get the information straight into people's hands. Both the municipality of Eeklo and its partner Ecopower, the Belgian energy cooperative, sent out letters in two different rounds. In a first round, Eeklo was addressing inhabitants in vulnerable situations and explained the benefits of getting a social cooperative share.

These postal mailings were followed up with direct phone calls. Success rate of involving vulnerable residents in the scheme thereby increased from 8% to 78% according to the consortium partner Eeklo. Later in 2024, Eeklo wrote to all landlords of real estate in the municipality promoting a model developed by Ecopower as an energy poverty mitigation measure (D3.2) that allows landlords and tenants to realize PV on rental homes. Following a first postal mailing to landlords, Ecopower and Eeklo organized workshops to allow for questions and answers.



Figure 2 - Leaflet describing the process to get information about the POWER UP scheme and how and when to get involved

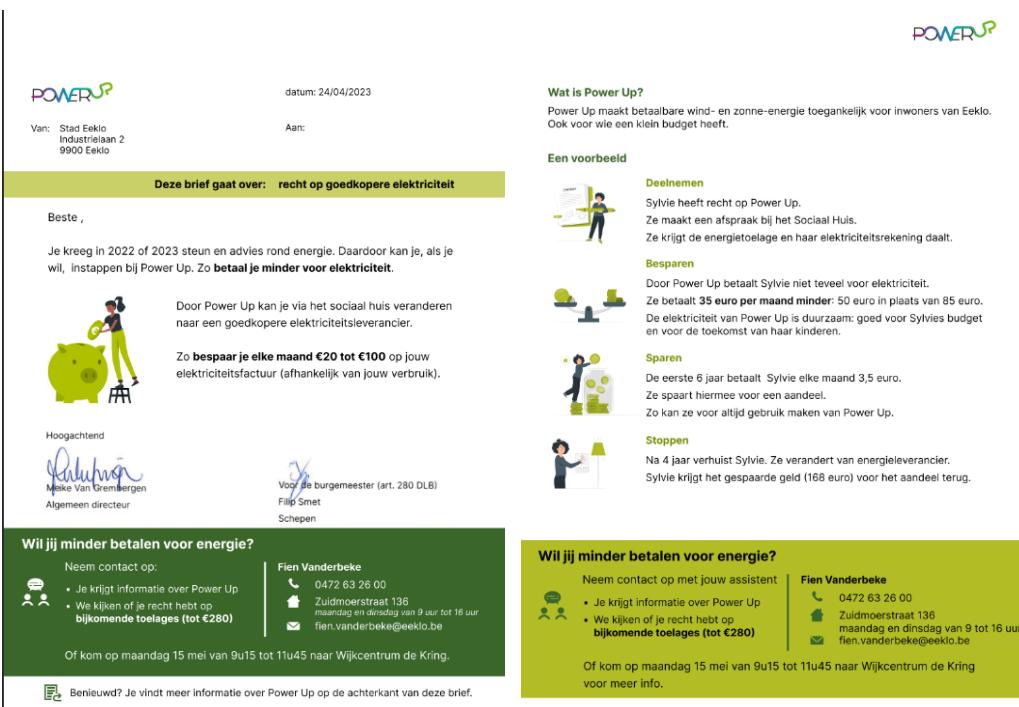


Figure 3 - Letters sent by the municipality of Eeklo to inhabitants in vulnerable situations

Eeklo used the POWER UP logo on the posters and leaflets to clearly refer to the project. The EU logo has not been added in order to keep communication clear and accessible, but EU funding was stressed whenever possible.

In order to onboard the highest possible number of current and future POWER UP participants in the new energy service around PV installations, Eeklo and Ecopower also promoted this offer for social solar panels in the printed city magazine that was distributed to all residents in March 2024.



**Info voor verhuurders**

U denkt aan zonnepanelen op de woning die u verhuurt en zoekt een manier om deze te financieren? **We helpen u op weg.**

**Waarom zijn zonnepanelen op uw huurwoning een goed idee?**

- Zonnepanelen zijn verplicht bij nieuwbouw en ingrijpende energetische renovaties
- De waarde van uw woning stijgt
- Energie uit hernieuwbare bronnen gebruiken is goed voor de planeet, en dus goed voor ons allemaal

**Info voor huurders**

U huurt een woning en zou graag profiteren van gratis groene stroom vanop uw dak? **We helpen u op weg.**

**Waarom meedoen?**

- U krijgt gratis stroom tijdens zonne-uren. Als u slim verbruikt, kunt u heel wat besparen op uw elektriciteitsfactuur – gemiddeld 30%
- Daar tegenover staat een maandelijkse bijdrage aan de zonne-installaties in de vorm van een bedrag dat u betaalt naast de huur
- De kosten voor de maandelijkse bijdrage zijn gelijk aan of lager dan het voordeel dat u doet dankzij de gratis zonnestroom.

**Als huurder zelf de zonnepanelen kopen?**  
Dat kan! Ook voor deze situatie bestaat een modelcontract.

**HOE BEGINT U ERAAN?**

1. Bespreek het idee met uw huurder of verhuurder
2. Vraag de modelbijlage bij het huurcontract en de rekenmodule aan.
3. Vraag een aantal offertes voor PV-installaties op. Bekijk ook zeker deze groepsaankoop in Eeklo: [www.groepsaankoopzon.be](http://www.groepsaankoopzon.be)
4. Bepaal de verhoging van de huur aan de hand van de rekenmodule.
5. Onderteken samen de bijlage bij het huurcontract.
6. Kies samen een installateur.
7. Pas de huur aan vanaf het moment dat de installatie gekeurd is en stroom levert.



Alle informatie op  
[www.ecopower.be/zon-op-huur](http://www.ecopower.be/zon-op-huur)  
of scan de QR-code hiernaast

Figure 4 - Leaflets - letters Eeklo

Table 1 – Key leaflet and letters activities in Eeklo

Date of publication	Main message
April 2023	Eeklo was addressing inhabitants in vulnerable situations and explained the benefits of getting a social cooperative share.
24/04/2024 (leaflet PV on rental home)	Tenant or homeowner? PV on your rental home is possible with this freely available split-incentive model.
April 2024	Letter to every homeowner to inform about the possibilities of PV on their rental home and to invite them to the information session.

Eeklo produced a local energy guide to provide energy-efficiency advice to inhabitants, and especially energy-poor ones. The guide bundles energy related information such as social measures at local, regional and federal levels. Everything is explained in plain language and readers get referred to local services for further advice. This guide was designed together with an expert-by-experience (i.e. someone having lived in energy poverty herself) and the attendees of first POWER UP engagement workshops. It is also available on the [Flemish pilot page](#) of the POWER UP website and [teased via an article in English](#).



Figure 5 - Extract of Eeklo's energy guide produced in 2023

Eeklo presented similar key information about their pilot and the urgency of the topic in different formats on posters that were publicly displayed.

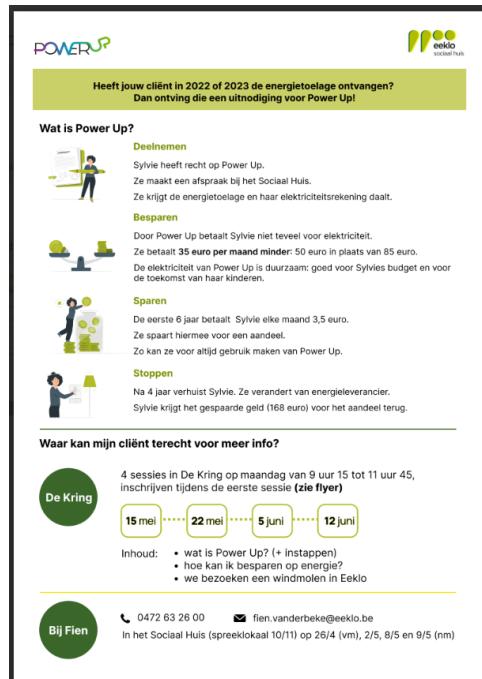


Figure 6 - Poster describing the process to get information about the POWER UP scheme and how and when to get involved (co-creation workshops)

## Radio / video

There have been no radio or video spots in Eeklo before August 2024. The partner shall produce a video in 2025. Based on recent experience, this media has been considered to have a low impact for the target group (compared to more personal actions) and was therefore not part of priority comms actions.

## Articles in media

Eeklo and Ecopower produced and contributed to a considerable amount of articles in printed and online media to disseminate the pilot activities and recruit more participants to the activities.

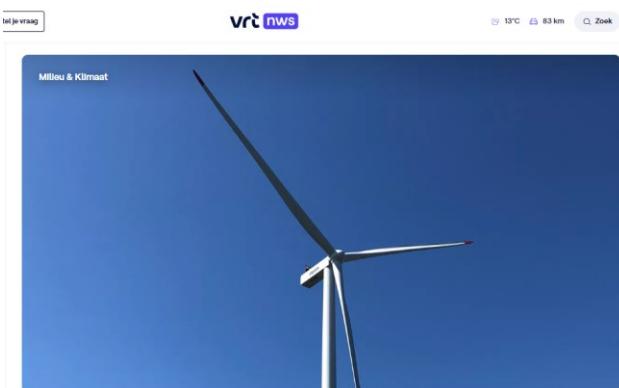


Schepen Filip Smet en medewerkster Fien bladeren door de energiegids. © Joeri Seymortier

### Eerste Hulp Bij Energie: Eeklo lanceert een eigen energiegids

**EEKLO** Eeklo heeft een eigen energiegids samengesteld, die vanaf nu gratis op te halen is en ook online kan geraadpleegd worden.

Joeri Seymortier 14-02-23, 10:03



### Eeklo leent 100 kwetsbare gezinnen aandelen in windmolen om energiefactuur permanent te doen dalen

Eeklo gaat op een bijzondere manier inwoners helpen die hun energiefacturen moeilijk kunnen betalen. 100 gezinnen mogen bij de stad aandelen in een windmolen lenen. Daardoor worden ze mede-eigenaar van die windmolens, en zal de energiefactuur van die gezinnen permanent zakken. Eeklo schiet het geld voor de aandelen voor, de gezinnen moeten ze op 6 jaar tijd terugbetaLEN. Maar ze blijven wel mede-eigenaar van de windmolens.

Figure 7 - Eeklo's POWER UP work and energy guide featured in local newspapers: Hln.be and VRT.be

Table 2 – Summary of articles in local media featuring Eeklo pilot activities

Date of publication	Title of article	Key message	Source	Type of source
---------------------	------------------	-------------	--------	----------------

7/10/2022	Eeklo wil ook mensen in kansarmoede aan meest goedkope energie helpen	Investment and social shares	Het Laatste Nieuws <a href="https://www.hln.be/eeklo/eeklo-wil-ook-mensen-in-kansarmoede-aan-meest-gedkope-energie-helpen~abaa1c8f/?referrer=https%3A%2F%2Fwww.google.com%2E">https://www.hln.be/eeklo/eeklo-wil-ook-mensen-in-kansarmoede-aan-meest-gedkope-energie-helpen~abaa1c8f/?referrer=https%3A%2F%2Fwww.google.com%2E</a>	Regional newspaper
30/11/2022	Stad gaat aandelen in windenergie 'uitlenen': "Lagere factuur voor inwoners die geen recht hebben op sociaal tarief"	Investment and social shares	Het Nieuwsblad <a href="https://www.nieuwsblad.be/cnt/dmf20221130_95671206">https://www.nieuwsblad.be/cnt/dmf20221130_95671206</a>	Regional newspaper
30/11/2022	Eeklo leent 100 kwetsbare gezinnen aandelen in windmolen om energiefactuur permanent te doen dalen	Investment and shares	<a href="https://www.vrt.be/vrtnws/nl/2022/11/30/eeklo-leent-100-kwetsbare-gezinnen-aandelen-in-windmolen-om-energ/">https://www.vrt.be/vrtnws/nl/2022/11/30/eeklo-leent-100-kwetsbare-gezinnen-aandelen-in-windmolen-om-energ/</a>	Regional news
30/11/2022	Eeklo investeert in windturbine aan de Huysmanhoeve	Investment and shares	Seniorennet <a href="https://blog.seniorennet.be/awbeir/a">https://blog.seniorennet.be/awbeir/a</a>	Regional blog

			<a href="#">rchief.php?ID=2514435</a>	
18/1/2023	Power Up maakt energiefacturen opnieuw betaalbaar	POWER UP makes energy bills affordable	<a href="https://www.gemeentevoordetoekomst.be/artikel/power-maakt-energiefacturen-opnieuw-betaalbaar?utm_source=Mailing+Lijst&amp;utm_medium=email&amp;utm_campaign=Gemeente+voor+de+Toekomst+230119">Gemeente voor de Toekomst <a href="https://www.gemeentevoordetoekomst.be/artikel/power-maakt-energiefacturen-opnieuw-betaalbaar?utm_source=Mailing+Lijst&amp;utm_medium=email&amp;utm_campaign=Gemeente+voor+de+Toekomst+230119">https://www.gemeentevoordetoekomst.be/artikel/power-maakt-energiefacturen-opnieuw-betaalbaar?utm_source=Mailing+Lijst&amp;utm_medium=email&amp;utm_campaign=Gemeente+voor+de+Toekomst+230119</a></a>	Regional magazine newsletter
14/02/2023	Eerste hulp bij Energie: Eeklo lanceert een eigen energiegids	Energy guide now available	<a href="https://www.hln.be/eeklo/eerste-hulp-bij-energie-eeklo-lanceert-een-eigen-energiegids~a12c606e/">https://www.hln.be/eeklo/eerste-hulp-bij-energie-eeklo-lanceert-een-eigen-energiegids~a12c606e/</a>	Regional newspaper
02/03/2023	Eerste Hulp bij Energievragen: nieuwe gids bundelt alle info in klare taal	Energy guide now available	<a href="#">Het Nieuwsblad</a>	Regional newspaper
27/03/2023	POWER UP maakt energiefacturen opnieuw betaalbaar	POWERUP makes energy bills affordable	Sociaal.net	Regional website

13/06/2023	Sociale energieaandelen	Publication of Power Up Eeklo as a case study in the climate good practices database of vvsg	VVSG	Regional website
6/7/23	Stad Eeklo energiearmoede aanpakken via sociale aandelen	First phase of Power Up is a success	Het Laatste Nieuws	Regional newspaper
7/7/23	Eeklo zorgt voor groene energie voor 20-tal kwetsbare gezinnen.	First phase of Power UP is a success	<a href="https://www.vrt.be/vrtnws/nl/2023/07/06/eeklo-zorgt-voor-groene-energie-voor-20-tal-kwetsbare-gezinnen/">https://www.vrt.be/vrtnws/nl/2023/07/06/eeklo-zorgt-voor-groene-energie-voor-20-tal-kwetsbare-gezinnen/</a>	
17/7/23	The future: The social opportunities of the climate transition	Power Up as an example for inclusive local energytransition	VVSG	Regional website
20/10/2023	Proefproject: coöperatieve zonnepanelen op daken van huurwoningen	Eeklo and Ecopower start a pilot project on PV on rental homes	Ecopower website	Regional website
17/11/2023	POWER UP project in Eeklo wint Europese prijs voor sociale innovatie	Eeklo pilot wins European social innovation award	Ecopower website	Regional website
1/12/2023	PowerUp maakt energiefacturen	Eeklo pilot as best practice in	Gemeente voor de toekomst	Website and magazine

		the inspirational book for sustainable local policy		
13/03/2024	Social innovation award for Power Up Eeklo pilot	Ecopower member magazin mentioning the social innovation award	PowerPost	Member journal

## Website(s)

Information available in Eeklo's energy guide was also published on the [city](#) website, which has been reorganized, with a dedicated [energy section](#), [energy poverty section](#), and a [webpage](#) on POWER UP pilot.

In order to make digital communications more trustful and personal for residents and to ease the contact, the City of Eeklo even created a dedicated email address and webpage which featured on all online and offline communication items.

### Inschrijven?



Geef je naam en telefoonnummer door aan Fien:

📞 0472/63.26.00

✉️ powerup@eeklo.be

🌐 [eeklo.be/powerup](http://eeklo.be/powerup)

Figure 8 - trust-building through personal contact in Eeklo

At the beginning of the project, the website of the municipality of Eeklo had been revamped to host information related to the social cooperative shares: A [POWER UP online webpage](#) of the pilot was incorporated in the existing municipal website. Moreover, the above-mentioned communication with landlords in Eeklo nurtured reflections about the PV related cost-benefit analysis model. The testing phase led to several improvements of the model, which was then published for free use on the [Ecopower website](#) in August 2024.

## Social media

Eeklo and Ecopower used their social media to share a large amount of content to recruit more participants to the activities and share information about the project.



Figure 9 - Example of a Facebook post, encouraging users in Flemish to join the pilot

The post was accompanied by a call-to-action in Flemish saying "*Through the European project 'POWER UP!' Eeklo wants to tackle energy poverty and ensure that everyone in Eeklo has access to local affordable, renewable energy. That is why 100 shares of 250 euros are being lent to vulnerable families for the cooperative wind turbine of Ecopower. Read all about it on [www.eeklo.be/opstart-powerup.](http://www.eeklo.be/opstart-powerup.)*"

Table 3 – Summary of the social media content from Eeklo and Ecopower

Date of post	Social media	Account	Link to post
22/11/2022	Facebook	@eeklo	<a href="https://www.facebook.com/photo/?fbid=581769823958924&amp;set=a.474955687973672">https://www.facebook.com/photo/?fbid=581769823958924&amp;set=a.474955687973672</a>
15/02/2023	Facebook	@eeklo	<a href="https://www.facebook.com/eeklo/posts/pfbid0avrDcMnjWPDyN8jQ5Gak268ybMMWoa4UsGqE2fSJHfVHQ2RjegFTZabsUBnVW2SKI">https://www.facebook.com/eeklo/posts/pfbid0avrDcMnjWPDyN8jQ5Gak268ybMMWoa4UsGqE2fSJHfVHQ2RjegFTZabsUBnVW2SKI</a>

15/02/2023	Facebook	Wijkcentrum Kring De	<a href="https://www.facebook.com/wijkcentrumdekring/posts/pfbid02nA4uoefNfwmW9cC9ChuJvA1pP19FCEf2kVkJ6tkyM5eeZrLNeimb6XyLEDb773HVhI">https://www.facebook.com/wijkcentrumdekring/posts/pfbid02nA4uoefNfwmW9cC9ChuJvA1pP19FCEf2kVkJ6tkyM5eeZrLNeimb6XyLEDb773HVhI</a>
06/07/2023	Facebook	@eeklo	<a href="https://www.facebook.com/photo/?fbid=767965118672726&amp;set=a.474955687973672">https://www.facebook.com/photo/?fbid=767965118672726&amp;set=a.474955687973672</a>
24/10/2023	Facebook	@eeklo	<a href="https://www.facebook.com/photo/?fbid=844916090977628&amp;set=a.474955687973672">https://www.facebook.com/photo/?fbid=844916090977628&amp;set=a.474955687973672</a>
23/11/2023	Facebook	@ecopower	<a href="https://www.facebook.com/ecopower/posts/pfbid0NsRVTksjgXrTbxBATrvtNB4s1qGvPhmjZFAsZMpnLuVgVcQqySjhMJLuUjLMCoxDI">https://www.facebook.com/ecopower/posts/pfbid0NsRVTksjgXrTbxBATrvtNB4s1qGvPhmjZFAsZMpnLuVgVcQqySjhMJLuUjLMCoxDI</a>
23/10/2023	Facebook	@ecopower	<a href="https://www.facebook.com/ecopower/posts/pfbid02Zb3bUtHegz1PFtb7rETwx8ejxX4FQVhHjtSTfNkndnFRZDMxN3fH6BP4ZBFGVd2HI">https://www.facebook.com/ecopower/posts/pfbid02Zb3bUtHegz1PFtb7rETwx8ejxX4FQVhHjtSTfNkndnFRZDMxN3fH6BP4ZBFGVd2HI</a>
01/03/2024	LinkedIn	@ecopower	<a href="https://www.linkedin.com/posts/ecopower-cv_eupowerup-energypoverty-activity-7152630544743165952-Fk6Y?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/ecopower-cv_eupowerup-energypoverty-activity-7152630544743165952-Fk6Y?utm_source=share&amp;utm_medium=member_desktop</a>
01/03/2024	LinkedIn	@ecopower	<a href="https://www.linkedin.com/posts/ecopower-cv_proefproject-co%C3%B6peratieve-zonnepanelen-op-activity-7122289081794867201-T3NI?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/ecopower-cv_proefproject-co%C3%B6peratieve-zonnepanelen-op-activity-7122289081794867201-T3NI?utm_source=share&amp;utm_medium=member_desktop</a>
25/04/2024	Facebook	@ eeklo	<a href="https://www.facebook.com/eeklo/photos/-zon-in-eeklo-zonnepanelen-op-huurwoningenstad-eeklo-lanceert-samen-met-burgerco/974555468013689/?_rdr">https://www.facebook.com/eeklo/photos/-zon-in-eeklo-zonnepanelen-op-huurwoningenstad-eeklo-lanceert-samen-met-burgerco/974555468013689/?_rdr</a>

## Events

In 2024, Ecopower participated in several third-party events in the city and elsewhere to disseminate and promote the pilot scheme in a targeted way to citizens, including the summer feast at the Huysmanhoeve wind turbine organised by the citizen energy cooperative Volterra (May 12th - [agenda](#)).

Due to the barriers encountered in the influx of new participants, an adapted communication campaign (updated leaflets and posters, and a short promotion video) is being prepared by Ecopower and Eeklo and will be used to launch a second wave of promotion and dissemination in the fall of 2024/2025.

*Table 4 – Key local dissemination events at Eeklo*

Type of activity	Date	Place	Topic	Organiser
Info meetings	15/5/2023	Eeklo	Info session Power Up	Eeklo + ligo
Info meetings	22/5/2023	Eeklo	Info session Power Up	Eeklo + ligo
Info meetings	5/6/2023	Eeklo	Info session Power Up	Eeklo + ligo
Info meetings	12/6/23	Eeklo	Info session Power Up	Eeklo + ligo
Stand at event	12/5/2024	Eeklo	Summerfeast energy community Volterra	Volterra + Ecopower

## Special interest channels

The clear identification of a target audience is the best prerequisite to deliver a message that is being heard and followed. Within the POWER UP project, pilots started to use very specific channels targeting a particular segment of the target audience. The Belgian pilot is the best example: With elderly people being often very much affected by energy poverty, the city of Eeklo and Ecopower were mindful about reaching out to this group of residents. Through the webpages of SeniorenNet, they managed to inform in a very targeted way.

**SeniorenNet**

**EEKLO NIEUWS EN NOG EEN BEETJE VAN ALLES**

**Welkom op de blog van Awbeir**

**KANT of ee**

Ooit maakte een meisje een afspraakje met mij:  
Kom naar mij toe,  
er is niemand thuis.  
Ik ging erheen,  
en er was niemand thuis...

**Eenmaal Eeklonaar altijd Eeklonaar**

**EEKLO INVESTEERT IN WINDTURBINE AAN DE HUYSMANSHEDE**

Stad Eeklo investeert €25.000 in de coöperatieve windturbine van Eppenwey en Vollering aan de Huysmansheide. Met de investering uit de stad geloven die het mogelijk hebben met het betalen van hun energiefactuur en in energiearmoede dragen terecht te komen op een duurzame manier onderstaan.

Met de investering €25.000 kan de coöperatieve windturbine van Eppenwey en Vollering voor de bewoners en de gemeenschap een belangrijke bijdrage leveren. De windturbine levert een jaarlijks bedrag van €2.000,- op dat gebruikt kan worden voor de gemeenschap. De investering is een voorbeeld van de lokale samenleving die samenwerkt om een gezamenlijk doel te bereiken. De investering is een voorbeeld van de lokale samenleving die samenwerkt om een gezamenlijk doel te bereiken. De investering is een voorbeeld van de lokale samenleving die samenwerkt om een gezamenlijk doel te bereiken.

De partners van het Europees project Power Up uit de andere deelnemende steden

**Inhoud blog**

- > Viering 80 jaar bevrijding
- > Dag van de Stad
- > Politie Nederland (Smeethedecoratie)
- > Koninklijke Belgische (1) heropening van het hart
- > Verkeershinder in Eeklo
- > DITRO PAGINA
- > Haven Eeklo
- > Verkeershinder in Eeklo
- > Vlaams
- > AZ Alkmaar Ecopower
- > Viering 80 jaar bevrijding
- > Gemeenschapswacht
- > Volmachtshet
- > Vlaams
- > App voor Eeklo
- > Cultuurhuis
- > Haven
- > Parkin Zuidlaal
- > Onderwijsraad
- > De Vlaams
- > Viering 80 jaar bevrijding
- > Parkin Zuidlaal
- > Jubileum
- > Vliegtuigen spotten
- > Werken Peterskirk
- > Brugge

**Drukken**

Druk op onderstaande knop om je bestand naar mij te versturen.

Verstuurd je bestand!

**BEZOERKERSTELLER**

**1786953**

Figure 10 - Article about POWER UP and ways to participate on the platform SeniorenNet

03

# Local communication materials by Roznov pod Radhostem (Czech Republic)

# Target groups

- Citizens with a special focus on:
  - residential homeowners
  - apartment building owners
  - tenants of municipally owned buildings
- City Council
- Municipal Staff

# Posters

Printed posters were displayed and distributed by the Czech pilot to inform about the scheme, share energy-efficient knowledge and invite to information sessions.



Figure 11 -Poster displayed in Roznov to attract interested citizens to the new energy scheme

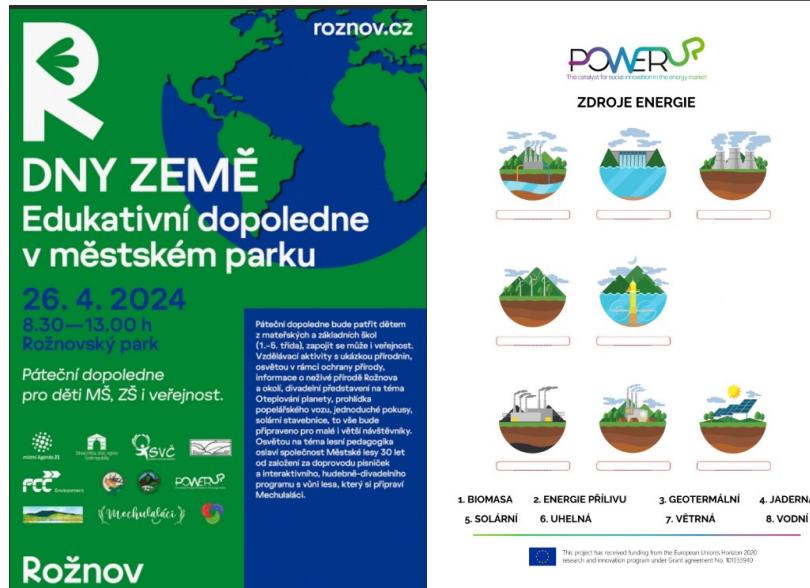


Figure 12 - Poster and quiz used before and during the Earth Day event in 2024 in Roznov

Table 5 – Key posters produced and their messages for Roznov pilot

Date of display	Main message
February 2023	Join the co-creation workshop on 2 Feb and 23 Feb 2023
March 2023	Meeting with citizens - Energy prices
March 2023	Meeting with citizens - Energy measures in Apartment Buildings
April 2023	Meeting with citizens - Energy measures in Family Homes
November 2023	Meeting with citizens - How to deal with energy after 2023
November 2023	Info event for citizens - How to deal with energy after 2023
April 2024	The Earth Day - public event



Figure 13 - Stand in Roznov during an Earth Day event

## Radio / video

Rožnov pilot managed to be present in local TV stations, sharing the pilot activities and recruiting participants.



Figure 14 - Beskyd Televize – coverage of a POWER UP information event in January 2024

*Table 6 – Summary of video spots and TV coverage for Roznov pilot*

Date of publication	Main message	Place of distribution
26 January 2023	Info about series of workshops re energy savings	TV Beskyd
14 February 2023	TV coverage of the 1st workshop with citizens, focused on house refits for low-income households	TV Beskyd
14 March 2023	TV coverage of the 2nd workshop with citizens, topics: energy prices, invoicing, switching of suppliers	TV Beskyd
16 March 2023	Info about the last two meetings with citizens re energy savings/EE projects in apartment and family houses	TV Beskyd
30 March 2023	TV coverage of the 3rd workshop with citizens (21 March 23), aimed at renovations of apartment buildings	TV Beskyd
18 April 2023	TV coverage of the 4th workshop with citizens (12 Apr 23), aimed at renovations of family houses	TV Beskyd

## Articles in media

The pilot managed to have an important presence in local media. It is important to note that, the city not being a formal partner in the project, some project-related press releases published on official city channels do not include the required EU publicity elements. As a project partner, SEMMO takes responsibility for ensuring visibility requirements are met—particularly when organising events in cooperation with the city. That said, the city supports SEMMO's efforts, and is exploring ways to feature relevant information on their platforms in the future, where appropriate.

*Table 7 – Summary of articles related to the Czech pilot activities in local media*

Date of publication	Title of article	Key message	Source	Type of source
03/03/2023	Beseda na téma Jak se vyznat v energiích přilákala více než desítku lidí, 44/2023.	Summary of second meeting with citizens, within co-creation workshops	<a href="#">Roznov.czv</a>	City website
10/02/2023	Pozvánka na besedu pro občany "Jak se vyznat v energiích"	Join our event	<a href="https://www.mesto-zubri.cz/novinky/pozvanka-na-besedu-pro-obcany-jak-se-vyznat-v-energiich">https://www.mesto-zubri.cz/novinky/pozvanka-na-besedu-pro-obcany-jak-se-vyznat-v-energiich</a>	Municipality website
03/03/2023	Beseda na téma Jak se vyznat v energiích přilákala více než desítku lidí, 44/2023.	Press release about meeting with citizens	<a href="https://www.roznov.cz/cs/aktualne-z-mesta-a-okoli/tiskove-zpravy/beseda-na-tema-jak-se-vyznat-v-energiich-prilakala-vice-nez-desitku-lidi-44-2023.html">https://www.roznov.cz/cs/aktualne-z-mesta-a-okoli/tiskove-zpravy/beseda-na-tema-jak-se-vyznat-v-energiich-prilakala-vice-nez-desitku-lidi-44-2023.html</a>	City website
7/3/23	Beseda na téma Jak se vyznat v energiích přinesla lidem užitečné informace	Summary of meeting with citizens	<a href="https://www.klubnovinaruzezin.cz/news/beseda-na-tema-jak-se-vyznat-v-energiich-prinesla-lidem-uzitecne-informace/">https://www.klubnovinaruzezin.cz/news/beseda-na-tema-jak-se-vyznat-v-energiich-prinesla-lidem-uzitecne-informace/</a>	Information server of the Syndicate of Journalists of the Zlín Region
16/03/2023	Beseda v Rožnově pod Radhoštěm	Invitation to an event	<a href="https://www.sos-msk.cz/events/event/beseda-v-roznove-pod-radhostem-3/">https://www.sos-msk.cz/events/event/beseda-v-roznove-pod-radhostem-3/</a>	Local Action Group website

27/3/23	Pozvánka na besedu "Energie v rodinných domech"	Invitation to an event	<a href="https://www.mesto-zubri.cz/novinky/pozvanka-na-besedu-energie-v-rodinnych-domech">https://www.mesto-zubri.cz/novinky/pozvanka-na-besedu-energie-v-rodinnych-domech</a>	Municipality website
22/11/23	Jak na energie po roce 2023?	Invitation to an event	<a href="https://knir.cz/akce/jak-na-energie-po-roce-2023/">https://knir.cz/akce/jak-na-energie-po-roce-2023/</a>	Library webpage
23/11/23	Jak na energie po roce 2023?	Invitation to an event	<a href="https://www.roznov.cz/cs/aktualne-z-mesta-a-okoli/novinky-z-odboru-vyzvy/jak-na-energie-po-roce-2023.html">https://www.roznov.cz/cs/aktualne-z-mesta-a-okoli/novinky-z-odboru-vyzvy/jak-na-energie-po-roce-2023.html</a>	City website
11/12/23	Semináře SEMMO: Podpora energetické udržitelnosti v českých a evropských městech	Short news item about the 29 Nov 23 event with citizens in Rožnov	<a href="https://semmo.cz/2023/12/seminare-semmo-podpora-energeticke-udrzitelnosti-v-ceskych-a-evropskych-mestech/">https://semmo.cz/2023/12/seminare-semmo-podpora-energeticke-udrzitelnosti-v-ceskych-a-evropskych-mestech/</a>	SEMMO web
10/4/2024	Dny Země v Rožnově	Invite to an event	<a href="#">City of Rožnov web</a>	Municipality website
23/4/24	Energie v rodinných domech	Invite to an event	<a href="#">Roznov.cz</a>	City website
23/04/2024	BESEDA - ENERGIE V RODINNÝCH DOMECH	Invite to an event	<a href="#">Prostredni Becva</a>	Municipality website
29/04/2024	POWER UP na Dnech Země v Rožnově pod Radhoštěm	report on the event	<a href="#">SEMMO</a>	SEMMO web
7/5/24	Dny Země v Rožnově byly plné	Report on the event	<a href="#">City of Rožnov web</a>	Municipality website

	aktivit a vzdělávacích akcí			
20/8/24	Cesta za dobrou praxí: komunitní projekty v Lipsku a okolí	Report on the event	SEMMO	SEMMO web
16/10/2024	Rožnov pod Radhoštěm rozšiřuje služby Energoporadny: Nový web nabízí poradenství a nástroje pro efektivní využívání energie	Press release about meeting with citizens	City of Rožnov web SEMMO	Municipality website SEMMO web
27/10/2024	Rožnov rozšiřuje služby Energoporadny, rady najdou zájemci na novém webu	Press release about meeting with citizens	Valašský deník	Local newspaper

## Website(s)

Easy-access advice is being brought to the citizens of Roznov via a [dedicated website](#) that serves as a **digital one-stop-shop** of the municipality. It informs about energy consultation services offered by the City of Rožnov to residents, including information on energy savings, available subsidy funding, and examples of good practices.

**Rožnov pod Radhoštěm**

# Změňte svůj přístup k energii v Rožnově

Nabízíme podporu a tipy při přechodu na udržitelnější a ekonomicky výhodná energetická řešení

**Úspory**

Praktické rady a návody, jak snížit spotřebu energie, šetřit peníze a přispět k udržitelnosti životního prostředí.

**Energetická poradna města Rožnov pod**

+420 737 206 407  
[jan.clesnar@roznov.cz](mailto:jan.clesnar@roznov.cz)

- Úspory energií
- Zdroje energie
- Ceny energií, vyučtování
- Dotací poradenství

+420 773 165 574  
[klišák@semmo.cz](mailto:klišák@semmo.cz)

- Energetická společenství
- Vzorové projekty a postupy

+420 792 311 399  
[yanova@semmo.cz](mailto:yanova@semmo.cz)

- Vzorové projekty a postupy
- Dotací poradenství

**Rozcestník**

[Domů](#)  
[Energetické úspory](#)  
[Dotace](#)  
[Sdílení energie](#)  
[Vyučtování energií](#)  
[Ochrana ovzduší](#)  
[Vzorové projekty](#)  
[Kontakty](#)

**Odebírejte novinky z energoporadny**

E-mail:

Přihlásit se k odběru

Přihlášením k odběru novinek souhlasíte se zasíláním sdělení na uvedenou e-mailovou adresu.

Tento projekt získal finanční podporu z programu Evropské unie pro výzkum a inovace Horizon 2020 na základě grantové dohody č. 101033940.

Figure 15 -The digital one-stop-shop of the municipality of Roznov pod Radhostem

## Social media

The Czech pilot used social media to disseminate the different activities and events and engage with vulnerable households.



Figure 16 - Event post on the Facebook account of Rožnov to engage energy poor households and inhabitants of the pilot area

Table 8 – Social media posts for Rožnov

Date of post	Social media	Account	Link to post
01/03/2023	Facebook	Mesto Roznov	<a href="https://www.facebook.com/mesto.roznovpodradhostem/photos/pb.100064537246174.-2207520000/6076609405694613/?type=3&amp;locale=cs_CZ">https://www.facebook.com/mesto.roznovpodradhostem/photos/pb.100064537246174.-2207520000/6076609405694613/?type=3&amp;locale=cs_CZ</a>
05/03/2023	Facebook	TV Beskyd	<a href="https://www.facebook.com/photo.php?fbid=771388497797902&amp;set=pb.100047802765825.-2207520000&amp;type=3">https://www.facebook.com/photo.php?fbid=771388497797902&amp;set=pb.100047802765825.-2207520000&amp;type=3</a>
05/03/2023	Facebook	TV Beskyd	<a href="https://www.facebook.com/tvbeskyd/posts/pfbid0HF2EyBLFzjCeY7fubT5ptESF2gbDUQ9xUi8PpvAP369miPfzgkrhu7kqFQfdQXFvI">https://www.facebook.com/tvbeskyd/posts/pfbid0HF2EyBLFzjCeY7fubT5ptESF2gbDUQ9xUi8PpvAP369miPfzgkrhu7kqFQfdQXFvI</a>
09/03/2023	Facebook	Mesto Roznov	<a href="https://www.facebook.com/mesto.roznovpodradhostem/photos/pb.100064537246174.-2207520000/6102690629753157/?type=3&amp;locale=cs_CZ">https://www.facebook.com/mesto.roznovpodradhostem/photos/pb.100064537246174.-2207520000/6102690629753157/?type=3&amp;locale=cs_CZ</a>
20/03/2023	Facebook	Mesto Roznov	<a href="https://www.facebook.com/mesto.roznovpodradhostem/photos/pb.100064537246174.-">https://www.facebook.com/mesto.roznovpodradhostem/photos/pb.100064537246174.-</a>

			<a href="https://www.facebook.com/tvbeskyd/posts/pfbid02BNiqFD3Fvcbj4bb2Hmfh5e65229sA3CEXyZCDCcqTFrHtWJf3QE9LwSnhvABPT6wl">2207520000/6137824216239798/?type=3&amp;locale=cs_CZ</a>
26/03/2023	Facebook	TV Beskyd	<a href="https://www.facebook.com/tvbeskyd/posts/pfbid02BNiqFD3Fvcbj4bb2Hmfh5e65229sA3CEXyZCDCcqTFrHtWJf3QE9LwSnhvABPT6wl">https://www.facebook.com/tvbeskyd/posts/pfbid02BNiqFD3Fvcbj4bb2Hmfh5e65229sA3CEXyZCDCcqTFrHtWJf3QE9LwSnhvABPT6wl</a>
26/03/2023	Facebook	TV Beskyd	<a href="https://www.facebook.com/photo/?fbid=787069829563102&amp;set=pb.100047802765825.-2207520000">https://www.facebook.com/photo/?fbid=787069829563102&amp;set=pb.100047802765825.- <a href="https://www.facebook.com/photo/?fbid=787069829563102&amp;set=pb.100047802765825.-2207520000">2207520000</a></a>
28/11/2023	Facebook	Mesto Roznov	<a href="https://www.facebook.com/photo/?fbid=721713519989883&amp;set=a.612583464236223">https://www.facebook.com/photo/?fbid=721713519989883&amp;set=a.612583464236223</a>
28/11/2023	Facebook	Mesto Roznov	<a href="https://www.facebook.com/photo/?fbid=721713519989883&amp;set=a.612583464236223&amp;locale=cs_CZ">https://www.facebook.com/photo/?fbid=721713519989883&amp;set=a.612583464236223&amp;locale=cs_CZ</a>
29/11/2023	Facebook	TV Beskyd	<a href="https://www.facebook.com/tvbeskyd/posts/pfbid0t5WzoW3XvKV4grWPYschiQoTJsNMfCBbXZUu2hjeHeK6Ea1iYbqdJVXK5FRggAggl">https://www.facebook.com/tvbeskyd/posts/pfbid0t5WzoW3XvKV4grWPYschiQoTJsNMfCBbXZUu2hjeHeK6Ea1iYbqdJVXK5FRggAggl</a>
01/03/2024	Facebook	Mesto Roznov	<a href="https://www.facebook.com/reel/1568692273913270">https://www.facebook.com/reel/1568692273913270</a>

## Events

Roznov organised several events to reach out either to vulnerable households or to the general public. The wider public has been addressed by piggy-backing a big local event: during Earth Day in April 2024, a POWER UP stand attracted residents of all ages in a green setting. Visitors could discover and talk about energy efficiency and options to benefit from local renewable energy through serious games (quiz etc.).

*Table 9 – Local events for dissemination at Rožnov*

Type of activity	Date	Place	Topic	Organiser
Info meetings	29/11/23	Roznov	How to deal with energy	Roznov + SEMMO
Awareness event	26/04/2024	Roznov	Energy Savings and Renewables	City of Roznov



04

# **Local communication materials by UCSA (Italy) and its municipalities**

# Target groups

- Residents from selected apartment buildings
- Families in energy poverty situation
- Students and parents related to the selected local schools
- Local associations and non-profit stakeholders (such as CARITAS)
- Representatives of UCSA's Municipalities and other Municipalities included in same primary electrical cabin areas
- Other citizens and local SMEs

# Posters, leaflets, letters and roll ups

The Italian municipalities of UCSA together with the Sustainability Energy Agency AESE designed material including leaflets, flyers as well as targeted invitation letters to engage energy poor households and inhabitants of the municipalities of San Giuseppe Vesuviano and Palma Campania.



Figure 17 - Posters 70x100 for a workshop informing about the pilot scheme (one poster for Palma Campania, one for San Giuseppe)



Figure 18 - Leaflets 50x70 for workshops in Palma Campania and San Giuseppe informing about the pilot scheme

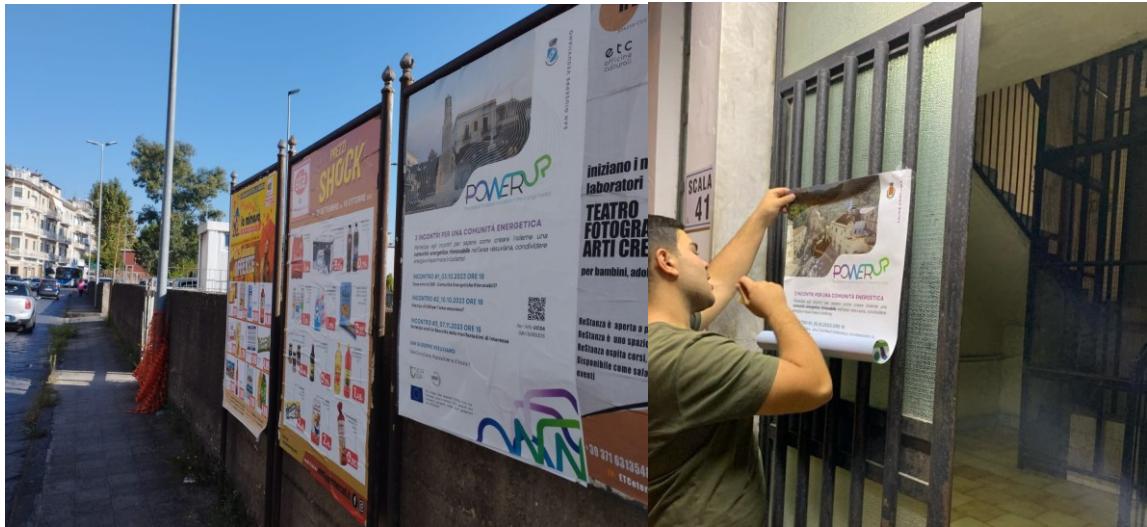


Figure 19 - Display of posters and leaflets in the municipal area.



**Comune di San Giuseppe Vesuviano**  
Città Metropolitana di Napoli  
C.A.P. 80047 – Piazza Elena d'Aosta, 1  
Codice Fiscale 84002990632 P.IVA 01549271219

Gentile cittadino/a,

Il Comune di San Giuseppe Vesuviano, in quanto parte dell'Ufficio Comune di Sostenibilità Ambientale – U.C.S.A., partecipa al Progetto finanziato dall'Unione Europea denominato "POWER UP: The catalyst for social innovation in the energy market". Questo progetto mira a sviluppare ed incrementare azioni volte alla riduzione e al contrasto della povertà energetica, e costituisce un'importante opportunità per i nostri territori.

**Cosa prevede il progetto?**

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. Proprio a queste ultime si rivolge il progetto, attraverso il loro coinvolgimento diretto in percorsi di partecipazione basati sulla collaborazione e la co-progettazione di soluzioni tecniche ed economiche per aiutarle nell'affrontare l'attuale crisi energetica e l'alto costo delle forniture. L'obiettivo è creare insieme alle famiglie, delle **Comunità Energetiche Rinnovabili (C.E.R.)** che possano apportare un beneficio economico costante e duraturo a favore di tali famiglie, aiutandole e sostendendole in una migliore gestione delle risorse energetiche.

Nell'area dei Comuni che fanno parte dell'U.C.S.A. il progetto partirà con due sperimentazioni in quello di **San Giuseppe Vesuviano** e **Palma Campania**. Nel **Comune di San Giuseppe Vesuviano** sono stati selezionati 3 edifici, in uno dei quali Lei risiede, come strutture di parenza. Dopo la prima fase di contatto e illustrazione degli obiettivi del progetto, si passerà poi, con le famiglie che vorranno partecipare, a quella di co-creazione del progetto finalizzato alla definizione di un modello di auto produzione di energia rinnovabile per una maggiore indipendenza ed efficienza energetica.

**Gli incontri**  
Nei comuni di **Palma Campania** e **San Giuseppe Vesuviano** saranno realizzati: due workshop (in allegato i volantini con le date), che si comporranno di 3 incontri così articolati:

- **INCONTRO #1:** divulgazione del progetto POWER UP, primo avvicinamento al tema CER

This project has received funding from the European Union's Horizon 2020 research and innovation program under Grant agreement No. 10033940



**COMUNE DI PALMA CAMPANIA**  
Città metropolitana di Napoli  
Via Municipio, 74 – p.via 01245471212; codice fiscale 00622770061  
e-mail: protocollo@comune.palmacampagna.na.it – pec: protocollo@pec.comunepalmacampagna.it

Gentile cittadino/a,

Il Comune di Palma Campania, in quanto parte dell'Ufficio Comune di Sostenibilità Ambientale – U.C.S.A., partecipa al Progetto finanziato dall'Unione Europea denominato "POWER UP: The catalyst for social innovation in the energy market". Questo progetto mira a sviluppare ed incrementare azioni volte alla riduzione e al contrasto della povertà energetica, e costituisce un'importante opportunità per i nostri territori.

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Nell'area dei Comuni che fanno parte dell'U.C.S.A. il progetto partirà con due sperimentazioni in quello di **San Giuseppe Vesuviano** e **Palma Campania**. Nel **Comune di Palma Campania** sono stati selezionati 3 edifici, in uno dei quali Lei risiede, come strutture di parenza. Dopo la prima fase di contatto e illustrazione degli obiettivi del progetto, si passerà poi, con le famiglie che vorranno partecipare, a quella di co-creazione del progetto finalizzato alla definizione di un modello di auto produzione di energia rinnovabile per una maggiore indipendenza ed efficienza energetica.

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Nei comuni di **Palma Campania** e **San Giuseppe Vesuviano** saranno realizzati: due workshop (in allegato i volantini con le date), che si comporranno di 3 incontri così articolati:

- **INCONTRO #1:** divulgazione del progetto POWER UP, primo avvicinamento al tema CER

This project has received funding from the European Union's Horizon 2020 research and innovation program under Grant agreement No. 10033940



Gentile Assessore,

con la presente le vogliamo presentare il Progetto POWER UP: The catalyst for social innovation in the energy market che mira a sviluppare ed implementare azioni di mitigazione e di contrasto alla povertà energetica, con la speranza che possa essere di suo interesse partecipare a quello che crediamo possa essere un'importante opportunità per i nostri territori.

**Perché un progetto sulla povertà energetica?**

Sono circa 50 milioni gli europei che vivono situazioni di povertà energetica: un numero preoccupante che richiede soluzioni innovative stringenti ed urgenti.

Il progetto POWER UP s'inscrive in questo scenario con l'obiettivo di promuovere l'emergere di attori che diventino i protagonisti del mercato energetico locale e che favoriscano l'emergere dei bisogni di famiglie cittadine e cittadini che vivono situazioni di vulnerabilità economica e di povertà energetica, attraverso un loro coinvolgimento diretto nella co-progettazione di nuovi modelli di governance di produzione e gestione di energia da fonti rinnovabili.

**Chi sono i destinatari diretti di POWER UP?**

Il Progetto europeo Power Up si fonda sull'idea che promuovendo e diffondendo la produzione di energia da fonti rinnovabili si possa anche apportare benefici economici, sociali ed ambientali ai territori e, in particolare, alle famiglie più vulnerabili. Proprio a queste ultime si rivolge il progetto che, attraverso un coinvolgimento diretto, intende attivare percorsi partecipativi, basati sulla collaborazione e la co-progettazione di soluzioni alla crisi energetica.

**In quali città e paesi si sviluppa il progetto?**

Il Progetto è coordinato da *Energy Cities*, un'associazione che riunisce rappresentanti di autorità locali provenienti da 30 paesi dell'Unione Europea, coinvolti nella transizione energetica. I progetti pilota saranno sperimentati e implementati in sei paesi europei: Eeklo (Belgio), Heerlen (Paesi Bassi), Valencia (Spagna) e Skopje (Macedonia del Nord), nonché nell'area campana di UCSA (Italia) e Rožnov pod Radhoštem, nella Repubblica Ceca. Per quel che riguarda il territorio italiano, la sperimentazione coinvolge l'**area Campania di UCSA**. In particolare, sono state



Gentile cittadino,

con la presente le vogliamo presentare il Progetto POWER UP: The catalyst for social innovation in the energy market che mira a sviluppare ed implementare azioni di mitigazione e di contrasto alla povertà energetica, con la speranza che possa essere di suo interesse partecipare a quello che crediamo possa essere un'importante opportunità per i nostri territori.

**Cosa prevede il progetto?**

Il Progetto europeo Power Up si fonda sull'idea che promuovendo e diffondendo la produzione di energia da fonti rinnovabili si possa anche apportare benefici economici, sociali ed ambientali ai territori e, in particolare, alle famiglie più vulnerabili. Proprio a queste ultime si rivolge il progetto che, attraverso un coinvolgimento diretto, intende attivare percorsi partecipativi, basati sulla collaborazione e la co-progettazione di soluzioni alla crisi energetica.

Nell'area Campania di UCSA, saranno realizzati dei workshop con la cittadinanza. In particolare, sono state selezionate due aree localizzate nei comuni di San Giuseppe Vesuviano e Palma Campania. In ciascuna di queste aree sono stati selezionati 3 edifici di edilizia popolare come luoghi di parenza. Dopo la prima fase di engagement e condivisione degli obiettivi di progetto con le famiglie coinvolte, si passerà al processo di co-creazione finalizzato alla definizione di un modello di produzione di energia rinnovabile che sia garanzia di una maggiore efficienza energetica per i cittadini e le cittadine.

**Il workshop nell'area di UCSA**

Nei comuni di **Palma Campania** e **San Giuseppe Vesuviano** saranno realizzati due workshop (in allegato i volantini con le date), che si comporranno di 3 incontri così suddivisi:

1. **INCONTRO #1:** divulgazione del progetto POWER UP, presentazione della iniziativa di CER del Comune, e azioni di risparmio energetico – la gestione dell'energia a casa.
2. **INCONTRO #2:** divulgazione del progetto POWER UP, presentazione della iniziativa di CER del Comune, e azioni di risparmio energetico – bollette e mercati.
3. **INCONTRO #3:** presentazione del portale di offerte Luce e Gas e dello Sportello Consumatore, e raccolta delle manifestazioni per aderire alla CER Comunale

L'obiettivo del workshop, oltre ad essere di tipo operativo, consiste non solo in una

Figure 20 -Invitation letters to join the energy community were addressed to citizens and city councillors as of 2023

The invitation letters were either hand-delivered or placed directly in the mailboxes of the buildings where the people we had previously identified as the 'target group' lived, ensuring they effectively reached the intended recipients.



Figure 21 - Delivering invitation letters to the target group's mailboxes.



Figure 22 - Roll-up created for the October 2023 events, displaying the titles of the meetings and a summary of their topics.

## Radio/Video

UCSA had not yet produced any radio or video content, as they were waiting for the official establishment of the REC. Once it is formally constituted, they will proceed with the development of these materials, which are planned for completion within the first half of 2025.

## Articles in media

Pilot partners in the South of Italy went for press coverage in printed local and regional newspapers. UCSA's planned launch of the energy community was communicated to journalists during a press conference and through personal emailing and was thereby promoted via the local media (one example below). All published articles for UCSA pilot are available [here](#).



Figure 23 - Publication in Gazzetta di Napoli on 12 April 2024

The screenshot shows a news article from the website ReteneWS24. The title is "Progetto POWER UP presentazione al Comune di San Giuseppe Vesuviano". The article includes a photo of three elderly men, a photo of a surgeon, and a quote from a doctor. It also features a sidebar with related news items.

Figure 24 - Article announcing a press conference around POWER UP, 15 April 2024

The screenshot shows a news article from the website il Fatto Vesuviano. The title is "San Giuseppe, Palma, San Gennaro e Striano: prima comunità energetica del Vesuviano: i vantaggi". The article includes a photo of a meeting and a quote from a local official.

Figure 25 - Article announcing the first energy community to come, 19 April 2024

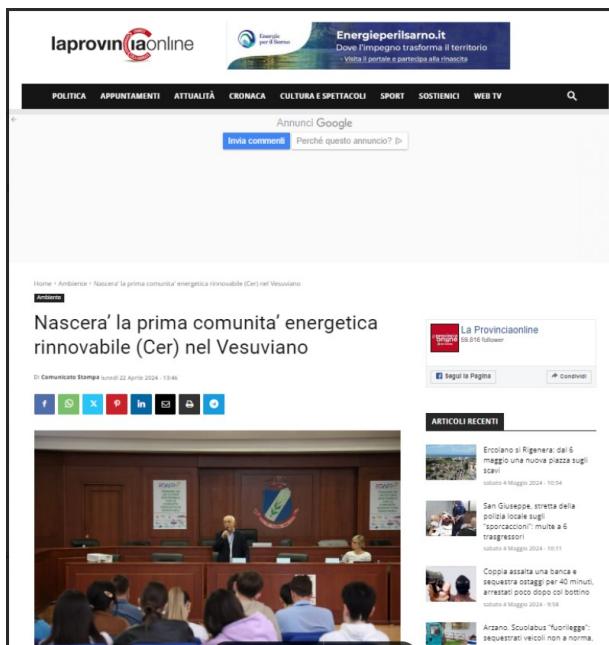


Figure 26 - Article in La Provincia Online from 22 April 2024



Figure 27 - Article in Metropolis published on 23 April 2024

*Table 10- Summary of articles published in local media for the dissemination of the Campania pilot*

Date of publication	Title of article	Key message	Source	Type of source
02/10/2023	Progetto POWER UP comunità energetiche rinnovabili UCSA	The Power Up Project launches Renewable Energy Communities (RECs) in the Vesuvian territories of UCSA.	Il Gazzettino Vesuviano Ottopagine.it	Local newspaper
01/12/2023	Nasce la prima Comunità Energetica Rinnovabile dell'Area Vesuvio Est, nei territori dell'Ufficio Comune per la Sostenibilità Ambientale – UCSA	The Mayors of UCSA's Municipalities decided that they wanted to establish a REC together. Citizens who want to participate in a co-planning process and entry into the CER can also express their interest.	Vesuvianonews Report Magazine	Local Newspaper
02/12/2023	Nasce la prima Comunità Energetica Rinnovabile dell'Area Vesuvio Est	The Mayors of UCSA's Municipalities decided that they wanted to establish a REC all together. Citizens who want to participate in a co-planning process and entry into the CER can also express their interest.	Teleradio News TerranostraNews	Local Newspaper
02/12/2023	Progetto Power Up, al via le Comunità Energetiche Rinnovabili (CER) nei territori vesuviani dell'UCSA	The Mayors of UCSA's Municipalities decided that they wanted to establish a REC all together. Citizens who want to participate in a co-planning process and entry into the CER can	Gazzetta di Napoli	Local Newspaper

		also express their interest.		
02/12/2023	Vesuviano. Power Up: creazione di Comunità Energetiche Rinnovabili	Presentation of the project	Agro24	Local website
30/09/2024	A San Giuseppe Vesuviano e Palma Campania incontri con i cittadini per la Comunità energetica rinnovabile "VESUVIO EST"	In San Giuseppe Vesuviano and Palma Campania meetings with citizens for the renewable energy community "VESUVIO EST".	Comune San Giuseppe website	Website of municipality
30/09/2024	A San Giuseppe Vesuviano e Palma Campania incontri con i cittadini per la Comunità energetica rinnovabile "VESUVIO EST"	In San Giuseppe Vesuviano and Palma Campania meetings with citizens for the renewable energy community "VESUVIO EST".	Comune Palma Campania	Website of municipality
30/09/2024	cinque-incontri-tra-palma-e-san-giuseppe-per-incentivare-la-comunita-energetica-rinnovabile-vesuvio-est	Five meetings between Palma and San Giuseppe to promote the "Vesuvio Est" renewable energy community	Il Papagallo	Local online newspaper
1/10/24	a-palma-campania-e-san-giuseppe-vesuviano-al-via-gli-incontri-con-i-cittadini-per-la-comunita-energetica-rinnovabile-vesuvio-est	In Palma Campania and San Giuseppe Vesuviano are starting the meetings with citizens for the renewable energy community "Vesuvio Est"	Il Monito	Local online newspaper
30/9/24	a-palma-campania-e-san-giuseppe-vesuviano-al-via-gli-incontri-con-i-cittadini-per-la-comunita-energetica-rinnovabile-vesuvio-est	In Palma Campania and San Giuseppe Vesuviano are starting the meetings with citizens for the renewable energy community "Vesuvio Est"	Co-Municare	Local online newspaper
16/10/24	a-palma-campania-e-san-giuseppe-	In Palma Campania and San Giuseppe	SudeNord	Local online newspaper

	vesuviano-workshop-pubblici-contro-la-poverta-energetica	Vesuviano public workshops against energy poverty		
16/10/24	a-san-giuseppe-v-e-palma-campania-i-cittadini-si-incontrano-per-la-comunita-energetica-vesuvio-est	In San Giuseppe V. and Palma Campania citizens meet for the Energy Community "Vesuvio Est"	Bi News	Local online newspaper
16/10/24	comunita-energetiche-rinnovabili-incontri-a-palma-campania-e-s-giuseppe-vesuviano	Renewable Energy Communities, meetings in Palma Campania and S.Giuseppe Vesuviano	Gazzetta di Napoli	Local newspaper
12/04/2024	SAN GIUSEPPE VESUVIANO - PRESENTAZIONE DEL PROGETTO "POWER UP"	Presentation of meeting	Informazione.campania	Local website
12/04/2024	Comunità energetiche rinnovabili, presentazione del Progetto Power Up martedì 16 a San Giuseppe Vesuviano	Presentation of meeting	Gazzetta di Napoli	Local newspaper
15/04/2024	Progetto POWER UP presentazione al Comune di San Giuseppe Vesuviano	Presentation of meeting	Retenews24	Local website
19/04/2024	Nascera' la prima comunita' energetica rinnovabile (Cer) nel Vesuviano	Summary of meeting	LaProvinciaOnline Report Magazine	Local newspaper Local website
19/04/2024	San Giuseppe, Palma, San Gennaro e Striano: prima comunità energetica del Vesuviano: i vantaggi	Summary of meeting	Il Fatto Vesuviano	Local newspaper
22/04/2024	Nascerà la prima comunità energetica nel vesuviano: a San Giuseppe Vesuviano l'incontro tra i partner	Summary of meeting	Il Mediano	

23/04/2024	Prima comunità energetica rinnovabile nel Vesuviano	Summary of meeting	Metropolis	Local website
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## Website(s)

Own media such as a local authority's or local organisation's corporate website are often first-choice platforms: They are established communication supports for the local population, they are easy to handle and, most often, they come with a trust bonus being linked to the local organisation. UCSA municipalities and other POWER UP pilots used them to centralise key information, to publish calls-to-action or save-the-dates.

Figure 28 - Website of the municipality of Palma Campania promoting a POWER UP meeting in 2023

## Social media

To reach, engage and broaden one's community, social media is a great communication channel. They also present a unique opportunity to get up close and personal with one's audience. In the areas covered by the POWER UP project, communication was mainly pushed through Facebook and X and to a smaller extent through LinkedIn and Instagram like UCSA.

The different social media channels were used in two ways: either by publishing posts or creating events.



Figure 289 - Instagram post inviting people to join a local POWER UP event in 2023 in Palma Campania



Figure 30 - Posts on the Comune di Parma Campania Facebook account to engage energy poor households and inhabitants of the pilot areas

*Table 11 – Summary of the social media posts disseminating the pilot activities.*

Date of post	Social media	Account	Link to post
28/09/2023	Facebook	Municipality of San Giuseppe Vesuviano	<a href="https://www.facebook.com/photo/?fbid=710201807800603&amp;set=pcb.710203581133759">https://www.facebook.com/photo/?fbid=710201807800603&amp;set=pcb.710203581133759</a>
02/11/2023	Facebook	Municipality of San Giuseppe Vesuviano	<a href="https://www.facebook.com/100064323716270/posts/pfbid0yC5TNcPS4vCqirieG56EhoNvHPnRAnsTDeHbXU3zvtT7rMLpsuGGXX2t9aP59rcl/">https://www.facebook.com/100064323716270/posts/pfbid0yC5TNcPS4vCqirieG56EhoNvHPnRAnsTDeHbXU3zvtT7rMLpsuGGXX2t9aP59rcl/</a>
02/11/2023	Facebook	Municipality of Palma Campania	<a href="https://www.facebook.com/story.php?story_fbid=pfbid0wXyNWGDm77MAJ7CDoUY5bfGc48B1yax9kXVWXnc6JefCNbamqnGDKqFTuxSokGI&amp;id=100080086117655&amp;paipv=0&amp;eav=AfYWO3h88bJbU0jFlfil4M3EB7wfrLAPDZG5mieRjv6AU7mztjkoUcwbuEllknqJKk&amp;_rdr">https://www.facebook.com/story.php?story_fbid=pfbid0wXyNWGDm77MAJ7CDoUY5bfGc48B1yax9kXVWXnc6JefCNbamqnGDKqFTuxSokGI&amp;id=100080086117655&amp;paipv=0&amp;eav=AfYWO3h88bJbU0jFlfil4M3EB7wfrLAPDZG5mieRjv6AU7mztjkoUcwbuEllknqJKk&amp;_rdr</a>
02/11/2023	Instagram	Municipality of Palma Campania	<a href="https://www.instagram.com/p/CzlofuHo66h/?igshid=MzRIODBiNWFIZA%3D%3D">https://www.instagram.com/p/CzlofuHo66h/?igshid=MzRIODBiNWFIZA%3D%3D</a>
02/11/2023	Instagram	Municipality of Palma Campania	<a href="https://www.instagram.com/p/Cx5SPJGoY7R/?img_index=1">https://www.instagram.com/p/Cx5SPJGoY7R/?img_index=1</a>

## Events

The different communication materials were used to attract participants to a series of events organise to disseminate the pilot and engage with vulnerable households at the Campania area.

*Table 12 – Summary of the local events and meetings at the Campania pilot*

Type of activity	Date	Place	Topic	Organiser
POWER UP Info meetings/workshops	03/10/2023	San Giuseppe Vesuviano	Renewable Energy Communities: what are they?	UCSA + AESS
Info workshops	05/10/2023	Palma Campania	Renewable Energy Communities: what are they?	UCSA + AESS

These two initial workshops aimed to introduce the Power Up project and explain the role of Renewable Energy Communities (RECs) in the energy transition. The sessions were targeted at residents of six selected social housing buildings, identified through the municipalities' social services as households experiencing energy poverty.

Municipal officials and social service representatives also supported the engagement process. Participants had the opportunity to express their interest in joining the REC co-design process.				
Info workshop	10/10/2023	San Giuseppe Vesuviano	REC: Feasibility studies and legal entities types	UCSA + AESS
Info workshop	12/10/2023	Palma Campania	REC: Feasibility studies and legal entities types	UCSA + AESS
These two workshops focused on presenting the conducted feasibility studies and the proposed REC models. The meetings were attended by local residents, municipal representatives, and civil servants, who explored different governance options for the REC, including associations and cooperatives. Expressions of interest were collected from attendees willing to participate in the future energy community.				
Info workshop	07/11/2023	San Giuseppe Vesuviano	Roadmap for the activation of the REC in the UCSA territory	UCSA + AESS
This last workshop gathered citizens, municipal representatives, and key stakeholders to present updated feasibility studies and simulations. The session outlined the action plan for launching the Renewable Energy Community in the UCSA territory. Discussions also focused on the formalization of the REC as an association and the next steps for its implementation.				

## Expression of interest call

In November 2023, the Municipality of San Giuseppe Vesuviano published a public notice inviting citizens to express their interest in the *CER Vesuvio Est* project, part of the *POWER UP* initiative. Approved by Municipal Resolution No. 168 on November 15, 2023, this notice aims to launch a participatory process for the creation of a Renewable Energy Community (CER) involving the municipalities of San Giuseppe Vesuviano, San Gennaro Vesuviano, Palma Campania, and Striano. The initiative promotes the shared production and self-consumption of renewable energy, fostering sustainable development and facilitating access to funding for eco-friendly energy projects.



**Comune di San Giuseppe Vesuviano**  
Città Metropolitana di Napoli  
Codice Fiscale 54002990532 P.IVA 01549271219  
SERVIZIO N. 05 - AMBIENTE - UFFICIO COMUNE PER LA SOSTENIBILITÀ AMBIENTALE - U.C.S.A.

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**AVVISO PUBBLICO**

**PER LA RACCOLTA DI MANIFESTAZIONI DI INTERESSE  
A PARTECIPARE ALLA COSTITUZIONE DI UNA COMUNITÀ ENERGETICA  
RINNOVABILE (C.E.R.) CONGIUNTA NEL TERRITORIO DEI COMUNI DI  
SAN GIUSEPPE VESUVIANO, SAN GENNARO VESUVIANO,  
PALMA CAMPANIA E STRIANO**

\*\*\*\*\*

Con il presente Avviso si informano tutti gli interessati, che con deliberazione di Giunta Comunale n. 168 del 15/11/2023 l'Amministrazione Comunale ha deliberato di approvare l'avvio di un percorso finalizzato alla costituzione di una Comunità Energetica Rinnovabile (C.E.R.) congiunta fra i Comuni di San Giuseppe Vesuviano, San Gennaro Vesuviano, Palma Campania e Striano, che compongono l'Ufficio Comune per la Sostenibilità Ambientale (U.C.S.A.) in linea con D. Lgs. 8 novembre 2021, n. 199, la Direttiva U.E n. 2018/2001 e dalle successive previsioni regolamentari attuative in materia.

**OGGETTO DELLA PROCEDURA**

Il presente Avviso è volto a favorire la costituzione di una comunità energetica rinnovabile per la promozione e lo sviluppo della produzione e dell'autocombinazione di energia da fonti rinnovabili nel territorio dei Comuni aderenti all'U.C.S.A. (San Giuseppe Vesuviano, San Gennaro Vesuviano, Palma Campania e Striano) ed è teso, altresì, ad accedere ai contributi per la valorizzazione e l'utilizzo delle fonti rinnovabili elettriche e termiche che verranno messi a disposizione a livello nazionale e regionale.

**PREMESSE**

- nel novembre 2016, la Commissione Europea ha presentato un pacchetto di proposte, denominato "*Clean Energy for all Europeans Package*" (CEP), con l'intento di contribuire a realizzare gli impegni assunti dall'Unione Europea con l'Accordo di Parigi del 2015. Particolare rilevanza assumono la Direttiva 2018/2001 (che introduce le "Comunità Energetiche Rinnovabili") e la Direttiva 944/2019 (che definisce le "Comunità Energetiche dei Cittadini");

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Pagina 1

Figure 31 - Public notice for the establishment of a joint Renewable Energy Community (C.E.R.) in the municipalities of San Giuseppe Vesuviano, San Gennaro Vesuviano, Palma Campania, and Striano.

05

# Local communication materials by Valencia (Spain)

# Target groups

- Residents from neighborhoods where energy vulnerability is most acute
- Participants from the WELLBASED project (energy poverty & health)
- A specific age category or socio-economic category: single parents, unemployed, retired people, large families with low income
- Owners of SMEs
- Energy office users or people having asked for information on the topic
- People already in contact with NGOs and community activities that can be related to the discussed topics

# Posters

In Valencia, posters were certainly the most eye-catching, both through their creative design and some innovative ways to display them in areas visited by residents. In a powerful communication campaign that was implemented between February and May of 2024, big posters were hung up in public space, combined with large social ad stickers in buses (and digital displays). They used a personalised narrative, using real persons and names that really created a buzz on the services offered. They allowed residents to identify with the poster characters and thereby respond more easily to the call-to-action. Each communication item aimed at attracting households to Valencia's One-Stop-Shop, the "Energy Office", with a special focus on the "Right to Energy" message.

*Table 13 – Summary of posters used in Valencia*

Date of display	Main message
Between January and May 2024	<p>Attract households to the OSS so they can eventually join the PowerUp schemes</p> <p>2 different visuals:</p> <p>The first poster was prepared for a specific event, our annual Right to Energy event, the second one (with a much wider scope) is the same than for the public transport campaign</p>

# JORNADA PEL DRET A L'ENERGIA

Dimarts, 20 de febrer de 2024 - 09.30h  
Las Naves · Carrer Joan Verdaguer, 16 · València

INSCRIPCIÓ  
GRATUITA



Tel. 961 061 582

ESCANEA  
PER INSCRIURET

Ajuntament de València | Valencia Climà i Energia | LAS NAVES | Oficina de l'Energia | POWER UP

Figure 32 - Poster displayed in Valencia to attract interested citizens to the new energy scheme



Figure 29 - Rafa saves 400 EUR per year" poster displayed at the Energy Office in Valencia



Figure 304 - Large posters in the public space of Valencia

The POWER UP logo and disclaimer are clearly shown on the bottom of the poster designs.

## Leaflets and guides

As part of the larger communication campaign in Valencia, different materials have been designed including leaflets and information sheets. Leaflets for the dissemination and promotion of RECs and available mentoring services from OSS were produced. Finally, an informative sheet was disseminated to help with a first recruitment phase of participants for the cemeteries project (public service scheme) during the summer of 2024.

*Table 14 – Summary of leaflets and guides used for local dissemination in Valencia pilot*

Date of publication	Main message	Format
October 2023	What is an Energy Community, services from the OSS	2 pages leaflet A3
October 2023	How to create an Energy Community, Step by Step Guide	3 pages document A4

**¿Qué es una Comunidad Energética?**

Las Comunidades Energéticas buscan empoderar a la ciudadanía para que participen activamente en la Transición Energética produciendo, gestionando y utilizando energía renovable de proximidad. Se trata de promover una transición democrática y justa, que no solo descarbonice las ciudades, sino que promueva la colaboración energética.

Si tu consumo eléctrico medio anual es de unos 3.500 kwh (hogar tipo), puedes resultar muy interesante realizar una inversión en una instalación fotovoltaica compartida:

**CON UNA INVERSIÓN DE 700 € Y LA PARTICIPACIÓN DE 0,5 kWp DE INSTALACIÓN, PODRÁS RECUPERAR LA INVERSIÓN EN MENOS DE 5 AÑOS PARA UNA INSTALACIÓN QUE DURA 25 AÑOS.**

**Además existen ayudas, que amortizarán más rápidamente tu inversión.**

La modalidad compartida es la opción más rentable, ya que a menor coste permite un máximo aprovechamiento de la producción de energía.

**BUSCA O CREA LA COMUNIDAD ENERGÉTICA DE TU BARRIO.**

**Y recuerda que las CEL's van más allá de compartir energía**

- Promoviendo la inclusión de hogares en vulnerabilidad energética en vuestros proyectos.
- Trabajando en red con otras CELs para aprender, compartir experiencias y emprender proyectos conjuntos.
- Impulsando una junta directiva igualitaria.

**Actividades gratuitas**

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96.106.15.82

**OFICINA JOSÉ MARÍA HARO**  
CALLE JOSÉ MARÍA HARO SALVADOR, 9-11  
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(CHALET, PARQUE DEL OESTE)  
46018 VALENCIA

**OFICINA MERCADO DE TORREFIEL**  
SANTO DOMINGO SAVIO, 77  
46019, VALENCIA

<https://climaenergia.com/es/oficina/>

**¿Cómo crear una Comunidad Energética Local (CEL) en Valencia? Paso a paso.**

Las Comunidades Energéticas buscan empoderar a la ciudadanía para que participen activamente en la Transición Energética produciendo, gestionando y utilizando energía renovable de proximidad. Se trata de promover una transición democrática y justa, que no solo descarbonice las ciudades, sino que promueva la colaboración ciudadana y la transformación social.

TE FACILITAMOS UN PEQUEÑO GUÍA PARA QUE CONOZCAS DE MANERA GENÉRICA LOS PASOS A SEGUIR.

**1.Germen de la CEL**

1.1 Constituyó el grupo motor de la Comunidad Energética que liderará todo el proceso, formado con un mínimo de cinco personas, aunque ideal serían diez. Tendrá el interés en el barrio entre contactos y personas conocidas.

1.2 Buscad y contactad con propietarios/as de cubiertas públicas y privadas donde promover una instalación fotovoltaica. Los criterios óptimos para identificar una buena cubierta serían: localizar cubiertas grandes, bien soleadas, sin proyección de sombras y orientadas al sur para una mayor generación de energía de la instalación.

1.3 Haz una búsqueda de las ubicaciones en Geoportal del Ayuntamiento de Valencia (<https://geoportal.valencia.es/home/>) (en el área de Urbanismo) para conocer las circunstancias urbanísticas del edificio dentro del Plan General de Ordenación Urbánistica.

1.4 Solicita a la Oficina de la Energía el Estudio de posibilidades para la instalación fotovoltaico para viviendas y/o comercios y usos comunes de la comunidad de propietarios.

**2.Creación de la CEL**

2.1 Declid vuestra forma legal (Asociación, cooperativa, otra) y preparad la documentación correspondiente. Es necesario que realicéis el registro de la asociación o cooperativa en los organismos oficiales, así como la apertura de una cuenta bancaria para el funcionamiento de la misma.

2.2 Informad, evalúad y solicita las ayudas y bonificaciones fiscales que haya disponibles.

2.3 Desarrollad vuestro reglamento de régimen interno y el modelo de participación (inversión, entrada, salida, contratos, etc.) en las instalaciones de autoconsumo colectivo que gestionarás la CEL.

**3.Puesta en marcha de la CEL**

3.1 Realizad las gestiones para la puesta en marcha de las instalaciones, así como para su gestión y mantenimiento. Consultad la Oficina de la Energía para obtener más información.

3.2 Comunicad al barrio las condiciones

Notas: Recuerda: Según el RDL 23/2022 en su artículo 18, entre el punto de generación (barrio) se encuentra la instalación y los puntos de suministro (barrios socios de la CEL). Por tanto, si realizas una instalación en tu barrio, te recomendamos que la conectes a la red de tu barrio socio. Recuerda pedir utilizar Google Maps o OpenStreetMap.

De manera genérica si tu edificio es de tipo B1a (edificación abierta) no tiene ninguna restricción. Si tu edificio está protegido o tiene alguna afectación especie debes consultar a los servicios técnicos del Ayuntamiento.

**¡Te ayudamos!**

Nuestros servicios son gratuitos. <https://climaenergia.com/oficina/energia-renovable/>

Para asociaciones existen modelos en <https://www.gva.es/temas/creacion-de-asociaciones-para-la-creacion-de-espacios-de-creatividad-y-desarrollo-en-base-a-vuestro-proyecto-preparacion/>

En este link puedes consultar en <https://www.gva.es/temas/creacion-de-asociaciones-para-la-creacion-de-espacios-de-creatividad-y-desarrollo-en-base-a-vuestro-proyecto-preparacion/>

Consejugal con CEL's ya creadas. La Comisión Local Energética Castellón-Ciudad Real tiene documentos de consulta libre disponibles. <https://consejugalcastellon.org/>

Figure 31 - "What is an energy community?" First pages of the leaflet addressing Valencia residents.

As Valencia aims at encouraging citizens to set up an energy community, the city's Climate and Energy Agency produced a step-by-step guide to help people understand the process behind and encourage them to take first steps.

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**¡Te ayudamos!**

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Consejugal con CEL's ya creadas. La Comisión Local Energética Castellón-Ciudad Real tiene documentos de consulta libre disponibles. <https://consejugalcastellon.org/>

Figure 32 - Extract of Valencia's energy guide produced in October 2023

## Radio/Video

Valencia has not yet produced any radio or video content as it has not been considered the key media for the identified target groups.

## Articles in media

One article in the regional section of Europa Press was used to attract households to the scheme by promoting the new possibility brought by POWER UP.



Figure 33 - Article in the local Valencia section of EuropaPress in 2021

Table 15 – Article used for local dissemination in Valencia

Date of publication	Title of article	Key message	Source	Type of source
21/09/2021	Cien familias de València en situación de pobreza energética se beneficiarán del proyecto europeo POWER UP	Summary of the project	Las Naves 20 minutos La Vanguardia Europa Press	Las Naves website

## Website(s)

Valencia created a webpage in Spanish linked to the key pilot partner (<https://climaienergia.com/es/proyectos-tranformadores/power-up/>) to provide brief information about the project.

## Social media

Valencia pilot partners relied on their social media accounts to share information about the project activities.



Figure 8 - Post on X promoting the POWER UP models established in Valencia – February 2024

*Table 16 – Summary of social media posts related to Valencia pilot*

Date of post	Social media	Account	Link to post
20/02/2024	Twitter	València Innovation Lab	<a href="https://x.com/VLCILab/status/1760013969232720378">https://x.com/VLCILab/status/1760013969232720378</a>
03/04/2024	Twitter	València Innovation Lab	<a href="https://x.com/VLCILab/status/1775461507284738099">https://x.com/VLCILab/status/1775461507284738099</a>
04/04/2024	Twitter	València Innovation Lab	<a href="https://x.com/VLCILab/status/1775825130062491895">https://x.com/VLCILab/status/1775825130062491895</a>
16/04/2024	Twitter	València Innovation Lab	<a href="https://x.com/VLCILab/status/1780214126175785184">https://x.com/VLCILab/status/1780214126175785184</a>
17/04/2024	Twitter	València Innovation Lab	<a href="https://x.com/VLCILab/status/1780561763215221126">https://x.com/VLCILab/status/1780561763215221126</a>
21/06/2024	Twitter	València Innovation Lab	<a href="https://x.com/VLCILab/status/1804134225072795806">https://x.com/VLCILab/status/1804134225072795806</a>
26/06/2024	Twitter	València Innovation Lab	<a href="https://x.com/VLCILab/status/1806005001262616936">https://x.com/VLCILab/status/1806005001262616936</a>

## Events

The different communication materials attracted participants and were also used in a series of local events to disseminate the project activities and engage with households.

*Table 17 – Summary of local events held on Valencia*

Type of activity	Date	Place	Topic	Organiser	POWER UP contribution
Conference	27/3/2023	Valencia	Energy Transition Event	ImpactE (SME)	Mainly targeting local administrations and other interested stakeholders, the goal was to show the Valencia pilot POWER UP schemes to other

					municipalities and practitioners
Info meetings	27/4/2023	Valencia	Internal working session with Energy Communities from the city	VCE	Internal meeting to communicate about advancements in the preparation of public tenders to access municipal roofs, stating that inclusion of vulnerable households would be a key element
Conference	30/11/2023	Valencia	II Gathering of Energy Communities of the city of Valencia	VCE	Gather all Energy Communities in the city, and others, to facilitate exchange of knowledge and share the Power Up REC scheme
Conference	20/2/24	Valencia	Right to Energy event	VCE / VIC	Exposition of the advancements of the POWER UP Valencia pilot models, in the frame of a Right to Energy event

## Public transport campaign

Valencia ran a special campaign in public buses during the Right to Energy Week 2024. The digital displays in the vehicles were used to screen a short video. It used the same narrative as

the posters that were visible at the same time in the city: the campaign put Valencian residents and the promise to reduce one's energy bill in the spotlight. Below is an example of such a video that was spread to public transport users in Valencia.



Figure 34 - Screenshot of social ad video screened in Valencian buses

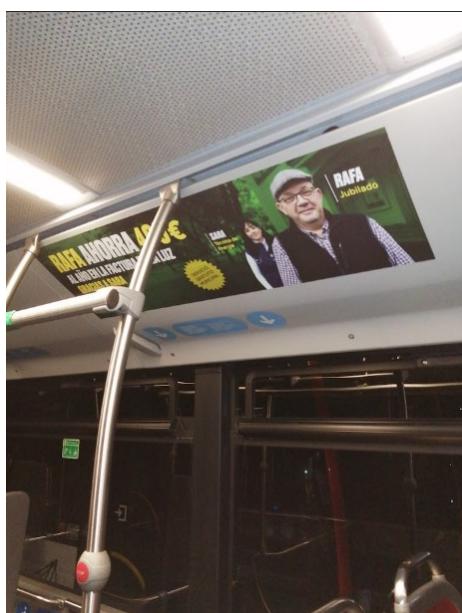


Figure 40 - Large sticker (social) advertisement in public bus, Valencia



06

# Conclusions

It's all in the combination of communication supports and in delivering these at the right time to the right people. Pilots used creativity and a big diversity of existing channels to reach out to those whose participation in the scheme is most relevant (see graph below).



	UCSA	Valencia	Roznov	Eeklo
<b>Print-based</b>				
Letters				
Leaflets/flyers				
Posters				
Guides				
Social ad stickers				
Print press				
<b>Digital</b>				
Websites/pages				
Social media				
Public digital displays				
Digital press				
Special interest channels				

Figure 41 - Overview of communication materials used by the POWER UP pilots

In the remaining project months, pilots will increase communication and may produce additional communication materials.

In addition to the mix of communication materials, the pilot's experience has taught some of the following communication learnings up to now:

- The pilot partners in Eeklo reported that even though the cost of living crisis has increased people's awareness and the POWER UP activities were largely promoted, the engagement and impactful outreach still remain a sensitive point that continuously needs attention in the project.
- Effective communication requires the involvement of different stakeholders, e.g. in Eeklo these were amongst others the Ecopower customer service, who collaborates on this matter with the Eeklo social department.

- Communication approaches like in Valencia based on personalized messages using characters close to the target group as well as high visibility in the public space have a higher potential to attract people.

For insights into how the POWER UP project communicated at EU level, you may have a look at the Report on Communication and Dissemination Activities (Deliverable 7.3) that was published in November 2023. The report is available [in the POWER UP library](#).

Social marketing of the POWER UP energy schemes is still ongoing as the project runs until 2025. The full summary of how the different communication campaigns went in the pilots, successes and learnings will be shared in an upcoming report.



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



#EUPowerUp #socialenergyplayers



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