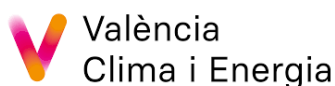




Report on communication and dissemination activities



Authors:

Miriam Eisermann with input from POWER UP pilots

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Executive summary and purpose of this report

The POWER UP project started in 2021 shortly before energy poverty became a highly political topic through the energy crisis. It was launched with the premise that regional and local public authorities have a strong role to play in fighting energy poverty through long-term measures. That is why the overall objective of POWER UP is to guide public authorities, especially those closest to the citizens in need, in the creation of local energy market players with a social agenda. The mission of POWER UP is not only to show that this is possible, but also to encourage others to follow in the footsteps of its four pilot cases and measures carried out by the two observers.

A first version of this deliverable covered the period 1st September 2021 – 28th of February 2023. This present update also includes the activities during RP2 and RP3, i.e. 01/03/2023 till 31/12/2025. It sums up the **communication and dissemination activities at EU, national and regional levels (in line with the project's Task 7.3 'Dissemination activities at national and EU levels')**. It **excludes all communication activities that were carried out in the framework of WP5 or WP6**, i.e. with the very local objective to mobilise vulnerable households and communities and to raise awareness on energy optimisation measures.

For a start, we also explain how we framed the message to bring the topic into the minds of stakeholders of all kinds (lawmakers, local leaders and citizens) to maximize impact.

ABOUT POWER UP

The four POWER UP pilots (in Belgium, Spain, Czechia and Italy) explored business opportunities for energy efficiency services and renewables that benefit people in energy poverty. They co-designed those services together with the most vulnerable, involving them at an early stage. The project is co-funded by the EU H2020 program and ran from 2021 until 2025. Towns in North Macedonia (supported by MPPS) and the City of Heerlen in The Netherlands acted as observers and prepared themselves to adapt pilot approaches as replicators.

The project was coordinated by Energy Cities and supported by University of Manchester, the Belgium cooperative Ecopower and business experts from Sinloc.

www.socialenergyplayers.eu



01

Framing the debate around social energy services

1.1

Objectives

The POWER UP project started shortly before energy poverty became a highly political topic. It was launched with the premise that regional and local public authorities have a strong role to play in fighting energy poverty through long-term measures. That is why the overall objective of POWER UP was to encourage cities to invest in renewable energy or energy efficiency for the benefit of the most underserved consumers.

Dissemination was meant to encourage public authorities across Europe, especially those closest to the citizens in need, to embark on the creation of local energy market players with a social agenda. The promotion of POWER UP was not only to show that this is possible, but also to encourage others to use the experience of the pilots and observers as a blueprint for their own local activities of that kind.

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

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

1.2

The POWER UP pilot schemes

In total six pilot models were developed in four locations across Europe: Eeklo (Belgium), in the Campania area (Italy), Rožnov pod Radhoštěm (Czech Republic) and Valencia (Spain). Their city-driven business schemes cover a broad range of energy activities: from an inclusive energy cooperative over municipal one-stop-shops to collective self-consumption on public residential and other buildings. All models are described in the [POWER UP Brochure](#), available in 7 languages.

In POWER UP, inclusive involvement meant engaging vulnerable households from the outset with a structured co-creation process. The four pilot sites (Valencia, Rožnov pod Radhoštěm, Eeklo and Campania area) organised a series of three to six workshops with local vulnerable households to determine how the designed renewable energy model would fit people's needs and could benefit them most.

Furthermore, in North Macedonia and The Netherlands, built capacity around energy efficiency and renewable energy was built amongst stakeholders in the country and learnings from the project were shared with them.



Figure 1 - Map with POWER UP pilot and observer areas

1.3

Which debate did we wanted to feed into and what for?

- “Leave no one behind” must remain central in Europe’s decarbonization efforts. The European Union has a critical role to play in achieving this overarching goal, at least in European Member States. The ‘Clean Energy for All Europeans’ Package with initiatives such as the Renewable Energy Directive, the Electricity Market Directive, but also the more recent Social Climate Fund regulations were key in this process.
- These policy developments and the equity gap of the energy transition have been very present in the public debate over the past years. And still 1) the energy market fails to protect disadvantaged people, 2) national governments are slow in reforming their legal framework and facilitating locally produced and shared energy and 3) structural solutions to energy poverty are not scaled up enough. Many citizen energy cooperatives complain about a lack of diversity in their membership; retrofit housing programs are still not enough following the “worst first” principle and a collective self-consumption scheme is rarely launched by a group of people suffering from energy poverty due to other daily struggles.

Through extensive communication and dissemination activities, the POWER UP team wanted to provide evidence for very concrete, public-driven long-term solutions. The communication activities at EU and national levels (coordinated within the project’s work package WP7) were also meant to show that

- The services that were being designed by pilots are innovative and truly pioneering
- Policy gaps remain
- POWER UP learnings can serve others on energy poverty and communities



02

What messages did we
send out?

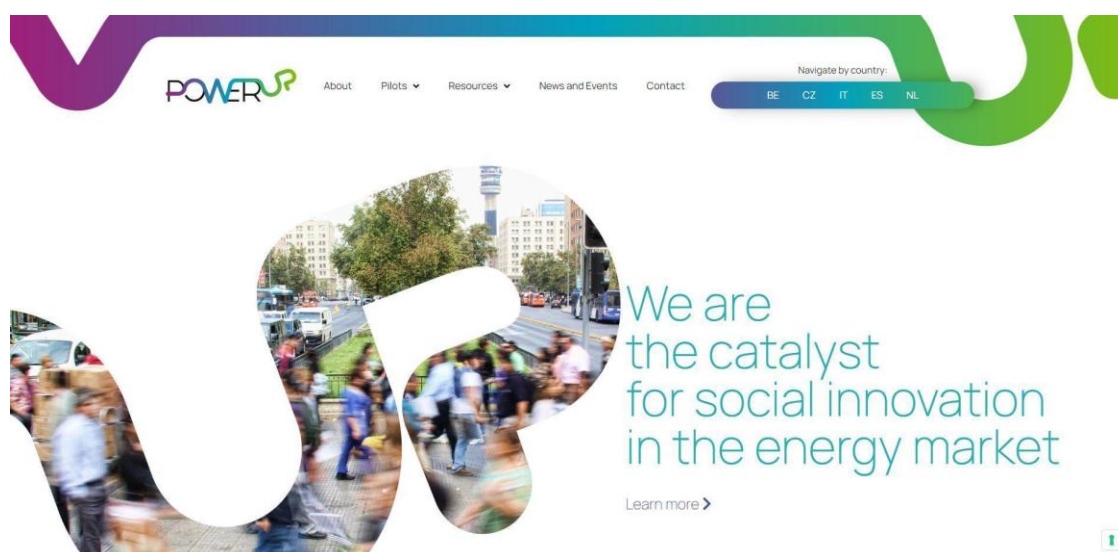


Figure 2 - Claim of the POWER UP project at the project website

As of the beginning POWER UP positioned itself through the claim: **“We are the catalyst for social innovation in the energy market”**. The messages for EU or national dissemination evolved along the different stages of the project:

- **Phase 1:** Energy poverty mitigation requires new inclusive energy services – POWER UP is working on it
- **Phase 2:** Regional and local public authorities should and can play a strong role in bringing together local people and organizations around RES and EE to fight energy poverty – POWER UP deliverables can help
- **Phase 3:** The POWER UP pilots have prototyped new social investment models at small scale: see what these are and learn from their approaches

Since 2021 we have widely shared them with enablers (e.g. local authorities, policymakers) and multipliers (e.g. from like-minded advocates of our cause or researchers to the general public).



03

How did we reach out to the EU-level stakeholders during the project lifetime?

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

As we want to create content of value to our audience, we put novel business models in the spot that could help households in energy poverty engage in energy efficiency measures and renewables production without bearing the financial investment risk.

In our national and EU-level communication we very much highlighted the pilot schemes. Our message is: if they can do it, in two very different geographic and cultural contexts, your city can do it! And while the energy services were under preparation, we promoted the different deliverables that the project produced and that documented much of the work in progress.

Throughout the project lifetime, WP7 leader Energy Cities made extensive use of its EU network to disseminate project activities and results to organizations, people, projects or coalitions. Important milestones such as deliverables or the Final Event and brochure, for example, were promoted to the following (non-exhaustive list) most often through personal emails: BEACON, CESS, FETA, Sun4All, LIFE Loop, SHINE, Marine Cornelis, RAPPEL network for French promotion, WELLBASED consortium, Right To Energy Coalition, Build Better Lives Coalition, POWER UP Consortium, SCEPA project, Comanage, Cooltorise, Covenant of Mayors, EPAH or Rescoop.eu.

Table 1 - Communication activities with planned targets & results status

Activities and products	Diffusion: Local, National, EU	Planned	Achievements
POWER UP! website (T7.2)	National / European	• At least 20,000 website visits • 40,000 pages viewed	• 4078 visitors • 9864 views on the project website socialenergyplayers.eu
Social media, including LinkedIn and Twitter (T7.3)	Local / National / European	• 300 posts with #POWERUP on Twitter	Social Media metrics do not allow for a quantification of hashtag uses. Due to political reasons, Energy Cities closed the Twitter account in 2024. The project hashtag has still been used in social media communication. We estimate at least 200 mentions of POWER UP in Social media posts as we can consider that at least all posts sent out by POWER UP consortium members contained POWER UP EU and many of them were spread as followers engaged with them: 84 at EU level, national posts: 20 in Belgium, 10 in Spain, 12 in Italy and additional 70 local posts.

Organisation of one EU capacity building workshop (T7.3)	European	• At least 50 participants	· 40 participants on 21 April 2022 in Brussels · 42 participants on 18 October 2023 in Modena · 17 participants on 23 June 2023 (workshop in parallel to EUSEW) · 40 participants on 26 June 2024
Presentation at events and webinars (T7.3)	Local / National / European	• 17 presentations at regional, national or European events • 3 European webinars and 6 national webinars with minimum 30 participants each	· 46 presentations in total at European events · 10 presentations at national/regional events · 3 European webinars and 5 national webinars with a total of 136 participants: 42 ES, 26 IT, 37 CZ, 21 BE, 9 NL
Articles (T7.3)	National / European	• 7–14 articles published, including at least one per partner in its national language	70 articles for an EU-wide audience and 50 at national levels in the pilot countries
Scientific production (T7.4)	National / European	• 1 scientific article published • 1 presentation at an academic conference	· 5 scientific articles published · 1 book chapter · 9 presentations at academic conferences
Brochure on setting-up social energy market players tackling energy poverty (T7.5)	National / European	• Brochure available in 7 national languages (FR, EN, NL, CZ, MK, ES, IT) • 1200 downloads from website	7 language versions available The brochure was uploaded on 19 November. We got 111 views in 3 weeks. Metrics data collection was out of order between 03/2023 and 08/24. However, we count 569 visits in the library section, which includes the brochure.

3.1

POWER UP Website

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

The **POWER UP** project's *News & Events* section chronicles the project's activities from early 2022 through the End of 2025. These posts that shared findings from reports, updates from local pilots, and invitations or insights from webinars and workshops were promoted on social media or through emailing to relevant stakeholders (EPAH, Right To Energy Coalition, etc.).

Table 2 - Summary of the news articles and events published on the project website (starting with most recent publications)

Project-related articles and events on project website: Title & description	Publication or event date(s)
2025	
"The poverty fix in 2026? What municipalities can expect from community energy and energy poverty policies" - an explainer article giving an outlook to policy developments in 2026 with POWER UP inspiration	10 Dec 2025
"How did it go? New report assessing the pilot activities around fair energy services" – a news story that presents the report summarizing results of pilot activities.	25 Nov 2025
"Heerlen in The Netherlands: Preparing the ground when projects stall" – article discussing the Dutch pilot in Heerlen.	28 Oct 2025
"New report calling for stronger support to inclusive energy communities – we agree!" – a news piece about a report recommending support for energy communities.	22 Oct 2025
"Lunch webinar in Flemish (6 Nov): Combating energy poverty in your municipality – Insights from Eeklo" – news post promoting a lunch-time webinar.	17 Oct 2025
"Let's talk about social energy business solutions in Barcelona, 4 Nov!" – announcement for a meeting at Fira Barcelona.	Event date: 4 Nov 2025
"Opening a window to energy communities in North Macedonia" – news article describing North Macedonian activities.	16 Oct 2025
"Join our POWER UP Final Event to see what comes next in policy and practice" – invitation to the project's final event.	Event date: 27 Nov 2025
"Communication as a gateway to trust: learning from local POWER UP approaches" – article summarising lessons from local projects.	8 Jul 2025
"Renewables for a really good cause" – news story about a renewable-energy initiative supporting social goals.	7 Jul 2025
"Webinar summary: Impact through Trust – Co-designing Energy Communities with Vulnerable Households" – follow-up article summarising a webinar.	27 Jun 2025
"Meet POWER UP in Brussels: 11 June session 'Is energy sharing possible? Empowering communities for inclusivity'" – event organised in Brussels.	Event date: 11 Jun 2025

"Missed the webinar on energy sharing with vulnerable households?" – short news post with a link to the webinar recording.	26 May 2025
"Find a capacity-building workshop in your country!" – announcement of workshops available in partner countries.	14 May 2025
"12/06 – POWER UP en la Jornada sobre Comunidades Energéticas" – event participation at a conference on energy communities.	Event date: 12 Jun 2025
"29/05 – Comunità Energetiche Rinnovabile: la condivisione dell'energia come opportunità per i territori della zona vesuviana" – Italian event on renewable energy communities.	Event date: 29 May 2025
"12/06 Netwerkconferentie: Spil in de wijk" – Dutch network conference event.	Event date: 12 Jun 2025
"22/05 – Energetická budoucnost obcí: komunitní přístupy a spravedlivá řešení" – Czech event on the energy future of municipalities.	Event date: 22 May 2025
"It won't be our wind turbines – it will be yours" – Eeklo creates a gateway to cheaper energy for vulnerable households – news about Eeklo's wind-turbine initiative.	12 May 2025
"Webinar: 'Impact through trust: Co-designing energy communities with vulnerable households'" – webinar announced for late June.	Event date: 27 Jun 2025
"How one Czech town is bringing solar energy to social housing" – news article about a Czech town's solar initiative.	16 Apr 2025
"Webinar 'More Than Just Renewables: The Social Impact of Energy Sharing'" – announcement of a webinar exploring the social impact of energy sharing.	Event date: 21 May 2025
"This isn't a short-term project, it's a 25-year commitment." – interview piece reflecting on long-term commitment to energy communities.	13 Mar 2025
"Community-driven solutions – country by country" – article highlighting how different countries implement energy communities.	28 Feb 2025
"Practical guidance for tenants and landlords with PV appetite" – news item offering guidance about solar PV.	26 Feb 2025
"Power to the People: policy changes for inclusive energy communities" – news article summarising policy recommendations.	26 Feb 2025

"Energy poverty is not a fatality! Renewables are one solution." – news article emphasising that renewable energy can tackle energy poverty.	4 Feb 2025
2024	
"Building an energy community in Italy – a rollercoaster story" – news post recounting the challenges of starting an energy community in Italy.	29 Nov 2024
Valencia's cemetery project amongst the 20 most influential projects of 2024 worldwide - news post about a ranking including Valencia's POWER UP initiative	17 Oct 2024
"Report on funding options for energy efficiency and energy community projects involving vulnerable people" – news about a report offering funding options.	19 Sept 2024
"The race against energy poverty, an Olympic challenge" – news story comparing energy poverty reduction to an athletic race.	4 Sept 2024
"We powered up the Grafting Cities Conference!" – article summarising the project's participation in a conference.	10 Jul 2024
"From cradle to grave: overcoming community energy challenges in cities" – event session addressing community energy challenges.	Event date: 26 Jun 2024
"Valencia, a 'fair transition' living lab" – article focusing on Valencia's work as a fair-transition living lab.	13 Mar 2024
"Flashback on an insightful conference about inclusive and empowering solutions" – news article reflecting on a previous conference.	25 Jan 2024
"Who benefits? – Evaluating impact on vulnerable tenants" – article evaluating impact on tenants.	13 Dec 2023
"Energy for the invisible citizen: take-ways from a workshop on energy poverty and energy justice" – news summarising a workshop's outcomes.	30 Oct 2023
"Latest EU guidance on energy poverty recognising importance of POWER UP" – article discussing EU guidance acknowledging the project's role.	30 Oct 2023

"Eeklo's social cooperative shares scheme recognised by European Social Innovation award" – news about recognition for a Belgian social cooperative.	13 Sept 2023
"Coping with energy poverty during summer" – article offering tips on managing energy poverty in summer.	31 Aug 2023
"Our contribution to Redistributing Power: How can Renewable Energy Communities relieve energy poverty" – article about the project's contribution to a report.	1 Aug 2023
"October 18th in Modena (Italy): Energy for the invisible citizen – in search for lasting renewable & fair solutions" – workshop announcement for Modena.	Event date: 18 Oct 2023
"Workshop 20/06 in Brussels: Inclusive energy services to fight energy poverty and empower citizens" – announcement of a workshop.	Event date: 20 Jun 2023
"Eeklo will make energy bills affordable again" – news article describing steps taken in Eeklo.	2 Mar 2023
"Valencia's pathway to involving energy poor people in the first energy community" – article about the participatory approach in Valencia.	13 Feb 2023
"How a national energy advice service could make a difference for people in need" – news on the role of national advice services.	24 Jan 2023
"As cost-of-living crisis mounts, latest report provides local data on energy poverty situation in 6 EU countries" – article reviewing a report on energy poverty.	9 Sept 2022
"New report on business models for poverty-alleviating and inclusive energy services" – article introducing a report on inclusive business models.	4 Jul 2022
"New report about those who will revolutionise the energy market" – article about a report on energy market innovators. Same article promoted in ENC newsletter - FR/EN	30 Jun 2022
"Alleviating energy poverty: Cooperatives as interlayers" – article on the role of cooperatives in alleviating energy poverty.	12 May 2022
2022	

“Energy Poverty Advisory Hub Conference – Moving Towards Energy Autonomy: How to Guarantee Social Inclusion” – conference in Zagreb discussing energy autonomy and social inclusion.	Event dates: 28–29 Jun 2022
“Webinar: Launch of the Covenant of Mayors – Europe pillar on energy poverty” – webinar launching the energy-poverty pillar.	Event date: 11 May 2022
“Co-designing energy services with/for vulnerable communities” – seminar on co-designing energy services.	Event date: 21 Apr 2022
“Gender Equality Could be a Step Towards Ending Energy Poverty” – news article about the link between gender equality and energy poverty.	8 Mar 2022
“How to create programs that improve health and eliminate energy poverty.” – webinar exploring health and energy poverty connections.	Event date: 30 Mar 2022
“International Energy Poverty Action Week” – series of events and discussions.	Event dates: 21–25 Feb 2022
“How six cities tap into the change potential of energy communities to tackle energy poverty” – news article describing early project activities; the article page confirms the date.	4 Feb 2022

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

Webinar posts	Publication Date
Impact & trust: Co-designing energy communities w/ vulnerable households – POWER UP webinar – 06/2025	27 June 2025
More than renewables. The social impact of energy sharing.	21 May 2025
Capacity-building webinar for Flemish stakeholders	6 Nov 2025
Capacity-building webinar for Czech stakeholders	7 Nov 2025
Capacity-building webinar for Spanish stakeholders	27 Oct 2025
Capacity-building webinar for Italian stakeholders	28 Oct 2025
Engagement with vulnerable households: how to co-create with them? POWER UP workshop for all	19 Sept 2022
POWER UP at the Right to Energy Forum – “Power to the people: Delivering energy justice through community energy”	26 Jan 2022

Websites of consortium partners for dissemination

Consortium members provided information on the project on their own website, most often in their own language. They linked it up with the project website, news or deliverables. The websites for a national audience by our pilots and observers are listed in the respective country sections below. Webpages that were published in English – and therefore fit for an EU-wide audience were the following:

- [SINLOC website](#)
- [Energy Cities website](#)
- University of Manchester with [a general presentation](#) and [a news](#)

Others are mentioned in the respective country sections below.

3.2

Articles and social media

3.2.1 EU dissemination articles

A total of 13 articles about the project were published for an EU-wide audience: 5 articles referring to the POWER UP project were published by Energy Cities and 8 articles were published by third parties. The project also featured in 6 newsletters (including third-party newsletters like Covenant of Mayors and Local RES Project).

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

Date	Title	Link	Partner involved
17/05/2022	Getting to the local zero: eradicating energy poverty at city level	https://energy-cities.eu/getting-to-the-local-zero-eradicating-energy-poverty-at-city-level/	Energy Cities
30/09/2022	Useful brand new resources on energy poverty - Overviews, toolkits, business models	https://energy-cities.eu/useful-brandnew-resources-on-energy-poverty/	Energy Cities
01/08/2023	Energy business schemes for and by vulnerable people	https://cooltorise.eu/energy-business-schemes-for-and-by-vulnerable-people/	Energy Cities
04/08/2023	Promotion of the Modena workshop "Energy for the invisible citizen: in search for lasting renewable and fair solutions" on EPAH website	https://energy-poverty.ec.europa.eu/about-us/events/energy-invisible-citizen-search-lasting-renewable-and-fair-solutions-2023-10-18_en	Energy Cities
20/10/2023	Cooltorise Consortium meeting in Italy from 16 to 18 of October to and share experience of summer energy poverty mitigating measures	https://cooltorise.eu/cooltorise-consortium-meeting-in-italy-from-16-to-18-of-october-to-and-share-experience-of-summer-energy-poverty-mitigating-measures/	Energy Cities
20/11/2023	Eeklo winning the EU Social Innovation Award	https://energy-cities.eu/how-can-a-city-bring-vulnerable-people-closer-to-renewable-energy/	Energy Cities
06/12/2023	"Inclusive energy services in Rožnov" + "Eeklo & Ecopower" - SCCALE Guide on inclusivity	https://www.sccale203050.eu/wp-content/uploads/2024/01/Inclusivity-Guidebook_SCCALE203050_updated.pdf	Energy Cities
17/01/2024	Promotion of of RES Guidelines on renewable business cases (in ENC energy community newsletter)	https://7rtif.r.sp1-breveo.net/mk/mr/sh/SMJz09SDriOHTaoEiRSLUVfP4wTs/bbdrpV9-ykwS	Energy Cities
29/01/2024	Valencia's business model and mention of POWER UP	https://sunforall.eu/news?c=search&uid=aJmR6V6o	Energy Cities
05/04/2024	POWER UP project description and promotion	https://www.enlit.world/projects/power-up/	Energy Cities
26/08/2024	The Requiem in Power project, Valencia 2024	https://environment.ec.europa.eu/news/requiem-power-project-valencia-2024-2024-08-26_en	Energy Cities

28/11/2024	Building energy communities in one of Italy's most vulnerable regions	https://energy-cities.eu/building-energy-communities-in-one-of-italys-most-vulnerable-regions/	Energy Cities
12/03/2025	Article on D 6.3 Policy recommendations published in ENC Hub 3 bulletin (March 2025)	https://7rtif.r.sp1-breve.net/mk/mr/sh/SMJzO9SDriOHTaoEiRSLUVfP4wTs/_trhJ39ekM7a	Energy Cities
16/04/2025	Interview with Jan Cieslar from Roznov published in ENC Hub 3 bulletin (April 2025)	https://7rtif.r.sp1-breve.net/mk/mr/sh/SMJzO9SDriOHTaoEiRSLUVfP4wTs/_fRUaa_R1of7	Energy Cities
20/04/2025	EU capacity-building webinar promotion by Covenant of Mayors (April bulletin)	https://eye.info.eumayors.eu/m2?r=wAXNB-m4NWWVIMWU5YWUxMWNIInjlyNGJmZjcwYzYyxBd7b1MqOM87RtDW0JDQq0jQpNCtadC89qR0ZXN0sXNhBXBsZUBzYW1wbGUuY29trCszMzYxMjMONTY3OJC2M3VVNmhnRFBSR3lkZFhBS2twN1BOZ6A=	Energy Cities
21/05/2025	EU capacity-building webinar promotion by Covenant of Mayors (website)	https://eu-mayors.ec.europa.eu/en/Webinar-More-Than-Just-Renewables	Energy Cities
21/05/2025	EU Capacity-building webinar 1 promotion (ENC Hub 3 bulletin May): Co-designing energy communities with vulnerable households	https://app.brevo.com/marketing-reports/email/741/clicks	Energy Cities
04/06/2025	LocalRES - Newsletter June 25	PDF available	Energy Cities
13/12/2025	The Final brochure follows the journey of six pioneering areas and their experimentation	https://energy-cities.eu/social-business-models-to-address-local-energy-poverty-each-place-found-its-own-pace/	Energy Cities

3.2.2 Scientific Production

Several scientific articles and publications were based on insights from the project. A quick overview of publications can be found below. Everything is further detailed in deliverable D7.4

Table 5 - Journal articles and book chapters

Publication	Links with PowerUP	DOI	Citations
Journal article: Koga, H., Bouzarovski, S. & Petrova, S. (2025) Energy democratisation through agrivoltaics? The territorialisation dynamics of community-based energy governance in Japan. <i>Sustain Sci</i> (IF=6.8)	Insights from the PowerUp project informed the theoretical framework and the understanding of 'energy democratisation'	https://doi.org/10.1007/s11625-025-01634-6	2
Journal article: Koga, H., Petrova, S., & Bouzarovski, S. (2025) Community-based energy governance and the political: Towards a post-foundational energy democracy. <i>Progress in Environmental Geography</i> 4(1): 24-43.	Insights from the PowerUp project provided starting points to the development of the 'community-based energy governance'	https://doi.org/10.1177/27539687241307955	1
Journal article: Koga, H., Bouzarovski, S., Petrova, S. (2025) Unsettling mainstream academic debates on community-based energy governance: exploring the Japanese experience. <i>Renew Sustain Energy Rev</i> (IF=16.3) 207:114994.	Insights from the PowerUp project provided starting points to the development of the 'community-based energy governance', especially as it is developed in the Global North	https://doi.org/10.1016/j.rser.2024.114994	4
Journal article: Petrova, S. (2023) Socio-ecological precarity at the juncture of multiple crises. <i>Progress in Human Geography</i> (IF=6.1) 48(1), 35-48.	PowerUp helped the author develop further the concept of 'precarity' as it is linked to energy poverty.	https://doi.org/10.1177/03091325231213494	7
Book chapter: Petrova, S., Crowther, A., Blanco, E. (2025): 'Social energy models for local just transitions: Key challenges and practices' in Ed. De la Torre 'Energy Communities: Fundamentals, Technologies, and Emerging Trends' . Elsevier	This output is based on findings from POWER UP entirely.	https://www.sciencedirect.com/book/editd-volume/9780443364594/energy-communities#table-of-contents	0
Book chapter: De kronkelige weg naar een rechtvaardige energietransitie Lessen uit het Power Up-project in Eeklo (The winding road to a just energy transition. Lessons from the Power	This output is based on findings from POWER UP.	https://mediabrary.uantwerpen.be/files/99421/4b3155b8-58be-4b98-	0

Up project in Eeklo) (2025) by Gerlinde Verbist, Josefine Vanhille & Ninke Mussche (p. 354-372)		b8ad-c364a06a1fbb.pdf? gl=1*1mh35n9* gcl a u*MjA4NzQ4NzM0OC4xNzYyNTE4NTc0LjM4MTMwMzYzOS4xNzYyNzgyNDc4LjE3Njl3ODI0Nzg.* ga*MTYzNjY1MzA1NS4xNzYyNTE4NTc0* ga WVC36ZPB1Y*cze3NjUxMTA0NDAkbzMkZzEkdDE3NjUxMTA0NTMkajQ3JGwwJGgzNzMxNjk5MDM.	
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3.2.3 Social media dissemination for EU stakeholders

The consortium also relied on social media to disseminate the project at EU level. To monitor relevant societal, policy and project developments on that issue, we had also created a twitter list with the most significant accounts covering our topic(s). Due to political reasons, Energy Cities closed the Twitter account in 2024. Most EU dissemination was carried out by Energy Cities or EU third parties. Country partners promoted the project nationally through posts in their language (see country sections further below).



Figure 3 - POWER UP dissemination on LinkedIn (example from November 2025).

Table 6 - Summary of EU dissemination posts (in chronological order)

Date	Topic	Link
21/02/22	International Energy Poverty Week	https://twitter.com/energycities/status/1495720898866913280
21/02/22	International Energy Poverty Week	https://www.linkedin.com/posts/energy-cities_homepage-activity-6901526491255910400-9ZhK/
21/02/22	International Energy Poverty Week	https://www.linkedin.com/posts/energy-cities_eugreendeal-endenergypoverty-righttoenergy-activity-6901438568963592192-RJfX/
22/02/22	IEPW	https://twitter.com/energycities/status/1496079946053214211
23/02/22	general	https://twitter.com/LasNavesINN/status/1496453091213946880
25/02/22	International Energy Poverty Week	https://twitter.com/energycities/status/149712076667763716
01/03/22	Zero Discrimination Day	https://twitter.com/energycities/status/1498692308413423616

08/03/22	International Women's Day	https://twitter.com/energycities/status/1501111711864176641
15/03/22	World Consumer Rights Day	https://twitter.com/energycities/status/1503643424116953089
26/03/22	Earth Hour	https://twitter.com/energycities/status/1506904759520964610
21/04/22	POWER UP at Annual Forum Brussels	https://twitter.com/energycities/status/1517060751474712577
21/04/22	POWER UP with Ecopower at Annual Forum Brussels	https://twitter.com/energycities/status/1517070564812283905
21/04/22	MPower blog	https://twitter.com/drive_mpower/status/1517076495432355840
21/04/22	POWER UP session at Annual Forum Brussels	https://twitter.com/Energie_SolidR/status/1517071820750528513
16/05/22	What are Social energy market players	https://twitter.com/energycities/status/1526165084849987584
19/05/22	POWER UP project	https://twitter.com/energycities/status/1527198449439068162
24/05/22	POWER UP awareness-raising	https://twitter.com/energycities/status/1529044282136571904
30/06/22	New report on social energy market players	https://twitter.com/energycities/status/1543965300084932609
05/07/22	New promotion of SEMP report	https://twitter.com/wellbasedEU/status/1544267440753938434
07/07/22	New report on business models for poverty-free and inclusive energy services	https://twitter.com/energycities/status/1543966945799716868
01/08/22	Article promotion - featuring on Cooltorise website	https://www.linkedin.com/posts/activity-7094305550372335616-Maah?utm_source=share&utm_medium=member_desktop
09/08/22	Report on business models: community energy by Solar Thermal	https://twitter.com/solarthermal/status/1556945736776011777
14/09/22	POWER UP report	https://twitter.com/NRCMeasures/status/1570115899885031426
11/10/22	webinar recording	https://twitter.com/wellbasedEU/status/1579850707284656131
12/10/22	webinar recording	https://twitter.com/hashtag/EUPowerUP?src=hashtag_click
24/10/22	Roznov promo	https://twitter.com/wellbasedEU/status/1584473880676032513
02/12/22	POWER UP D3.1 publication	https://twitter.com/energycities/status/1598595463401410561
06/12/22	POWER UP D3.1 publication	https://twitter.com/energycities/status/1600045845558153217

09/12/2022	Human Rights Day	https://twitter.com/energycities/status/1601134504843743233
24/01/2023	Article on a national energy advice service	https://twitter.com/energycities/status/1617842768608661506
23/05/2023	Promotion: POWER UP event in Brussels	https://x.com/energycities/status/1661001336161292292
30/05/2023	Promotion: POWER UP event in Brussels	https://x.com/energycities/status/1663476766869012480
01/06/2023	Promotion: POWER UP event in Brussels	https://twitter.com/wellbasedEU/status/1664207035922096129
05/06/2023	Promotion: POWER UP event in Brussels	https://twitter.com/RightToEnergy/status/1665720089918799874
05/06/2023	Promotion: POWER UP event in Brussels	https://x.com/RightToEnergy/status/1665720089918799874
05/06/2023	Promotion: POWER UP event in Brussels	https://x.com/energycities/status/1665707635218186241
07/06/2023	Promotion: POWER UP event in Brussels	https://twitter.com/Sun4All_EU/status/1666328390155005953
13/06/2023	Promotion: POWER UP event in Brussels	https://twitter.com/Sun4All_EU/status/1668502717117997056
13/06/2023	Promotion: POWER UP event in Brussels	https://x.com/energycities/status/1668593839106404352
13/06/2023	Promotion: POWER UP event in Brussels	https://twitter.com/eumayors/status/1668626794109616131
13/06/2023	Promotion: POWER UP event in Brussels	https://x.com/energycities/status/1669681448553529344
16/06/2023	Promotion: POWER UP event in Brussels	https://twitter.com/energycities/status/1669681448553529344
20/06/2023	Promotion: POWER UP event in Brussels	https://twitter.com/REScoopEU/status/1671045542867087361
20/06/2023	Speaker promoting attendance to POWER UP event in Brussels	https://twitter.com/KerneisKlervi/status/1671115621482876930
29/06/2023	Wrap-up POWER UP event in Brussels	https://twitter.com/energycities/status/1674356965282136068
29/06/2023	Solutions from POWER UP, CEES and Sun4ALL	https://twitter.com/energycities/status/1674356967446380545
20/07/2023	Outcomes of POWER UP workshop in Brussels	https://twitter.com/Sun4All_EU/status/1681911066442317824
01/08/2023	Sun4All project talking about us	https://www.linkedin.com/posts/sun4all-project_eupowerup-energyforall-inclusiveenergy-activity-7089523030418157570-MOdF?utm_source=share&utm_medium=member_desktop

07/08/2023	Reply to CEES tweet on participation of vulnerable HHs in energy community	https://twitter.com/wellbasedEU/status/1688464181932986368
14/11/2023	Eeklo winning Social Award	https://www.linkedin.com/feed/update/urn:li:activity:7130162471050305536/
01/12/2023	Eeklo winning Social Award	https://www.linkedin.com/posts/energy-cities_energypoverty-eupowerup-activity-7130162471050305536-3eF-?utm_source=share&utm_medium=member_desktop
01/12/2023	Eeklo winning Social Award	https://www.linkedin.com/posts/activity-7130205170356957186-11QB?utm_source=share&utm_medium=member_desktop
13/12/2023	Article about PU evaluation impact when working with vulnerable people published by Enpor Project	https://x.com/wellbasedEU/status/1734868157863534660
10/01/24	Report on RES business cases	https://www.linkedin.com/feed/update/urn:li:activity:7150767349019676672/
10/01/24	Report on co-creation processes and just governance	https://twitter.com/wellbasedEU/status/1745015682008248518
22/01/24	Energy Cities' Community energy bulletin mentioning Power Up	https://x.com/energycities/status/1749444569836429753
23/01/24	Report on co-creation processes and just governance	https://twitter.com/energycities/status/1749387695065817454
01/02/24	New report out	https://www.linkedin.com/feed/update/urn:li:activity:7150767269063651329/
01/02/24	Repost by project coordinator Eduardo Blanco	https://www.linkedin.com/posts/eduardo-blanco-222a0b63_eupowerup-energypoverty-activity-7151493235192774656-i1bm?utm_source=share&utm_medium=member_desktop
13/02/24	Valencia defends right to energy	https://x.com/wellbasedEU/status/1757439375158268120
16/02/24	Post teasing the report on RES business cases	https://x.com/energycities/status/1758460729600934380
15/03/2024	Promoting Valencia article, European Green Capital	https://www.linkedin.com/feed/update/urn:li:activity:7173651886137360384/
25/06/24	Stand in Valencia Conference	https://x.com/wellbasedEU/status/1805593341511234038
04/09/2024	POWER UP Video teaser – part 1 by Energy Cities	https://www.linkedin.com/feed/update/urn:li:activity:7237008039420055552/
04/09/2024	POWER UP Video teaser – part 1 by Energy Cities	https://www.linkedin.com/feed/update/urn:li:activity:7237030881377357824/?actorCompanyId=1553979
09/09/2024	POWER UP Video teaser – part 1	https://www.linkedin.com/feed/update/urn:li:

	by Energy Cities	activity:7238867837497282562/
15/10/2024	Flemish community worker promoting Eeklo's pilot work	https://www.linkedin.com/posts/stefangoem_aere_saamogent-powerup-energiearmoede-activity-7247671594846666753-EPWD?utm_source=share&utm_medium=member_desktop
12/11/2024	Statement from Arturo (VCE) on the RIP project and its social energy sharing model on France24	https://www.youtube.com/watch?v=MsUWC0E7jrw
16/12/24	Promotion of POWER UP online library	https://www.linkedin.com/posts/activity-7274445110161944576-TOXk?utm_source=share&utm_medium=member_desktop
20/02/25	Promotion of Energy Poverty Mitigation Report	https://www.linkedin.com/posts/energy-cities_energypoverty-powerup-activity-7297666546246533138-MPUV?utm_source=share&utm_medium=member_desktop&rcm=ACoAABA0f90BbOZDXk6DMQfJmoA-4lkqtzotyWQ
08/03/25	Promotion of Policy Recommendations	https://www.linkedin.com/posts/energy-cities_powerup-policy-recommendations-part-1-activity-7303769142577225729-PLGK?utm_source=share&utm_medium=member_desktop&rcm=ACoAABA0f90BbOZDXk6DMQfJmoA-4lkqtzotyWQ
04/06/25	EUSEW session promotion	https://www.linkedin.com/posts/activity-7335949810513965056-42bf?utm_source=share&utm_medium=member_desktop&rcm=ACoAABA0f90BbOZDXk6DMQfJmoA-4lkqtzotyWQ
16/06/2025	Promotion of EU Capacity-Building Workshop	https://www.linkedin.com/posts/activity-7340276179490234368-hM3s?utm_source=share&utm_medium=member_desktop&rcm=ACoAABA0f90BbOZDXk6DMQfJmoA-4lkqtzotyWQ
17/06/25	Promotion of Capacity-Building Workshop	https://www.linkedin.com/posts/activity-7340637831259680770-UxA8?utm_source=share&utm_medium=member_desktop&rcm=ACoAABA0f90BbOZDXk6DMQfJmoA-4lkqtzotyWQ
20/06/25	Promotion of Capacity-Building Workshop	https://www.linkedin.com/posts/activity-7341791217296261120-QXRS?utm_source=share&utm_medium=member_desktop&rcm=ACoAABA0f90BbOZDXk6DMQfJmoA-4lkqtzotyWQ
02/07/25	Deliverable Report on comms	https://www.linkedin.com/posts/marinecorne

	campaigns 5.1	lis_digest-of-powerup-report-communication-campaigns-ugcPost-7346082898053103617-ISKu?utm_source=share&utm_medium=member_desktop&rcm=ACoAABA0f90BbOZDXk6DMQfJmoA-4lkqtzotyWQ
08/07/25	Deliverable Report on RES implementation D5.2	https://www.linkedin.com/posts/activity-7348247114973409282-o697?utm_source=share&utm_medium=member_desktop&rcm=ACoAABA0f90BbOZDXk6DMQfJmoA-4lkqtzotyWQ
06/08/25	Eeklo's scheme mentioned in the article	https://www.linkedin.com/pulse/turning-down-heat-how-can-europe-tackle-summer-jpmve/?trackingId=ELa7DvxmTdGSH59zNc8K4A%3D%3D
17/10/25	POWER UP Final Event	https://www.linkedin.com/posts/activity-7383759262193303552-wTC9?utm_source=share&utm_medium=member_desktop&rcm=ACoAABA0f90BbOZDXk6DMQfJmoA-4lkqtzotyWQ
17/10/25	POWER UP in North Macedonia	https://www.linkedin.com/posts/activity-7384847157062860800-N3jX?utm_source=share&utm_medium=member_desktop&rcm=ACoAABA0f90BbOZDXk6DMQfJmoA-4lkqtzotyWQ
17/10/25	POWER UP and ENC at CINEA stand in Barcelona	https://www.linkedin.com/posts/activity-7384856926607802368-9L9z?utm_source=share&utm_medium=member_desktop&rcm=ACoAABA0f90BbOZDXk6DMQfJmoA-4lkqtzotyWQ
17/10/25	POWER UP conference	https://www.linkedin.com/posts/ecopower-cv_powerupeu-horizon2020-activity-7387389903652950016-wLse?utm_source=share&utm_medium=member_desktop&rcm=ACoAABA0f90BbOZDXk6DMQfJmoA-4lkqtzotyWQ
23/10/25	POWER UP and ENC at CINEA stand in Barcelona	https://www.linkedin.com/posts/activity-7387090779791581184-tGm-?utm_source=share&utm_medium=member_desktop&rcm=ACoAABA0f90BbOZDXk6DMQfJmoA-4lkqtzotyWQ
30/10/25	Final Event promotion	https://www.linkedin.com/posts/activity-7389329247573659648-vk_D?utm_source=share&utm_medium=member_desktop&rcm=ACoAABA0f90BbOZDXk6DMQfJmoA-4lkqtzotyWQ

12/11/25	Final Event promotion	https://www.linkedin.com/posts/activity-7393595921462358016-cdCI?utm_source=share&utm_medium=member_desktop&rcm=ACoAABA0f90BbOZDXk6DMQfJmoA-4lkqztotyWQ
13/11/25	Final Event promotion	https://www.linkedin.com/posts/activity-7394761103563493376-TSfE?utm_source=share&utm_medium=member_desktop&rcm=ACoAABA0f90BbOZDXk6DMQfJmoA-4lkqztotyWQ
09/12/2025	Final brochure promotion	https://www.linkedin.com/posts/energy-cities_local-vs-energy-poverty-activity-7404101273257517057-nhyQ?utm_source=share&utm_medium=member_desktop&rcm=ACoAABA0f90BbOZDXk6DMQfJmoA-4lkqztotyWQ

3.3

Events

3.3.1 Organisation of EU capacity-building workshops

Between 2023 and 2025, several European-level capacity-building activities were organised in English by ENC with the participation of the consortium partners. In-person workshops were part of that.

Table 7 - Overview of EU capacity-building workshops

Date	Title	Organiser	Link	Short summary	Estimated participants and type of participants
21 Apr 2022	Co-designing energy services with/for vulnerable communities	Energy Cities	Event information and presentations online	Capacity-building workshop during Energy Cities' Annual Conference in Brussels.	40 (70% Policymakers, 10% Industry, 20% Civil Society)
20 Jun 2023	Inclusive energy services to fight energy poverty and empower citizens	Energy Cities	All presentations are online	Capacity-building workshop during EUSEW in Brussels in collaboration with Sun4All and CEES projects	17 (20% Policymakers, 80% Civil Society)

18 Oct 2023	Energy for the invisible citizen: in search for lasting renewable & fair solutions.	Energy Cities	Event take-aways here	Capacity-building for municipalities and energy entrepreneurs with a social purpose organised during Energy Cities' Annual Forum in Modena, Italy, with colleagues from the Cooltorise project and involving several POWER UP pilots.	42 (60% Policymakers, 20% Scientific, 15% Civil Society, 5% Industry)
26 Jun 2024	From cradle to grave: overcoming community energy challenges in cities	Energy Cities	Event details here .	Capacity-building session for municipal representatives involving, amongst others, Arturo Zea from Valencia Clima I Energia. It was organised during Energy Cities' Annual Conference in Valencia, Spain.	30 (70% Policymakers, 30% Civil society)

3.3.2 Presentations at events and webinars

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

Table 8 - Overview of EU capacity-building webinars

Date	Title	Organiser	Link	Short summary	Estimated participants and type of participants
19 Sept 2022	Webinar 1: Engagement with vulnerable households: how to co-create with them? POWER UP workshop for all	University of Manchester and Ecopower	Recording and presentations here	This webinar set out guidelines and a toolkit for practitioners looking to create an engagement strategy for energy projects involving vulnerable groups.	51 live and 54 views for the recording (40% Policymakers, 30% Scientific, 30% Civil Society)
21 May 2025	Webinar 2: More than renewables. The social impact of energy sharing.	Energy Cities	The recording is available here .	The focus was on the limits of energy sharing, the challenges with households in energy poverty and the creative solutions to get around it. Speakers from Valencia and Roznov	57 (50% Policymakers, 50% Civil society)
27 Jun 2025	Webinar 3: Empowerment through co-design	Energy Cities	The recording is available here .	The focus was on engagement strategies, building awareness and capacity around energy questions with people in vulnerable situations. Speakers from Eeklo/Ecopower and UCSA also talked about the benefits of co-designing.	86 (35% Policymakers, 65% Civil Society)

Table 9 - Summary of EU level dissemination events

Date	Event title	Place	Organiser	Link	POWER UP participation and short summary	Estimated number and type of participants
26/01/2022	POWER UP at the Right to Energy Forum – “Power to the people: Delivering energy justice through community energy”	Online, Europe	Right to Energy Forum	https://www.socialenergyplayers.eu/webinars/power-up-at-the-right-to-energy-forum-power-to-the-people-delivering-energy-justice-through-community-energy/	Miriam Eisermann (ENC) presented the POWER UP project and its unique features during a break-out session on Energy cooperative solutions for energy poverty alleviation	35 – 40% civil society, 10% policymakers, 20% academics, 30% general public
30/3/2022	Workshop – Nature of Cities Festival TNOC – Session on “Sick of energy poverty”	Online, Europe	Energy Cities in the framework of the WELLBASED project	https://www.youtube.com/watch?v=H3n1gTlPMS0&list=PLZirjiAksZAIH9KEp-9VUyCQeFxKMhHdb&index=4	ENC as coordinator and Fien Vanderbeke from City of Eeklo as speaker explaining the activities planned in POWER UP and why this is so relevant	34 – 10% local authorities, 50% NGOs/interest groups, 15% academics, 25% companies
20/4/2022	Other – SCCALE203050 /mPower study visit and fishbowl conversation in Leuven on community energy: How do you	Leuven, BE	Energy Cities in the framework of SCCALE203050/mPower projects	Upon request	ENC as coordinator and Jan de Pauw speaking on behalf of City of Eeklo explaining the cooperative shares model, the starting point and objectives within POWER UP	30 – 90% local authorities, 10% NGOs/interest groups

	start when there is not yet much citizen initiative in your city? How to tell the story so people want to take part? Going beyond the usual suspects - how?					
21/4/2022	Workshop organisation during Energy Cities Annual Forum - Session on "Co-designing energy services with/for vulnerable communities"	Brussels, BE	Energy Cities	https://energy-cities.eu/project/brussels-2022/	ENC as coordinator and Jan de Pauw from ECOPOWER as speaker explaining the collaboration between the cooperative and the city of Eeklo around the cooperative shares model	40 - 70% local authorities, 20% NGOs/interest groups, 10% companies
4-5/5/2022	Other EU projects - CINEA Contractors' meeting	Brussels, BE	CINEA	Upon request	ENC as representative of POWER UP participating in group discussions around solution-finding for energy poverty	45 - 40% policy makers, 20% research, 20% private companies, 20% NGOs/foundations/civil society

11/5/2022	Workshop - POWER UP presentation at Path2LC peer to peer event	Brussels, BE	Energy Cities	https://www.path2lc.eu/news-events/p2p-learning-session-2-may-11th/	Fien Vanderbeke, Eeklo - ENC as coordinator and Fien Vanderbeke from Eeklo as speaker presenting the cooperative shares model and the challenges related to it	20 - 70% policy makers, 10% civil society, 10% research, 10% private companies,
25/05/2022	Other EU projects - European Economic and Social Committee Hearing	Online / Brussels, BE	European Economic and Social Committee	Upon request	ENC (Julien Joubert) describing the important role of local authorities in fighting energy poverty and the pathway of POWER UP to find practical business solutions	30 - 80% policy makers, 10% NGOs and civil society, 10% industry representatives
16/06/2022	Other - Presentation to a delegation of citizens about the role of Europe and local governments in climate ambitions and energy poverty	Eeklo, BE	Eeklo, Ecopower	Agenda	Fien Vanderbeke, Eeklo - Jan De Pauw Ecopower - Fien presented the Power Up project and Jan explained the role of energy communities as a means also to help vulnerable people, with the example of POWER UP.	15 - 100% citizens
19/09/2022	Engagement with vulnerable	online	POWER UP event by UniMan	https://www.socialenergyplayers.eu/webin	This workshop moderated by Saskia	

	households: how to co- create with them? POWER UP workshop for all			ars/engagement- webinar/	Petrova, Ami Crowther (Uniman) and Fien Vandebeke (Eeklo) was based on a report by University of Manchester that presents the academic and grey literature perspectives on what engagement means, why engagement fails to occur, and barriers to the involvement of vulnerable groups in research.	
19/09/2022	Conf -Summer energy poverty: thinking outside of the box - EUSEW	Online, Europe	CoolToRise	https://european-sustainable-energy-week.b2match.io/agenda?session=c2Vzc2lvbjoxMjMxNDY%3D&track_id=21187	ENC (Julien) as a speaker explained the purpose of POWER UP and the upcoming deliverables	70 - 50% general public, 20% policy makers, 20% civil society, 10% scientific
25/10/2022	Other - EU climate foundation press trip: organized by the European Climate Foundation. Aim was to visit	Eeklo, BE	EU Climate Foundation	Upon request	Fien Vanderbeke, Eeklo as speaker, presentation of the Power Up project Agenda can be found here	25 - 100% media

	some of the community energy projects there on Tuesday 25th of October. Around 5-10 Brussels and international journalists.					
31/01/2023	Workshop - Webinar Local Councillors Network Energy Poverty	Online, Europe	EU Greens	Upon request	ENC (Julien Joubert) talked about Energy Cities' support to cities, notably also through the POWER UP project and its pilot activities	35 - 100% policy makers (city councillors)
2023						
11/02/2023	Conf - REScoop United conference 2023	Antwerpen - Mortsel, BE	REScoop.Vlaanderen, Flemish federation of citizen energy cooperatives	Upon request	Ecopower (Jan) presented the work in the framework of POWER UP and the collaboration of the cooperative with the city - as an example for other cooperatives	70 - 100% civil society
21/02/2023	Conf - Right2energy Forum	Brussels, BE + Online	Right2energy coalition	https://righttoenergy.org/forum-2023-programme/ see 22/2 3:30 PM Community energy after	Valencia (Arturo Zea) spoke about how Valencia is looking for renewable energy solutions for vulnerable	70 - 50% public entities, 30% civil society, 20% university

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

28/03/2023	Academic conference - 'Southeastern Europe energy research and policy'	Online, Europe	University of Manchester, UK	Proofs available on POWER UP GDrive upon request	Saska Petrova from Uniman shared POWER UP processes to inspire energy policies in South Eastern Europe	13 – 85% academics, 15% activists
18/04/2023	CINEA contractors' meeting on Energy Poverty	Brussels, BE	CINEA	Proofs available on POWER UP GDrive upon request	Miriam Eisermann and Eduardo Blanco from Energy Cities presented the POWER UP project in workshops to other CINEA-funded project beneficiaries	42 – 50% Civil Society, 20% scientific, 30% policy-makers
25/04/2023	Academic conference- 'Urban Inhabitation in the Anthropocene' conference at the University of Sheffield, UK – represented by UNIMAN	Sheffield, UK	University of Sheffield, UK	https://twitter.com/loactproject/status/1650848833490829316	Saska Petrova from Uniman talked about vulnerable people, mentioning also her work in the POWER UP project	40 – 100% scientific
20/06/2023	Inclusive energy services to fight energy poverty and empower citizens	Brussels, BE	POWER UP, Sun4All and CEES	https://eu-mayors.ec.europa.eu/en/Inclusive-energy-services-to-fight-	The event was jointly organized with CEES and Sun4All and presented the learnings up to here from pilots. Miriam	40 – 40% Policy-makers, 40% Civil Society, 20% Scientific

	Capacity-building for municipal energy entrepreneurs with a social purpose			energy-poverty-workshop-powerup Proofs on GDrive	Eisermann and Eduardo Blanco organized.	
19/9/2023	CONNECTHEAT - Train the Trainers 1st session: Local communities and stakeholder engagement and scouting procedures	Online, Europe	Fedarene	Event link	Arturo Zea from LCC presented Valencia's POWER UP work	26 - 70% Policy-makers, 30% Civil Society
18/10/2023	Workshop: Energy for the invisible citizen: in search for lasting renewable & fair solutions.	Modena, IT	POWER UP	https://www.socialenergyplayers.eu/news/modena/	Miriam Eisermann and Eduardo Blanco moderated, partners like Jan de Pauw spoke about their experiences - collaboration with the Cooltorise project	70 - 45,6% Public auth/policy-makers, 33,8% Civil Soc/NGOS, 11,8% Scientific, 7,4% Industry, 1,5% investor
25/10/2023	Covenant of Mayors Investment Forum: Social	Brussels, BE	CINEA	https://energy.ec.europa.eu/events/covenant-mayors-investment-forum-2023-2023-10-25_en	ENC (Eduardo), ECO (Jan), VLCC (Arturo) - Speakers - The POWER UP project was presented	30 - 60% Public officers 15% Elected representatives 25% EU projects

	energy services: co-designing communities with people in energy poverty					
23/11/2023	SSH CENTRE Training on Knowledge Brokerage Initiatives: PowerUp: A KBI on Communication and engagement with Energy Poor households	Online, Europe	SSH Centre	Upon request	ENC (Eduardo) - Speaker - Presentation of the processes around POWER UP and the specific engagement and co-creation approaches used by the partners	40 - 100% researchers
17/01/2024	EnergyMeasure s: Supporting households address energy poverty	Brussels, BE	EnergyMeasures project	https://www.youtube.com/watch?v=y88jablY3u0	ENC (Eduardo) - Speaker - Presentation of the POWER UP business models as potential solutions for one of Europe's pressing energy related challenges	32 - 40% Civil society, 20% policymakers, 40% scientific

27/02/2024	Sun4All CoP Study Visit and exchange	Almada, Portugal	Sun4All	Upon request	Claudia (VIC) and Arturo (VCE)	30 - 50% Policy-makers, 50% Scientific
13-14/03/2024	LIFE-CET Energy Communities Contractors' meeting	Brussels, BE	CINEA	Upon request	Eduardo Blanco	30 - 50% Civil Society, 20% scientific, 30% policy-makers
6/03/2024	URBACT Cities for Sustainable Governance consortium meeting in Valencia - PowerUp presentation	Valencia, ES	CSG project	Upon request	Arturo (VCE) presenting Valencia's approach to community energy	26 - 50% Civil Society, 20% scientific, 30% policy-makers
23/04/2024	SSH Centre Meeting in Valencia	Valencia, ES	SSH Centre	NA	Arturo (VCE) presenting Valencia's approach to community energy and energy poverty	28-40% Civil Society, 40% scientific, 20% policy-makers
28/05/2024	Solar Cities: Boosting community engagement in solar projects - PowerUp as best practice	Online, Europe	SolarPower Europe	https://www.youtube.com/watch?v=LusgxS8BhhI https://api.solarpower-europe.org/uploads/Solar_Cities_Building_c	Arturo (VCE) presenting Valencia's approach to community energy and energy poverty	109 - 20% municipalities, 20% city networks, 40% solar industry, 20% policy-makers

				omunities_Pdf_final_5c33a0e113.pdf		
26/06/2024	Grafting Cities Conference by Energy Cities with stand and workshop	Valencia, ES	Energy Cities	https://www.socialenergyplayers.eu/news/we-powered-up-the-grafting-cities-conference/	ENC, VLC	200 – 50% policy makers, 20% civil society, 20% scientific, 10% Investors
26/09/24	NEUTRALPATH Capacity Building Program session on Financing Mechanisms	online, Europe	EUROCITIES	https://x.com/VLCILab/status/1839610576495902996	Claudia (VIC)	14 – 100% policy-makers
15/10/2024	EPAH Annual Conference in Barcelona: Power Up and Valencia Pilot	Barcelona, Spain	Directorate-General for Energy, the Energy Poverty Advisory Hub international	Agenda EPAHConf24_public.pdf (europa.eu)	VLC	248 participants (and 208 online attendees) – 30% policy makers, 30% civil society, 20% scientific, 10% General public, 10% media
04/12/2024	Right to Energy Forum 2024	Brussels, Europe (and online)	Right to Energy Coalition	https://righttoenergy.org/forum-2024/#0	Roberta Ranieri (AESS) talking about POWER UP in relation with tackling summer energy poverty	N.A.

12/12/2024	Sustainable Solar Europe 2024	Brussels, BE	SolarPower Europe	https://www.sustainable-solar-europe.com/	Claudia (LNV) as speaker – Session 6: From Brussels to the Ground: How Innovative Models of Engagement Support Communities' Empowerment Most renewable installations will happen at the local level, making cities and local authorities the perfect candidates to accelerate the energy transition. But increased solar installations will need to go hand-in-hand with a reinforced participation of local communities to guarantee citizens' empowerment and, ultimately, public support for the energy transition. This session will explore how solar developers can engage with local citizens, and how collaborations	30 – 50% Industry, 50% policy makers
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					between the public and the private sector are possible to facilitate energy communities and collective energy actions by reducing the operational burden for citizens while still guaranteeing sufficient local engagement.	
20/02/2025	Right to Energy, Right to Health – WELLBASED final conference	Valencia, ES (and online)	WELLBASED project	https://wellbased.eu/resources-2/events/	Victoria Pellicer and Ana Viciano (Head of the Climate Improvement and Energy Efficiency Service at Valencia City Council) – During the presentation of Valencia's local actions against energy poverty, Ana Viciano presented the RIP project that was generated by POWER UP.	80– Scientific Community (35), Civil Society (30), Policy Makers (15)
19/03/2025	BRIDGE workshop on Inclusion & Engagement Strategies in the Energy Transition	Online, Europe	EU Commission WG Consumer and Citizen Engagement	Upon request	Sara Giovannini (ENC) gave a presentation of POWER UP titled "Involving vulnerable households –Lessons learnt" – Participants were interested by the	31 – 15 Scientific, 6 Industry, 5 Civil Society, 5 Policy-makers

					approach and the experience.	
20/05/2025	Social impacts in the EU energy transition: what are the distributional effects of European energy policies?	Brussels, BE	IEEP/MEP Group on Climate Change, Biodiversity & Sustainable Development	Upon request	Claire Roumet (ENC) joined as speaker in the round table discussions, bringing PowerUp perspectives	43 - 100% Policymakers
10/05/2025	More Than Just Renewables: The Social Impact of Energy Sharing	online, Europe	Energy Cities	https://www.socialenergyplayers.eu/news/missed-the-webinar-on-energy-sharing-with-vulnerable-households/	Miriam Eisermann (ENC) presented the project, Terea (SEMMO) and Arturo (Valencia) spoke about their pilots	57 (registered and received replay and presentations), 26 attended (12 Civil society, 1 customers, 6 General Public, 6 industry, 8 others, 3 policy-makers, 16 scientific)
27/05/2025	Impact & trust: co-designing energy communities with vulnerable households	online, Europe	POWER UP	https://www.socialenergyplayers.eu/events/webinar-impact-through-trust-co-designing-energy-communities-with-vulnerable-households/	Energy Cities, AESS and Ecopower	86 (registered and received replay and presentations), 37 attended - 17 Civil society, 4 General Public, 7 industry, 21 others, 8 policy-makers, 23 scientific

03/10/2025	EnerCmed Midterm Conference: Policy and instrument for energy transition	online, Europe	EnerCmed project	https://enercmed.interreg-euro-med.eu/mid-term/	Victoria Pellicer presented Power Up and Valencia strategies on "Social and inclusion for vulnerable households"	140 (registered, received the conference recording at the end of the event), 92 attendees – 31 University / Research centers; 40 Public Authorities; 21 Companies
15/10/2025	Roundtable on energy poverty moderated by Energy Cities	Brussels, BE	Northern Ireland + Slovenia Business initiative + Leeuwarden (Northern Netherlands).	https://www.linkedin.com/posts/slovenian-business-%26-research-association_euregions-week-city-regional-activity-7384219044406571010-H9_C?utm_source=share&utm_medium=member_desktop&rcm=ACoAAcejbyYBwuTM1YbmVf2k1hMdfx4u4nI3yjl	Energy Cities represented by Mélanie Bourgeois – A session on energy poverty and the moderator mentioned POWER UP in wrap-up of the different city speakers and conclusion before moving to the political discussion	N.A.
16/10/2025	POWER UP was mentioned by Paula Lobe, vice mayor of Valencia during the opening of the Covenant of	Brussels, BE	Covenant of Mayors	https://www.youtube.com/watch?v=gxc4prOFmWM	Valencia represented by Dep. Mayor Llobet – The Covenant of Mayors Ceremony 2025 with speeches from lighthouse cities such as Valencia	more than 500 mayors, local and regional representatives, and EU institutions – 90% Policy-makers, 5% Media, 5% Civil Society

	Mayors ceremony					
04/11/2025	Smart Cities Expo Congress Barcelona	Barcelona, ES	CINEA	https://www.youtube.com/watch?v=NX_bExiaDNY	Miriam Eisermann (ENC) promoted POWER UP at the CINEA stand - with 2 posters. Miriam Eisermann presented the project and its outcomes to expo visitors and invited them to join the Final Event.	27104 - 1,3552 Scientific; 10,8416 Industry; 1,3552 Civil Soc; 1,3552 General Public; 8,1312 Policy-makers; 1,3552 Media; 2,7104 Investors
07/05/2025	Cities Mission Conference 2025	Vilnius, LT	NetZeroCities	https://netzerocities.eu/cities-mission-conference/	Alejandro Gómez (VCE) as a speaker - Session on Energy Democracy Leveraging Climate Neutrality in Mission Cities. Alejandro shares the main insights from the Valencia pilot	25 + available online in the event website - 100% Policymakers



Figure 4 - Jan de Pauw from Ecopower presenting POWER UP and the Belgian pilot during a dedicated workshop on "inclusive energy services" organized during Energy Cities Annual Forum in April 2022

3.4

Video and Audio

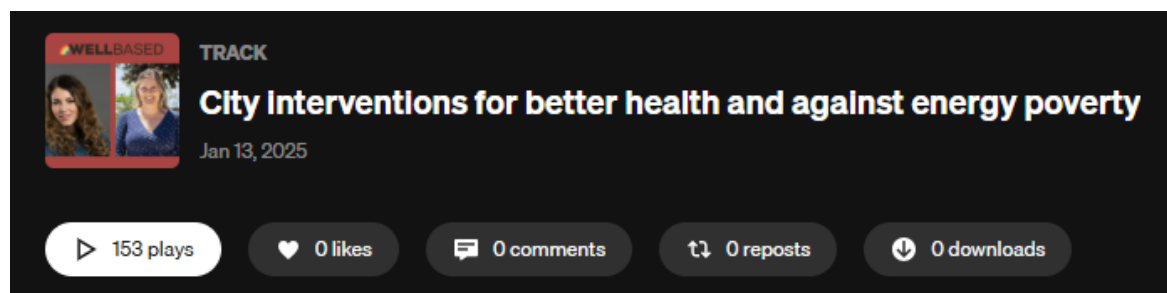
The POWER UP project was also presented and promoted in video and audio formats for an English-speaking audience across the EU.

VIDEOS

Two brief videos have been produced in August 2024 by Energy Cities to attract people's interest to the project. Both videos are available on the project website and on Youtube. They were promoted through social media. [Video 1](#), [Video 2](#)

PODCASTS/RADIO

- 1) On 15/10/2024 a [reportage was broadcasted on RFI Radio France International](#) providing insights from Valencia's journey to sustainability within its Green Capital, including reports on the RIP project and REC from Castellar
- 2) POWER UP was also mentioned shortly twice in a [podcast episode of City Stories](#) (by Energy Cities) featuring Victoria Pellicer (WELLBASED episode) as one of two interview guests. The episode was published by Energy Cities on 13 January 2025. The episode was listened to 153 times by the time this report was written.



- 3) POWER UP coordinator Eduardo Blanco from Energy Cities was a guest at [the Energ'ethic Podcast](#) hosted by Marine Cornelis in December 2025.



04

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

4.1

Communication and dissemination activities in Belgium

Each pilot country also realized local and EU dissemination activities.

In Belgium, the **central websites** used for national dissemination were the following:

- Municipal website of Eeklo [with a page dedicated to energy and POWER UP](#)
- Ecopower website with a [page dedicated to the POWER UP project and shares model](#) and giving Eeklo-related updates of the project
- Ecopower website with a specific page advertising [the Plug & Play model](#)

In addition to in-person events (see below), a **capacity-building webinar** was held on 6 November 2025 co-organised by Eeklo and Ecopower.

Participation: 21 participants out of 37 subscriptions

The link to the recording is [online](#) with 21 views.

20 **articles** were published in Flemish. They had two objectives: to disseminate the project and build a certain reputation for the project - but also to share information about the local pilot activities and therefore prepare the ground for interest and engagement of target households.

Table 10 - Overview of dissemination articles published in Belgium

Partner	Type	Date of publication	Title of article	Key message	Source	Link
Eeklo	Regional newspaper	7/10/2022	Eeklo wil ook mensen in kansarmoede aan meest goedkope energie helpen	Investment + social shares	Het Laatste Nieuws	https://www.hln.be/eeklo/eeklo-wil-ook-mensen-in-

Ecopower	Cooperative website	12/11/2022	Europees project rond energiearmoede 'POWER UP' op bezoek in Eeklo	Blog post about Power Up consortium meeting in Eeklo	Ecopower website	https://www.ecopower.be/nieuws/europees-project-rond-energiearmoede-powerup-op-bezoek-in-eeklo
Eeklo	Regional newspaper	30/11/2022	Stad gaat aandelen in windenergie 'uitlenen': "Lagere factuur voor inwoners die geen recht hebben op sociaal tarief"	Investment + social shares	Het Nieuwsblad	https://www.nieuwsblad.be/cnt/dmf20221130_95671206
Eeklo	National news website	30/11/2022	Eeklo leent 100 kwetsbare gezinnen aandelen in windmolen om energiefactuur permanent te doen dalen	Investment + social shares	VRT nieuws	https://www.vrt.be/vrt-nws/nl/2022/11/30/eeklo-leent-100-kwetsbare-gezinnen-aandelen-in-windmolen-om-ener/
Eeklo	Regional blog	30/11/2022	Eeklo investeert in windturbine aan de Huysmanhoeve	Investment + social shares	Seniorennet	https://blog.seniorennet.be/awbeir/archief.php?ID=2514435
Eeklo	Regional magazine + newsletter	18/1/2023	Power Up maakt energiefacturen opnieuw betaalbaar	POWERUP makes energy bills affordable	Gemeente voor de Toekomst	https://www.gemeentevoordetoekomst.be/artikel/power-maakt-energiefacturen-opnieuw-betalbaar?utm_source=Mailing+Lijst&utm_medium=email&utm_campaign=Gemeente+voor+de+Toekomst+230119
Eeklo	Regional website	10/1/2023	Het Link-effect in actie: POWER UP-project in Eeklo	Poverty organisation De Link describes how they contributed to the Eeklo pilot with	De Link	https://delink.website/het-link-effect-in-actie-power-up-project-in-eeklo/

				their expert by experience		
Eeklo	Regionale website	18/1/2023	Power up maakt energiefacturen opnieuw betaalbaar	POWERUP makes energy bills affordable	Rescoop Vlaanderen	https://www.rescoopv.be/actueel/power-maakt-energiefacturen-opnieuw-betalbaar
Eeklo	Regionale newspaper	14/2/2023	Eerste Hulp Bij Energie: Eeklo lanceert een eigen energiegids	Energy guide now available	Het Laatste Nieuws	https://www.hln.be/eevlo/eeerste-hulp-bij-energie-eevlo-lanceert-een-eigen-energiegids-a12c606e/
Eeklo	Regionale website + newsletter	17/2/2023	POWER UP maakt energiefacturen opnieuw betaalbaar	POWERUP makes energy bills affordable	Reset.Vlaanderen	https://reset.vlaanderen/2023/02/17/power-up-maakt-energiefacturen-opnieuw-betalbaar/
Eeklo	Regionale website	27/3/2023	POWER UP maakt energiefacturen opnieuw betaalbaar	POWERUP makes energy bills affordable	Sociaal.net	https://sociaal.net/verhaal/energiearmoede-eevlo-kwetsbare-gezinnen-groene-stroom
Eeklo	Regionale website	13/6/23	Sociale energieaandelen	Publication of Power Up Eeklo as a case study in the climate good practices database of vvsg	VVSG	https://www.vvsg.be/kennis/praktijken/praktijkendatabank/sociale-energie-aandelen
Eeklo	National news website	7/7/23	Eeklo zorgt voor groene energie voor 20-tal kwetsbare gezinnen: "Op termijn duurzamer dan éénmalige terugbetaling"	First phase of Power Up is a success	VRT nieuws	https://www.vrt.be/vrt-nws/nl/2023/07/06/eevlo-zorgt-voor-groene-energie-voor-20-tal-kwetsbare-gezinnen/?fbclid=IwAR2Lxm8u1vGHuXQGBKFctmBVu55XW5hK2XJx4QyKXNK6grM6i1tBDO-aPSO

Eeklo	Regional website	17/7/23	The future: The social opportunities of the climate transition	Power Up as an example for inclusive local energy transition	VVSG	https://www.vvsg.be/kennisitem/vvsg/in-lokaal-digitaal-zomer-2023-de-toekomst-de-sociale-kansen-van-de-klimaattransitie
Eeklo	National news website	5/8/23	BBC makes documentary about energy in Eeklo	Eeklo is a climate pioneer	VRT nieuws	https://www.vrt.be/vrtnews/nl/2023/09/05/britse-tv-omroep-bbc-maakt-documentaire-over-windturbines-en-kli/
Eeklo	City magazine	1/12/2024	Offer POWER UP expands in Eeklo	Social solar panels as complementary offer to social shares	Eikenblad	https://www.eeklo.be/file/download/289f9d93-09f9-47a7-b34c-e7541a702ed6/6IL1OzwiQcS5DC3IYABnuN7VQMswPolbbtYd3bbY3d.pdf
Eeklo	Cooperative website	13/5/2025	Discover the new feature in EnergyID to keep track of your expenses	Budget monitoring launched as a spin off from POWER UP project	Ecopower	https://www.ecopower.be/nieuws/hou-controle-over-je-uitgaven-met-de-ecopower-budgetbewaker
Eeklo	Cooperative website	5/6/2025	Italian delegation visits POWER UP pilot Eeklo	Cross-border learning	Ecopower	https://www.ecopower.be/nieuws/italiaans-bezoek-voor-power-up-in-eeklo
Eeklo	National website	9/12/2025	Affordable energy for and from citizens thanks to POWER UP: how Marie Claire from Eeklo became a satisfied co-owner of a wind turbine	Pilot project in Eeklo enables vulnerable households to become co-owner of wind turbine and benefit from local green energy	De Zondag	https://www.dezondag.be/partners/betaalbare-energie-voor-en-van-burgers-dankzij-power-up/
Eeklo	Regional edition of national	9/12/2025	Affordable energy for and from citizens thanks to POWER UP:	Pilot project in Eeklo enables vulnerable households	De Zondag	https://drive.google.com/drive/folders/1QA6PGjOGL75scB-3M9_lqi7p-FAEiM6a

	newspaper		how Marie Claire from Eeklo became a satisfied co-owner of a wind turbine	to become co-owner of wind turbine and benefit from local green energy		
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Table 11 - Online and social media posts published to disseminate the project in Belgium

Date	Topic	Link to post	Partner who posted
09/08/2022	New promo report on business models: community energy	https://www.linkedin.com/posts/ecopower-cv_eupowerup-energycommunities-activity-6967387819644198913-VEcZ?utm_source=share&utm_medium=member_desktop	ECOPOWER
22/08/2022	Ecopower's role in Power Up	https://twitter.com/Ecopower_BE/status/1561620894186967041	ECOPOWER
01/03/2023	Report on business models	https://www.linkedin.com/posts/ecopower-cv_eupowerup-energycommunities-activity-6967387819644198913-VEcZ?utm_source=share&utm_medium=member_desktop	ECOPOWER
01/03/2023	Alleviating energy poverty cooperatives	https://www.linkedin.com/posts/ecopower-cv_alleviating-energy-poverty-cooperatives-activity-6934878750085976064-KuWJ?utm_source=share&utm_medium=member_desktop	ECOPOWER
10/9/2024	POWER UP Video teaser part 2	https://www.facebook.com/ecopower/posts/pfbid02fH7t5vWEpinbkPWLjAiah8WUfE9EojeBgnhDqbED69SFHPtrPi3RuZ96Vt11yufel	ECOPOWER
10/9/2024	POWER UP Video teaser part 2	https://x.com/Ecopower_BE/status/1833490060823380021	ECOPOWER
12/9/2024	PV on rental houses - spin off Eeklo pilot	https://www.facebook.com/ecopower/posts/pfbid0R1lotvWjDNWyz81Ccadxszx43HAXF3un8x7AoxKuqvA61HUaABupWdbBcuSV13VVl	ECOPOWER
12/9/2024	PV on rental houses - spin off Eeklo pilot	https://x.com/Ecopower_BE/status/1834248889060167952	ECOPOWER
12/9/2024	PV on rental houses - spin off Eeklo pilot	https://www.linkedin.com/posts/ecopower-cv_zonnepanelen-eupowerup-activity-7239976638912868352-JFys?utm_source=share&utm_medium=member_desktop	ECOPOWER

15/10/2024	Flemish community worker promoting Eeklo's pilot work	https://www.linkedin.com/posts/stefangoemaere_saamogent-powerup-energiearmoede-activity-7247671594846666753-EPWD?utm_source=share&utm_medium=member_desktop	External (poverty organization SAAMO), reposted by ECOPWER
11/12/2025	VVSG study visit in Eeklo	https://www.linkedin.com/posts/gawein-van-daele_vandaag-was-vvsg-netwerk-klimaat-op-bezoek-ugcPost-7272625573359763456-VH7m?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAhHf-gBoIAoFFIzsMTcFJoyesS-81GrQBY	External (VVSG), reposted by ECOPOWER
24/06/2025	Video on POWER UP scheme in Eeklo	https://www.facebook.com/ecopower/posts/pfbid0xguEnPidRWADitC2VdjT9TXDrxwQ7papXnhYZ1DQr3VTi1Pr9tmQ3GjjGRqLy4zNl	ECOPOWER
17/10/2025	Capacity building webinar on POWER UP in Eeklo	https://www.linkedin.com/posts/ecopower-cv_powerupeu-horizon2020-activity-7387389903652950016-wLse?utm_source=share&utm_medium=member_desktop&rcm=ACoAABA0f90BbOZDXk6DMQfJmoA-4lkqtzotyWQ	ECOPOWER
17/10/2025	Capacity building webinar on POWER UP in Eeklo	https://www.facebook.com/ecopower/posts/pfbid02AZgMgyUnVsNXC4Pfs1Sq8HXwYwZcc8WAjMXhPtwXA2acSaaTwETEz9IzXBerMbygl	ECOPOWER
23/10/25	POWER UP in Eeklo	https://www.linkedin.com/posts/ben-caussyn-21a84142_powerupeu-energiearmoede-activity-7387080498046738433-q1pW?utm_source=share&utm_medium=member_desktop&rcm=ACoAABA0f90BbOZDXk6DMQfJmoA-4lkqtzotyWQ	Eeklo

28/10/2025	Final conference promotion	https://www.linkedin.com/posts/ecopower-cv_powerupeu-horizon2020-activity-7387389903652950016-wLse?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAhHf-gBoIAoFFlzsMTcFJoyesS-81GrQBY	ECOPOWER
12/11/2025	Video documentary by Representation of the European Commission at Belgium (post by Ecopower)	https://www.facebook.com/ecopower/posts/pfbid0STKD69wSbDLV2gS2DC4gPqtxquhfKLRBnNwKmbDU8BkbMFNfvXFWCQbrsBwbdYW6l	ECOPOWER
12/11/2025	Video documentary by Representation of the European Commission at Belgium (post by EU Commission representation)	https://www.facebook.com/reel/1346168923861112	
12/11/2025	Video documentary by Representation of the European Commission at Belgium (post by Ecopower)	https://www.linkedin.com/posts/ecopower-cv_eu4be-powerupeu-burgerenergie-activity-7394320365277061120-t8XZ?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAhHf-gBoIAoFFlzsMTcFJoyesS-81GrQBY	ECOPOWER
25/11/2025	Video documentary by Representation of the European Commission at Belgium (repost "Europe in East-Flanders")	https://www.linkedin.com/posts/ecopower-cv_betaalbare-energie-voor-%C3%A9n-van-burgers-dankzij-activity-7399058526188380161-eUjV?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAhHf-gBoIAoFFlzsMTcFJoyesS-81GrQBY	ECOPOWER

In addition to the articles for dissemination, national communication in Belgium also included events, involving policymakers and other stakeholders.

Table 12 - Overview of national or regional dissemination events in Belgium

Date	Event title	Event link	Place	Organiser	POWER UP participation	Number and type of participants
18/04/2023	Conference -Local energy and climate plan-congress VVSC	https://opleidingen.vvsg.be/lekp-congres/pages/programma	Gent	VVSC	Fien Vandebeke from Eeklo talked about Ecopower/Eeklo's cooperative shares for vulnerable people in wind turbines developed within POWER UP	100 - 80% civil servants, 20% policy makers
03/10/2024	Site visit poverty organisation SAAMO at Huysmanhoeve windturbine Eeklo	N.A.	Eeklo	Ecopower and Eeklo	Eeklo and Ecopower	8 - 100% civil society
25/10/2024	Sustainable entrepreneurship and innovation	https://www.ewi-vlaanderen.be/en/venementen/duurzaam-ondernemen-en-innoveren	Brussels	Flemish government, Department of Economics and Innovation	Jan de Pauw (Ecopower)	50 - 40%Policy Makers, 60%Civil Society

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

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

Ecopower representatives also promoted POWER UP and its political importance at conferences organized by rural community organisation Landelijke Gilden (March 3rd – [agenda](#)), energy poverty organization SAAMO experts by experience knowledge network “De Experten” (May 31st – [agenda](#)) or the intergovernmental Network ‘Combat Poverty’ (June 24th – [agenda](#)). On October 3rd 2024, poverty organisation [SAAMO visited the Eeklo pilot](#) including a visit to the Huysmanhoeve windturbine. On October 14th 2025 the Belgian Representation at the European Commission visited Eeklo to compile a written and video-report on the POWER UP pilot project. Interviews have been carried out with the project partners (city of Eeklo and citizen cooperative Ecopower), a POWER UP participant, an engaged member of the cooperative and an energy expert from poverty organisation SAAMO. This resulted in an article (online and printed) in the weekly newspaper De Zondag, and a short video shared on social media.

4.2

Communication and dissemination activities in Czechia

In Czechia, the central website used, among others, for promotion was <https://energoporadnarnov.cz/>, managed by SEMMO and Roznov and serving as a one-stop-shop.

Several articles were published in Czech for a broader dissemination of the POWER UP topic and to share information about the project and the pilot activities.

Media coverage by the municipal TV channel TV Beskyd gave visibility to POWER UP activities such as co-creation workshops and an information session for citizens and proved particularly valuable to increase acceptance.

Table 13 - Overview of dissemination articles published in Czechia

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

			programu Nová zelená úsporám light, 28/2023.	citizens, within co-creation workshops		desitek-lidi-uz-vi-jak-cerpat-finance-z-programu-nova-zelena-usporam-light-28-2023.html
SEMMO	National website	03/01/2022	3 x H2020 projekty: příležitosti pro posílení kapacit českých municipalit	Info about the project	SEMMO website	https://semmo.cz/2022/01/3-x-h2020-projekty-posilovani-i-ceskych-mest/
SEMMO/Roznov	City website	09/01/2023	A zase ty energie...	Article informing about the planned co-creation workshops.	Rožnov City Website	https://www.roznov.cz/cs/urad-a-kontakty/odborny-uradu/odborny-strategickeho-rozvoje-a-projektu/aktuality/a-zase-ty-energie.html
SEMMO/Roznov	City website	15/05/2025	Pozvánka: Energetická budoucnost obcí – komunitní přístupy a spravedlivá řešení	Invitation to POWER UP national capacity-building conference	Rožnov City Website	https://www.roznov.cz/cs/aktualne-z-mesta-a-okoli/novinky-z-odborny-vyzvy/pozvanka-energeticka-budoucnost-obci-komunitni-pristupy-a-spravedliva-reseni.html
SEMMO/Roznov	Regional	29/05/2025	Může být komunitní energetika odpověď na energetickou chudobu?	Can community energy be a response to energy poverty?	ECUK website	https://www.ecuk.cz/muze-byt-komunitni-energetika-odpoved-na-energetickou-chudobu/
SEMMO	National website	06/10/2025	Powering Up Social Energy: Místní iniciativy, evropská budoucnost – Brusel, 27. 11. 2025	Info about POWER UP final conference	SEMMO web	https://semmo.cz/2025/10/powering-up-social-energy-mistni-iniciativy-evropska-budoucnost-brusel-27-11-2025/
SEMMO/Roznov	National newsletter	16/10/2025	SEMMO Akce – Od městské investice k	Invite to webinar about Rožnov pilot	SEMMO newsletter	https://us20.admin.mailchimp.com/campaigns/show-email?id=18251921

			úsporám pro domácnosti			
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Dissemination events were held at the national level, including a webinar and several in-person meetings.

Capacity-building webinar

On 7 November 2025, was held the national capacity-building webinar for Czech Republic.

- Title: “Od mestske investice k usporam pro domacnosti” (From municipal investments to savings for households).
- Participants: A total of 37 people, mostly from local and regional governments, attended or requested a webinar recording to be emailed to them.
- Event details [here](#)
- Recording [online](#)

Table 14 - Overview of national dissemination events in Czechia

Date	Event title	URL	Place	Organiser	POWER UP participation	Number and type of participants
18 Feb 2025	Conference on Energy Advice in Regions: Contact Points for Citizens, Businesses and Municipalities	https://www.fac ebook.com/nsmas cr/posts/pfbid0c WcxsW WVCEyJl 7uLe6h7 bbVfy8T LC2apUp 4oGjNdv rLgwPvai d9pX21g oIbxuQ9 Pl	Ústí nad Labem	National Network of Local Action Groups of the Czech Republic	Roundtable and workshop participation by SEMMO	30 (70% NGO/civil society, 25% public authority, 5% industry)
Mar-May 2025	Energy Advisors Training on Decentralised Energy		Prague	National Network of Local Action Groups of the Czech Republic	Participation by SEMMO and presentation of POWER UP	120 (100% NGO/civil society)
07 Nov 2025	Capacity-building webinar	https://www.socialenergyplayers.eu/webi	Online	SEMMO	Organised by POWER UP to share pilot activities	37 (100% policymakers)

		nars/cap acity- building- webinar- for- czech- stakehol ders/				
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4.3

Communication and dissemination activities in Spain

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

The central websites used for national dissemination were the following:

- Municipal website of Valencia [with a dedicated POWER UP page](#)
- Website of Valencia Innovation Capital with a [dedicated POWER UP page](#)

Several dissemination events and a **capacity-building webinar for a national audience** were organised

Table 15 - Webinar for the dissemination of POWERUP activities in Spain

Date	Title	Link	Organiser	Short summary	Estimated number of participants and type of stakeholders
27 Oct 2025	National capacity-building webinar: Connect your	Recording available online	Valencia Clima I Energia and Valencia Innovation Capital together with Cities2030	Victoria Pellicer (VCE), as a speaker, and Delmir Giner (VIC) as the conductor of the webinar.	42, 100% policy makers

	municipality to the sun. Clean and fair energy for your City Council.			Webinar at the national level within a session of the Spanish Cities2030 network, focused on decarbonisation and climate neutrality	
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Table 16 - National events for the dissemination of POWERUP activities in Spain

Date	Event title	Event URL	Place	Organiser	Link	POWER UP participation	Number and type of participants
8 Nov 2021	European Congress "Congreso comunidades energeticas"	https://congreso.comunidadenergeticas.com/programa/	Pamplona	Regional Government of Navarra	n.a.	SINLOC - Gabriele Fragonese, online presentation and panel participation to talk about the POWER UP approach focusing on business models lead by public authorities	300 - 50% Public authorities, 20% NGOs, 15% companies, 15% academics
22 Nov 2022	CONAMA 2022 (Spanish national congress on environmental issues). Speech on "Ciudad: el cambio de escala en las comunidades"	http://www.conama2022.org/web/generico.php?idpaginas=&lang=es&menu=370&id=301&op=view&inicio=&idactividad=	Madrid	Fundacion CONAMA	Upon request	Arturo Zea (VLC) spoke in a thematic session on Energy Communities (and briefly mentioned POWER UP)	5000 - 60% policy-makers, 20% scientific, 20% industry

		energéticas en València"	d=301&pesta=891&abierto=1					
24 Nov 2022		CONAMA 2022 (Spanish national congress on environmental issues). Speech on "Desarrollo y mejora de las Oficinas de la Energía de València para hacer realidad el derecho a la energía de las personas"	http://www.conama2022.org/web/generico.php?idpaginas=&lang=es&menu=370&id=372&op=view&inicio=&idactividad=372&pesta=1053&abierto=1	Madrid	Fundacion CONAMA	https://drive.google.com/drive/folders/1M92uDddHS36IV7QmrJ1S9Zs7PIKtYyWR?usp=share_link	Corentin Girard (VLC) – Arturo's colleague Corentin Girard participated in an energy poverty related session (introducing both WELLBASED and POWER UP).	
07 Nov 2023		Webinar "«Acciones locales frente a la pobreza energética»"	https://www.fundacionnaturgy.org/actividad/webinar-acciones-locales-frente-a-la-pobreza-energetica/	Madrid, Online, ES	Fundacion Naturgy	https://www.youtube.com/watch?v=JN7h1zp4xI8	Arturo Zea (VCE) participated in a roundtable about best practices in energy poverty mitigation projects, representing PowerUp in Spain	Around 40 people in person, >100 live streaming (no evidence, told by organisers) and available in youtube with 91 views

Moreover, in Valencia, 19 articles about the local pilot of POWER UP have been published in regional or local newspapers and websites of media and consortium partners (VCE and LNV). These articles helped talk about the project and build a certain reputation for it. But also to share information about the local pilot activities to catalyse the engagement of target households. VCE and LNV also published on their social media. Main messages focused on the energy community's potential and renewable energy to reduce energy bills and remind people of the right to access energy.

Table 17 - Online and social media posts published to disseminate the project in Spain.

Date	Message	Source	Partner involved
07/04/2022	POWER UP showcasing that it is hosting project partners meeting in Valencia	https://twitter.com/LasNavesINN/status/1511973503175729152	Las Naves
07/04/2022	POWER UP showcasing that it is hosting project partners meeting in Valencia	https://twitter.com/LasNavesINN/status/1511973507378393088	Las Naves
12/06/22	Valencia live-tweeting from POWER UP workshop	https://twitter.com/LasNavesINN/status/1546805358567559168	Las Naves
12/06/22	Valencia live-tweeting from POWER UP workshop	https://twitter.com/LasNavesINN/status/1546805370378657794	Las Naves
12/06/22	Valencia live-tweeting from POWER UP workshop	https://twitter.com/LasNavesINN/status/1546805382646988801	Las Naves
12/06/22	Valencia live-tweeting from POWER UP workshop	https://twitter.com/urbanimpacte/status/1546916349007564802	Las Naves
28/07/22	Report on business models: community energy	https://twitter.com/MAmbienteXunta/status/1552640105101381632	Media Ambiente Xunta
02/09/22	Role of VCE in Power Up	https://twitter.com/vlcclimaenergia/status/1565582533240279046	VLCC
10/11/2022	POWER UP project partners meeting in Belgium	https://twitter.com/LasNavesINN/status/1590701420948250625	Las Naves
21/02/2023	Valencia POWER UP presentation at Green Week	https://twitter.com/vlcclimaenergia/status/1627973200712802304?t=yWUUZsPwtux7_XhvSed4-w&s=08	VLCC

Table 18 - Overview of articles disseminating the project in Spain.

Partner	Type	Date of publication	Title of article	Key message	Name of journal/magazine/website	Link
VIC	Newspaper	08/04/2022	El consorci europeu del projecte Power Up contra la pobresa energètica es reuneix en Las Naves	Media coverage consortium meeting in Valencia	El Periódico	https://www.elperiodico.com/val/valencia/consorci-europeu-projecte-power-contra-pobresa-energetica-reuneix-naves_815433
VIC	Las Naves website	21/09/2021	Cien familias de València en situación de pobreza energética se beneficiarán del proyecto europeo POWER UP	Summary of the project	Las Naves	https://www.lasnaves.com/cien-familias-de-valencia-en-situacion-de-pobreza-energetica-se-beneficiaran-del-proyecto-europeo-power-up/?lang=es
VCE	Local website	21/09/2021	Cien familias de València en situación de pobreza energética se beneficiarán del proyecto europeo POWER UP	Summary of the project	20 minutos	https://www.20minutos.es/noticia/4828796/0/cien-familias-en-situacion-de-pobreza-energetica-se-beneficiaran-del-proyecto-europeo-power-up/
VCE	Regional newspaper	21/09/2021	Cien familias de València en situación de pobreza energética se beneficiarán del proyecto europeo POWER UP	Summary of the project	La Vanguardia	https://www.lavanguardia.com/local/valencia/20210921/7736886/cien-familias-situacion-pobreza-energetica-beneficiaran-proyecto-europeo-power-up.html
VIC	Regional newspaper	21/09/2021	Cien familias de València en situación de pobreza	Summary of the project	Europa Press	https://www.europapress.es/comunitat-valenciana/noticia-cien-familias-situacion-

			energética se beneficiarán del proyecto europeo POWER UP			pobreza-energetica-beneficiaran-proyecto-europeo-power-up-20210921170144.html
VIC	Regional newspaper	08/04/2022	Media coverage consortium meeting in Valencia	A new project tackling energy poverty in our area	Elperiodic.com	https://www.elperiodic.com/val/valencia/consorci-europeu-projecte-power-contra-pobresa-energetica-reuneix-naves_815433
VIC	Las Naves website	08/04/2022	El consorcio europeo del proyecto Power Up contra la pobreza energética se reúne en Las Naves	Consortium meeting in Valencia	Las Naves	https://www.lasnaves.com/el-consorcio-europeo-del-proyecto-power-up-contra-la-pobreza-energetica-se-reune-en-las-naves/?lang=es
VCE	Regional newspaper	08/04/2022	El proyecto europeo Power Up avanza en su lucha contra la pobreza energética	Consortium meeting in Valencia	EseEficiencia	https://www.eseficiencia.es/2022/04/13/proyecto-europeo-power-up-avanza-lucha-pobreza-energetica
VCE	Regional newspaper	08/04/2022	El consorcio europeo del proyecto Power Up contra la pobreza energética se reúne en Las Naves	Consortium meeting in Valencia	ElPeriodic	https://www.elperiodic.com/valencia/consorcio-europeo-projecto-power-contra-pobreza-energetica-reune-naves_815433
VIC	Las Naves website	13/07/2022	PowerUP reúne agentes clave para explorar modelos colectivos de energías renovables	System mapping workshop	Las Naves	https://www.lasnaves.com/powerup-reune-agentes-clave-para-explorar-modelos-colectivos-de-energias-renovables/?lang=es

VIC	Las Naves website	20/2/2022	Las Naves acoge mañana una jornada de reivindicación del Derecho a la Energía y la lucha contra la pobreza energética	Conference about energy poverty where Power Up was presented	Las Naves	https://www.lasnaves.com/las-naves-acoge-manana-una-jornada-de-reivindicacion-del-derecho-a-la-energia-y-la-lucha-contr-la-pobreza-energetica/?lang=es#:~:text=la%20pobreza%20energ%C3%A9tica-,Las%20Naves%20acoge%20ma%C3%B1ana%20una%20jornada%20de%20reivindicaci%C3%B3n%20del%20Derecho,lucha%20contra%20la%20pobreza%20energ%C3%A9tica&text=Esta%20actividad%2C%20organizada%20por%20la,17%20al%2023%20de%20febrero.
VIC	Regional newspaper	20/2/2022	Las Naves acoge mañana una jornada de reivindicación del Derecho a la Energía y la lucha contra la pobreza energética	Conference about energy poverty where Power Up was presented	ElPeriodic	https://www.elperiodic.com/valencia/naves-acoge-manana-jornada-reivindicacion-derecho-energia-lucha-contr-la-pobreza-energetica_884065
VCE	VCE website	20/2/2022	Las Naves acoge mañana una jornada de reivindicación del Derecho a la Energía y la lucha contra la pobreza energética	Conference about energy poverty where Power Up was presented	VCE website	https://climaienergia.com/es/oficina-de-l-energia/blog/las-naves-acoge-una-jornada-de-reivindicacion-del-derecho-a-la-energia-y-la-lucha-contr-la-pobreza-energetica/
VCE	National online newspaper	1/10/2024	A sombrero proyecto para convertir un cementerio	Info about RIP project installation works	Huffington Post Espana	https://www.huffingtonpost.es/sociedad/asombrero-proyecto-convertir-cementerio-espanol-parque-

			español en el parque fotovoltaico de la muerte			fotovoltaico- muertebr.html
VCE	National business website	6/10/2024	Dos proyectos españoles entre los 20 más influyentes del mundo en 2024	RIP project amongst the most influential projects in the world: "Dos proyectos españoles entre los 20 más influyentes del mundo en 2024"	Emprendedor es.es	https://emprendedores. es/ideas-de- negocio/proyectos- influyentes/
VCE	Regional online newspaper	18/06/2025	Transición energética justa en València: El proyecto RIP y las comunidades energéticas solidarias	Informative breakfast around the RIP project	Valencia Plaza	https://valenciaplaza.co m/valenciaplaza/valenci a/transicion-energetica- justa-en-valencia-el- proyecto-rip-y- comunidades- energeticas-solidarias
VCE	Local newspaper	26/09/2024	Placas solares sobre los nichos de los cementeros de València	Info about RIP project installation works	Levante EMV	https://www.levante- emv.com/valencia/2024 /09/26/placas-solares- nichos-cementerios- valencia- 108606538.html
VCE	National newspaper , regional section	05/01/2025	Valencia ultima la instalación de las 6.000 placas fotovoltaicas en cementeros del proyecto 'Requiem in Power'	Info about RIP project installation works	La Razon	https://www.larazon.es /comunidad- valenciana/valencia- ultima-instalacion-6000- placas-fotovoltaicas- cementerios-proyecto- requiem- power 20250105677a6 a9abc785b000171cd90. html
VCE	Regional newspaper	8/10/2024	Valencia transforma sus	Info about RIP project	Noticias ciudadanas	https://noticiasciudad anas.com/valencia-

			cementerios en la mayor planta fotovoltaica de Europa: Un proyecto pionero de sostenibilidad energética	installation works		<u>transforma-sus-cementerios-en-la-mayor-planta-fotovoltaica-de-europa-un-proyecto-pionero-de-sostenibilidad-energetica/</u>
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4.4

Communication and dissemination activities in Italy

In Italy, national and regional dissemination relied mostly on articles in online information platforms and social media in the local language focusing on the pioneering energy community creation.

The central websites used for national dissemination were the following:

- AESS website with a [dedicated POWER UP page](#)
- Municipal website of Palma Camapania [with a dedicated POWER UP page](#)
- Municipal website of [San Giuseppe di Vesuviano](#) advertising the [new energy community](#)

National capacity-building webinar

On 28 October 2025 was held the national capacity-building webinar for Italy titled “Comunita energetiche rinnovabili in Campania: Esperienze ed opportunita.” (Renewable energy communities in campania: experiences and opportunities).

- Organizer: AESS
- Short summary: It focused on introducing the regulatory framework, operational models and practical opportunities linked to the creation of Renewable Energy Communities (CER) in the Campania Region.
- Participation: Approximately 26 people attended the webinar, including policymakers, municipal and administrative staff, university students, interested citizens, representatives of existing energy communities, and professionals from the energy sector.
- Event information available [online](#).

Table 19 - Articles disseminated around the project in Italy

Partner	Type	Date of publication	Title	Key message	Name of journal/magazine/website	Link
AESS	Web news	28/05/2025	Comunità Energetiche Rinnovabili: la condivisione dell'energia come	Renewable Energy Communities: Energy Sharing as an	In Topic	https://www.intopic.it/articolo/378964/

			opportunità per i territori della Zona Vesuviana	Opportunity for the Vesuvian Area		
AESS	Web news	28/05/2025	Renewable Energy Communities: Energy sharing as an opportunity for the Vesuvian area	Renewable Energy Communities: Energy Sharing as an Opportunity for the Vesuvian Area	Informazione .it	https://www.informazione.it/c/87597F12-0244-43F7-B10C-BCCCA4FF4C7B/Comunita-Energetiche-Rinnovabili-la-condivisione-dell-energia-come-opportunita-per-i-territori-della-Zona-Vesuviana
Sinloc	Web news	04/12/25	PowerUP: quattro anni di innovazione sociale per contrastare la povertà energetica	Impact of PowerUP project	sinloc.com	POWER UP: modelli di contrasto alla povertà energetica

Table 20 - Online and social media posts published to disseminate the project in Italy.

Date	Subject	Link to post	Partner who posted
16/09/22	POWER UP report	https://twitter.com/marinavarvesi/status/1570683076816293888	Marina Varvesi
01/05/24	Matteo (Sinloc) talking about the project	https://www.linkedin.com/posts/matteomeneghetti-comunitaegenergetiche-progettoeu-powerup-activity-7192068733165580288-Dc7i?utm_source=share&utm_medium=member_desktop	SINL
09/07/24	Matteo (Sinloc) talking about the project in video	https://www.linkedin.com/posts/sinloc---sistema-iniziativa-locali-spa_progetto-eu-horizon-2020-powerup-una-cer-activity-7213941341683159040-UZiG?utm_source=share&utm_medium=member_desktop	SINL

27/06/25	Webinar: Impact through Trust – Co-designing Energy Communities with Vulnerable Households	https://www.linkedin.com/feed/update/urn:li:activity:7353102914971693057/	AESS
27/06/25	Webinar: Impact through Trust – Co-designing Energy Communities with Vulnerable Households	https://www.linkedin.com/feed/update/urn:li:activity:7353102914971693057/	AESS
31/07/25	Announcement of the establishment of the "Vesuvio Est" Energy Community	https://www.facebook.com/michelesepesindaco/posts/pfbid02bPtxZGd2oQgNKjsYwXpNCdFUe2f7yFRhNkUTVNBb5fyRp9nCYU4YbWgZWdJFPf5Hl	michelesepesindaco
01/08/25	Announcement of the establishment of the "Vesuvio Est" Energy Community	https://www.facebook.com/DonnarummaNello/posts/pfbid02zCyefpsiga3ECi7yhZ8jKpjzYpgczgEkbsTy5EYHWZRJNACNrZf9jigqHLFN718xl	DonnarummaNello
27/10/25	Webinar: Renewable Energy Communities in Campania: Experiences and Opportunities	https://www.facebook.com/photo/?fbid=122237602334176129&set=a.122118658022176129&locale=it_IT	UCSA
27/10/25	Webinar: Renewable Energy Communities in Campania: Experiences and Opportunities	https://www.linkedin.com/posts/aess_cer-campania-cer-activity-7386402177348538369-vH-y?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAbWvaMB0QKMHTG38vAcW8PFttqLmO2AWY	AESS
28/05/25	Promoting POWERUP activities	https://www.linkedin.com/feed/update/urn:li:activity:7330868721516744704/	Matteo - SNL
30/11/24	Promoting POWERUP activities	https://www.linkedin.com/feed/update/urn:li:activity:7264547551519944704/	Matteo - SNL
05/12/25	Promoting POWERUP impact	https://www.linkedin.com/posts/sinloc---sistema-iniziativa-locali-spa_power-up-modelli-di-contrasto-alla-povert%C3%A0-activity-7404113368497917953-zRy3?utm_source=share&utm_medium=member_desktop&rcm=ACoAACT_P30BBI0mpsEtf00E_vp1iDuhT2JCF4M	SNL

4.5

Communication and dissemination activities in observer areas

4.5.1 The Netherlands

In The Netherlands, communication and dissemination activities within WP7 were reduced as the City of Heerlen had only an observer and replicator status in the project.

The following **website** advertised the participation in the project: [Heerlen Verduurzaamt](#)

An **article** was published at the very beginning of the project in the regional news provider [Parkstad Actueel](#). As the pilot did not succeed, no further communication was carried out at wider scale.

On 24 June 2025 the City of Heerlen organised **the national capacity-building webinar for The Netherlands**. Titled “Is energie gemeenschap de oplossing?” (Are energy communities the solution?)

- Organizer: City of Heerlen
- Short summary: It focused on two main questions 1) Is an energy community the key to combating energy poverty, provided there is a fair distribution? 2) Do the advantages outweigh the disadvantages of an energy community? With practical insights from POWER UP pilots
- Participation: 9 people attended the webinar (90% policymakers, 10% civil society)
- Event information available [online](#).

4.5.2 North Macedonia

In North Macedonia, also a replicator country with limited effort , the project was advertised via the website of the NGO partner MPPS on [this page](#).

Most activities were carried out at the local level. However, the project was also disseminated at one event with national scope.

On 24 February 2023, Saska Petrova (UNIMAN) gave a presentation at a conference organised by Friedrich-Ebert-Stiftung in Krushevo, North Macedonia.

- Title: Energy politics for sustainable local development
- Short summary: POWER UP partner Saska Petrova titled her presentation “Decarbonization of Cities, Municipalities, and Communities” talking about local authorities as drivers of the just energy transition and promoters of community development, providing examples from the project
- Participants: 20 (75% Policy-makers, 25% civil society)
- Event information [online](#) (further material upon request)



05

Conclusions

POWER UP is one of many EU funded projects. Knowing how much of a pressing social issue energy poverty is and how valuable the learnings from the pilot can be to others, we did our best to position the project's activities in the public debate and to share results and learnings with a wide audience, both at EU and national levels.

Here are five points to sum up the way POWER UP has been communicated and disseminated since 2021:

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



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