



# EnergyMeasures

Tailored measures supporting energy vulnerable households

D6.6

## Main communications and dissemination materials (1)



<http://www.energymeasures.eu>



@NRGMeasures

February 2022



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 894759

## Document Information

Deliverable ID	6.6		
Deliverable Title	Main communications and dissemination materials part 1		
Lead beneficiary	OKP		
Contributing beneficiaries	All		
Due date Annex I	2022.02.28		
Issue date	2022.02.28		
Dissemination level	Public		
Author(s)	Thomas Stollenwerk, Julia Gamper		
Document checked	Niall Dunphy	Date:	2022.02.25

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The EnergyMeasures Project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 894759. For more information on the project, its partners, and contributors please see <http://www.energymeasures.eu>.

























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## About EnergyMeasures

EnergyMEASURES is working to address energy poverty in seven European countries, namely: Belgium, Bulgaria, Ireland, Netherlands, North Macedonia, Poland and the United Kingdom. The project comprises two complementary and synergistic strands of work.

The first strand involves working with energy poor households to improve their energy efficiency through a combination of low-cost measures, and changes in energy-related behaviours and practices. Recruited householders will be provided with low-cost energy measures and empowered to change their energy-related behaviours and practices through an approach that takes account of existing housing conditions and is reflective of their lived experience.

The second strand comprises working with municipalities, energy authorities, housing associations and other relevant actors to assess how current multi-level institutional contexts affect efforts to alleviate energy vulnerability in the participating countries. This knowledge will be used to develop and support the implementation of policy and practice measures which will address structural issues that combine to trap households in energy poverty.

Through this work the project contributes to reducing participants' vulnerability to energy poverty, while at the same time cutting household energy consumption and associated GHG emissions.

For more information see <http://www.energymeasures.eu>

**Description of the deliverable and its purpose**

This deliverable provides an overview of the Communication (T6.1) and Dissemination (T6.2) activities of the EnergyMeasures project that have been completed over the past 18 months. Both tasks (supplemented by a workshop series (T6.3), which has not yet started at the present time) together comprise WP6, spanning the entire duration of the project. A sequel to this deliverable (D6.7), which will include the Communication and Dissemination activities of the second half of the project, is scheduled for month 36.

The purpose of this deliverable, in the form of a report, is to summarize the progress of WP6 at the halfway point of the project period and to document the efforts made.

**Glossary**

WP	Work Package
DoA	Description of Action
OKP	Oikoplus GmbH
UCC	University College Cork

# 1 Description of completed tasks

## 1.1 Communicating EnergyMeasures

The objectives of the Work Package as well as the essential steps to achieve these objectives are specified in the DoA:

*“The objective of this work package is to maximise the impact of EnergyMEASURES, by achieving the maximum awareness of the project and its results among stakeholders in fuel poverty and consumer behaviour change, and disseminating the best practice methods for engagement of energy poor citizens developed during the project. The WP includes two main areas of work:*

- *Communications plan to ensure the widest possible awareness of the project its outputs;*
- *Dissemination strategy to ensure the outputs and lessons from the project contribute to change in policy and practices in tackling energy poverty.”(DoA, p.25)*

A detailed description of the selected communication approach is provided in the Communication Plan (D6.2) prepared in November 2020 (M3). At the beginning of the project, the communicative task was to provide the project with a visual identity that was as distinctive as possible. In addition, some conceptual work was done with the aim of giving the project communication a strategic framework (see D6.2: 5.2).

### 1.1.1 Joint development of the communication strategy

Since the beginning of the project, OKP as lead beneficiary of WP6 has pursued the strategy to involve the other partner organizations in the EnergyMeasures project as actively as possible in the project communication and dissemination. In particular, since the main project activities, such as household engagement, were to take place in very specific, national settings, making it difficult to reach certain parts of the target groups, especially households, through general project communication. Individual communication approaches and strategies for the individual countries involved in the project appeared to be absolutely necessary from the very beginning.

OKP has therefore taken on the role of a provider of communication materials, providing the other consortium partners with materials for communication, each of which can be translated into national languages and adapted to local conditions and communication requirements.

The main target groups for project communication were identified at an early stage of the project. On the one hand: households and on the other: administrators of housing. A clear set of key messages was defined for both target groups, each of which was to be conveyed through the following project communication (see D6.2: 5.6).

<b>Basic Key Messages in addressing households:</b> <ul style="list-style-type: none"> <li>• Anyone can implement low cost measures</li> <li>• These are the necessary low-cost measures</li> <li>• Energy behaviour change is easy and affordable</li> </ul>	<b>Basic Key Messages in addressing administrators of housing:</b> <ul style="list-style-type: none"> <li>• Enabling energy behaviour change is an asset</li> <li>• Saving energy supports cleaner lifestyles</li> <li>• Behavioural change need stimulus and advertisement</li> </ul>
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The main channels of project communication were identified as: 1) Project Website (D6.2: 5.7.1); 2) Social Media (D6.2: 5.7.2), Newsletter (D6.2: 5.7.3).

In the Communication Plan it was already stated that although project communication can be planned at the beginning of a project, it has to be flexible in order to be successful (see D6.2: 6). This also proved to be the case, so that project communication has since developed in a lively and diverse manner.

In the process, all project partners were involved as actively as possible. Not only by asking them at every stage for wishes, feedback and constructive criticism on the communication tools developed by OKP, but also by involving them in the development of project communication in the form of interactive workshops.

On February 11, 2021 (project month 6), a Key Message Development Workshop developed and facilitated by OKP was held with all project partners. Another Communication & Dissemination Workshop based on this was held on April 15, 2021.

### *1.1.2 Print Materials*

Based on the collaborative workshops, a comprehensive "Comms Package #1" of templates and materials for communications to address households was provided to the consortium on April 28, 2021 (2.1). The Comms Package included templates for a General Visibility Poster (2.2); a specific Call2Action Poster to target households (2.3); the template for a roll-up display (2.4); and a template for leaflets (2.5). The materials were translated and adapted to local communication needs by OKP in collaboration with the partners during the following weeks (2.6). To make it easier for project partners to adapt the materials, the templates were made available on the browser-based design platform Canva on November 1, 2021 (project month 15).

### *1.1.3 Card Game*

On November 22, 2021 (project month 15), a [deck of cards](#) on Energy Poverty / Energy Vulnerability was provided to OKP partners for translation into local languages (2.7). The game is based on the idea of a quartet game in which participants can playfully compare certain small-scale measures for reducing individual energy consumption in the household. The game idea: The card with the more effective measure beats the card of the opponent with the lower efficiency. The partners are currently still working on the translations.

### *1.1.4 Project Website*

In addition to these materials, which primarily serve to communicate the project partners with the target group of households, the website has been the central channel for EnergyMeasures communication since the start of the project. The basic functionality as well as the technical setup of the website are described in D6.4 Project Website, submitted in October 2020 (project month 2). The project website contains a detailed [project work plan](#) and a general [project description](#), a download section with all previous [project outputs](#) and a [news section](#) where blog posts are published regularly. As of today, 17 articles have been published.

### *1.1.5 National Landing Pages*

During the summer months of 2021, it became apparent that it was proving difficult for most of the EnergyMeasures partners to attract households to participate in the project. The various reasons for this will not be discussed in detail here. Therefore, from a communications perspective, OKP and the UCC developed a plan to put individual landing pages online for each project location that would make it easier to recruit

households to the project. Since August 2021 (project month 12), OKP has implemented a total of seven such landing pages in the respective national languages. Interested households can use the landing pages to contact the national project partners directly. The national landing pages are accessible via a clickable map on the project website's front page.

Country	Project Location	Landing Page URL
BE	Turnhot	<a href="https://energymeasures.eu/belgium/">https://energymeasures.eu/belgium/</a>
IE	Cork	<a href="https://energymeasures.eu/cork/">https://energymeasures.eu/cork/</a>
IE	Dublin	<a href="https://energymeasures.eu/dublin/">https://energymeasures.eu/dublin/</a>
NL	Eindhoven	<a href="https://energymeasures.eu/eindhoven/">https://energymeasures.eu/eindhoven/</a>
PL	Bielsko-Biala	<a href="https://energymeasures.eu/poland/">https://energymeasures.eu/poland/</a>
MK	Skopje	<a href="https://energymeasures.eu/north-macedonia/">https://energymeasures.eu/north-macedonia/</a>
BG	Burgas/Gabrovo	<a href="https://energymeasures.eu/bulgaria/">https://energymeasures.eu/bulgaria/</a>
UK	Outer Hebrides	<a href="https://energymeasures.eu/uk/">https://energymeasures.eu/uk/</a>

#### 1.1.6 Social Media Channels

In addition to the print materials, the website and national landing pages, OKP has operated social media channels on [Instagram](#) (67 postings so far), [Facebook](#) (67 postings so far) and [Twitter](#) (780 Tweets so far) for the EnergyMeasures project since the start of the project, where editorial content is regularly distributed. The Twitter channel was already operated by UCC before the project began and has since been curated by both OKP and UCC. It serves in particular for networking with peer projects. Find examples of EnergyMeasures Social Media content under section 2.8)

#### 1.1.7 Videos

In December 2021 (project month 16), a [project video](#) was created that can be used supportively in Household Engagement by partners to promote the project. The translation and subtitling of the video is still in progress, as of today.

During the first ever physical partner meeting, in December 2021 in Dublin (project month 16), OKP also produced an [interview video](#) with several of the project stakeholders in attendance. The release of short snippet videos based on it via the project's social media channels is envisaged for the next weeks (project month 19 onwards).

#### 1.1.8 Newsletter

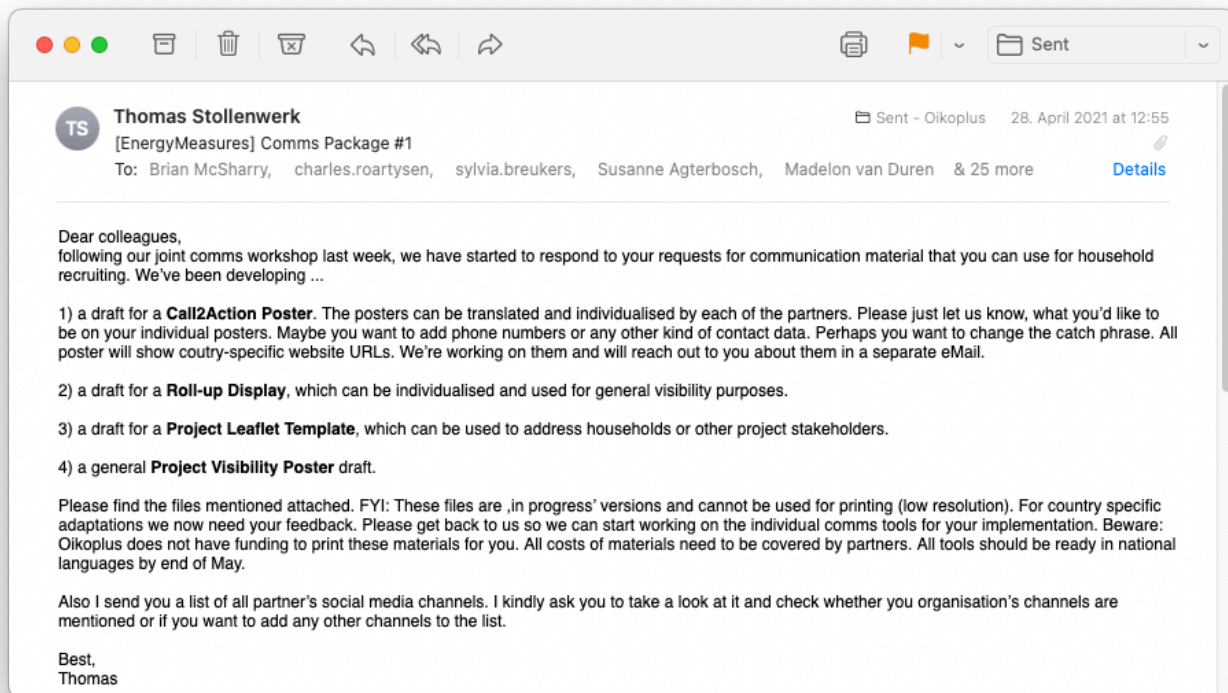
A periodic [EnergyMeasures Newsletter](#) has been published in December 2021 (project month 16) (2.9).

## **1.2 List of Communication and Dissemination activities**

- Press release on project launch
- Communication Plan (D6.2)
- Roll-up banner template
- Presentation templates
- Partner Portraits
- Partner Quotes
- Social Media Work and Blog entries based on D1.1 and D1.2(Twitter and Instagram Fleets)
- CANVA graphics based on D1.1 and D1.2
- Preparation of implementation plans for Comms work
- D 4.2 Project website
- Web-development
- Website domain registration
- Description on EM website
- Basic website infrastructure and development
- Website frontend development and landing page
- Vectorization project flow graphics
- Layout graphics
- Animation graphics
- Page Fixes; Updates; Plug-in installations & maintenance
- Web Security Certificates
- Household engagement text
- Video 'The Basic Value Proposition of EnergyMeasures Towards Householders'
- Roll-up display + template (Comms package no 1)
- Project leaflet (template + North Macedonia) (Comms package no 1)
- General visibility poster (Comms package no 1)
- Leaflet (2) + template (Comms package no 1)
- Flyer/ Cork and Dublin version (Comms package no 1)
- Poster/ Cork and Dublin (Comms package no 1)
- Call 2 action poster/ template, Cork and Dublin (Comms package no 1)
- Household engagement templates Canva + manual
- Promotion Video + text for translations
- Newsletter
- Energy Saving Card game + template + text for translation
- Social Media presence (FB, Instagram, Twitter)
- Blog entries published on website

## 2 Communications material

### 2.1 Comms Package #1 e-mail sent to consortium

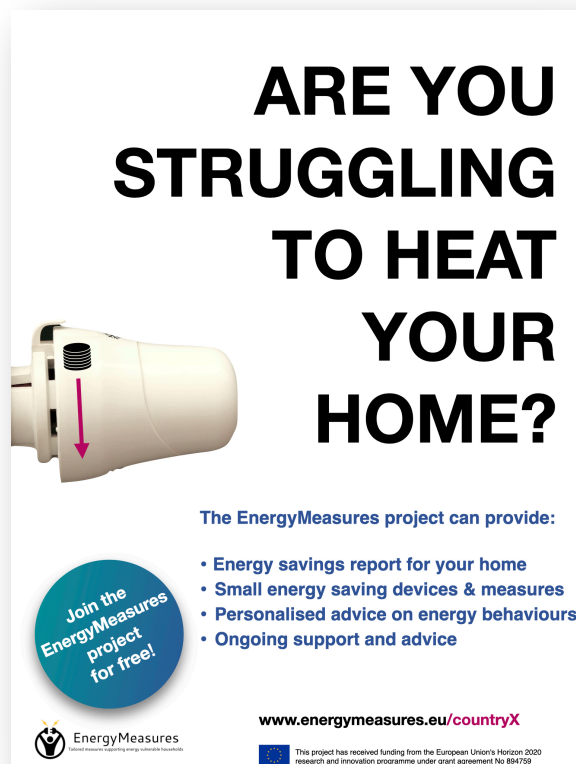


### 2.2 General Visibility Poster







## 2.3 Call2Action Poster





## 2.4 Roll-up Display



**EnergyMeasures**  
 **UCC**

**Would you like your home to be more energy efficient?  
Do you want to live more comfortably and save money?**

**EnergyMeasures can provide:**

- Personalised energy advice
- Small scale energy measures
- Ongoing support

**[www.energymeasures.eu/cork](http://www.energymeasures.eu/cork)**



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**EnergyMeasures**  
 **UCC**

**Are you struggling to heat your home?**

**EnergyMeasures can provide:**

- Personalised energy advice
- Small scale energy measures
- Ongoing support

**[www.energymeasures.eu/cork](http://www.energymeasures.eu/cork)**



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## 2.5 Leaflet



### How does it work?

1. Go to [energymeasures.eu/dublin](http://energymeasures.eu/dublin) and fill in your contact details, or call 01 4545464 and leave us a message with your name and number for a call back.
2. We will contact you to schedule an appointment and discuss how best we can help.
3. We will arrange for an energy advisor to visit you and talk about your current energy needs.
4. You will receive a report outlining recommendations and a package of small-scale measures tailored to your needs, selected from a range of options.
5. We will provide you with support periodically so that you can keep saving on energy.

**Depending on the recommendations, the small measures package can include:**



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## 2.6 Leaflet example: North Macedonia

**Бонус – неколку трикови како да заштедите енергија**

- ▶ Топлете вода за кафе или чај само онолку колку што ви е потребно.
- ▶ Избегнувајте ја програмата за предпериње на машината за алишта секогаш кога е можно тоа.
- ▶ Не стојте пред отворен фрижидер. Уредите за ладење трошат енергија како и оние за топлење.

**За повеќе совети, за мали апарати за штедење енергија, за начините како да ги промените навиките, приклучете се бесплатно на проектот EnergyMeasures.**

**Греењето и ладењето на домот ви претставуваат проблем?**

**Проектот EnergyMeasures Ви нуди решение!**

Сега можете да се приклучите на проектот за енергетски мерки бесплатно.

Вклучувајќи се во проектот EnergyMeasures (Енергетски мерки) добивате:

- ▶ Извештај за заштеда на енергија во вашиот дом
- ▶ Мали уреди и мерки за заштеда на енергија
- ▶ Индивидуални совети за енергетско однесување
- ▶ Тековна поддршка

**За проектот EnergyMeasures**

EnergyMeasures е проект финансиран од Европската Комисија со цел да им помогне на домаќинствата да ја подобрат потрошувачката на енергија, преку промена на однесувањето. Проектот се спроведува во 8 европски земји од страна на 12 организации-партнери, за Македонија претставник е ХабиDOM Македонија.

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**ХАБИДОМ**

**EnergyMeasures**

## 2.7 Card Deck

**Energy Saving Quartet**

**Small Scale Measures**

**EnergyMeasures**

**FOOD PREP**

**Small Scale Measures**

**LAUNDRY**

**Small Scale Measures**

**FOOD STORAGE**

**Small Scale Measures**

**DRAUGHTS**

**Small Scale Measures**

**HOT WATER**

**Small Scale Measures**

Measure	Shower head
Assessment	Quality improvement
Cost per measure	€ 30.00
Comfort level	★★★

Reduce your shower flow rate by using a water-saving shower head.

**RADIATOR**

**Small Scale Measures**

Measure	Thermostatic radiator valve
Assessment	Control of individual rooms from one boiler.

**LIGHTING**

**Small Scale Measures**

Measure	LED or CFL bulbs
Assessment	Quality improvement
Cost per measure	€ 3.50
Comfort level	★★★

CFL's use 25-35% less energy than traditional light bulbs use. While LED's use 75% less of the energy than incandescent bulbs use.

**ELECTRIC DEVICES**

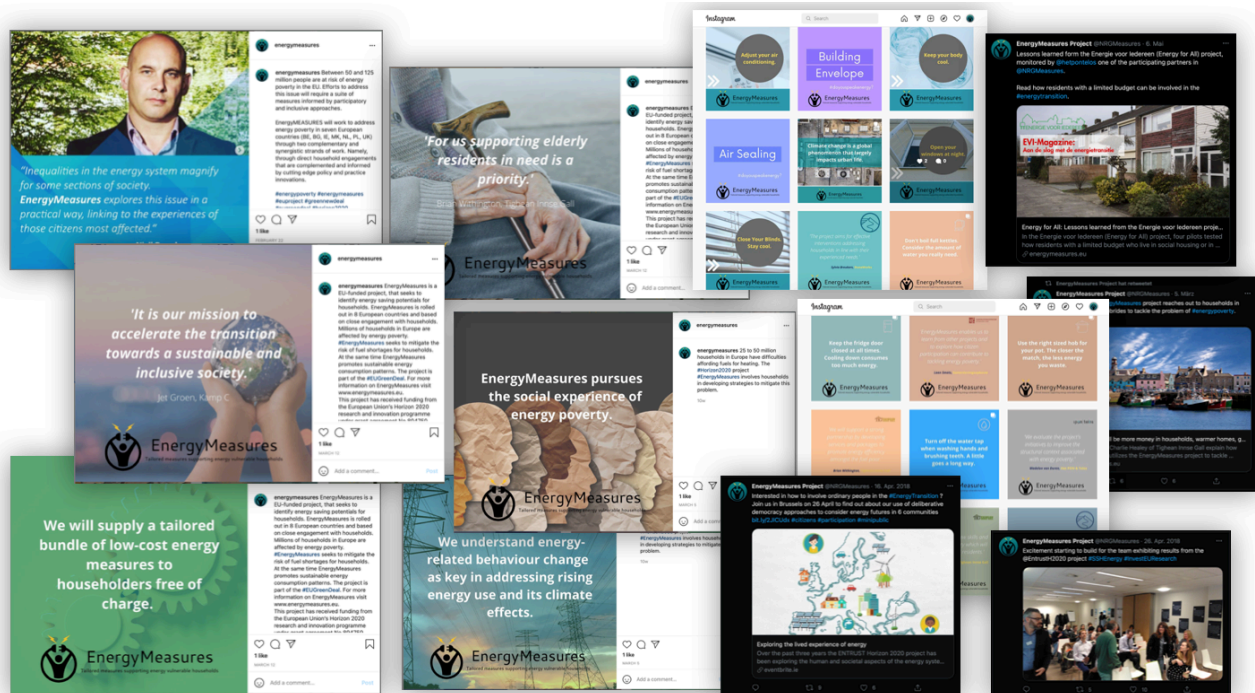
**Small Scale Measures**

Measure	Standby power strip
Assessment	Quality improvement
Cost per measure	€ 10.00
Comfort level	★

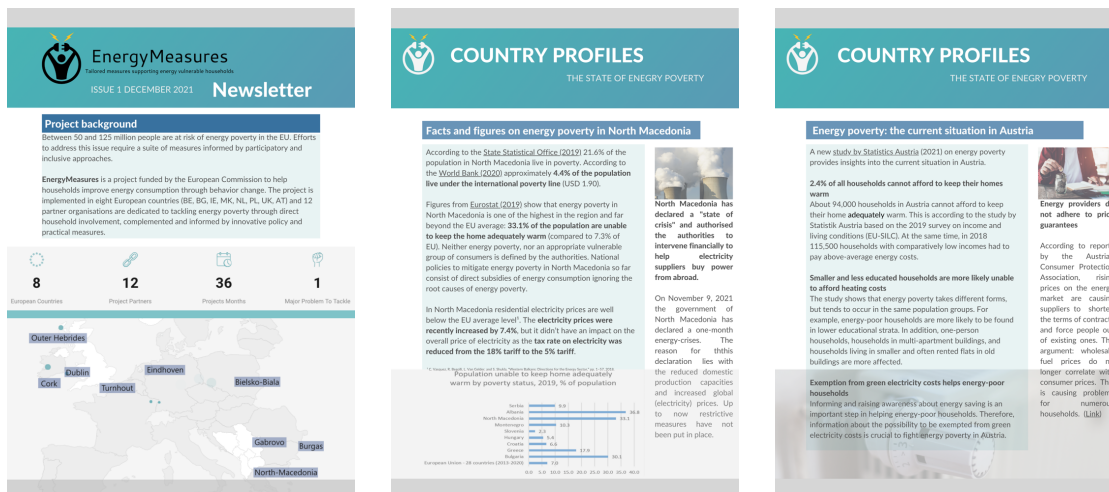
Use a standby killer that cuts the power supply to your devices in standby mode to avoid unnecessary energy expenditure.



## 2.8 Examples of social media content



## 2.9 Periodic Newsletter



## COUNTRY PROFILES

THE STATE OF ENERGY POVERTY

### Fuel poverty in Scotland and the Island communities

In 2019 the Scottish Parliament passed the **Fuel Poverty (Targets, Definition and Strategy) Act**, which sets statutory targets for reducing fuel poverty. The overarching target is that in the year 2040, no household in Scotland is in fuel poverty and in any case no more than 5% of households are fuel poor, no more than 1% are in extreme fuel poverty.

The **Climate Change (Emissions Reduction Targets) Act 2019** sets equally ambitious targets to achieve net zero greenhouse gas emissions by 2045, with interim targets requiring a 75% reduction by 2030, and 90% by 2040. These two Acts now form the basis for action at a Scotland level on fuel poverty.

The new **Fuel Poverty Strategy**, laid before the Scottish Parliament in early November 2021 sets out the Scottish Government strategic direction to both reduce fuel poverty and emissions in collaboration, linked to the Heat and Buildings Strategy. Local delivery is seen as the mechanism to achieve tackling fuel poverty, but it remains to be seen the limits of funding this aspiration. There is only scant mention of behaviour change, that Scottish government fund through a national Home Energy Scotland (HES) advice service. Also, outreach capacity is minimal.

In the Outer Hebrides outreach services are delivered by **Tighnane Gael** (TGA). The need for such services well demonstrates in the production of the Local Heat and Energy Efficiency Strategy (LHEES) that Eleana Star, Nov 2021 further relied upon the work of TGA to identify services delivered under the name of itself.



**Facts and figures about fuel poverty in Scotland and the Island communities:**  
 In Scotland, 24.6% of homes (Scottish House Condition Survey 2019) are in fuel poverty with 12.4% in extreme fuel poverty. In the Highlands and Islands of Scotland, these numbers are significantly higher, with the Outer Hebrides suffering the highest levels of fuel poverty at 43% and extreme fuel poverty at 26%.

## WORK PACKAGES

AN OVERVIEW OF THE CURRENT STATUS

### WP 1: Planning and preparatory work

WP1 designates the planning and preparation work package for **EnergyMeasures** activities, led by **University College Cork**. This includes the successful completion of four key deliverables (D1.1, D1.2, D1.3, D1.4) that involve developing a deeper understanding of multistakeholder engagement in addition to assessing deliberating on the different institutional contexts in each of the partner countries, and strategies for household engagement of targeted segments of energy poor in light of the Covid-19 pandemic.

**D1.1** reviews current best practices, academic discourse, and new thinking to select the most appropriate methods to identify energy poor households for the planned engagements in the project's different locations.  
**D1.2** provides an overview of energy-related behaviour concepts and theories, and analyses the methods used in similar initiatives to **EnergyMeasures** to propose an approach to integrate behavioural change methods with the deployment of low-cost energy measures.

**D1.3** collects diverse perspectives from citizens in local communities in the local countries about their experiences when accessing institutional support to reduce energy vulnerability.  
 And finally, **D1.4** provides a review of relevant EU and national policies that affect energy vulnerability in the participating countries. These deliverables will be available on the project's website shortly.



## WORK PACKAGES

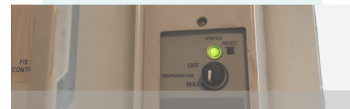
AN OVERVIEW OF THE CURRENT STATUS

### WP 2: Household energy engagement programmes realization

The efforts in WP2 aim to engage energy-vulnerable households in the local countries. Project partners work with households to learn about participants' relationship with energy to help to jointly identify the necessary behaviour changes and low-cost measures that can help households address their energy vulnerability and live in a more comfortable space. These engagements not only consider the potential energy savings according to the dwelling physical attributes, but also take into account the social dimension of the lived experience of energy.

Leveraging from the outputs of WP1, each partner has developed a WP2 implementation plan to describe how energy-vulnerable households will be engaged within their individual, country-specific context. The plans include an overview of the target socio-demographic groups, the process in which these groups will be recruited, and the procedures to be adopted in the actual household visits.

The household engagements were planned to start from March 2021. However, these plans were impacted by the Covid-19 related restrictions that remained in place for the first half of 2021. As a result, the WP was restructured, and engagements started earlier this fall along with the resumption of society as the vaccination programme progressed and the pandemic threat lessened. So far, project partners have engaged nearly 250 households.



## WORK PACKAGES

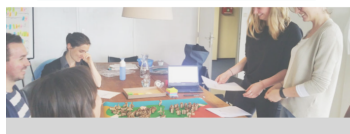
AN OVERVIEW OF THE CURRENT STATUS

### WP 3: Policy and Practice Innovation

Work package 3 of the **EnergyMeasures** project is about policy and practice innovation. It aims at innovation in several ways, yet with an overarching aim: (b) deliver effective energy poverty alleviation services which are also sustainable in the longer term. With this aim in mind, work package leader DuneWorks will identify innovative elements in the household engagements (WP2 household energy engagement programmes realization). But it will also engage with external innovative initiatives and stakeholders, and hold workshops to co-develop propositions and business/organisational models.

In a working session with all partners (Nov 16th), first ideas have been discussed regarding initiatives that are interesting to engage with. More working sessions will follow and for next physical project meeting a train-the-trainer workshop is planned, to support partners in conducting business modelling workshops in their respective countries. Next, DuneWorks will translate outcomes of all WPs into recommendations - an agenda for policy renewal, informed by citizens' and practitioners' views.

And as a special addition to WP3, University College Cork will set up its own (maintenance and technical) staff volunteer program to deliver energy poverty alleviation services in the community.



## WORK PACKAGES

AN OVERVIEW OF THE CURRENT PROJECT STATUS

### WP 4: Impact quantification

Does the meter reading offer enough proof?

The aim of Work Package 4 is to monitor and quantify the effects of the project. Given the multi-faceted nature of the energy poverty challenge and the objectives of the project, there are a number of different impacts to measure.

Quantitatively, we measure reduction of the energy consumption during the project to compare with an average consumption and see the effect of the applied energy measures.

We are now working with the partners to establish a uniform measurement structure, even though each partner has its own method of working: ranging from low budget energy monitoring, own CRM data system, online smart surveys to on-site meter reading.  
 Monitoring is not easy: data on the use of coal, wood and oil is not readily available, the energy data from previous years is often blocked by the DSO and last but not least COVID-19 related restrictions are making home visits very challenging.

Qualitatively, we ask the residents whether they have been able to change their habits as a result of the tips and explanations we provide during the home visits. Reducing energy consumption must not come at the expense of comfort. During the home visits (during the span of one year) we are giving advice to households on issues such as: how to use the thermostat, how to ventilate, but also on which energy supplier to choose. Through a carefully designed interview structure, we engage in a conversation with the residents to determine together the potential areas they want to focus on, the potential effect of the proposed habit change and an evaluation on the likelihood in maintaining the chosen behaviour change measures.

Food for thought! We are measuring reduction in kWh, while at the same time energy prices are rising dramatically across Europe.

## WORK PACKAGES

AN OVERVIEW OF THE CURRENT PROJECT STATUS

### WP 5: Synthesis and replication

The leader of WP5 is **EcoEnergy**, supported by University College Cork and all project partners, to ensure the sustainable continuation of the **EnergyMeasures** action and their replication in communities outside the project's direct scope of impact.

Even though the activities will officially start in August 2022, the key components of the work are already clear, including:

- **A deep dive into the social dimension:** intersections between energy use, socio-economic privilege and gender
- **Knowledge capture:** experience of both energy poor households, and the organisations that work to support them
- **Understanding the multi-level institutional context:** addressing EU, national, and local levels and focusing on the various policy domains relevant to energy poverty
- **Co-creating user-centred business models** focusing on the needs of the at-risk communities, governance arrangements, and policy initiatives
- **Replicating 'best practice'** approaches to engaging energy poor citizens on energy-related behavioural change

First insights from the field work, data collection and policy advocacy supported by the project are already being presented at key international events.



## WORK PACKAGES

AN OVERVIEW OF THE CURRENT PROJECT STATUS

### WP 6: Communication, dissemination and exploitation

The leader of the work package is **Okloplus**. Since the project started in September 2020, Okloplus KG has managed to achieve multiple results in terms of communication and dissemination elements.

Okloplus is continuously working on the creation of presentation and promotional materials to be used by the consortium. These materials include:

- Roll-up banner template
- Flyers
- Presentation templates
- Canva graphics for social media use
- Clickable animated vector graphics
- Bi-annual newsletter
- Promotion video for household engagements
- National landing pages for all project countries

The creation of content for the blog and for social media represents an ongoing task. Project-related content is regularly published via Twitter, Instagram and Facebook.



## PARTNER PROFILE

WHO'S BEHIND ENERGY MEASURES?

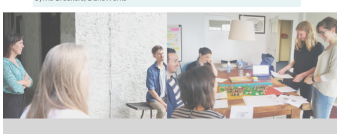
### DuneWorks, Netherlands

Not too long ago, we saw huge ambitions to transform a vulnerable neighbourhood into the most sustainable neighbourhood getting stranded. Policy actors did not lack ambition, but what was missing was alignment with the residents and their needs. So, none of the zero-emission ambitions materialised - not even solar panels. Yet, instead something better happened. Based on action-research with residents, renovation propositions were developed that addressed residential needs, that offered choices in an inclusive process, and with transparency about the sharing of costs and benefits.

**DuneWorks** (2010) translates between research and (policy) practice and the other way around, preferably in co-creative settings. Our area of work: sustainability transitions. We are six practice-oriented social scientists working from an environmental justice perspective (recognition of diversity; procedural and distributive justice; with attention to strengthening capabilities).

Energy poverty is increasing, energy transition policies run the risk of excluding those citizens that need support most. **EnergyMeasures** allows us to work with others to counter these trends.

Sylvia Breukers, DuneWorks



## FOR INFORMATION

PLEASE VISIT



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



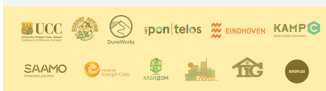
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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 894799