



POWERPOOR

Empowering Energy Poor Citizens through Joint Energy Initiatives

Online Materials

Working on the ground with energy-poor households and policymakers to mitigate energy poverty levels.

April 2021

www.powerpoor.eu



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 890437

Published in APRIL 2021 by POWERPOOR.
©POWERPOOR, 2021.

All rights reserved. Reproduction is authorised provided the source is acknowledged.

All of POWERPOOR's reports, analysis and evidence can be accessed from www.powerpoor.eu. The sole responsibility for the content of this publication lies with the authors.

Copyright message (only for public reports)

This report, if not confidential, is licensed under a Creative Commons Attribution 4.0 International License (CC BY 4.0); a copy is available here:
<https://creativecommons.org/licenses/by/4.0/>.

Disclaimer

The information, documentation and figures in this deliverable are written by the POWERPOOR project consortium under EC grant agreement 890437 and do not necessarily reflect the views of the European Commission. The European Commission is not liable for any use that may be made of the information contained herein.

Work Package 6: Raising awareness,
dissemination and communication

Deliverable 6.4: Online Materials

| | |
|-----------------------------------|--|
| Leader Organisation: | Housing Europe |
| Type (distribution level): | Public |
| Report author(s): | Diana Yordanova (Housing Europe) |
| Report contributor(s): | Alice Corovessi (INZEB) Eleni Kanellou (NTUA) |
| Reviewer(s): | Mariza Konidi (INTRA) Anthi Gkesouli (SUST) |

April 2021

Table of Content

- Table of Content4
- Table of Figures4
- Table of Abbreviations5
- 1. Introduction6
 - 1.1 Purpose and scope.....6
 - 1.2 Structure of the document6
- 2. Roles and Responsibilities7
- 3. Overall concept.....7
- 4. POWERPOOR's 5 videos – content and timeline.....7
- 5. POWERPOOR's 10 infographics – content and timeline8
- 6. Dissemination and maximising impact.....9
- 7. Measurement and analytics 10
- 8. Obligations and Requirements for Communication and Dissemination 10
 - 8.1. Acknowledging EU funding 10
 - 8.2. Disclaimer Excluding Agency and Commission responsibility 10
 - 8.3. Data Protection Compliance 10
- 9. Conclusions 11

Table of Figures

FIGURE 1 EXPECTED OUTCOME OF THE PROJECT 5

Table of Abbreviations

| Abbreviation | Explanation |
|--------------|---|
| WP | Work Package |
| C&D | Communication and Dissemination |
| M | Month |
| NTUA | National Technical University of Athens |
| INZEB | Institute of Zero Energy Buildings |
| ICLEI | Local Governments for Sustainability |

1. Introduction

POWERPOOR aims at developing support programmes/schemes to support citizens suffering from energy poverty and encouraging the use of alternative financing schemes (e.g., establishment of energy communities/cooperatives, crowd funding campaigns) to mitigate the phenomenon. POWERPOOR will facilitate experience and knowledge sharing, as well as the implementation of small-scale energy efficiency interventions and the installation of renewable energy sources, increasing the active participation of citizens towards mitigating the problem.

The support programmes/schemes aiming at alleviating energy poverty will be designed, developed, and implemented in eight pilot countries across Europe (Bulgaria, Croatia, Estonia, Greece, Hungary, Latvia, Portugal, Spain). A network of certified Energy Supporters and Mentors will be established to promote and facilitate these support programmes/schemes to households suffering from energy poverty with the goal to plan and implement energy efficiency interventions, as well as to participate in joint energy initiatives. The engagement is going to be facilitated through various planned activities, such as Info Days, the establishment of Local Energy Poverty Alleviation Offices, and the deployment of ICT-driven tools planned to engage citizens suffering from energy poverty.

An elaborate Dissemination and Communication strategy has been presented in D6.1 to maximise the outreach of the project results and several materials that can both be distributed online or on site have been prepared in a consistent to the POWERPOOR visual identity manner.

1.1 Purpose and scope

The purpose of this document is to summarise how the POWERPOOR project will make best use of the online materials that have been foreseen in the duration of the project to raise its profile, reach out to its target audience and support achieving the pre-set goals. This document builds on the already developed Communication and Dissemination Strategy, submitted in October 2020 (M2).

1.2 Structure of the document

In the following sections, the major activities to be undertaken and tools to be used for C&D will be explained, alongside with the responsibilities of the consortium, and timeline, where possible. The final parts of the document will be devoted to the monitoring and impact assessment of the previously described activities.

The Online Materials deliverable also aims at making it easier for the partners to plan their dissemination activities and to offer them tools that present the ambitions and achievements of the project.

2. Roles and Responsibilities

The delivery of the online materials is a responsibility of the leader of WP6, Housing Europe, which will be closely supported by the partners working on the same package, namely NTUA, INZEB and ICLEI. Pilot country leaders will be expected to provide support with translation, while the whole consortium will share its feedback and boost the wide dissemination of the online materials, in particular at a local level.

3. Overall concept

At this stage, the POWERPOOR project is already visually recognisable on social media and has built its own style and 'personality'. [Twitter](#), [Facebook](#) and [LinkedIn](#) content is coherent with the established visual identity of the project and the POWERPOOR website.

Therefore, the upcoming online materials will be a logical continuation to the already established look and feel of the project. While social media content has been very much focused on introducing the project to the larger audience with a series of posts about energy poverty in the 8 pilot countries, the role of each partner and the ongoing Stakeholder Liaison Group meetings, the major goal of the planned 5 videos and 10 infographics would be to emphasise on the POWERPOOR milestones. The videos also provide an opportunity for visual storytelling and the infographics will be used for simplifying otherwise complex messages.

4. POWERPOOR's 5 videos - content and timeline

The POWERPOOR videos will likely be one of the strongest resources when it comes to visual communication. Their timing has been chosen strategically and is in line with the release of the project outcomes.

The Info Days during the 1st and 2nd engagement cycles (M9-M25 or May 2021-August 2022) plan on giving greater visibility to the network of energy supporters and mentors, as well as to the POWERPOOR Local Energy Poverty Alleviation Offices that will be set up across the 8 pilot countries.

In September 2021 (M13), a short video of maximum 2' will tell the story of the POWERPOOR Energy Supporters and Mentors. More specifically, the video will focus on why the role of these actors is so relevant, what is the benefit for households experiencing energy poverty, what motivates mentors and supporters to volunteer, as well as the opportunities and challenges in front of them.

In December 2021 (M16), at the end of the 1st engagement cycle, the energy poverty alleviation offices will be a fact and a POWERPOOR video will explain how they function and why they should be a reference point.

In February 2022 (M18), an animation video will explain in a very accessible language why municipalities, national governments and EU policy makers should make use of the POWERPOOR mitigation toolkit (incl. POWER-TARGET, POWER-ACT, POWER-FUND, the Energy Poverty Guidebook for Energy Planning).

In February 2023 (M30), the 4th POWERPOOR video will present the project’s EU policy recommendations and most importantly, will illustrate the national roadmaps to alleviate energy poverty.

In May 2023 (M33), the replication cycle at EU level will have just been concluded and the project will be left with another three months until its official end in August 2023 (M36). This will be an opportunity to present the main results and achievements and to invite the established network to remain connected after the duration of the project.

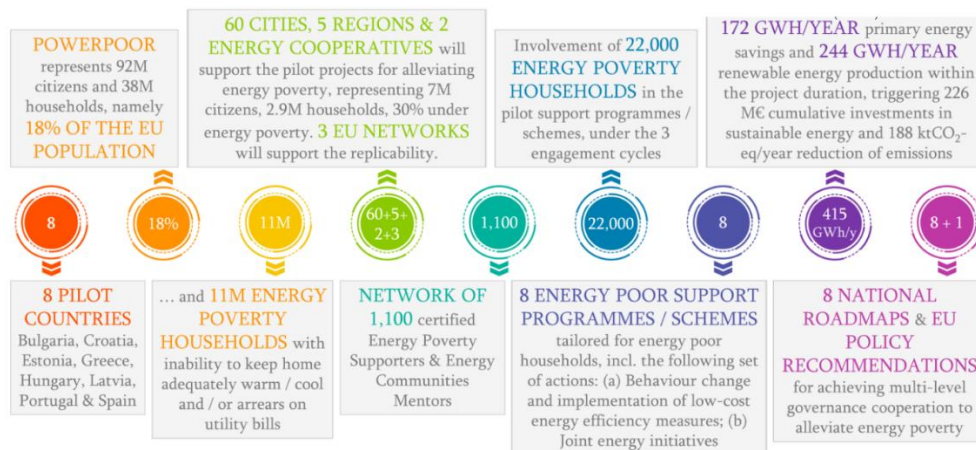


Figure 1 Expected outcomes of the project

5. POWERPOOR's 10 infographics - content and timeline

The POWERPOOR infographic will be complimentary to the planned videos. While some of the one-pagers will similarly present the major milestones, others will be strategically targeting specific audiences.

In May 2021 (M9), at the start of the 1st engagement cycle, an infographic will explain why municipalities and/or individuals should be part of the project.

In October 2021 (M14), in addition to the video about energy supporters and mentors, an infographic will explain what it is like to be a proudly certified POWERPOOR Energy Supporter or Mentor.

In December 2021 (M16), an infographic will add information to the Energy Poverty Alleviation Offices, depicting them on a map and explaining why they can be a point of reference to alleviate energy poverty.

In March 2022 (M19), in addition to the completed Mitigation Toolkit, a special infographic will explain the innovative financing models of POWERPOOR, as well as how citizens/communities/project promoters can launch campaigns.

In December 2022 (M28), the EU policy recommendations will be summarised in a single page.

In January 2023 (M29), the national roadmaps of Bulgaria and Greece will be published.

In February 2023 (M30), the national roadmaps of Croatia and Hungary will be live.

In March 2023 (M31), the national roadmaps of Estonia and Latvia will be presented.

In April 2023 (M32), the national roadmaps of Spain and Portugal will be illustrated.

In August 2023 (M36), the final infographic including all results, replication advises, and next steps will be published. This visual and the previously created ones will continue to be published beyond the duration of the project.

6. Dissemination and maximising impact

The online materials will be drafted in a language that targets the audience of POWERPOOR – local and regional authorities, housing providers, health practitioners, alternative financing schemes representatives, utilities and service providers, the academia, and partners of other ‘sister’ EU projects.

All outcomes will be available on the POWERPOOR website; social media channels (Twitter, Facebook, LinkedIn, YouTube) and the project’s newsletter editions. If a promotion opportunity arises, such as a major event on energy poverty (e.g Right2Energy Coalition Event, EU Sustainable Energy Week, COP and more), the communication team will ensure that the online materials are properly ‘tagged’ in order to be seen by a larger audience. POWERPOOR will also reach out to accounts of ‘sister’ EU projects, experts or organisations who are considered to be influencers in the discussion on energy poverty.

In addition to the project’s own channels, the consortium will be strongly encouraged to spread the word via their respective social media accounts, web pages and newsletters. When presenting POWERPOOR to an external audience, all partners will also use the video or infographic that suits best the topic of the event. All online materials will be public and can also be sent to journalists.

The following keywords and tags can be used for tagging online articles, descriptions, listings, and social media posts, depending on the specific publications and channels:

Fixed Keywords: Energy poverty, Powerpoor, poverty alleviation, fuel poverty, energy use, consumer behaviour, energy efficiency, climate goals, sustainable energy, innovative finance, energy access, energy affordability, energy communities, energy cooperatives, prosumers

Hashtags: #POWERPOOR #energypoverty #justtransition #EUGreenDeal #renovation #energyefficiency #RenovationWave #cooperativehousing #socialhousing #sustainability #renewables #crowdfunding #prosumers #energycommunities

7. Measurement and analytics

The set goal of the project is to reach 2,000 views for the infographics and videos in total.

Views will be measured through the analytics back-end of tweets, Facebook and LinkedIn posts, YouTube views, website and newsletter clicks on the materials. In addition to the evaluation and monitoring work already done by the consortium, POWERPOOR partners will be asked to report how many users they have reached through their own channels. This will continue to be done via the project's [Google Sheets form](#) (saved on the Google Drive of POWERPOOR's Gmail account - powerpoor.eu@gmail.com).

8. Obligations and Requirements for Communication and Dissemination

8.1. Acknowledging EU funding

All online materials will make proper use of the project name, logo, colour pallet, template as well as acknowledgment of EU funding with the EU flag and the following wording: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 890437".

8.2. Disclaimer Excluding Agency and Commission responsibility

Any communication activity related to the action must indicate that it reflects only the author's views and that the Agency and the Commission are not responsible for any use that may be made of the information it contains: "This communication/publication reflects only the author's view. It does not represent the view of the European Commission and the European Commission is not responsible for any use that may be made of the information it contains".

8.3. Data Protection Compliance

The POWERPOOR Consortium commits to comply with the General Data Protection Regulation (GDPR), which came into force on 25 April 2018. A specific procedure for the management of the personal data of the stakeholders subscribing to the newsletters has been implemented.

For the newsletter registration, subscribers will either register themselves to receive the newsletter through the website registration form, or, if invited to register by a POWERPOOR partner, providing the link to the registration form. In no case, stakeholders will be added to the newsletter list without their consent. The digital proof of consent has to be stored. Subscribers will be able to unsubscribe/opt-out from the list at any time by following the unsubscribe link available on every form of communications. The GDPR-compliant database/tool the project Newsletters is Mailchimp and has been successfully incorporated in POWERPOOR's website. At the end of the project, unless otherwise agreed, the database should be deleted if no further dissemination would be carried out past the end date. In the occasion that post-project communication will be carried out, an email will be sent to the database asking the subscribers if they wish to remain on the list for possible future communication.

The POWERPOOR website has a specific section in which the following legal notices will be displayed:

Terms of use. In this section the information to be displayed are the links to other web sites and user-supplied content, the privacy, the copyright and trademarks, the user submissions and conduct.

Privacy policy. In this section, information, on the users' data that are collected when they visit the POWERPOOR website and how those are used, will be available.

Cookies policy. General information about cookies (use preference cookies, marketing, and preference cookies, third party analytics cookies) will be presented.

GDPR Policy. In this section the overall GDPR policy of the POWERPOOR project will be available. The policy will include the following sections: the general data privacy regulation scope, information of the data controller, the purpose and legal basis for data processing, the recipients of personal data, the process and storage of personal data, users' rights, and the users' right to lodge a complaint with the data protection authority.

9. Conclusions

In conclusion, the online materials of POWERPOOR will offer an insight into the achievements of the project, as well as its long-term ambition. Their wide dissemination during and after the project will be essential as they will be a powerful tool that can support policymakers across Europe to embark on a journey towards less energy poverty.