



Local requirements to benefit from Sun4All program

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1. Executive Summary

The Sun4All project re-adapts and implements the experience of the New York State in the “NYSERDA” initiative in four different pilots in Europe (Barcelona, Coeur de Savoie community of communes, Rome and Almada).

This first deliverable within Work Package 3 articulates:

1. The **criteria and the conditions of participation for each of the pilots**: with pilots’ support potential users were defined together with their socio-economic characteristics.
2. **The engagement strategy**, which will kickstart the implementation of the project’s activities, while anticipating potential risks and threats and increase possibilities for users’ retention.

The former was developed through a series of brainstorming sessions in close collaboration with WP1 (especially while outlining the task 1.4) and WP2 (specifically while developing tasks 2.1 and 2.2).

The latter required one by one meetings with pilots (and optionally with technical partners) to detail and discuss a general framework of engagement strategies.

This deliverable provides a clear framework for eligibility criteria and will support in the definition of public announcement promoted by public entities involved to implement Sun4All actions.

This deliverable is structured as follows:

- It starts with a brief **introduction** of the deliverable objectives together with the methodology that has been followed for its elaboration in Section 2.
- The **General context** of the pilots is presented in Section 3, describing their socio-economic characteristics, and highlighting previous projects which tackled multifaceted issue of energy poverty and summing up lessons learned.
- The **Eligibility Criteria** are clearly outlined and described in Section 0.
- The **Engagement Strategy** is articulated in Section 5. These efforts resulted in a clear and realistic basis on top of which design future “Community Work Plan”.
- Finally, in Section 6 a set of **conclusions** have been drafted.

2. Objective, Methodology and Scope

The main **objective** of this document is to define the **eligibility criteria** for the selection of participants and the further **engagement strategies** to reach them.

As shown in Figure 1 it is essential to differentiate between **Eligibility** and **Evaluation Criteria** to be applied in the different pilots. Therefore, for a proper identification of these criteria, the following questions were answered:

- Who are the beneficiaries of the project? Which kind of socio-economic information they should prove?
- Who among the many potential beneficiaries of the call should be selected? Which criteria for their Evaluation should be followed?

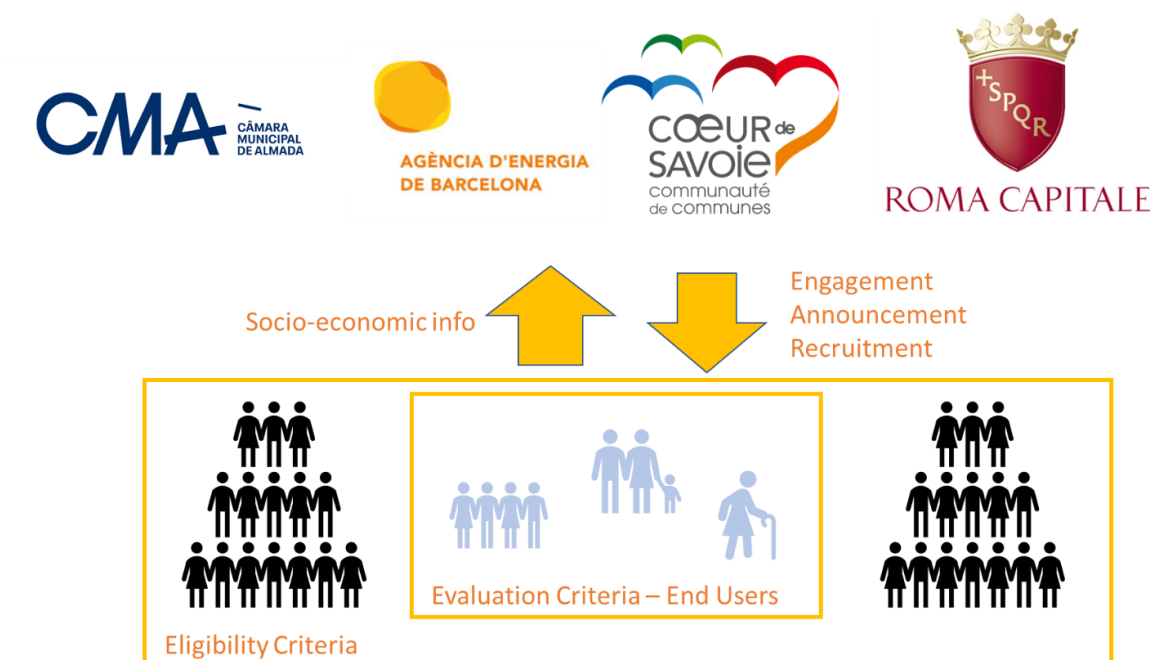


Figure 1 Sun4All local requirements' scheme

As to achieve the objectives, during the early phases of the project, pilots were invited to a series of bilateral meetings developed in close collaboration with AGN (WP2). Those sessions were designed both to brainstorm on eligibility criteria, setting out the standard for the call announcement of the pilots, and to adapt the Blueprint model for the Sun4All programme.

Additionally, data and economic flows were detailed together with actors involved in the pilots' use cases. More detail can be found in D2.1 "Blueprint model for the Sun4All programme" and D1.3 "Data Management Plan".

As previously mentioned, this deliverable complements this information resulting from many brainstorming sessions with the clear definition of the actors involved in the **engagement, announcement, and recruitment** process (key actors in the definition of the data management plan). During the overall process both, (1) the attainment of the targets and KPIs set for the project to be "successful", and (2) the maximization of real social impact to local people who need it the most, were considered.

3. Project pilots' context

This section aims to present a general overview of the pilot's context and past projects which may be of interest for the implementation of the Sun4All project.

3.1. Almada

The municipality of Almada hosts a population of 175000 inhabitants. The municipality, which oversees local environmental planning and management actions, is also the governing body of a large social housing stock, which encompasses 2235 dwellings and 259 buildings.

The first step of the Portuguese pilot of Almada consists of a small-scale hybrid PV thermal solar plant (4kWe) owned by the City Council of Almada. The energy generated in the plant will be destined to electricity and hot water production. The target participants that the Almada pilot will recruit are vulnerable consumers and municipal social housing residents living in building blocks nearby the PV plant.

The municipality of Almada in the past hosted the project HERB 'Holistic Energy Renovation of Building', a programme which sought to include vulnerable households in the energy transition as well as to fight energy poverty through the energy refurbishment of a social housing building which included the installation listed above. As pilot for Sun4All, between 6 and 12 buildings in the area surrounding the HERB building and its PV installation have been identified, each building accounting for ten potential beneficiary households. The City Council of Almada may include in the pilot a 40kW PV system located in a cultural centre (allocating roughly half of the system for this purpose). In all, the target participants of the pilot are vulnerable consumers and municipal social housing residents living in building blocks nearby the first PV plant.

The Almada pilot intends to recruit the remaining households through the involvement of two key multipliers: the municipal social services, and the National Housing and Rehabilitation Institute. These two multipliers have access to 2.000 households of interest for the Sun4All programme respectively.

3.2. Barcelona

Barcelona, the second most populous city in Spain, has a population of 1636732 inhabitants, and 7 to 10% of which cannot afford the payment of energy bills¹². Due to the prominence of energy poverty in the city, the municipality opened in 2017 eleven Energy Advisory Points (PAEs), which any citizen can access to obtain information about energy rights and to get support to guarantee their compliance. Since then, PAEs have assisted over 33000 households.

¹ Institut d'Estadística de Catalunya. (2021). El municipi en xifres: Barcelona (Barcelonès). Retrieved from <https://www.idescat.cat/emex/?id=080193>.

² Tirado Herrero, S. (2018). Indicadors municipals de pobresa energètica a la ciutat de Barcelona, RMIT Europe, RMIT University, Barcelona.

Furthermore, the Barcelona City Council Climate Emergency Declaration of January 2020 established the necessity to rethink PAEs not only as energy advisory points, but also as more holistic climate advice points: intending to provide more support to vulnerable individuals to adjust to, and mitigate, the impacts of climate change, as these further exacerbate inequality³.

The Barcelona pilot will encompass two distinct buildings in which vulnerable people live. The first concerns a 'high complexity building': a privately-owned multiple-household building block identified by public bodies as being affected by socioeconomic poverty and exclusion, and as rarely benefitting from social funds and services. In the city of Barcelona, 'Pla de Barris' (The Neighbourhood Plan), is a programme that seeks to redress multidimensional inequality within the city, and which already operates a project in which high complexity buildings are actively contacted and engaged by social services agents to help them access available public support (e.g., for housing rehabilitation)⁴.

The second pilot site will be public social housing buildings administered by Barcelona's Municipal Housing and Rehabilitation Institute (IMHAB). In the first year, the selected building will be one inhabited by youth aged under 35. Given the high rate of unemployment among young people, the municipality expressed its interest to include young citizens (below 35 years old) during the first-year project actions. Young people have demonstrated in past projects to possess high motivation in comparison to other age groups: this characteristic can be advantageous in order to correctly develop the mentorship task during the second year. In the second year of the programme, IMHAB will choose a social housing building that hosts elderly people. Senior citizens are one of the most vulnerable social groups in our society. They often have fewer economic resources, live in inadequate housing, and have special needs and requirements. These buildings offer senior citizen a safe, adapted, comfortable home that is integrated into the city. They also must be provided with any services and care that they may need: 24-hours-a-day specialised service, direct, personal care at the centre, and telecare that provides them, with self-sufficiency. Elderly have shown a high rate of participation in different activities and workshops.

3.3. Coeur de Savoie Community of communes

CCCs is a peri-urban, mainly residential area, located at the crossroad of three valleys in the Auvergne-Rhône-Alpes region. In 2015 the CCCS territory counted with 17625 housing units, 85% of which are principal residences. Furthermore, most of which are detached single-family housing complexes⁵.

CCCS is a critical area for energy poverty due to multiple factors. First, its geographical and climatic conditions imply that domestic energy consumption is

³ Málaga Sanagustín, Maria & Hernández Claret, Patrici. (2020). Barcelona's energy advice points and the climate emergency. *Journal on Social Knowledge and Analysis*, 27.

⁴ Pla de Barris: Tot està connectat. (2022). Ajuntament de Barcelona. Retrieved from <https://www.pladebarris.barcelona/>.

⁵ Gauthey, G. & Insee, S. B. (2019). Près d'un ménage sur cinq en situation de vulnérabilité énergétique liée au logement. Institut National de la Statistique et des Études Économiques. Retrieved from <https://www.insee.fr/fr/statistiques/4225333>.

highly intensive: energy expenditure is 6% higher in the Auvergne-Rhône-Alpes region than the metropolitan average (ibid). Second, in the CCCS 50% of households have income that fall under the income threshold for social housing (HLM)⁶, and 19% of households have incomes below 60% of this threshold. In the region, there is a social housing rate of 12%, which is higher than the average of the Savoie department.

In the CCCS pilot, there are five solar installations that generate 60kWp on roofs of Coeur de Savoie buildings, such as nurseries, gymnasiums, and offices. Sun4All will operate with 25kWp that will be destined to social shares for participants, all of which will need to qualify as vulnerable consumers, which will be selected from poorly insulated housing units. Each beneficiary will be allocated a part of the resources made available by these solar installations. These participations are expected to cover approximately 30% of the beneficiary households needs.

Later in 2022, CCCS is also considering the inclusion in the pilot project the buildings and parks selected to host solar installations following studies conducted in mid-2021. To date, the project involves the installation of 8 PV plants, which in total amass 912 kWp of nominal power. Furthermore, Coeur de Savoie has entered into a partnership in early 2022 to develop a 4.5 MWp ground PV plant linked to the citizens of the territory. The commissioning of this power station is scheduled for mid-2025.

One of the objectives of CCCS elected representatives is to provide elements of answers to households in situations of energy poverty, thanks to the resources provided by Sun4All project and the experience of NYSERDA.

3.4. Roma

In Italy, 16,5% of the households (i.e., 9,4 million people) were identified in a nationwide study as being affected by energy poverty⁷. The city of Rome is estimated to concentrate 470000 of Italy's energy-poor. While an Energy Social Bonus that offers a discount in the electricity and gas bills of beneficiaries is already operative, the protection of energy rights in the city remains as an urgent matter for the combat of inequality.

Presently, the energy transition features prominently in Rome's political agenda: after the resolution of the Rome Assembly no.17 of November 2017, the city officially adhered to the Covenant of Mayors on Climate and Energy, then adopting the SECAP on June 2021, so accepting the commitment of cutting greenhouse gas emission by at least 40% before the end of 2030. This Strategic plan enforces the Rome Resilience Strategy already approved in 2018⁸.

In Italy, the Neighbourhood Prosumers (Prosumers Condominiali) had been the first scheme that offered participations of RES (Renewable Energy Sources) plants

⁶ Habitations à Loyer Modéré.

⁷ Istituto Nazionale di Statistica (2021). Informazioni sulla rilevazione: Indagine sui consumi energetici delle famiglie. Retrieved from <https://www.istat.it/it/archivio/58343>

⁸ Resilient Cities Network. (2018) Rome Resilience Strategy. Retrieved from https://resilientcitiesnetwork.org/downloadable_resources/Network/Rome-Resilience-Strategy-English.pdf.

installed in common surfaces. In the city of Rome, Sun4All will also contribute to reducing the energy expenditure of households by offering beneficiaries 0,5kWp shares of Rome Capitale's own PV plants.

To function as pilot site, Rome Capitale has conducted a preliminary selection of 8 to 12 municipal school buildings with PV installations, and the residential areas around these. Social housing buildings already owning PV plants may also be included in the pilot. Later, a future public development of new PV plants could be used to foster the formation of an energy community.

4. Eligibility Criteria Selection

The selection process of the Sun4All participants will include two phases:

- 1) **Eligibility Criteria** will set the minimum standards that potential beneficiaries must present. Those set of parameters and factors represent a strong exclusion criterion: people who do not fulfil the established requirements will not be able to access the announcement.
- 2) **Evaluation Criteria** will be a basis to choose and prioritize participants when the number of potential ones is attested **beyond the maximum limit** set by the project objectives and budget.

Most of the pilot partners already outlined the location where the project action will take place, the PV power plants where the electricity is going to be extracted, and the buildings or urban areas where the benefits are going to impact the most citizens. Nevertheless, in an effort of transparency and accessibility, partners were asked to detail the characteristics and specific participation requirements which would make the process of participation the most democratic and horizontal as possible.

The eligibility criteria detailed in this section may be subject to modifications during the implementation phase, project partners will make sure the document is updated in case of major changes in the process of selection.

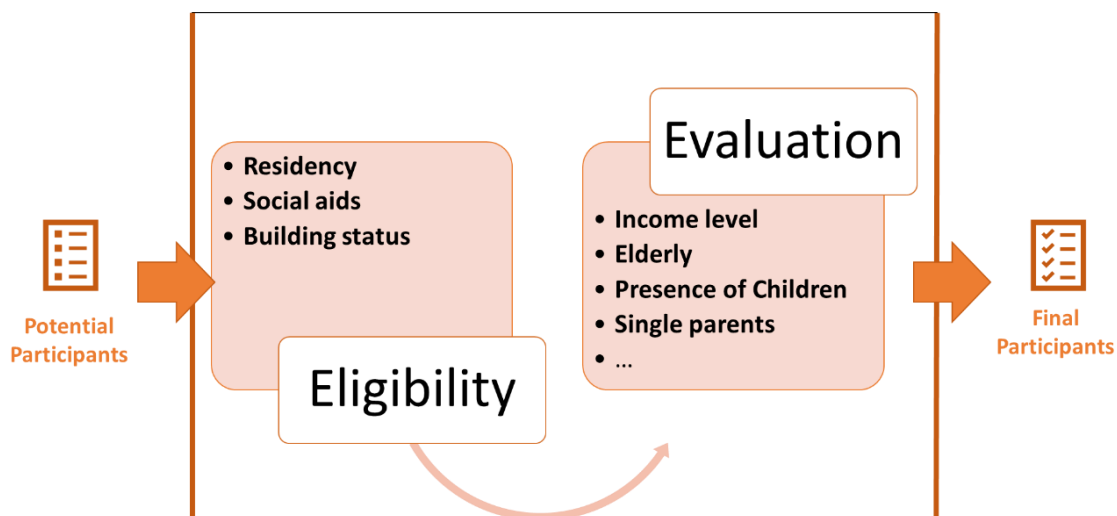


Figure 2: General scheme of selection process

Additionally, bilateral meetings were also an occasion to highlight the necessary trade-off between:

- **Ideal user characteristics:** such as stability, belonging to a community or a family, time availability and motivations. Those characteristics increase the feasibility of engagement and retention of participants, ensuring project implementation
- **Ideal beneficiary characteristics:** such as unemployment, social marginalization, single motherhood/fatherhood, etc. Those characteristics increase the potential impact of project actions.

As a final aspect to be considered in the registration and selection process of participants, the project pilots have detailed the type of call that they will use, namely, how they are going to announce the programme for people to register in it.

4.1. Almada

Eligibility Criteria

Participants of the Sun4All programme in Almada municipality must present simultaneously the following **requirements to be eligible**:

- 1) **Residency in the nearby proximity of the HERB** (Holistic Energy Renovation of Building) building - The pilot has already initiated a communication with residents in the area where the HERB initiative took place.
- 2) **Be under a social housing scheme.**

Evaluation Criteria

The municipality of Almada chose to focus on the following aspects, in order of priority, to select and prioritize participants:

- **Income level:** below the lower Social Support Index, which accounts for 443,20 €/month.
- **Social aid:** be under the social energy tariff.
- **Elderly:** participants over 65 years old.

Elder populations are harder to reach since they present difficulties or lack the autonomy to attend events, therefore some mitigation actions to reach and engage them were identified, such as increase one-to-one personal contact through face-to-face assistance, and/or offering responsive telephone calls.

Also, but of secondary importance, other evaluation criteria to be considered are:

- **Presence of disability**
- **Single parenthood:** this is assessed to be an indirect selection criteria, since it is already included in the social energy tariff.

Finally, poor housing and construction conditions could be also considered in a later stage of the project.

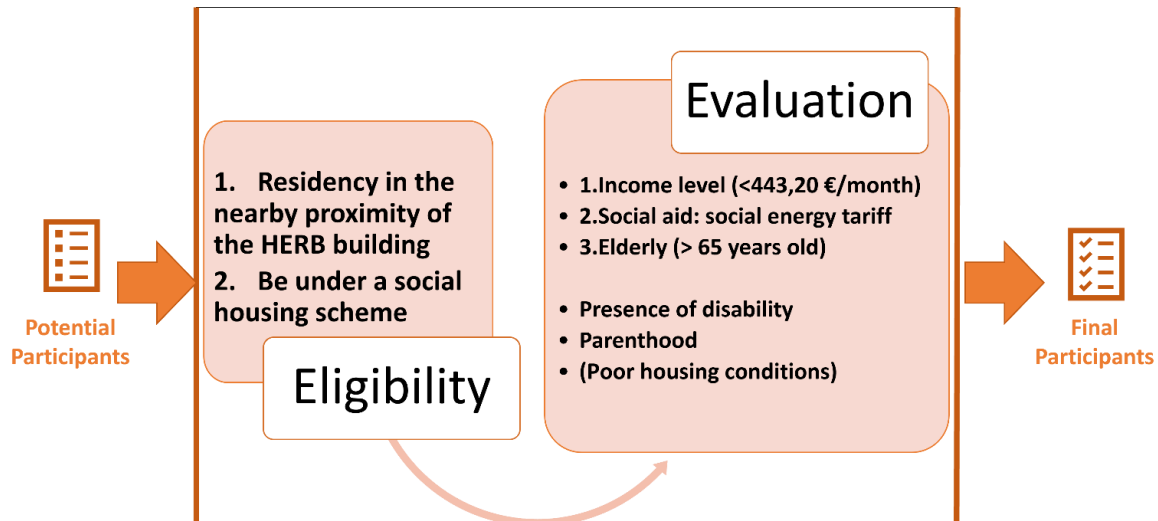


Figure 3: Almada' scheme of selection process

Type of Call

Two call announcements will be developed in parallel and in an independent way from each other:

- 1) A first call open **only for residents in the HERB buildings**.
- 2) **A second call** be further **extended** to include:
 - a) Residents of municipal **social housing**.
 - b) Citizens selected by the **National Housing and Rehabilitation Institute**.

4.2. Barcelona

Eligibility Criteria

Participants of the Sun4All initiative in Barcelona's pilot must present simultaneously the two characteristics described below:

1. Living in one of the two building chosen for the project:

- **Residency in High complexity buildings.** A residential building (and the respective community of owners) can be defined to be a high complexity building if it shows the following requirements:
 - Built before 1993.
 - It is a multi-family building divided into a horizontal property regime, in which there is no concentration of ownership greater than 30% of the total numbers of units located on floors above the ground floor.

- That 60% of the building, excluding the ground floor and basement, is intended for habitual residence.
- Renovations have not been developed on the common elements of the building in the last 15 years, and that these elements are in a poor state of conservation or require important functional improvements.
- Buildings that are located in neighbourhoods with residential vulnerability.
- **Residency in a public social housing buildings administered by Barcelona's Municipal Housing and Rehabilitation Institute (IMHAB).**
 - **In the first year**, the selected building accommodates **youths aged under 35**. The requisites to live in this building are:
 - Lower income regulated by Public Indicator of Multiple Effect Income (IPREM).
 - Families with two adults, both under 35. An exception to this condition allows for three members to be included if one is below 18.
 - **In the second year** of the programme, the selected social housing building will host **elderly citizens**. The requirements for applying for this type of housing are:
 - Be in the Barcelona Social Housing (HPO) register.
 - Aged 65 years old and over.
 - Income below 2,5 times the Public Indicator of Multiple Effect Income (IPREM).
 - Not to be the owner of any dwelling.
 - Have a certain amount of self-sufficiency.

2. Be the holder of the electricity supply contract.

Evaluation Criteria

The municipality of Barcelona had decided to select and prioritize the selections of participant mainly based on the **Income level per capita**.

- And then, for each of the following criteria about the composition of the family, additional scores will be given:
 - 1. Presence of children under 16-year-old**
 - 2. Presence of disability**
 - 3. Single parenthood**

Since the vulnerability is a prerequisite to live in the two buildings chosen for the project, the evaluation criteria will only be used in case if it is absolutely necessary.

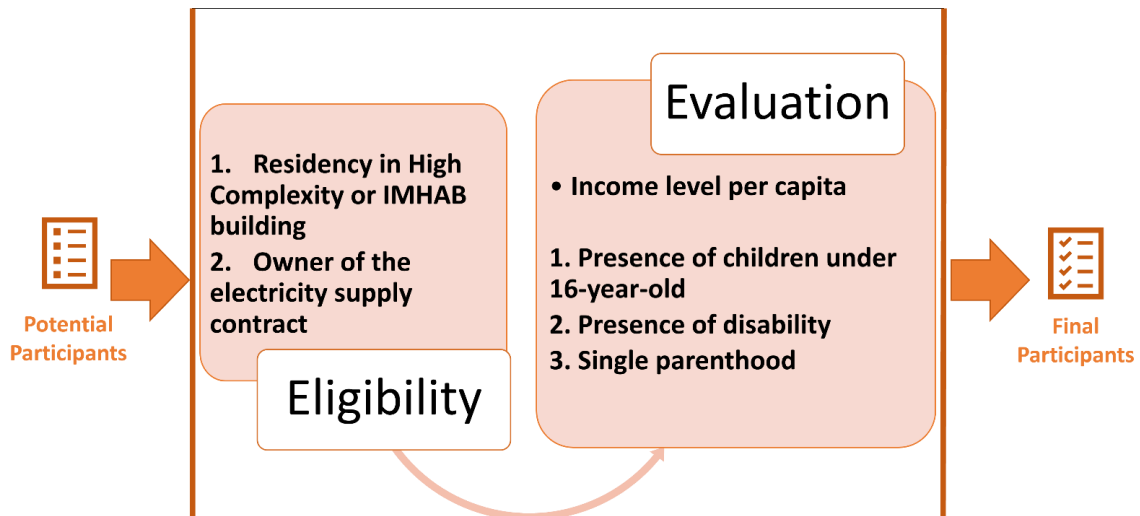


Figure 4: Barcelona's scheme of selection process

Type of Call

The call announcement was defined in **two phases**:

- 1) Firstly, the call is open only for residents **in the High complexity building selected**.
- 2) When all the residents decide about their participation, if the number of participants needed is not reached, the call requirements will be further extended to residents **in the selected public social housing buildings administered by IMHAB**.

4.3. Coeur de Savoie Community of communes

Eligibility Criteria

Participants of the Sun4All initiative in the Coeur de Savoie Community of communes (CCCS) pilot, must present simultaneously the characteristics described below:

1. **Residency in buildings within the perimeter of the community of communes**
2. **Poorly insulated housing.**

Evaluation Criteria

The municipality of CCCS chose to focus on:

1. **Income level:** defined by national housing agency (the yearly salary specified accounts for 15262 € per person)

Moreover, the following aspects to select and prioritize participants

- **Presence of children under 16-year-old**
- **Presence of disability**
- **Single parenthood**
- **Large family:** the pilot in this case did not define yet the members that a family should have to be considered "large". It is intended that a larger family will be prioritized over a smaller one.
- **Elderly:** participants who have more than 65 years old will be selected first compared to other participants.
- **Presence of unemployment**

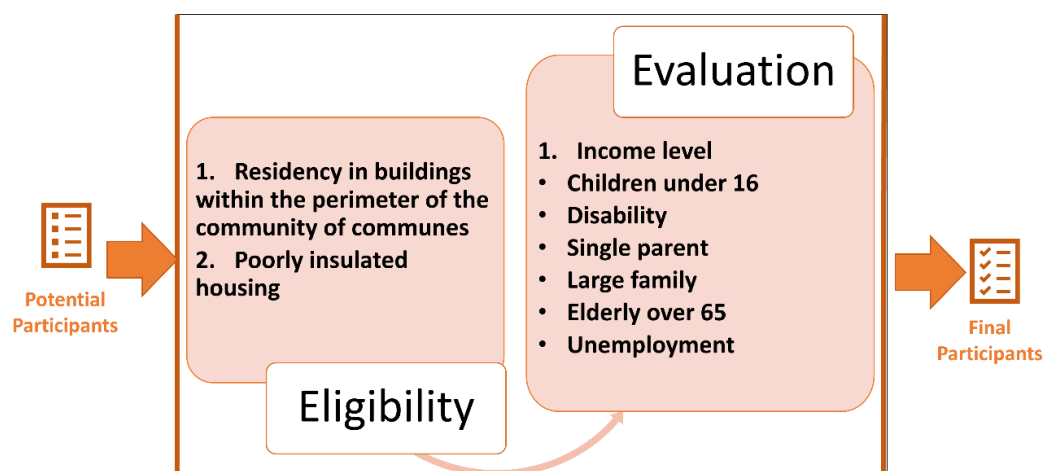


Figure 5 CCCS' scheme of selection process

Moreover, the pilot expressed interest in assessing the total energy consumption of the potential beneficiaries. This last aspect could be verified through requesting a series of energy bills to increase validity of the consumption and assessing the presence of energy poverty.

Type of Call

The type of call to be implemented is open complemented with an active searching approach: the municipality will implement an engagement strategy in order to captivate as much as beneficiaries as possible in the first year, so to have a complete list of beneficiaries for the second stage of the project as well (second year).

4.4. Roma

Eligibility Criteria

Participants of the Sun4All initiative in Rome pilot must present simultaneously the characteristics described below:

1. **Residency in buildings near 12 existing municipal PV installations (ranging from 20kWp to 90 kWp):** This criterion refers to the ideal scenario

to involve participants which dwells in buildings connected to the same grid substation in the area. This will consent to make the community evolving into a formal REC in the near future, accessing to specific incentives for the CER members, decreasing the cost of accessing the electric consumption data of beneficiaries, facilitating the visits to the PV plants, the formation of social communities with a local identity approach and furthermore the involvement of students being school centred.

2. **Shows active engagement:** This criterion will be further defined during the development of the project
3. **Vulnerability: the eligibility criteria could include people with the requirements for benefitting from “Bonus Energia” initiative:** This criterion aims to verify the requirements related to an ongoing bonus which is automatically applied to participants and takes into account several aspects, such as low incomes or disabilities, which can be found on the webpage of the municipality of Rome⁹.

Evaluation Criteria

1. **Income level:** The Indicatore della Situazione Economica Equivalente (or ISEE) indicator not exceeding 8107,5 euros/y per person or in proportion with the number of family members. It must be said that the ISEE indicator comprehensively include many other aspects which underline socio-economic stressors, such as: age and number of children and presence of disability.
2. **Large Family:** over 3 children and ISEE assessed to be lower than 20000 euros/year. To include this group increases the involvement and retention of participants (decrease dropping’s probability) but presents the added difficulty of obtaining family composition data.

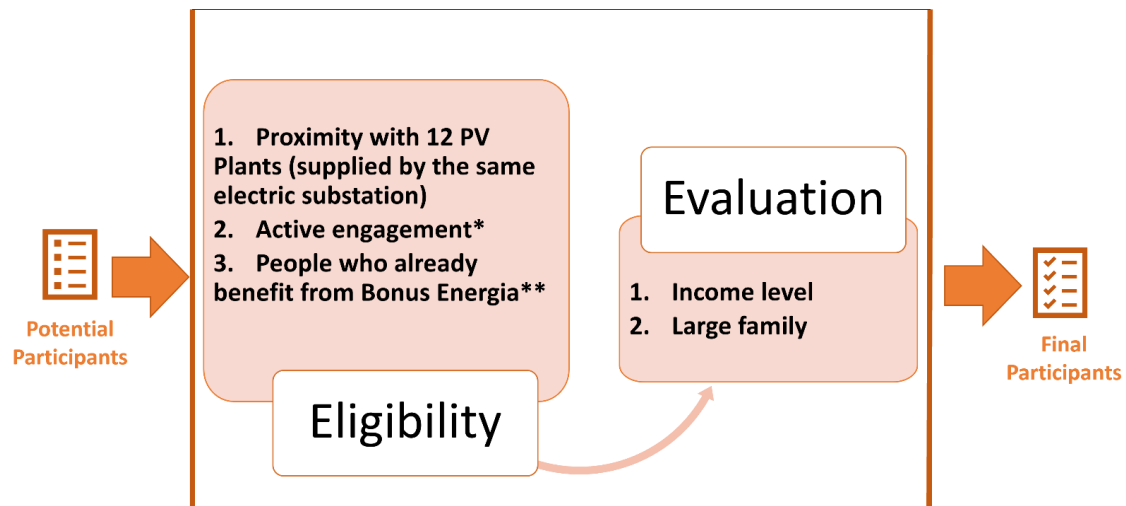


Figure 6: Rome scheme of selection process

* This eligibility criteria has to be further detailed by the pilot

** This eligibility criteria can be implemented but not necessarily

⁹ <https://www.comune.roma.it/web/it/scheda-servizi.page?tipo=&contentId=INF735109&stem=fam e persone di minore eta>

Type of Call

The type of call to be implemented is open to everyone who fulfils the criteria above mentioned. The call of interest will involve the management of sensitive data such as family composition.

5. Engagement strategy

This section addresses the various actions, activities and incentives pilots and technical partners have developed or plan to implement for the recruitment of participants in each pilot site.

Studies on residential engagement into programmes that concern energy generation and consumption are frequently described as including **three main stages** that are key to achieving sustained user engagement throughout a project: recruitment, consumer response or behavioural change, and persistence¹⁰. The division of engagement into three stages corresponds to temporal periods in which the user experience and required actions differ. As such, addressing each of them thoroughly and on their own grounds is especially useful to adapt engagement to the changing necessities of users along the whole duration of a programme. In this manner, it prevents the risk of insufficient initial recruitment, of engaging highly homogeneous social groups, hence excluding or missing out on others, and of drop-out over-time¹¹.

The recruitment stage concerns all the actions and circumstances through which a potential beneficiary is exposed to, or can access, information related to the project and the problems it seeks to tackle, to the process of registration. Recruitment thus encompasses issues as diverse as becoming aware of the project, learning whether one qualifies for participation, talking through with project officers about responsibilities and benefits, and filling in the necessary paperwork.

In the Consumer Response and Behavioural Change stage, strategies will be directed at initiating and maintaining the beneficiary's interest, participation and response to the various activities and tasks established by the programme.

In the Persistence phase, engagement strategies are aimed at consolidating user interest over time. That is, engagement will seek to keep the user attentive and in interaction with the programme, until it becomes a well-established element in the day-to-day activities, and considerations of beneficiaries. The ultimate goal of persistence would be to develop a user interest in the topic of the programme that outlives the project itself.

In the case of Sun4All, the Grant Agreement specifies that recruitment, the main focus of this chapter, must include two informative sessions and the dissemination of project information to a wide audience to inform at least 1500 citizens. Moreover, a short video will be shared to increase awareness and communicate the project goals. This video will be available for pilots to post it in their social media, leading in raising awareness and interest among the local population.

¹⁰ Carmichael, R., Gross, R., & Rhodes, A. (2018). Unlocking the potential of residential electricity consumer engagement with Demand Response (An Energy Futures Lab Briefing Paper).

¹¹ Barsanti, M., Garbolino, L., Mansoor, M., Realmonte, G., Zeinoun, R., Causone, F., & Fabi, V. (2020). Innovative User Experience Design and Customer Engagement Approaches for Residential Demand Response Programs. In Sustainability in Energy and Buildings (pp. 613-627). Springer, Singapore.

5.1 Almada

5.1.1 Communication plan and actions prior to engagement

A dissemination, communication and participation strategy will be setup with the target audience being the residents of social housing. The recruitment of beneficiaries will be organised as an open call to any resident households dwelling in buildings selected as pilots. Should it not be possible to recruit enough participants in the first appointment of buildings, additional social housing buildings would be incorporated into the pilot. Preference will be given to municipal social housing units over those administered by the National Housing and Rehabilitation Institute.

As part of the engagement strategy plan being developed before the beginning of recruitment, the pilot is exploring the possibility to appoint an independent facilitator, a staff member of AGENEAL, which will act as a focal point for all contacts, drive the engagement strategy and help residents understand the benefits of the programme.

Furthermore, the pilot will seek to develop informative material (e.g., flyers) jointly with the Municipal Social Housing Department in order to make the content of the programme, and the benefits and responsibilities of beneficiaries the most accessible and understandable to the households of the pilot buildings.

Additionally, Almada will later validate a potential partnership with a community centre, which could act as a multiplier to organise events and hence boost recruitment.

5.1.2 Recruitment actions

The recruitment strategy will be structured as follows. Firstly, the pilot will target ten households which were previously beneficiaries of the HERB programme in the pilot buildings. Due to their experience in sustained engagement, these households could act as multipliers and assist the programme in building trust, recruiting, and communicating with future beneficiaries of Sun4All.

Secondly, in May 2022 municipal social services agents and/or the independent facilitator will engage in a door-to-door information campaign, in which all potential beneficiary households will be directly contacted. The use of these kind of agents has been chosen due to the success in recruitment rates this approach evinced in the HERB programme. In this first contact, beneficiaries' will be introduced to the social, economic, and environmental goals of Sun4All, and they will be informed that they qualify for participation. The duration of the programme, the main responsibilities and benefits of participation, and the date and time of the various informative sessions will also be communicated. Informative material such as leaflets will also be handed to potential beneficiaries during the door-to-door information campaign.

Since the electricity generation capacity of the PV plant selected for the start of the programme is significantly limited, the pilot will evaluate the possibility of holding community workshops in which the expansion of the programme in terms of both

electricity generated and beneficiaries involved will be discussed to incorporate the needs and preferences of the residents. Through these workshops the pilot plans to further adapt Sun4All to the residents' vision and desires for the future in the community. In these workshops the informative video developed by Associació Ecoserveis introducing Sun4All will be projected.

Moreover, in these same event(s) the Local Energy Agency will conduct energy diagnosis on volunteers from the pilot buildings, with a three-fold objective: an extra free benefit for the community, increasing trust in the project and "profiling" to check who has a consumption pattern linked to excess demand in order to optimize the system. It will also be useful to find opinion leaders in the community, who can later be better prepared to serve as motivators for other energy communities, together with a coffee and cake and other small gifts approach which will bring people on board, learn about their expectations, and build the community around their defined constraints/opportunities and needs. The energy diagnosis and the informative sessions, as well as the community workshops if they are fully validated, will be held in municipal facilities.

For those who may not have been able to attend the informative sessions/community workshops, a second door-to-door information campaign will be implemented, targeting specifically the lacking households. In this way, the pilot plans on making registration easier for those residents to whom participation in in-person events may not be their preferred option, or of difficult access (e.g., due to severe disability or advanced age).

Registration will be possible in the informative sessions/community workshops, as well as in the door-to-door visits. During registration, beneficiaries will be required to fill in the Sun4All questionnaire.

5.1.3 Communication channels / social media

At the current stage of the project, it was not feasible to assess with clearance this content. Further investigation will be developed, side by side with the Almada Municipality in order to specify the channels through which developing the engagement strategies and which social media are going to be used.

A revision of the deliverable is foreseen before the implementation of the pilot (M11).

5.1.4 Multipliers

Some possible multipliers for the Portuguese pilot are:

- National Housing and Rehabilitation Institute
- HERB beneficiary households
- Community centre

5.1.5 Main Responsible Actors

The **Almada Energy Agency** will be in charge of designing and implementing the recruitment strategies.

5.2 Barcelona

5.2.2 Communication plan and actions prior to engagement

Vulnerable households are frequently among the social groups that are harder to engage in projects concerning innovation and the energy transition. In order to do it effectively, the Barcelona pilot has established a strong partnership with two multipliers that will be key for the engagement and retention of users throughout the programme: Pla de Barris and IMHAB. The pilot has set as milestone of its engagement strategy the joint development of a recruitment plan with these multipliers, whom have long-lasting experience in promoting the participation of vulnerable communities. In the coming months, the pilot plans on holding multiple meetings with these two bodies to further detail and fully validate the recruitment strategies hereby detailed. Additionally, the pilot will hold an organisational meeting with the person in charge of the two buildings in the month of March 2022.

The process of recruitment will be organised as a call for participation that will be open exclusively to households dwelling in the buildings previously selected for participation into the programme. Given that Pla de Barris is a body whose goal is the combat of inequality through proactively reaching out to people affected by economic hardship or social exclusion, the call for participation will be accompanied by the active contact of all potential beneficiaries.

5.2.3 Recruitment actions

The actions implemented for the recruitments of beneficiaries will be structured in the following way:

Firstly, in April 2022 the person in charge of the pilot buildings, and/or potentially qualified municipal officers or social services agents, will seek to establish contact with all potential participants in the two pilot buildings. This contact will be performed either via phone call, or as in-person short visits to each of the beneficiaries' homes to explain the Sun4All project. To involve the building director and/or social services personnel will be crucial to effective beneficiary recruitment as they are already known and trusted by the inhabitants of the pilot visits.

In this first contact, beneficiaries' will be introduced to the social, economic, and environmental goals of Sun4All, and they will be informed that they qualify for participation. The duration of the programme, the main responsibilities and benefits of participation, and the date and time of the various informative sessions will also be communicated. Informative material such as leaflets and brochures will also be handed to potential beneficiaries if this first contact takes places in-person.

Otherwise, these would be distributed to the post-box of participants shortly after the informative call.

Subsequently, the households of the pilot buildings will be contacted again in order to ask them to attend at one of the informative sessions in May 2022 developed by Energy Agency of Barcelona and Ecoserveis. In this month, two informative sessions will be held in each of the pilot buildings. These sessions will be scheduled at different times of the day, in order to make them more accessible to potential beneficiaries. The pilot, together with IMHAB and the Neighbourhood Plan will provide later on the final venue of the sessions, and they will also explore the possibility to make these sessions more attractive by including some free food and/or drinks offer. In these informative sessions, the financial model of the programme, beneficiaries' responsibilities, the calendarization of activities and the informative video will be presented. Interested attendees will be able to register for the programme in these sessions too.

Given that registration will require in-person attendance of beneficiaries, the pilots will seek alternative inscriptions sites for those who may wish to register some days after the informative sessions. For those households who did not attend the informative sessions, the pilot plans to organise a second targeted round of direct contacts to offer again the possibility to participate in the project.

Since the beginning of recruitment, a reference contact will be appointed, and the time and channels through which (s)he can be reached will be repeatedly communicated to participants in the leaflets and informative sessions.

It is worth noting that the number of beneficiaries recruited among the two buildings should not reach 50 households, the pilot will consider and later on validate alternative sites to include additional people in the programme.

5.2.4 Communication channels / social media

The main communication channels that will be deployed for recruitment strategies will be based on close, trust-based interactions with users (i.e., either door-to-door contact, or phone calls).

Informative leaflets will be developed and shared with all the households of the pilot buildings.

The informative video elaborated by Associació Ecoserveis will also be projected in the informative sessions.

5.2.5 Multipliers

Some possible multipliers for the Spanish pilot are:

- Pla de Barris (The Neighbourhood's Plan)
- Barcelona's Municipal Housing and Rehabilitation Institute (IMHAB)

5.2.6 Main Responsible Actors

The actors that will be in charge of designing and implementing the recruitment strategies will be the **Local Energy Agency of Barcelona (ALEB)** and **Associació Ecoserveis (ECO)**.

5.3 Coeur de Savoie Community of communes

5.3.2 Communication plan and actions prior to engagement

In order to be both effective in the recruitment of beneficiaries, and fair in prioritizing the inclusion of people affected by socioeconomic inequality and energy poverty, the pilot established two approaches to elaborate strategies of recruitment.

The first approach, which will be the dominant one in the first year of the project, will seek to open participation to all households dwelling in the selected buildings, with no exclusion criterium. The rationale of the first approach will be that the choice of buildings already follows considerations of economic hardship and unresolved poor house insulation. Throughout the programme, and especially in the second year, CCCS will seek to actively search for the energy-poor. This approach which will build on existing trusted channels of communication and engagement with these households. Crucially, the purpose of this approach is to develop insightful measures to evaluate both the experience and the intensity of energy poverty in households, so as to target those who would benefit the most from the programme.

As such, between mid-December 2021 and mid-January 2022 the pilot held a global meeting with fellow French stakeholders of Sun4All followed up with bilateral exchanges, to establish consensus and cooperation to follow this twofold approach.

Moreover, CCCS' engagement plan will be implemented in collaboration with various entities already involved in both local and regional projects addressing energy poverty and the generation of RES. The organisations with whom the pilot has liaised include the social services division of the Coeur de Savoie Department, the DSO ENEDIS, Savoie's Departmental Agency on Housing Information (ADIL), and the social housing property manager OPAC73. These partners have long relations of joint work and liaison with social housing units and with energy-poor households. Consequently, establishing working relations with these stakeholders is central to enabling the implementation of the intended approach to actively reach out to the energy-poor households, since the former are already known and trusted by the latter.

In the months of March and April 2022 the pilot will exchange again with these organizations and validate the final recruitment plan with them.

5.3.3 Recruitment actions

The various stages of beneficiary recruitment will be done in May 2022 and through the communication channels, and established strategies of engagement, of the local

stakeholders CCCS will have established and validated partnerships (e.g., ADIL, social services, and others).

In this way, recruitment will not also build on consolidated relations of trust with households in the pilot buildings but will also be done through previously tested best practices for recruitment in the area.

CCCS plans to execute the first contact and introduction to the Sun4All programme with potential beneficiaries in an interactive manner that is responsive and based on closeness of contact. As such, these will be done through either in-person visits or phone calls. Where possible, these first contact will be done by agents with whom households are already acquainted. In this first contact, or right after, all potential beneficiary households will receive informative material (e.g., flyers).

Information on the Sun4All programme will be uploaded to CCCS website, and the pilot is also considering disseminating such information regularly through its various social media channels.

Subsequently, one or multiple informative sessions will be hold also in the month of May. In these sessions, interested households will be introduced with further detail on the financial format of the programme, beneficiaries' responsibilities and benefits, and on the calendarization of activities. The informative video developed by Associació Ecoserveis will also be projected in these sessions, and the Sun4All questionnaire will also be circulated. Interested attendees will be able to register for participation in these sessions. CCCS will additionally assess the possibility to hold the informative session(s) on regular or especial meetings that the introduced local partners may hold in the same month, in order to enhance the reach of the event(s). The pilot will later on validate the exact date of such session(s) and if alternative registration venues will be set.

5.3.4 Communication channels / social media

The pilot intends to rely on the communication channels already consolidated by local partners such as ADIL, OPAC73, social services of Savoie or ENEDIS. CCCS will also rely on making use of its own website and additional social media channels.

5.3.5 Multipliers

Some possible multipliers for the French pilot are:

- Social services division of the Coeur de Savoie Department
- ENEDIS DSO
- Savoie's Departmental Agency on Housing Information (ADIL)
- Social housing property manager OPAC73.

5.3.6 Main Responsible Actors

Coeur de Savoie Community of communes (CCCS) together with INES Plateforme Formation & Evaluation (INES PFE) will be in charge of designing and implementing recruitment strategies.

5.4 Roma

5.4.1 Communication plan and actions prior to engagement

The pilot plans to present and disseminate a call of interest to become a beneficiary of Sun4All to all the inhabitants of the selected residential areas. Interested households will have to self-select and apply for the programme. In the second year, or in the first year in case that the number of qualifying respondents to the call of interest exceeds the limit of participation, participants would be screened in accordance with the evaluation criteria (see subsection 5.4).

Roma Capitale is exploring the possibility of establishing partnerships with multiple local agents, with the purpose of ensuring that Sun4All is also known and accessible by households vulnerable to poverty and social exclusion. With this aim, the pilot is compiling a list of local social and civil associations that could facilitate information of the programme to these collectives and hence help build trust in Sun4All. These associations shall be contacted after the pilot sites are definitively validated.

The pilot is also undertaking a process of assessment of additional partnerships with other local multiplier stakeholders. In particular, the pilot will seek to co-develop some activities with municipal schools, district administrations, and will also explore liaising with 'animazione territoriale' agents: volunteer social activity leaders that promote social and cultural events and that operate as mediators between municipal or district officials and programmes and neighbours of a given district. These numerous potential multipliers will be contacted, and specific forms of collaboration will be determined over the months of March and April 2022.

Finally, to amplify the audience reach of Sun4All, the pilot is starting to develop informative materials (e.g., brochures) to be disseminated throughout the recruitment stage.

5.4.2 Recruitment actions

Given that Roma Capitale opts for a self-selection mode of recruitment, the pilot will locate at the core of its recruitment strategy the development and launch of a comprehensive information campaign. The Department of Communication of Roma Capitale will be involved in ideation and implementation of this campaign. To the purpose of informing a broad audience about the purpose, content and eligibility criteria of Sun4All, the pilot will develop various informative materials, which will be disseminated on its own website, its social media channels (i.e. Facebook, Instagram, Twitter), and through a large mailing list that Roma Capitale owns, and which

includes the contact details of all the inhabitants of the city who have signed in to receive municipal newsletters and official communication.

Furthermore, as part of this information campaign, the pilot will explore the collaboration with multiple of the multipliers, to disseminate informative brochures (e.g., in buildings of district administrations, and in municipal schools). The pilot is also considering to co-organise with municipal schools, informative events for families of the concerned districts to attend, and hence make it more convenient for a broader range of households to access information on the programme.

Subsequently, in May 2022, one or multiple public informative sessions will be organised. In these sessions interested households will be introduced with further detail on the financial format of the programme, beneficiaries' responsibilities and benefits, and on the calendarization of activities. The informative video developed by Associació Ecoserveis will also be projected in these sessions. Interested attendees will be able to register to become a beneficiary in these sessions.

In these sessions, the pilot will also circulate the Sun4All questionnaire, to gain further information on the level of motivation of the potential beneficiary and, crucially, to identify participants who may be willing to attend a training to become mentors in the second year.

Finally, should the pilot establish a working partnership with 'animazione territoriale' agents, these would conduct direct individual interviews with potential beneficiaries having responded to the call of interest. These interviews will be an insightful means to gather qualitative insights from beneficiaries on their circumstances, expectations, and interests. Additionally, in these interviews, trained 'animazione territoriale' agents will be able to solve individual concerns and doubts regarding the Sun4All programme. The conduction of interviews by 'animazione territoriale' agents will be key in order to build beneficiaries' trust in the programme and will provide Sun4All with a more personalised and horizontal channel through which to communicate and to collect feedback from beneficiaries.

5.4.3 Communication channels / social media

For the purpose of information dissemination on the programme, and to recruit beneficiaries, the pilot will rely on its own website, a large mailing list of individuals that have signed in to receive municipal newsletters and additional notifications, and additional social media channels, such as Twitter, Instagram and Facebook.

5.4.4 Multipliers

The following list of multipliers correspond to the preliminary identification conducted by the pilot. The final list of multipliers involved in the first year of the programme will be included in the upcoming Deliverable 3.2.

- District administrations
- Municipal schools
- Animazione Territoriale

- Civil associations

5.4.5 Main Responsible Actors

The **Municipality of Roma Capitale** will be in charge of designing and implementing recruitment strategies.

5.5 Future community work

After the completion of the recruitment stage, and the registration of the stipulated number of beneficiaries, further engagement strategies will be devised and implemented to ensure that participants stay active in the programme, and to consolidate interest in the energy community. As such, strategies for the engagement phases of consumer response and persistence will be elaborated and collected in the deliverable 3.2. (D3.2 “Local work plans of community work”).

In this deliverable, these strategies will target not only beneficiaries but further members of the broader community. To achieve and sustain their involvement in the programme, community engagement will provide energy advice to reduce energy poverty, raise awareness in energy rights, and optimize energy bills. In this manner, D3.2 details the various informative sessions, community workshops, visits and energy advice sessions that will be organized to keep participants engaged, among additional activities.

6. Risks assessment

In this deliverable, eligibility criteria of the pilots were defined, and their future engagement strategies were outlined, specifying communication plans, recruitment actions, channels to reach the participants and main actors and multipliers.

The main risks recognized during the development of this task are:

1. Change of eligibility criteria: pilots expressed several doubts regarding the reliability of some of the criteria outlined in section 4.

The process of brainstorming to produce those criteria produced a result which is susceptible to changes depending on several factors, such as:

2. Substitution of stakeholders in local administrations.

At the current stage of the project, the risk appears to show higher probability of materialization for the pilot of Almada.

3. Lack of engagement and commitment of the beneficiaries (already outlined as a major risk in the D1.2 "Risk Management Plan")

Risk assessment strategies were developed and outlined in Section 4, but further work is required and will be broadened up in the process of development of the Deliverable 3.2 "Local work plans of community work".

4. Changes in fundings and social services admission criteria

Some municipalities pointed out the possibility of changes in the requirements for accessing in local fundings initiatives, for example the "Buono Energia in Roma".

5. Unclear Work Plan: for some pilot timeline and actions is unclear especially the communication plan to be used and the dissemination material to inform and recruit potential users.