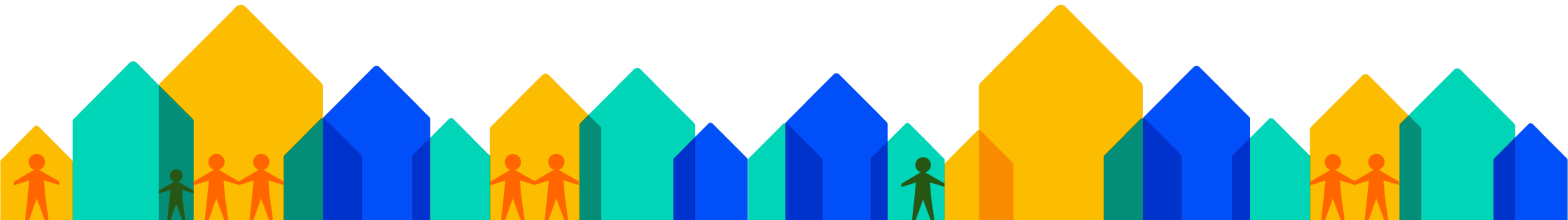# Dissemination and Communication Strategy

March 2022

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Deliverable no.	D6.1
Work package	WP6
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Due date	31.03.2022
Actual submission date	31.03.2022
Status	Final
Reviewed by	Camila Canelas Navarro, Ecoserveis Sergi Delgado, Agència de l'Energia de Barcelona

Project name	Sun4All (Eurosolar for all: energy communities for a fair energy transition in Europe)
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1. Purpose & scope

1. Purpose & scope

This Dissemination and Communication Strategy (DCS) includes and is based on an analysis of the existing communications landscape.

The DCS defines relevant measures, communication and dissemination (D&C) channels and products with the aim to guide the communication and dissemination activities of the entire project and to steer relevant actions of all project partners.

This strategic document summarizes and details the target audiences of the project communication activities and key messages, that will be delivered to them. It specifies, which and how communication and dissemination channels and products will be deployed, refines the project partners' roles and responsibilities and includes guidelines for project partners to ensure the visibility of the EU Horizon 2020 framework programme in dissemination actions. The strategy defines D&C objectives, determines the timeline of actions and sets up key performance indicators, which help to evaluate reach and impact.

The DCS may serve as a source of information and guideline for all Sun4All project partners. By following the strategy's recommendations, the project consortium will ensure an effective and far-reaching communication and dissemination of the project's activities and results.

2. Dissemination & communication objectives

2. D&C objectives

Dissemination and communication are critical activities for a successful establishment of the Sun4All scheme, its reputation and influence on future topic-related initiatives and thus for ensuring its sustainability after the project ends. Therefore, the DCS defines relevant measures, communication and dissemination channels and products with the aim to …

…position the Sun4All project scheme as a recognized and effective approach amongst stakeholders in the field of energy poverty alleviation and related policy decision making through the dissemination of project results.

…highlight energy poverty contexts and energy transition challenges in European cities and municipalities to raise awareness.

…guarantee the project's visibility.

…guide communication and dissemination activities and steer relevant actions of all project partners.

…facilitate exploitation activities and uptake of project results.

…inform relevant actors, policy makers and influential institutions about the Sun4All approach, its effectiveness and meaningfulness for a socially fair energy transition in Europe – thus ensuring Sun4All's sustainability after the project completion.

…encourage replication by convincing stakeholders of Sun4All's capability to bring change and by equipping key actors with knowledge and understanding for project results.

A dedicated focus on local communication and the development of Local Communication Plans (see chapter 6) will ensure that the implementation of the Sun4All approach enhances the co-responsibility of communities and local administrations towards a just transition.

3. Communication context analysis

Energy poverty and the importance of communication

Energy poverty is a multi-dimensional phenomenon. Along with socioeconomic and technical dimensions, energy poverty has a communication dimension:

Insufficient information on affordability of renewable and sustainable energy and energy efficiency is an **energy poverty driver**. (1)

↔

Energy vulnerable households have **difficulties in obtaining and assimilating information** on energy accessibility, energy efficiency and management at home, as well as their energy rights. (2)

"Energy poverty" terminology for Sun4All communication

Within the context of "energy poverty" terms and expressions may be used diligently, based on a fundamental understanding of their meaning and tailored for the respective audience. Particularly when directly addressing vulnerable households, i.e. energy consumers facing the risk of energy poverty, the terms "vulnerable" and "poverty" should be avoided or used carefully in order to not offend the audience.

Energy poverty can be defined as a situation where a household or an individual is unable to afford basic energy services (heating, cooling, lighting, mobility and power) to guarantee a decent standard of living due to a combination of low income, high energy expenditure and low energy efficiency of their homes". (3)

Vulnerable households either do not have access to energy services or making use of these energy services undermines their possibility to access other basic services. Energy poor households experience inadequate levels of some essential energy services, e.g. lighting, heating/cooling, use of appliances, transport and many others. (3)
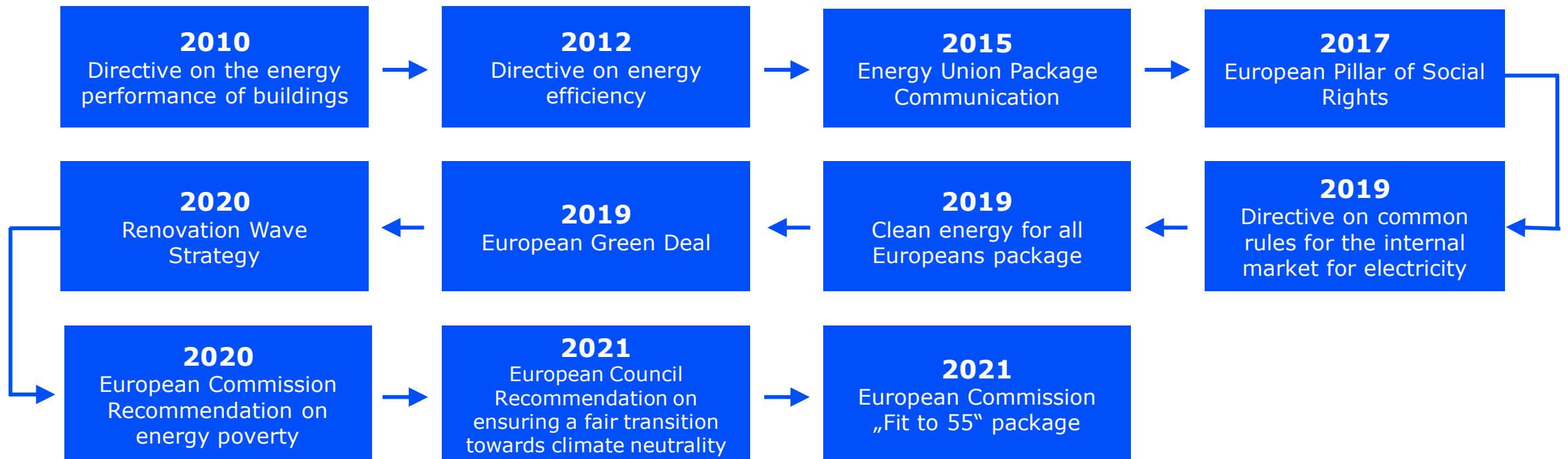
"Just transition" terminology for Sun4All communication

The **Just Transition** Mechanism is a key tool to ensure that the transition towards a climate-neutral economy happens in a fair way, leaving no one behind. The Just Transition Mechanism addresses the social and economic effects of the transition, focusing on the regions, industries and workers who will face the greatest challenges. (4)

Leaving no one behind in an age of change means fighting poverty. Energy poverty and the difficulty to invest in modern cost saving solutions point to the need to be vigilant on new distributional challenges brought by the transition to a carbon neutral economy. For all these reasons, a wide reflection needs to take place to consider the multiple and interconnected causes of poverty, to reflect on the impact of different policy instruments and to rethink the way forward. (5)

EU's energy poverty communication milestones
(Please see Appendix 1 for more details)

2010 Directive on the energy performance of buildings	→	2012 Directive on energy efficiency	→	2015 Energy Union Package Communication	→	2017 European Pillar of Social Rights

2020 Renovation Wave Strategy	←	2019 European Green Deal	←	2019 Clean energy for all Europeans package	←	2019 Directive on common rules for the internal market for electricity

2020 European Commission Recommendation on energy poverty	→	2021 European Council Recommendation on ensuring a fair transition towards climate neutrality	→	2021 European Commission „Fit to 55" package

Even though the issue of energy poverty was mentioned in several publications of the European Parliament and the European Commission since 2010, there is still no official definition of energy poverty within the European Union and consumers facing the risk of or suffering from energy poverty are often not aware of their rights and options for action. Therefore, appropriate **educational and explanatory communciation within the context of energy poverty is essential**.

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EU's main energy poverty communication actors 1/2

Directorate-General for Energy (DG ENER)

The Directorate-General for Energy (DG ENER) develops and carries out the European Commission's policies on energy: secure, sustainable, and competitively priced energy for Europe. The main areas of responsibility are renewable energy, energy efficiency, energy data and analysis. [More information]

European Climate, Infrastructure and Environment Executive Agency (CINEA)

CINEA's mission is to support stakeholders in delivering the European Green Deal through high-quality programme management. [More information]

European Union Agency for the Cooperation of Energy Regulators (ACER)

ACER fosters a fully integrated and well-functioning Internal Energy Market, where electricity and gas are traded and supplied according to the highest integrity and transparency standards, so that EU consumers can benefit from a wider choice, fair prices and greater protection. [More information]

Euratom Supply Agency (ESA)

The mission of the Euratom Supply Agency (ESA) is to maintain regular and equitable supply of nuclear materials (ores, source material and special fissile material) for all users in the European Atomic Energy Community. [More information]

EU's main energy poverty communication actors 2/2

Energy Poverty Advisory Hub (EPAH)

The Energy Poverty Advisory Hub (EPAH) is the leading EU initiative aiming to eradicate energy poverty and accelerate the just energy transition of European local governments. EPAH's mission is to be the central platform of energy poverty expertise in Europe for local authorities and all stakeholders interested in taking action to combat energy poverty in Europe by providing direct support, online trainings, and research results and by building a collaborative network of stakeholders interested in taking action to combat energy poverty in Europe. [More information]

European Union Energy Poverty Observatory (EPOV)

The Energy Poverty Observatory (EPOV) was established with the aim of fostering transformational change in knowledge about the extent of energy poverty in Europe, and innovative policies and practices to combat it. The creation of an Energy Poverty Observatory was part of the European Commission's policy efforts to address energy poverty across EU countries. [More information]

Covenant of Mayors for Climate & Energy. Europe (CoM)

The Covenant of Mayors (CoM) is the world's largest movement for local climate and energy actions. The EU CoM brings together thousands of local governments voluntarily committed to implementing EU climate and energy objectives. The CoM was launched in 2008 in Europe with the ambition to gather local governments voluntarily committed to achieving and exceeding the EU climate and energy targets. [More information]

Communication context survey with project consortium

The following statements summarize the results of a communications context survey conducted among Sun4All project partners located in Almada, Barcelona, Coeur de Savoie and Rome. These insights may be kept in mind for successful communication and dissemination during the project lifespan and they will contribute to the development of the Local Communication Plans (see chapter 6).

A summary of the most relevant survey findings can be found on slide 24.

Almada's perspective: communication context

The following statements summarize the results of a communications context survey conducted among Sun4All project partners located in Almada. These insights may be kept in mind for successful communication and dissemination in Portugal and they will contribute to the development of a Local Communication Plan (see chapter 6).

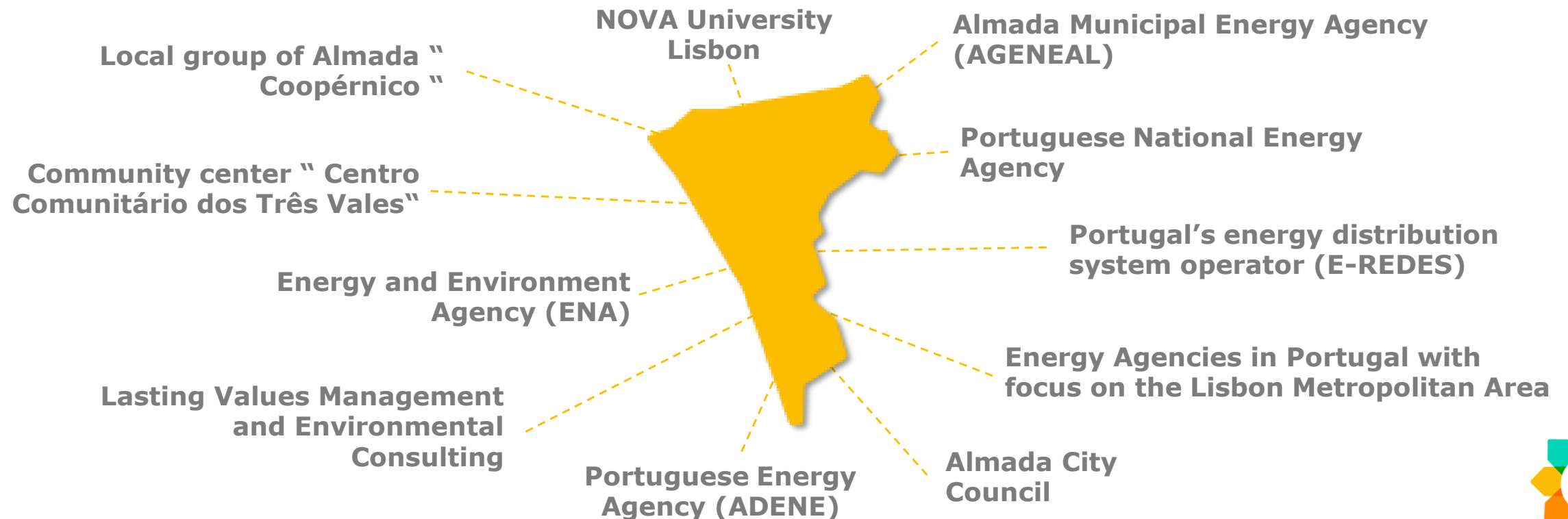|	
Communication and dissemination activities in Almada will benefit from awareness-raising activities conducted within the scope of the HERB project, which took place in Almada from 2012 to 2016.	Main target groups as seen by the survey participants are: local authorities; networks, initiatives and NGOs related to energy, sustainability, etc.; and energy utilities/ grid operators.
Mistrust of vulnerable consumers regarding the concept of benefitting at no cost is seen as a risk, which should be considered in key messages and when describing the Sun4All scheme.	The above mentioned target groups are familiar with the concepts of just energy transition, energy poverty, energy communities and cooperative energy projects.
At societal level, awareness for the energy poverty issue is continuously increasing in Almada/ Portugal, as the topic is more and more covered by media, climate action plans and political actions.	In contrast to this, vulnerable consumers are rather not familiar with the above-mentioned concepts.

Almada's perspective: important actors in the field of energy poverty

The following institutions, organisations, networks etc. were identified by Sun4All project partners located in Almada:

NOVA University Lisbon

Local group of Almada " Coopérnico "

Almada Municipal Energy Agency (AGENEAL)

Portuguese National Energy Agency

Community center " Centro Comunitário dos Três Vales"

Portugal's energy distribution system operator (E-REDES)

Energy and Environment Agency (ENA)

Energy Agencies in Portugal with focus on the Lisbon Metropolitan Area

Lasting Values Management and Environmental Consulting

Portuguese Energy Agency (ADENE)

Almada City Council

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Barcelona's perspective: communication context

The following statements summarize the results of a communications context survey conducted among Sun4All project partners located in Barcelona. These insights may be kept in mind for successful communication and dissemination in Spain and they will contribute to the development of a Local Communication Plan (see chapter 6).

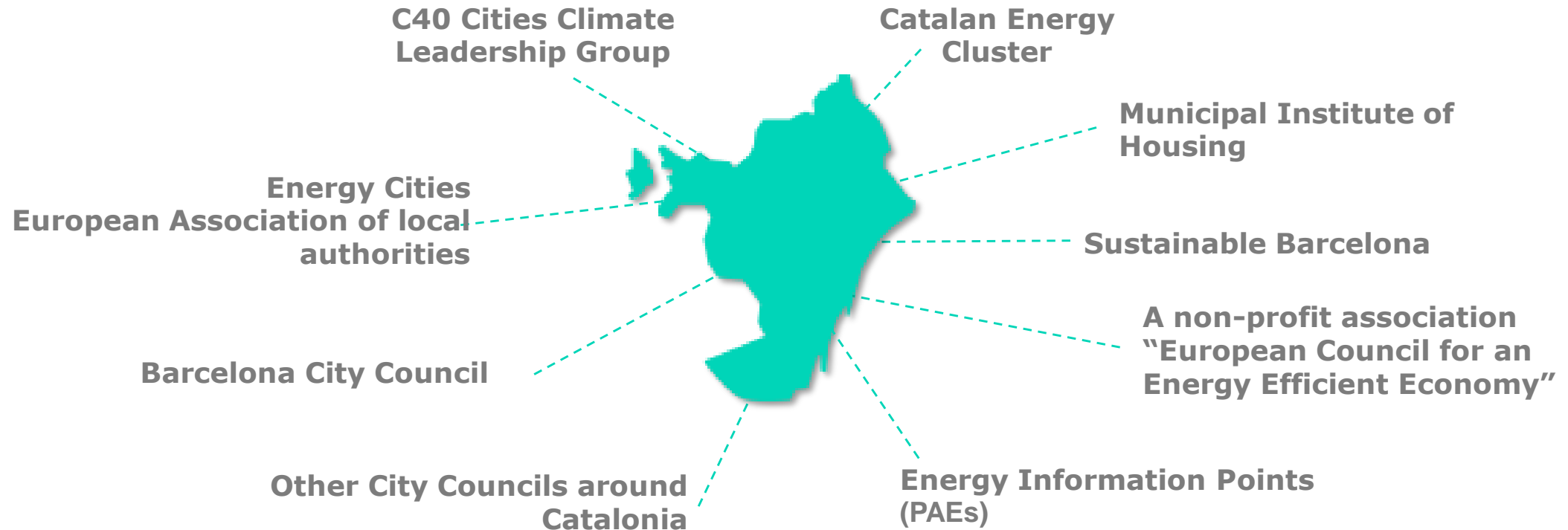|	
Main target groups as seen by the survey participants are: local authorities, networks, initiatives and NGOs related to energy, sustainability, etc. as well as networks, initiatives and NGOs related to vulnerable consumers, and vulnerable consumers themselves.	It is seen as a challenge to explain the Sun4All scheme and the functions and roles of all parties involved, i.e. to find a balance in communications between providing detailed explanations and keeping descriptions of the Sun4All scheme easy to understand.
Although the topics of energy poverty and just energy transition have attracted more and more attention from topic-related organisations, institutions etc. during the last years, particularly at a broader societal level and amongst vulnerable consumers increased efforts may be made to further raise citizens' awareness.	Vulnerable consumers are not or only little familiar with the concepts of just energy transition, energy community and community solar/ cooperative energy projects, whereas they are rather aware of the energy poverty issue.

Barcelona's perspective: important actors in the field of energy poverty

The following institutions, organisations, networks etc. were identified by Sun4All project partners located in Barcelona:

C40 Cities Climate Leadership Group

Catalan Energy Cluster

Municipal Institute of Housing

Energy Cities European Association of local authorities

Sustainable Barcelona

A non-profit association "European Council for an Energy Efficient Economy"

Barcelona City Council

Other City Councils around Catalonia

Energy Information Points (PAEs)

Coeur de Savoie's perspective: communication context

The following statements summarize the results of a communications context survey conducted among Sun4All project partners located in Coeur de Savoie. These insights may be kept in mind for successful communication and dissemination in France and they will contribute to the development of a Local Communication Plan (see chapter 6).

According to survey participants, the concepts of energy communities or community solar/ cooperative energy projects are not or only little known in France and are not yet represented in French legislation.
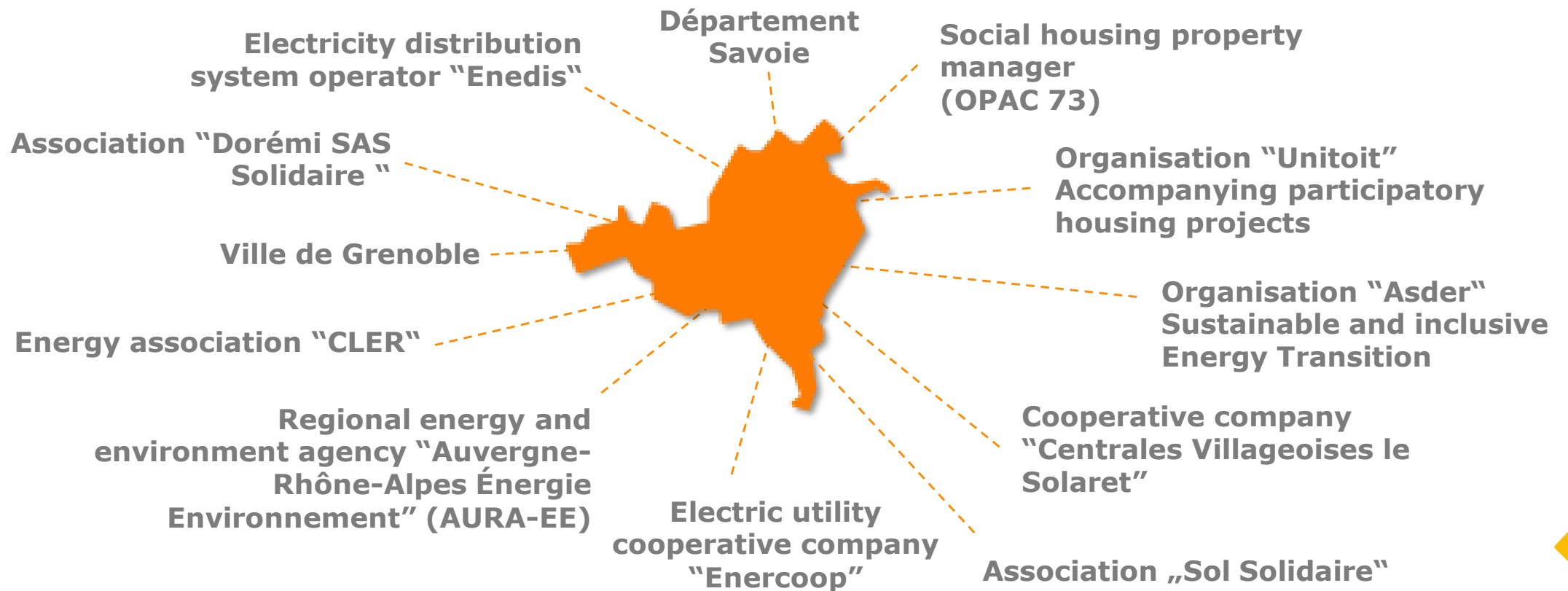
Initiatives and legal contexts on the theme of energy poverty are developing dynamically in France, which is why focus should lie on positioning the Sun4All scheme as an easy-to-understand solution.

In the context of decarbonisation, the concept and relevance of a just energy transition is increasingly taken into account. Particularly in the political sphere it has become a priority and is therefore commonly better known and understood than the concept of energy poverty.

Coeur de Savoie's perspective: important actors in the field of energy poverty

The following institutions, organisations, networks etc. were identified by Sun4All project partners located in Coeur de Savoie:

Electricity distribution system operator "Enedis"

Département Savoie

Social housing property manager (OPAC 73)

Association "Dorémi SAS Solidaire "

Organisation "Unitoit" Accompanying participatory housing projects

Ville de Grenoble

Organisation "Asder" Sustainable and inclusive Energy Transition

Energy association "CLER"

Regional energy and environment agency "Auvergne-Rhône-Alpes Énergie Environnement" (AURA-EE)

Cooperative company "Centrales Villageoises le Solaret"

Electric utility cooperative company "Enercoop"

Association „Sol Solidaire"

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Rome's perspective: communication context

The following statements summarize the results of a communications context survey conducted among Sun4All project partners located in Rome. These insights may be kept in mind for successful communication and dissemination in Italy and they will contribute to the development of a Local Communication Plan (see also chapter 6).
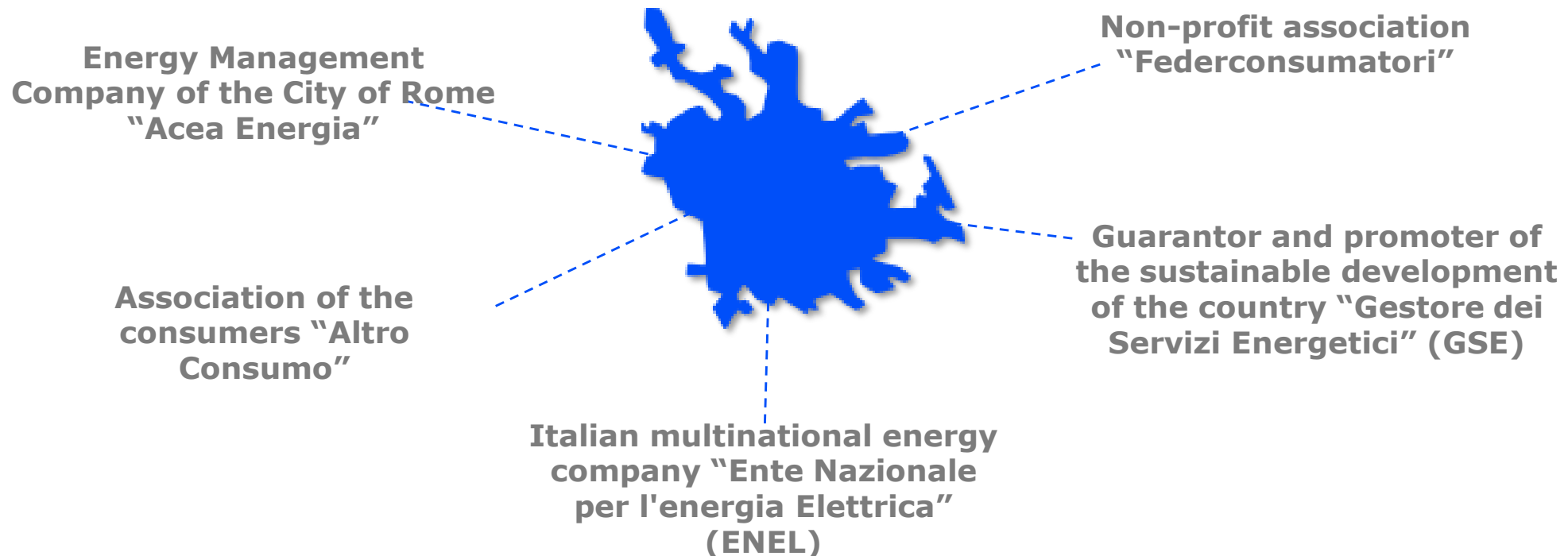
Main target groups as seen by the survey participants are: local authorities, networks, initiatives and NGOs building the bridge to vulnerable consumers and networks, initiatives and NGOs related to energy, sustainability, etc. as well as vulnerable consumers themselves.	Survey participants see the challenge that vulnerable consumers are not at all or only little familiar with energy-related topic areas and concepts, such as energy community, energy transition, energy poverty or community solar.

Rome's perspective: important actors in the field of energy poverty

The following institutions, organisations, networks etc. were identified by Sun4All project partners located in the city of Rome:

Energy Management Company of the City of Rome "Acea Energia"

Non-profit association "Federconsumatori"

Association of the consumers "Altro Consumo"

Guarantor and promoter of the sustainable development of the country "Gestore dei Servizi Energetici" (GSE)

Italian multinational energy company "Ente Nazionale per l'energia Elettrica" (ENEL)

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Summarizing key findings of the communication context survey

The concept of a fair energy transition is increasingly gaining awareness throughout Europe. More and more public governments include measures against energy poverty when it comes to political decisions and climate action. Sun4All dissemination and communication activites should target at Sun4All being considered by public authorities and other stakeholders as a valuable scheme with the potential to alleviate energy poverty AND support a just energy transition in Europe.

Sun4All dissemination and communication activities should be adapted to local contexts and designed to address the variety of different stakeholders and target groups. International networks and institutions, such as ICLEI Europe, The European Covenant of Mayors for Climate & Energy, the European Climate, Infrastructure and Environment Executive Agency, MEPs, think tanks etc. should be involved and addressed by Sun4All to connect and create synergies between different initiatives, and to increase Sun4All's reach and reputation.

It has to be ensured that particularly citizens and vulnerable consumers understand that energy poverty is a widespread problem accross Europe. It is important to inform target audiences about the extent of the energy poverty issue and about how Sun4All contributes to its allevation, to attract attention and increase support for the Sun4All project approach.

Project partners communicating and disseminating information about the project should be aware of the fact that **many stakeholders are not familiar with the innovative Sun4All scheme**. The right balance may be found between providing enough, but not too many details on processes and parties' respective contribution to make Sun4All work. In order to avoid mistrust and uncertainty, the Sun4All scheme may be presented in a clear and easily understandable way, including basic principles and main aspects of implementation.

4. Target audiences

4. Target audiences

The Dissemination and Communication Strategy defines measures, channels and products, aiming to reach, inform and involve the key target groups of Sun4All around Europe. Among those groups, the dissemination and communication activities will particularly focus on the following target audiences:

Public (local/ regional) authorities, cities & municipalities, energy & social affairs deparments	**With the intention to:** • highlight their key role and responsibility to ensure a just energy transition and energy poverty alevation • highlight the importance of active citizenship and of involving vulnerable consumers into processes of change **Examples:** PAEs (Energy Advising Points, Barcelona, ES)
National and international networks and initiatives related to energy, sustainability, climate action, and/ or vulnerable groups	**With the intention to:** • convince them of the viability and positive impacts of the Sun4All scheme • promote the sustainability and replication of the Sun4All model • receive their support and the possibility to promote Sun4All to their audience/ network **Examples:** ADENE (Agência para a Energia, PT), Coopérnico (PT), CEEC (Clúster de l'Energia Eficient de Catalunya, ES), Centrales Villageoises Association (FR), CEA (French Alternatvie Energies and Atomic Energy Commission, FR)

Energy utilities and grid operators

With the intention to:
- motivate them to enter into cooperations with public authorities to reach vulnerable energy consumers
- convince them of their key role to facilitate implementation of the Sun4All scheme, helping to expand Sun4All beyond the pilot locations

Examples:
E-REDES (PT), ENEDIS (FR), ACEA (IT)

Vulnerable consumers

With the intention to:
- inform them about the possibility of lowering their energy costs and taking an active role in the improvement of their living conditions by implementing energy efficiency measures
- explain the Sun4All benefits in an easily understandable way to prevent mistrust and uncertainty.

Academia & research organisations

With the intention to:
- draw attention to empirical data on the identification of energy poor households and their challenges, as well as on the impacts of energy poverty.

Examples:
CENSE (Centre for Environmental and Sustainability Research, NOVA School of Science and Technology, NOVA University, PT)

European (energy) organisations	**With the intention to:** • highlight Sun4All's focus on active citizenship and its alignment to the EU Green Deal and the Clean Energy for all Europeans package **Examples:** Covenant of Mayors for Climate & Energy Europe, Energy Poverty Advisory Hub (EPAH), Energy Poverty Observatory (EPOV), Right to Energy Coalition
General audience	**With the intention to:** • inform a broad audience about the possibility to improve living conditions for households suffering from energy poverty. • explain the Sun4All benefits in an easily understandable way • increase the visibility of EU Horizon 2020 framework programmes

5. Key messages & text modules

Foundations of the Sun4All project

The Sun4All project approach builds upon the fact that many households located in Europe are inhibited from participating in the energy transition towards renewable energy for reasons such as lack of access to information, difficulties in accessing sufficient financial resources, or unchangeable ownership structures, which hinder citizens from installing solar panels at their location.

Sun4All offers an opportunity for those suffering from energy poverty to participate in the European energy transition, making it inclusive and socially just.

What is Sun4All?

Funded by the EU Framework Program "Horizon 2020", Sun4All focuses on energy poverty alleviation, tackling one of the priority societal challenges identified by the EU.

In line with the European Green Deal and the Clean Energy for all Europeans Package, Sun4All aims at achieving a socially just energy transition in Europe making renewable energy accessible to people suffering from energy poverty and through the direct involvement of vulnerable energy consumers in energy communities/ awareness raising activities.

The Sun4All program follows a two-level approach, which involves financial support through sharing the benefits gained from renewable energy generation, and non-financial support in a community environment, empowering vulnerable energy consumers to implement low cost energy efficiency measures and to cover their energy needs.

Sun4All benefits in a nutshell

Sun4All...

- ...contributes to the alleviation of energy poverty.

- ...supports a socially fair energy transition.

- ...helps cover vulnerable consumers' energy needs.

- ...supports multiple policy goals, such as affordable energy, job creation, and improved public health.

- ...empowers vulnerable consumers to vouch for their rights to renewable energy access and to implement (low cost) energy efficiency measures.

- ...ensures access to renewable energy for eligible households.

- ...fosters active energy citizenship among vulnerable groups.

Key messages directed to public authorities (cities, municipalities, energy & social affairs departments)

To achieve a socially just energy transition, Sun4All is involving vulnerable energy consumers as **active participants** to overcome structural barriers related to finances, tenancy right, lack of information and discrimination.	Energy consumers in a situation of vulnerability are **facing legal, economic and/ or cultural barriers**, which hinder them from being part of the energy transition towards renewable energies. Sun4All overcomes these barriers to encourage vulnerable consumers in **taking an active role** in improving their living conditions, reducing energy costs and increasing energy efficiency by participating in a local energy community.	Local and regional authorities have a key role, being in many cases **the leading promoter** of measures to alleviate energy poverty, which lead to **lower energy costs**, improved **energy efficiency** and improved vulnerable **consumers' living conditions**.	Local and regional authorities have a key role in ensuring **a socially fair energy transition**, being responsible for their citizens and guaranteeing the means and access to renewable energy to make the process succeed. The Sun4All concept, provides a holistic approach for public authorities to ensure a socially just energy transition and the alleviation of energy poverty according to their responsibility, **leaving no one behind**.

Supporting arguments: Supporting argument:

With the **direct involvement** of vulnerable energy consumers as active participants and joint elaboration/ co-creation of (so-called) Community Work Plans, Sun4All aims at raising awareness for a **more conscious use of energy** within the local (energy) community, leading to **lasting behavioural change** and thus the implementation of low-cost energy efficiency measures, lower energy costs and better living conditions for those suffering from energy poverty.	With the **direct involvement** of vulnerable consumers (in the development of so-called Community Work Plans), the Sun4All programme will contribute to the **identification and better understanding of types and needs of energy vulnerable households, energy poverty** challenges and the impacts of energy poverty on physical and mental health, social aspects and living conditions.	Sun4All facilitates access to renewable energy to those suffering from energy poverty, following a **two-level approach**, which includes financial support as well as the empowerment of vulnerable consumers, encouraging them to …take an active role within the energy community in implementing low cost energy efficiency measures to improve their living conditions and reduce energy costs. …actively participate in the energy transition process, leading to improved living conditions, reduced energy costs and increasing energy efficiency.

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Key messages directed to networks & initiatives related to energy, sustainability and vulnerable groups

Sun4All adapts in Europe the existing and successfully implemented New York scheme "**Solar for All**", as a means to guarantee a socially just energy transition.	To ensure sustainability and replication of the Sun4All model, project partners engage in specific **capacity building** and **knowledge sharing** activities, to ensure an integration of the Sun4All approach into cities' **SECAPs** (= Sustainable Energy and Climate Action Plans) and to align cities' and organisations' energy poverty and climate mitigation measures.

Supporting arguments:

The Sun4All project is built on the **success of the existing New York initiative "Solar for All",** which constitutes a bill assistance program extended to other structural causes of energy poverty, faced by community action and empowerment.	**Proof of concept** of the Sun4All approach lies in the already existing initiative "Solar for All", which has been successfully implemented in New York.

5. Key messages & text modules

Key messages directed to energy utilities and grid operators

Local and regional governments, which are tackling energy poverty, benefit from a **close collaboration** with energy utilities, suppliers and grid operators.	Through close collaboration, public authorities and energy suppliers can (identify and) **tackle energy poverty** on a local level and ensure a socially just energy transition to **support multiple policy goals**, such as affordable energy, efficient energy management and improved public health.	Energy utilities, suppliers and network operators have a **key role** when it comes **to the identification of energy poverty** and affected households, the provision of **access to data** and **technical assistance** to facilitate the integration of the Sun4All energy and economic saving mechanism.

Key messages directed to vulnerable consumers

Energy communities offer **financial and non-financial support**, such as advice on energy rights and efficient energy management at home, for energy consumers to improve their energy efficiency and to lower their energy costs	Energy communities provide the framework for **collective action** and direct participation for citizens who want to become active in improving their living conditions through the reduction of energy costs, the alleviation of energy poverty and an efficient energy management.	Energy communities benefit from the active participation of energy consumers and offer the framework for citizens to **join forces** and vouch for their rights to renewable energy access and an improvement of their living conditions through the alleviation of energy poverty.	Energy communities offer a **contact point** for energy consumers and provide support in reducing energy costs, accessing renewable energy and improving their living conditions.

Key messages directed to Academia and research organisations

Empirical data proves on the one hand that energy poverty is a widespread challenge in Europe, and helps on the other hand to identify the energy poverty issue's broad impacts on affected households. Through the direct involvement of vulnerable consumers, **the Sun4All programme will contribute to the identification and better understanding of types and needs of energy vulnerable households, energy poverty challenges and the impacts of energy poverty** on physical and mental health, social aspects and living conditions.

5. Key messages & text modules

Key messages directed to European Energy Organisations

Sun4All intends to be a **reference scheme** for EU policies, local and regional governments and other stakeholders involved in alleviating energy poverty.	To ensure the Sun4All scheme's sustainability and transferability, the project consortium will built upon the channels of the **ICLEI Europe Network** and the **European Covenant of Mayors for Climate & Energy** to engage further cities and to ensure an alignment with the cities SECAP processes.	Beyond improving access to renewable energy for vulnerable consumers, Sun4All fosters **active energy citizenship** among vulnerable groups, in line with the **EU Green Deal** principles and the **Clean Energy for all Europeans package**, to ensure a socially fair energy transition, leaving no one behind.

General key messages

The Sun4All project is built on the **principle of co-responsibility**, where both energy consumers and the public authorities involved are taking an active role, according to their respective possibilities, to promote renewable energy generation and implement energy efficiency measures.	Main component of Sun4All is **an innovative financial support scheme**, which helps vulnerable households to improve their financial situation and reduce their energy costs.	The Sun4All financial support scheme is based on a **redistribution mechanism** that alleviates energy poverty through the transfer of shares of local photovoltaic installations to households suffering from energy poverty, providing them with (financial) benefits from renewable energy generation at no cost and guaranteeing their participation in the European energy transition process.

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6. Tactics
- Communication and dissemination products, channels and activities

6. Tactics

Within the scope of complementary communication and dissemination activities, defined tools and channels will be combined to maximize Sun4All's reputation and impact on both specific stakeholders and the general public to shape the image of the project:

Communication describes the general promotion of the project, activities and project results during the whole project lifetime to a broad audience, such as the media and the public, to engage with stakeholders and raise awareness amongst others (see also Grant Agreement, Article 38).

Dissemination refers to the publication of (interim) project results as a means of knowledge sharing with scientists and researches, policy makers and other stakeholders who may use the results and learn from them, in order to maximise the project's impacts (see also Grant Agreement, Article 29).

The Sun4All **project visual identity** forms the basis for all D&C tools and activities to ensure the establishment of a uniform project image and strengthen the recognition value. The visual identity was submitted as Deliverable 6.2 and shared with the project partners in the format of a detailed guiding document in February 2022 (M5) to align the visual representation of the project and of all communication products. Next to guiding instructions with regards to purely visual aspects, the document contents information on how to ensure visibility of the Horizon 2020 Framework programme by explaining how to correctly implement the EU funding acknowledgement and the EU emblem (see also chapter 8).

6. Tactics

Project website
www.sunforall.eu

The Sun4All website constitutes a main communication tool and reference point, centralizing information for stakeholders and presenting findings to a broad audience.
For further details see slide 39.

Social Media

Social Media accounts on Twitter and LinkedIn will strengthen Sun4All's online presence and serve to lead online users to the Sun4All website.
For further details see slide 41.

Thematic events

All project partners will proactively identify opportunities to present Sun4All at topic-related events.
For further details see slide 42.

Project partners' channels

Partners will use their own network, channels and their connections to other institutions etc. to disseminate information about Sun4All.
For further details see slide 44.

Promotional and informational material for publication

Publication material mainly consists of a project video, a podcast/ interview series, flyer & brochure.
For further details see slide 45.

Local Communication Plans

A Local Communication Plan will be developed by each pilot location to adapt communication activities to local contexts.
For further details see slide 46.

Newsletters, magazines and other media; including press releases

Sun4All will increase its outreach through feeding project information into newsletters, magazines and other relevant media.
For further details see slide 49.

Networking, collaboration & third parties' channels

For the project's sustainability and replication, networking with topic-related European projects, initiatives and organisations is very important.
**For further details see slide 50.**

Project website 1/2

The Sun4All website constitutes a main communication tool and reference point during the project lifespan, centralizing information for stakeholders and presenting findings to a broad audience to strengthen Sun4All's online presence.

The Sun4All website launched end of February 2022. It currently consists of the following webpages and sections:

- **Homepage**, giving a general overview, including a short description of the project, linking to the sub-pages of other sections and presenting the latest news as well as upcoming events.

- "**About**"-section including the webpages "Sun4All project", "Partners" and "Contact".

- "**Pilots**"-section including the webpages "Almada" "Barcelona", "Coeur de Savoie" and "Rome". On each of the four sub-pages about the project's pilot locations, the issue of energy poverty is put in the respective local context, and insights are given on the pilot locations' specific project approach. Information materials in English and the languages of the pilot countries, as well as pictures, will be made available to give stakeholders a detailed understanding of the project.
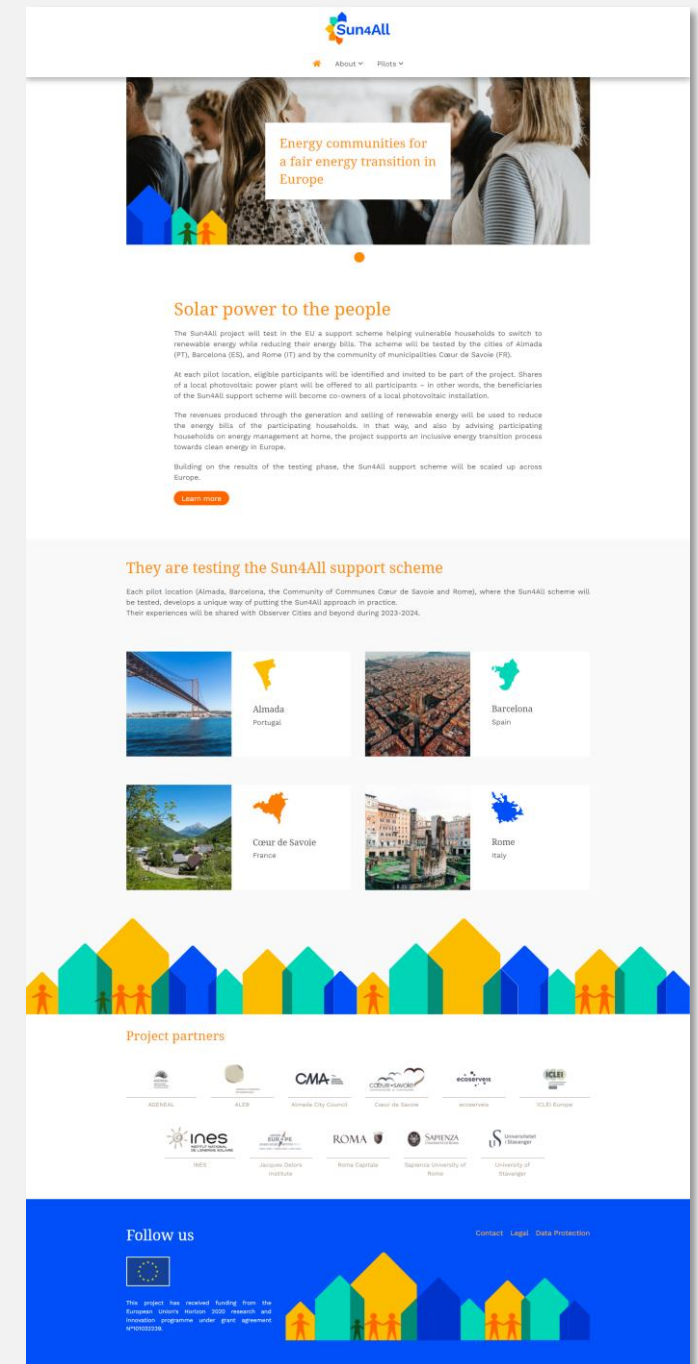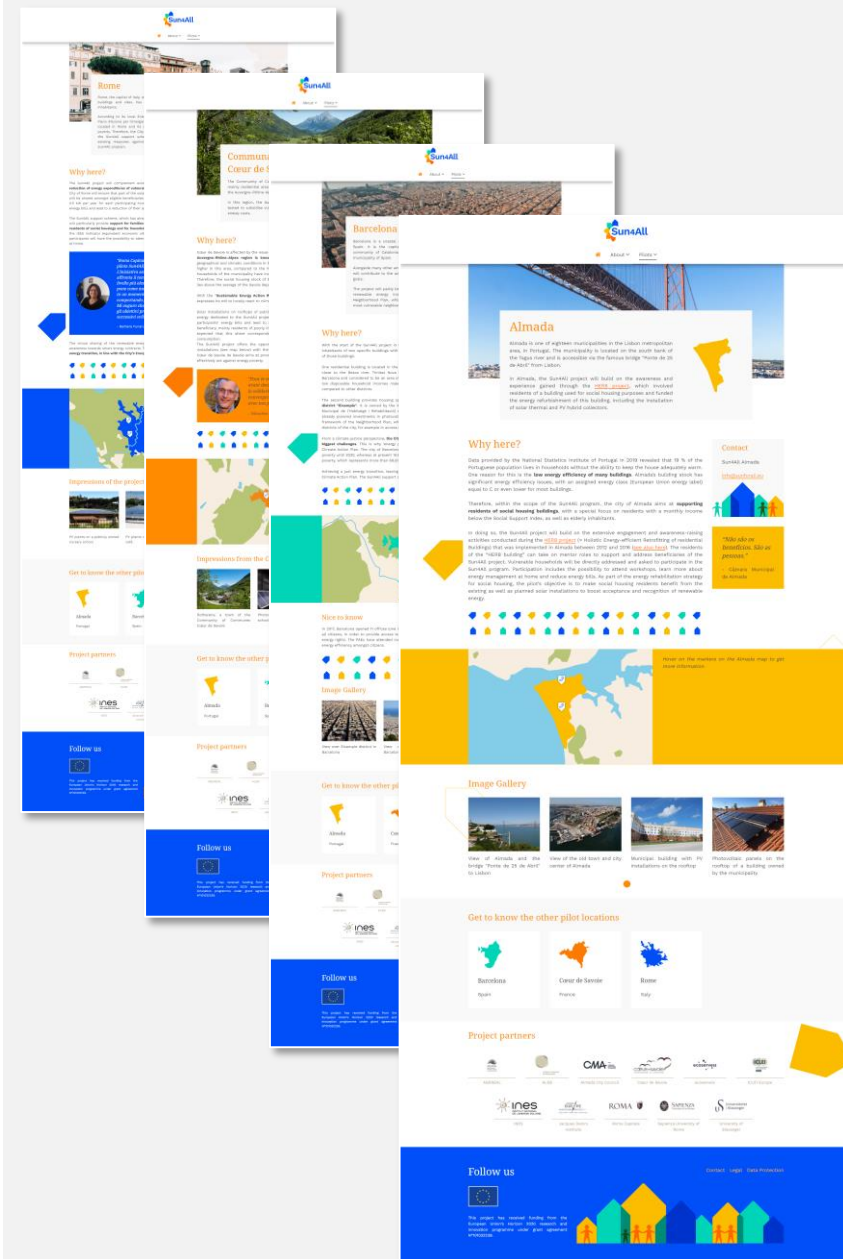
Project website 2/2

Further sections and webpages will be added over time. According to the project progress and based on input from all partners, the Sun4All website will be regularly complemented with new content and up-to-date information. The website provides information about the project itself and its (interim) results, the functioning of the Sun4All support scheme and the respective project set-up of each pilot location. It will inform users about relevant news and events related to the project's context.

The Sun4All website can be accessed via the following link: www.sunforall.eu

ICLEI Europe is responsible for the technical maintenance. Nevertheless, all project partners are required to provide content ideas, to link and promote the website whenever possible.

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Social Media

Social Media accounts on Twitter (@Sun4All_EU) and LinkedIn (Sun4All Project) will strengthen Sun4All's online presence and serve to lead online users to the Sun4All website. Publications via the Sun4All Social Media channels will provide updates on project progress, interim results and upcoming events, and inform users about topic-related policy action, relevant media coverage, articles and released studies etc.

Through the connection with Social Media channels of relevant actors, topic-related projects, initiatives and other stakeholders, Sun4All aims at increasing its reach, creating synergies and boost the chances of project replication.

Project partners may use their own Social Media channels to **share publications** that were made via the official Sun4All Social Media channels (Twitter + LinkedIn) to increase their reach.

In general, partners may use their own Social Media channels to inform their network about the project. In doing so, the official Sun4All profiles may be tagged.

Provided that sufficient space (i.e. characters) is available, topic related hashtags (see on the right) may be used to reach as many Social Media users as possible.

Project hashtag:

#sun4all

Topic related hashtags with higher reach:

#energytransition

#renewableenergy

#solarenergy

#cleanenergy

Topic related hashtags with lower reach:

#solarpower

#energycommunity

#energypoverty

Thematic events and conferences 1/2

All project partners will proactively identify relevant topic-related online or onsite events organised by third parties (e.g. conferences, technological fairs, exhibitions). With the objective to create learnings, to network, drive change and to establish Sun4All as a known programme, all project partners will seize opportunities to participate, as well as to contribute to events and conferences. This includes the preparation of session proposals to present best practices, learnings and project results, the coordination of content preparation with other partners as well as the overall project representation at the event.

The following topic-related events and conferences are to be targeted for participation and/ or representation of the Sun4All project:

Event	Date/ Frequency	Further information
European Sustainable Cities and Towns conference	Held every 3-4 years	https://sustainablecities.eu/home/
European Sustainable Energy Week	Annual event	https://www.eusew.eu/
European Union Green Week	Annual event	https://ec.europa.eu/environment/eu-green-week_en
European Urban Resilience Forum	Annual event	https://urbanresilienceforum.eu/

(See also next slide).

Thematic events and conferences 2/2

Event	Date/Frequency	Further information
European Week of Regions & Cities	Annual event	https://europa.eu/regions-and-cities/
International Energy Poverty Week	Annual event	https://www.energypovertyaction.org/
International Energy Workshop	Annual event	https://www.internationalenergyworkshop.org/
Local Renewables conferences	Held every 2-3 years	https://local-renewables-conference.org/freiburg-and-basel-2018/home/
Right to Energy Forum	Annual event	https://righttoenergy.org/
Urban Futures Global Conference	Annual event	https://urban-future.org/

This overview will continuously be adapted and further potential events and conferences will be added.
The objective is to present Sun4All at not less than eight events during the lifetime of the project.

Project partners' channels

Partners will use their own network, channels and their connections to other institutions etc. to disseminate information about Sun4All, boost its replication, outreach and sustainability.

In a survey on partners' dissemination and communication channels, which was conducted in preparation for this DCS, the majority of all project partners indicated that a dedicated webpage, including a project description and a link to the official Sun4All website will be installed.

Furthermore, several partners will draw attention to Sun4All, project results etc. through their newsletter(s), Social Media channels, press contacts and other publications or platforms.

To keep track of all D&C activities conducted, project partners are obliged to regularly document all of their activities (see chapter 7).

Promotional and informational material for publication

Project video: A short project video with animated elements will be developed by Ecoserveis in the first project year to explain the Sun4All approach in a visual and easily accessible manner. The video will be prepared in English and translated into the languages of the pilot locations to be able to use it on a local level.

Podcast/ interview series: A series of three podcasts, recorded talks or interviews will be developed and published in project year three to enlarge on/ upon lessons learned, project results or specific learnings in a more detailed way to make the project approach and its results more tangible for stakeholders. The series will be published on the website, promoted via other channels and shared with networks and other institutions to encourage further dissemination.

Three **infographics**, which help to explain the Sun4All scheme and energy-related contexts will be created to be included in brochures, flyers etc. or the explanatory video.

Visual identity guidelines, including Microsoft Word and PowerPoint templates, which were placed at the partners' disposal, help them to develop further informational material, specially tailored for specific stakeholders, such as project presentations.

Local Communication Plans 1/3

Through the communication context survey and through investigations conducted during the development of other deliverables such as D3.1, it became clear that the role of stakeholders, legal contexts for the establishment of energy communities and conditions for implementation are different at each pilot location, i.e. differ from one European country to another. Consequently, **D&C activities will be adapted to local contexts**, in order to ensure that citizens and participants of the Sun4All program are fully informed about the importance of local energy communities and their opportunities to improve the living conditions, as well as their own role in establishing the Sun4All approach.

All of these aspects result in the **development of a Local Communication Plan by each pilot location** with the support of ICLEI Europe to guide communication activities at the pilot areas. This focus on local communication will strengthen the co-responsibility of local administrations to act as active promoters of the Sun4All approach.

The Local Communication Plans will be based on the key guidelines of this D&C Strategy (D6.1), provide specific details about the implementation of D&C activities at both municipal and national levels and highlight needed adaptions to local contexts.

The pilot cities are assigned capacities in Work Package 3 (community engagement) and Work Package 4 (implementation) to deploy the local communication activities. According to the Grant Agreement, the responsibilities are shared as follows:

- **Almada:** The municipality of Almada will lead the community part of the project, in collaboration with the Municipal Energy Agency of Almada (AGENEAL). Both partners will ensure the deployment of the local communication strategy. AGENEAL should be responsible for all the tasks of managing the workshops, involving the community and providing technical support to citizens.

- **Barcelona:** The Barcelona Energy Agency (ALEB) will lead the deployment of the local communication strategy and Ecoserveis the community part of the project and relation to vulnerable consumers.

Local Communication Plans 2/3

- **Coeur de Savoie:** Communes de Coeur de Savoie will lead the deployment of the local communication strategy and be in charge of engaging vulnerable consumers. INES will lead the activities around the community plan.

- **Rome:** The City of Rome will lead the deployment of the local communication strategy.

The survey findings (see slides 15 - 24) and the following **guiding questions** may serve as starting and reference points for the responsible partners for the development of the Local Communication Plan:

WP3 - Engagement of beneficiaries:

- How can specific D&C products or measures, such as adapted or translated materials, support the local beneficiaries engagement process?

- How can specific D&C products and activities support the development and promotion of the community work plans and community workshops? How will the community work plan and activities be presented to the beneficiaries?

WP4 - Testing the Sun4All program:

- Is there any special characteristic or functionality of the locally implemented Sun4All support scheme that should be highlighted and communicated to the beneficiaries?

D&C objectives:

- Are there certain D&C objectives, which are more important than others considering a local perspective?

Local Communication Plans 3/3

Key messages:

- Which key messages are most important for each pilot location?

- Should certain key messages be adapted to local contexts?

- Should certain key messages be translated into local language(s)?

Events:

- Are there topic-related events at local level, where Sun4All should be represented or actively take part?

D&C products and channels:

- Apart from the "official" Sun4All D&C channels, which channels (e.g. Social Media, Newsletter, organization's website,…) are locally available to increase the project's outreach?

- Which target audience(s) can be reached with each locally available channel?

D&C activities:

- How will the locally available D&C channels and products be used for D&C activities?

- Is there a need for locally adapted promotional and informational material?

Networking and collaboration:

- How can D&C measures support local networking and collaboration activities?

Newsletters, magazines and other media, including press releases

Sun4All will increase its outreach through feeding project information into topic-related newsletters, magazines and other relevant media.

Project partners will seize opportunities to contribute to newsletters of networks, institutions and other projects they have connections to.

ICLEI Europe, for example, has built relations with relevant media, such as European Energy Innovation, SustainEurope, FuturEnergy, FORESIGHT Climate & Energy, and will seize opportunities to publish project information with them.

Networking, collaboration & third parties' channels 1/2

Particularly for the project's sustainability and replication, as well as to increase the impact of Sun4All project results, networking and collaboration activities with topic-related European projects, initiatives and organisations are very important.

Projec partners will seize opportunities for joint activities, for feeding information into third parties' D&C channels and for contributions to events and documents to increase Sun4All's outreach, reputation and impact of project results. The project consortium will pay particular attention to dialogues with policy makers at different levels, in search of opportunities to present Sun4All and its project outcomes and to discuss the topics of consumer empowerment and energy poverty alleviation.

Particularly the project partner ICLEI Europe is involved in several (ongoing) **European projects** in the energy field (DECIDE (2020-2023), POWERPOOR (2020-2023), SONNET (2019 – 2022)).

Beyond these, collaboration will be sought with regional and local initiatives such as the EU Covenant of Mayors for Climate & Energy (EUCoM), the EU Energy Poverty Observatory (EPOV), the Sustainable Energy for All Initiative, the IUC Programme, etc.. Project results will be shared in portals, online libraries and other platforms of these stakeholders to facilitate expansion of Sun4All and knowledge sharing. Additionally, portals, newsletters and platforms managed by the European Commission, such as the Horizon Magazine, will be considered for publications of project outcomes.

Networking, collaboration & third parties' channels 2/2

Complementarily, Sun4All will develop a **Capacity Building and Knowledge Sharing Program** to support other cities and relevant actors in replicating and implementing the Sun4All approach. Amongst other things, the program will include webinars in different countries to raise awareness, attract and engage cities, policymakers, citizens, researchers and stimulate dialogue. Key events, project results and published project material will be promoted.

Furthermore, the project's **Community of Practice (CoP) Observer Group** constitutes a key dissemination platform. Members of this group, located in different European countries, may be in close dialogue with the pilot locations and gather learnings at first hand, to become promoters for Sun4All. This will allow the project to grow and accelerate the adoption of Sun4All in Europe and beyond.

In this context, ICLEI Europe will ensure close alignments of Work Packages 5 ("Sustaining transferability and upscaling") and Work Package 6 ("Communication and Dissemination").

The networking, collaboration and dissemination activities, based on Work Packages 5 and 6, will be complemented and promoted by communication activities to amplify the Sun4All message, ensure a wide reach, aiming at preparing foundations for further exploitation activities.

7. Targets & monitoring

Monitoring tool

ICLEI Europe is in charge of monitoring and evaluating performance of dissemination and communication activities conducted during the lifetime of the project.

Regular impact analysis of dissemination and communication activities is necessary to approve their effectiveness and to identify potential for improvement. It has to be evaluated whether the products, channels and activities foreseen by the D&C strategy effectively contribute to reach the defined dissemination and communication objectives.

Results of this monitoring and evaluation process enable precise adjustments of the communication and dissemination activities and strategy according to the project needs.

In this sense, ICLEI Europe has set up an online monitoring and tracking sheet to monitor all partners' D&C activities. All partners are responsible for documenting their D&C activities on a regular basis in a form (Sun4All Communications Tracker), which automatically transfers the data to the tracking sheet.

Defined KPIs (see following slides) will help to better assess the total perfomance of all activities, contributing to reach the D&C targets.

Sun4All - Communications tracker

Please fill in the tracking form every time a dissemination activity is carried out. The input will be used for regular and obligatory project reports to the European Commission.

If you have forgotten whether you have added an activity or not, please click on the link below for an overview of all reported activities:
https://docs.google.com/spreadsheets/d/1aSCOQ5IApvMC0xMmmnq2s_bZURCZ2oHDB0puQN0VBWs/edit?resourcekey#gid=472577390

In case of questions or if changes are needed to your reported activities, please contact dorina.meyer@iclei.org
Thank you!
ICLEI team

dorina.meyer@iclei.org (not shared) Switch account

* Required

Partner name *

Choose

Type of activity *

Choose

Name of activity (event name, publication name, flyer name etc) *

Your answer

Link to evidence (where available)
A link to a website article, magazine, conference programme or similar.

Your answer

Key Performance Indicators (KPIs)

Activity / Tool	M1-12	M13-24	M25-36	KPI (M36)
Visual identity development & implementation	Development of the project branding and visual identity products, such as templates. Provision of guidelines, including description on how to correctly acknowledge the EU funding, to the partners.	Monitoring of the application of the visual identity and correct implementation of EU funding acknowledgement and EU emblem.	Monitoring of the application of the visual identity and correct implementation of EU funding acknowledgement and EU emblem.	Project branding and project visual identity as well as the EU funding acknowledgement and the EU emblem have been used and applied correctly throughout the project lifetime.
Project website	Launch of the Sun4All project website including backend development and the preparation of initial content for various sections.	Regular complementation of the website with up-to-date information and new content and updates on project results according to the project progress. Technical maintenance of the website.	Regular complementation of the website with up-to-date information and new content and updates on project results according to the project progress. Technical maintenance of the website.	**≥ 1,000 unique visits** **≥ 200 downloads** of material / documents provided

7. Targets & monitoring

Activity / Tool	M1-12	M13-24	M25-36	KPI (M36)
Social Media	Establishment of social media accounts on LinkedIn and Twitter, regular publishment of content, newsbits etc. and set up of connections with social media accounts of topic-related, relevant actors, networks, projects and initiatives.	Establishment of a network of at least 300 followers (in total), aiming at reaching 4,000 social media impressions per month. Regular publishment of content, newsbits etc. to promote the project website.	Establishment of a network of at least 400 followers (in total), aiming at reaching 6,000 social media impressions per month. Regular publishment of content, newsbits etc. to promote the project website.	**≥ 400 followers** **≥ 6,000 impressions/ month**
Project video	Development of a project video in English and in pilot cities' languages. Promotion of the video via the project's and the project partners' channels.	Presentation of the project video at at least 10 events or stakeholder meetings (corresponding to app. 1,000 views). Promotion of the video via the project's and the project partners' channels.	Presentation of the project video at at least 10 events or stakeholder meetings (corresponding to app. 1,000 views). Promotion of the video via the project's and the project partners' channels.	**≥ 20 presentations of the video** at events or stakeholder meetings
Project podcast/ interview series	n/a	n/a	Preparation of the project podcast or interview series and dissemination of the final product,s through the project's and project partners' channels.	**≥ 300 views or downloads or listenings**

7. Targets & monitoring

Activity / Tool	M1-12	M13-24	M25-36	KPI (M36)
Networking activities	Identification and implementation of up to <u>two</u> activities allowing for collaboration between relevant projects and initiatives.	Identification and implementation of up to <u>three</u> activities allowing for collaboration between relevant projects and initiatives.	Identification and implementation of up to <u>five</u> activities allowing for collaboration between relevant projects and initiatives.	**≥ 9 collaborative activities**
Media coverage	Featuring of project activities or interim-results in at least <u>five</u> publications (newsletters, external websites, media articles, conference papers, etc.)	Featuring of project activities or interim-results in at least <u>five</u> publications (newsletters, external websites, media articles, conference papers, etc.)	Featuring of project activities or interim-results in at least <u>seven</u> publications (newsletters, external websites, media articles, conference papers, etc.)	**≥ 17 publications** in total
Scientific publications	n/a	n/a	Publishment of at least one scientific article	**≥ 1 scientific publication**
Presentations at events (on-site or online)	Presentation of the Sun4All project and interim-results at at least <u>two</u> relevant events.	Presentation of the Sun4All project and interim-results at at least <u>three</u> relevant events.	Presentation of the Sun4All project and interim-results at at least <u>three</u> relevant events.	**≥ 8 presentations at events**

8. Timeline, roles & responsibilities

8. Timeline, roles & responsibilities

Work Package 6 comprises 5 deliverables:

Deliverable number	Deliverable Title	Lead beneficiary	Type	Dissemination level	Due date
D6.1	Dissemination and Communication Strategy	ICLEI Europe	Report	Public	Month 6
D6.2	Visual Identity	ICLEI Europe	Websites, patents filing, etc.	Public	Month 5, already submitted
D6.3	Animated video and infographics	ICLEI Europe & Ecoserveis	Websites, patents filing, etc.	Public	Month 8
D6.4	Series of podcasts/ video interviews	ICLEI Europe	Websites, patents filing, etc.	Public	Month 36
D6.5	Report on Communication Activities	ICLEI Europe	Report	Public	Month 36

Apart from the above-mentioned deliverables, Work Package 6 foresees the development of a plan for Networking and Collaboration with Related Projects and Initiatives.

Milestone number	Milestone title	Lead beneficiary	Means of verification	Due date
MS6	Plan for Networking and Collaboration with Related Projects and Initiatives	ICLEI Europe	By Month 7, ICLEI will have mapped and identified all relevant initiatives that Sun4All will contact during the project lifetime.	Month 7

Parallel and complementary to these deliverables and milestones of Work Package 6, the following roles and responsibilities may be highlighted:

Implementation of the Dissemination and Communication Strategy: After the submission of the DCS document in month 6 (March 2022), all project partners will join forces to implement D&C activities and actively use channels and products to shape the Sun4All project communication.

Local Communication Plans: With the support of ICLEI Europe, responsible project partners at each pilot location will develop the Local Communication Plan with the objective to facilitate practical and local implementation of the DCS's defined D&C measures.

Continuous monitoring and reporting: As stated in chapter 8, all partners are responsible for documenting their D&C activities on a regular basis in a form (Sun4All Communications Tracker), which automatically transfers the data to the tracking sheet. ICLEI Europe is in charge of monitoring and evaluating performance of D&C activities to identify potential for improvement and share learnings with the project partners.

Communication Focal Points (CFPs): For each project partner at least one Communication Focal Point was determined at the beginning of the project. These persons are responsible for efficient and well-functioning internal communication and information flows on communication related topics.

Coordination of D&C efforts: As the Work Package 6 lead, ICLEI Europe will coordinate project partners' D&C efforts; provide support, when needed; and organise meetings for information exchange, dialogue and discussion of best practices or challenges. ICLEI Europe will be available as a main contact point within the consortium for all communication matters.

Review of the Dissemination and Communication Strategy: In order to ensure that the DCS stays up-to-date, it will be periodically reviewed by ICLEI Europe and updated accordingly.

Acknowledgement of the EU funding and visibility of the Horizon 2020 framework programme: D&C materials and activities of the Sun4All project must acknowledge the EU funding and ensure the visibility of the Horizon 2020 framework programme (see next slides).

Funding acknowledgement and EU emblem 1/2

Communication, dissemination and exploitation materials and activities of the Sun4All project must acknowledge the EU funding. The EU emblem must accompany the funding acknowledgement (see article 38.1.2 of grant agreement n° 101032239).

> The Sun4All project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 101032239.

The following disclaimer text should be added to all content-related materials (see article 38.1.3 of grant agreement n° 101032239):

> The sole responsibility for the content lies with the authors. The content does not necessarily reflect the opinion of the European Commission. The European Commission is also not responsible for any use that may be made of the information contained therein.

Funding acknowledgement and EU emblem 2/2

The EU emblem, as well as guiding documents for correct use and placement of the emblem can be downloaded here.

Particular attention must be paid to the placement of the EU emblem at a distance from organisations' and project logos (see page 11 in the guiding document).

The EU emblem and guidelines for the correct use of the EU emblem have been additionally made available to the partners in the project shared space.

9. References

9. References

(1) Halkos, G.E., Gkampoura, E.C. (2021): Coping with Energy Poverty: Measurement, Drivers, Impacts, and Solutions, online resource: https://econpapers.repec.org/article/gamjeners/v_3a14_3ay_3a2021_3ai_3a10_3ap_3a2807-_3ad_3a554234.htm (accessed March 17, 2022)

(2) European Commission (2016): Consumer vulnerability across key markets in the European Union. Final report, online resource: https://ec.europa.eu/info/sites/default/files/consumers-approved-report_en.pdf (accessed March 17, 2022)

(3) Covenant of Mayors for Climate & Energy. Europe (2022): Alleviating energy poverty, online resource: https://www.eumayors.eu/support/energy-poverty.html (accessed March 28, 2022)

(4) European Commission (2019): The Just Transition Mechanism: making sure no one is left behind, online resource: https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal/finance-and-green-deal/just-transition-mechanism_en (accessed March 28, 2022)

(5) European Commission (2020): Communication from the Commission to the European Parliament, the Council, The European Economic and Social Committee and the Committee of the Regions. A Strong Social Europe for Just Transitions, online resource: https://ec.europa.eu/commission/presscorner/detail/en/fs_20_49 (accessed March 28, 2022)

Other references:

- Grant agreement n° 101032239

- Deliverable document D3.1 „Local requirements to benefit from the Sun4All program"

- Guiding documents and webpages from the European Commission:
    - "Communication, dissemination and exploitation", online resource: https://ec.europa.eu/research/participants/docs/h2020-funding-guide/imgs/quick-guide_diss-expl_en.pdf
    - "Communicating your project", online resource: https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm
    - "Communicating about your EU-funded project", online resource: https://rea.ec.europa.eu/communicating-about-your-eu-funded-project_en

10. Appendices

Appendix 1:
EU's energy poverty communication milestones 1/10

2010 – Directive 2010/31/EU of the European Parliament and of the Council of 19 May 2010 on the energy performance of buildings

Each Member State shall establish a long-term renovation strategy to support the renovation of the national stock of residential and non-residential buildings, both public and private, into a highly energy efficient and decarbonised building stock by 2050, facilitating the cost-effective transformation of existing buildings into nearly zero-energy buildings. Each long-term renovation strategy shall encompass:

(d) an overview of policies and actions to target the worst performing segments of the national building stock, split-incentive dilemmas and market failures, and an outline of relevant national actions that contribute to the alleviation of energy poverty.

Online access: https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A02010L0031-20210101

Appendix 1:
EU's energy poverty communication milestones 2/10

2012 – Directive 2012/27/EU of the European Parliament and of the Council of 25 October 2012 on energy efficiency

(11) In designing policy measures to fulfil their obligations to achieve energy savings, Member States shall take into account the need to alleviate energy poverty in accordance with criteria established by them, taking into consideration their available practices in the field, by requiring, to the extent appropriate, a share of energy efficiency measures under their national energy efficiency obligation schemes, alternative policy measures, or programmes or measures financed under an Energy Efficiency National Fund, to be implemented as a priority among vulnerable households, including those affected by energy poverty and, where appropriate, in social housing.

Member States shall include information about the outcome of measures to alleviate energy poverty in the context of this Directive in the integrated national energy and climate progress reports in accordance with Regulation (EU) 2018/1999.

Online access: https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A02012L0027-20210101

Appendix 1:
EU's energy poverty communication milestones 3/10

2015 – Energy Union Package. Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee, the Committee of the Regions and the European Investment Bank. A Framework Strategy for a Resilient Energy Union with a Forward – Looking Climate Change Policy

Energy poverty can only be tackled by a combination of measures, mainly in the social field and within the competence of authorities on the national, regional or local levels. When phasing out regulated prices, Member States need to propose a mechanism to protect vulnerable consumers, which could preferably be provided through the general welfare system. If provided through the energy market, it could be implemented through schemes such as a solidarity tariff or as a discount on energy bills. The cost of such schemes needs to be covered by non-eligible consumers collectively.

Online access: https://eur-lex.europa.eu/resource.html?uri=cellar:1bd46c90-bdd4-11e4-bbe1-01aa75ed71a1.0001.03/DOC_1&format=PDF

Appendix 1:
EU's energy poverty communication milestones 4/10

2017 – The European Pillar of Social Rights Action Plan

The implementation of the European Green Deal, through the Renovation Wave Initiative, the Commission Recommendation on Energy Poverty, the future revision of the Energy Efficiency Directive and the steer and guidance for local action by EU Energy Poverty Observatory, will contribute to alleviate energy poverty and increase the quality of housing, in particular for medium and low-income households.

Online access: https://op.europa.eu/webpub/empl/european-pillar-of-social-rights/en/

Appendix 1:
EU's energy poverty communication milestones 5/10

2019 – Directive (EU) 2019/944 of the European Parliament and of the Council of 5 June 2019 on common rules for the internal market for electricity

(43) Community energy can also advance energy efficiency at household level and help fight energy poverty through reduced consumption and lower supply tariffs.

(59) Member States should collect the right information to monitor the number of households in energy poverty. Accurate measurement should assist Member States in identifying households that are affected by energy poverty in order to provide targeted support.

(60) Where Member States are affected by energy poverty and have not developed national action plans or other appropriate frameworks to tackle energy poverty, they should do so, with the aim of decreasing the number of energy poor customers. Low income, high expenditure on energy, and poor energy efficiency of homes are relevant factors in establishing criteria for the measurement of energy poverty.

(Article 28) Member States shall take appropriate measures to protect customers and shall ensure, in particular, that there are adequate safeguards to protect vulnerable customers. In this context, each Member State shall define the concept of vulnerable customers which may refer to energy poverty and, inter alia, to the prohibition of disconnection of electricity to such customers in critical times. The concept of vulnerable customers may include income levels, the share of energy expenditure of disposable income, the energy efficiency of homes, critical dependence on electrical equipment for health reasons, age or other criteria.

Online access: https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32019L0944

Appendix 1:
EU's energy poverty communication milestones 6/10

2019 – Clean energy for all Europeans package

The package, adopted in 2019, will help to decarbonise EU's energy system in line with the European Green Deal objectives. In addition to the legal acts for Clean energy for all Europeans, the Commission has launched a number of non-legislative initiatives to support the clean energy transition and ensure it happens in a fair manner for all regions and sectors. These include: (1) the coal regions in transition initiative; (2) the clean energy for EU islands; (3) measures to define and better monitor energy poverty in Europe.

Online access: https://ec.europa.eu/info/news/clean-energy-all-europeans-package-completed-good-consumers-good-growth-and-jobs-and-good-planet-2019-may-22_en

2019 – European Green Deal

The European Green Deal, the EU's overarching growth plan to reach climate neutrality by 2050, also stresses the need to integrate the goal of mitigating energy poverty and support a just energy transition for all ('leaving no one behind'). Several EU countries have already integrated targeted measures in their national strategies and are developing their own definitions, measurement and monitoring methods and solutions to tackle energy poverty.

Online access: https://ec.europa.eu/info/news/focus-how-can-eu-help-those-touched-energy-poverty-2022-feb-04_en

Appendix 1:
EU's energy poverty communication milestones 7/10

2020 – A Renovation Wave for Europe – greening our buildings, creating jobs, improving lives. Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions

Based on its analysis and a public consultation, the Commission has identified the following areas of intervention and lead actions critical to enable a step-change in the depth and scale of renovations:

(6) Using renovation as a lever to address energy poverty and access to healthy housing for all households, including for persons with disabilities and for older people.

Energy communities generate, consume, store and sell energy, and can offer tools for the most vulnerable citizens to lift them out of energy poverty.

[…] While the measures described above are designed to unlock the renovation of all buildings, three areas deserve specific attention: a) tackling energy poverty and worst-performing buildings; b) renovating public buildings, such as administrative, educational and healthcare facilities and c) decarbonising heating and cooling. These areas should be considered as a priority for policy and financing, because they offer huge potential for increasing renovation rates, while delivering large energy savings and healthier and more comfortable buildings for citizens.

Inefficient buildings are often synonymous with energy poverty and social problems.

Online access: https://ec.europa.eu/energy/sites/ener/files/eu_renovation_wave_strategy.pdf

Appendix 1:
EU's energy poverty communication milestones 8/10

2020 – Commission Recommendation (EU) 2020/1563 of 14 October 2020 on energy poverty

European Commission recommends that Member States:

(1) Develop a systematic approach to the liberalisation of energy markets, with the aim of sharing the benefits with all sections of society, particularly those most in need.

(2) Take particular account of the accompanying staff working document that provides guidance on indicators on energy poverty as well as on the definition of what constitutes a significant amount of energy poor households.

(6) Develop all policies to tackle energy poverty on the basis of meaningful and accountable processes of public participation and broad stakeholder engagement.

(7) Develop measures to address energy poverty that build on close cooperation between all levels of administration, enabling, in particular, close cooperation between regional and local authorities on the one hand, and civil society organisations and private sector entities on the other.

(8) Take full advantage of the potential to deploy European Union funding programmes, including cohesion policy, to tackle energy poverty by analysing the distributional effects of energy transition projects and prioritising measures targeting vulnerable groups to ensure access to support.

Online access: https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32020H1563

Appendix 1:
EU's energy poverty communication milestones 9/10

2021 – Proposal for a Council Recommendations on ensuring a fair transition towards climate neutrality

The right accompanying policies can reduce - and even prevent - energy poverty, which stems from a combination of low income, a high share of disposable income spent on energy and poor energy efficiency.

(14) Member States have a range of tools at their disposal to outline and coordinate their actions for a fair transition. National Energy and Climate Plans (NECPs) should to assess the number of households in energy poverty and outline the measures needed to address the social and territorial implications of the energy transition.

(7) To ensure access to affordable essential services and housing for people and households most affected by the green transition, in particular those in vulnerable situations, Member States are encouraged to consider the following measures:

(b) Prevent and alleviate energy poverty by promoting and implementing energy efficiency improvement measures, including public and private investments in dwellings to stimulate renovations, including in the social housing sector. To this end, provide well-designed tax incentives, grants and loans, together with related advice, also to micro, small and medium-sized enterprises, while paying due attention to incentives, in particular among owners and tenants, and the evolution of housing costs, notably for households in vulnerable situations.

Online access: https://ec.europa.eu/commission/presscorner/detail/en/ip_21_6795

Appendix 1:
EU's energy poverty communication milestones 10/10

2021 – European Commission "Fit for 55" package

The European Parliament has consistently expressed its view that the EU and its Member States should properly identify, assess and address the problem of energy poverty, through a combination of improved energy efficiency and policy actions of a social nature. The key question of how to finance energy efficient renovations needs to be resolved, since the people who could benefit most from improved energy efficiency are often those least able to afford costly home renovations.

In its topical resolution of 15 January 2020 on the European Green Deal, Parliament stressed that 'the energy transition must be socially sustainable and not exacerbate energy poverty', arguing that 'the costs of energy efficiency renovations should not be borne by low-income households'.

Online access:
https://www.europarl.europa.eu/RegData/etudes/BRIE/2021/698777/EPRS_BRI(2021)698777_EN.pdf

Thank you!

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