



Report on communication activities

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Abbreviations and acronyms

ACRONYM	DESCRIPTION
EU	European Union
ICLEI	ICLEI - Local Governments for Sustainability
KPI	Key Performance Indicators
SECAPs	Sustainable Energy and Climate Action Plans
Sun4All	Eurosolar for all: energy communities for a fair energy transition in Europe

Executive summary

The Report on Communication Activities offers a detailed account of the communication and dissemination efforts within the Sun4All project. Effective communication has been essential for the project's success and long-term sustainability, as it allowed us to engage key stakeholders, increase awareness of energy poverty, and position Sun4All as a credible and impactful solution. This report evaluates how well these activities were executed and how they contributed to meeting the project's objectives.

Communication plays a central role in fostering awareness, engagement, and actionable change. Given that the Sun4All project tackles the pressing issue of energy poverty, sharing its outcomes, lessons learned, and successes is crucial for ensuring that the knowledge generated is effectively disseminated and leads to tangible impact. Through careful documentation and analysis of these communication activities, the report identifies the strengths and areas for improvement, offering insights for enhancing future efforts.

The document's primary aim is to evaluate the communication and dissemination strategies employed throughout the Sun4All project. It examines the effectiveness of various channels, tools, and approaches used to engage diverse audiences, from the general public to EU policymakers. The report provides a comprehensive overview of how these efforts have supported the project's goals, particularly in raising awareness, ensuring visibility, and facilitating the uptake of project outcomes.

The Report on Communication Activities gives a detailed account of the undertaken communication activities, analyses the challenges and lessons learned and provides recommendations and new opportunities for future communication efforts.

1 Introduction

The Report on Communication Activities is structured as follows:

1. **Introduction:** An overview of the report's purpose and scope, setting the context for the communication activities of the Sun4All project.
2. **Communication activities and channels:** A detailed account of the specific communication activities undertaken, including metrics for evaluation, and the channels and tools used. This section covers aspects such as the project's visual identity, website, social media presence, video content, podcasts, networking efforts, media coverage, and scientific publications.
3. **Challenges and lessons learned:** An analysis of the challenges faced during the communication efforts, including the complexity of the topic, diverse target audiences, and the timing of results. This section also discusses key lessons learned that can inform future projects.
4. **Conclusions and recommendations:** A summary of the impact of the communication activities on the project's objectives, including specific outcomes such as raising awareness, ensuring visibility, and encouraging replication. This section also provides recommendations for improvements and identifies new opportunities for future communication efforts.

By examining these elements, the report not only provides insights into the successes and challenges of the communication activities but also offers valuable recommendations for enhancing the impact of future initiatives.

1.1 The Sun4All project

Sun4All is an innovative European initiative aimed at mitigating energy poverty through enhanced access to solar energy. Inspired by the New York State initiative "Solar for All", Sun4All addresses a pressing social and environmental issue: the disparity in access to renewable energy among low-income households. This project recognises that while solar energy has the potential to reduce electricity costs and promote sustainability, its benefits are often out of reach for vulnerable communities due to financial and infrastructural barriers.

Sun4All's primary objectives include alleviating energy poverty, promoting the adoption of solar technology, and fostering community engagement. By targeting these areas, the project aims to ensure that solar energy benefits are distributed more equitably across socio-economic layers. It seeks to demonstrate that renewable energy can be both a tool for environmental sustainability and a means of enhancing social equity.

The project operates through pilot activities in various European municipalities, chosen to represent a range of socio-economic and geographical contexts. These pilots are crucial for testing the effectiveness of Sun4All's strategies in real-world settings. They provide valuable data on the impact of solar

energy access on household energy consumption and financial well-being, guiding the development of scalable solutions. The Sun4All approach was also adapted by 9 municipalities and organisations across Europe, the Community of Practice of Sun4All.

Sun4All employs a multifaceted approach to achieving its goals. This includes financial support mechanisms like grants and subsidies, making the installation of solar panels feasible for low-income families. Additionally, the project integrates educational initiatives to raise awareness and empower residents about the advantages and use of solar energy. By involving local communities and stakeholders, Sun4All ensures that the solutions developed are tailored to meet local needs and gain broad support.

The expected outcomes of Sun4All are twofold: a significant reduction in energy bills for participating households and an increase in the adoption of renewable energy across the involved regions. Ultimately, the project aims to create a model for sustainable and replicable solar energy solutions that can be adopted across Europe, contributing to both social equity and environmental goals.

Sun4All represents a pioneering effort in bridging the gap between renewable energy advancements and socio-economic inclusivity, demonstrating that the transition to green energy can also be a pathway to greater social justice.

1.2 The Sun4All Communication and Dissemination Strategy

At the outset of the project, a comprehensive Communication and Dissemination Strategy was developed to guide the project's outreach and engagement efforts, ensuring alignment and coherence across all project partners.

To maximise the project's impact, foster a socially equitable energy transition, and ensure long-term success and replication, the Sun4All **Dissemination and Communication Strategy** aimed to:

- **Raise awareness** about energy poverty and the challenges of the energy transition in European cities and municipalities.
- **Ensure visibility** of the project throughout its lifecycle.
- **Guide actions** by directing communication and dissemination activities and coordinating efforts among project partners.
- **Position Sun4All** as a recognised, effective model for addressing energy poverty and informing related policies through the dissemination of project results.
- **Inform key stakeholders** such as policymakers and influential institutions about the benefits and effectiveness of the Sun4All approach to ensure its sustainability post-project.
- **Facilitate uptake** of project outcomes by supporting exploitation activities.
- **Encourage replication** by demonstrating Sun4All's impact and providing stakeholders with the necessary knowledge to adopt the project's solutions.

The Strategy detailed core messages tailored to each of the target audiences of the project:

- **Public authorities:** Sun4All empowers vulnerable energy consumers to overcome barriers and actively engage in the energy transition, enhancing living conditions and energy efficiency. Local and regional authorities play a crucial role in promoting these measures to alleviate energy poverty and ensure fair access to renewable energy.
- **Energy networks & initiatives:** Sun4All, adapted from the successful New York model "Solar for All," integrates into cities' Sustainable Energy and Climate Action Plans (SECAPs) to align with energy poverty and climate mitigation efforts, ensuring model sustainability and replication.
- **Energy utilities & grid operators:** Collaboration with public authorities helps utilities tackle energy poverty, manage energy efficiently, and support affordable energy access, contributing to a just energy transition.
- **Vulnerable consumers:** Energy communities and collective self-consumption schemes provide support and collective action frameworks for improving energy efficiency, reducing costs, and alleviating energy poverty.
- **Academia & research:** Sun4All contributes empirical data to understand energy poverty's impacts, helping to identify needs and develop targeted solutions for vulnerable households.
- **European energy organisations:** Sun4All serves as a reference for EU policies, aligning with the EU Green Deal and Clean Energy for all Europeans package, fostering energy citizenship, and supporting a socially fair energy transition.
- **General audience:** Sun4All's innovative financial support scheme distributes benefits from local solar installations to vulnerable households, promoting renewable energy generation and energy efficiency at no cost to them. It contributes to a fair and inclusive energy transition and encourage collective self-consumption models as a potential solution.

Furthermore, the Strategy specifies the various channels and products utilised for dissemination: the project website, social media, project events, external thematic events, project partners' channels, promotional and informational material for publication (videos, infographics), local communication plans, contributions to newsletters, magazines and other media, networking, collaboration and third parties' channels.


2 Communication activities and channels

2.1 Metrics and Evaluation

A regular impact analysis of dissemination and communication activities ensured that the strategies, products, and channels aligned with the project's dissemination and communication objectives. Key Performance Indicators (KPIs) were defined to

evaluate overall performance and guide precise adjustments to enhance activities and strategy based on project needs.

ICLEI Europe implemented an online monitoring system (Communications & Activities Tracker) where partners documented their activities, automatically updating a central tracking sheet. Additional tools, including social media statistics, supported this process. All project partners also had the opportunity to provide qualitative feedback through regular open discussions during consortium meetings, as well as in dedicated meetings on 13 April 2022 and 9 October 2023.



Sun4All - Communications & Activities 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/16d0vku1O68BjK8MczA6BNqbYN5wkgkMjHMpTMaG1RkU/export?format=xlsx>


In case of questions or if changes are needed to your reported activities, please contact clotilde.mahe@iclei.org or check the FAQ (MS Teams Folder).

Thank you!
ICLEI team

clotilde.mahe@iclei.org [Switch account](#)

 Not shared  Draft saved

*** Indicates required question**

Ecoserveis 

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

Your answer _____

Figure 1: Screenshot of the first page of the Communications & Activities Tracker used for the monitoring of Sun4All

2.2 Channels and Tools

2.2.1 Visual identity

The Sun4All project visual identity ensured a uniform project image and strengthened the recognition value of the project. A detailed guiding document was shared with the project partners in February 2022 to align the visual representation of the project and of all communication products and explain how to correctly display the EU funding acknowledgement and the EU emblem.

The correct use of the project branding and visual identity as well as of the EU funding acknowledgement and EU emblem was regularly checked throughout the project lifetime, especially when new deliverables or promotional materials were finalised. A final check was carried out in September 2024 to add the disclaimer text wherever necessary. This will ensure the legacy of the outcomes of Sun4All as Horizon 2020 project.

Activity / Tool	KPI (M36 – Sep. 2024)	Evaluation (Sep. 2024)
Visual identity development & implementation	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.	The correct use of the project and the EU funding branding was regularly checked, including one last time in September 2024 to ensure the legacy of the project deliverables.

Table 1: Target and evaluation of the KPI "Visual identity development & implementation"

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. The partners diligently applied the detailed instructions provided in the guiding document. Document templates also ensured a harmonised use of the branding, visual identity and EU funding requirements across all documents produced by the project.

2.2.2 Project website

The [Sun4All website](#), launched in February 2022, served as a key communication tool and information hub for stakeholders throughout the project. It aimed to enhance the project's online presence by centralising information and presenting findings to a broad audience.

Sections:

- Homepage:
 - Provides an overview of the project.
 - Links to sub-pages.
 - Presents latest news and upcoming events.

- About:
 - Includes pages for the project overview, partners, contact information, and a glossary.
- Pilots:
 - Features sub-pages for each pilot location: Almada, Barcelona, Coeur de Savoie, and Rome.
 - Introduces energy poverty in local contexts.
 - Provides information materials and video interviews.
- Community of Practice:
 - Presents the observers, their roles, benefits, and selection process.
- Resources:
 - Contains a library of project deliverables.
 - Provides information about the capacity-building programme.

At the time of the drafting of this document, as of 30 June 2024, the Sun4All website totals 10,887 visits, with an average visit duration of 2 minutes 23 seconds. Interest in Sun4All has grown steadily over time, with an average of more than 670 visits per month between February and June 2024. The website was most visited by web users in Europe: in Italy (1,719 visits), Portugal (1,163 visits), France (1,084 visits), Spain (1,037 visits), Germany (957 visits) and Austria (761 visits), but also from the United States (1,471 visits).

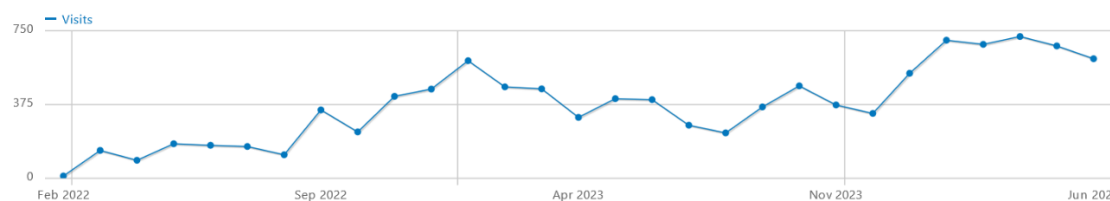


Figure 2: Graph of the number of visits on Sun4All website between February 2022 and June 2024

The most visited page is the homepage, with 6,203 unique visits, followed by the Pilots pages (2,429 visits in total: 713 for Rome, 712 for Almada, 564 for Barcelona, 434 for Coeur de Savoie) and the About page (2,205 visits), especially the project presentation. The page presenting the Community of Practice (1,361 visits) as well as the [page presenting the project in Italian](#) (724 visits) were also well visited.

There were 1,307 downloads realised between 28 February 2022 and 30 June 2024. The most downloaded documents are the flyers presenting the project or the open call for the Community of Practice members: 107 unique downloads of the Sun4All flyer in English, 88 unique downloads of the leaflet about the Open Call, 73 unique downloads of the Sun4All flyer in Italian etc. Some deliverables also attracted the attention, such as the D5.1 “A comparative analysis of the regulatory framework in Sun4All pilot cities” (60 unique downloads) or the D5.3 “Sun4All Capacity and Training Package” (53 unique downloads).

Activity / Tool	KPI (M36 – Sep. 2024)	Evaluation (Jul. 2024)
Project website	<p>≥ 1,000 unique visits</p> <p>≥ 200 downloads of material / documents provided</p>	<p>10,887 unique visits</p> <p>1,307 downloads</p>

Table 2: Target and evaluation of the KPI "Project website"

The project website proved a very effective portal for information about the project and a useful repository of project deliverables. Its outreach exceeded the target set in the KPIs, with 10,887 unique visits instead of the targeted $\geq 1,000$ and 1,307 downloads of material / documents provided instead of the targeted ≥ 200 .

The success of Sun4All project website can be attributed to its clear and compelling purpose, effectively communicating the project's goals, objectives, and relevance to Horizon 2020's priorities. A user-centric design ensured easy navigation, while high-quality content provided detailed, regularly updated information about the project. Strong branding and visual identity, combined with an effective communication and outreach strategy, kept stakeholders informed and engaged. Additionally, the website's performance and reliability, including fast loading times and responsive design, ensured accessibility on all devices. Highlighting partnerships and collaborations further demonstrated the project's broader impact. The website also addressed diverse stakeholders, including policymakers, researchers, industry partners, and the public, and included multimedia content (videos, infographics, images) to make the information engaging and easier to understand. The simple and easy-to-remember URL was also displayed on all documents and products of the project.

2.2.3 Social media

Sun4All utilised its X/Twitter ([@Sun4All_EU](#)) and LinkedIn ([Sun4All Project](#)) accounts to enhance its online presence and drive traffic to its website. These platforms were used to share updates on project progress, interim results, upcoming events, and related policy actions, as well as relevant media coverage and studies. By connecting with social media channels of related actors, projects, and stakeholders, Sun4All aimed to increase its reach, foster synergies, and boost the potential for project replication. Project partners also contributed by sharing content from the official channels through their own networks to further extend the project's visibility and impact.

Sun4All social media accounts were created in March 2022. As of 30 June 2024, the Sun4All social media accounts totals 502 followers: 346 on LinkedIn and 156 on X/Twitter.

Since June 2024, X accounts analytics (beyond the number of followers) are only available to (paying) Premium subscribers. Therefore, all statistics about Sun4All X account reported here include data until the end of May 2024.

As of 31 May 2024, Sun4All social media accounts collected an average of 2,327 impressions per month on their posts. This average covers different performance

per month, for instance with peaks in January 2023 (6,002 impressions) or March 2024 (7,056 impressions).

Activity / Tool	KPI (M36 – Sep. 2024)	Evaluation (Jul. 2024)
Social Media	<p>≥ 400 followers</p> <p>≥ 6,000 impressions/month</p>	<p>502 followers</p> <p>2,327 impressions/month</p>

Table 3: Target and evaluation of the KPI "Social media"

Sun4All's social media strategy was also fruitful, with a followers count steadily growing over time and exceeding the target of ≥ 400 to reach 502 followers by the end of June 2024. LinkedIn proved a better suited channel than X/Twitter, attracting most of Sun4All's followers (346 vs 156 for X/Twitter). The performance in terms of impressions was still slightly higher on X/Twitter, partly due to the higher number of posts on this channel. Both channels reached an average of 2,327 impressions per month, below the target of 6,000. Looking at single months rather than at the average, the channels sometimes exceeded 6,000 impressions over a month, for instance in January 2023 (6,002 impressions) or March 2024 (7,056 impressions).

The underachievement of this KPI can be explained by the decrease over time in organic reach on the main social networks, the relative decline of X/Twitter as of October 2022, and maybe an overestimation of this target compared to the resources needed to post a significant amount of relevant content on these channels. This was partly compensated by the numerous social media posts by partner organisations or staff promoting Sun4All's activities or results.

2.2.4 Sun4All project video

A [short video](#) with animated elements was developed to explain the project and the Sun4All financial scheme in a visual and easily accessible manner. The video is in English, with subtitles in the languages of the pilot locations to be able to use it on a local level. It was released on 21 July 2022.

As of 15 July 2024, the project video has been presented 14 times at events or stakeholder meetings. These included study visits, events and workshops in the pilot in Almada, Barcelona, Coeur de Savoie and Rome, as well as thematic events and conferences as national and EU-level, for instance at ECOMONDO Rimini The Green Technology EXPO 2023, at the Urban Future Conferences 2023 and 2024 or at the Procura+ Conference 2024. As of 15 July 2024, the video totals 713 views on YouTube.

Activity / Tool	KPI (M36 – Sep. 2024)	Evaluation (Jul. 2024)
Project video	<p>≥ 20 presentations of the video at events or stakeholder meetings</p>	<p>14 presentations of the video</p>

Table 4: Target and evaluation of the KPI "Project video"

The Sun4All project video was presented 14 times, below the targeted 20 presentations at events or stakeholder meetings. It should be considered that some presentations may have been forgotten and not reported in the Tracker. Besides, the introductory project video become less relevant over time once the project was more developed. Events or stakeholder meetings were used to present the project results and to display the video interviews realised later. The video interviews also had the double advantage of focusing on the local pilots and recorded in the local languages. Nevertheless, with 713 views and counting on YouTube, the project video can be considered a useful promotion tool for Sun4All and its financial scheme.

2.2.5 Project podcast/ interview series

The Sun4All project developed four short video interviews, each in the local language of the pilot areas with English subtitles, to detail the specifics of the schemes in these regions and encourage replication by other cities and utilities. Targeted primarily at public authorities, cities, municipalities, energy & social affairs departments, energy utilities, and grid operators, these videos aim to share practical knowledge gained over three years of implementation.

Key reasons for choosing videos over podcasts include higher engagement, richer storytelling, relatability, broader reach, accessibility through captions, and the potential for repurposing into various formats. The videos, released on YouTube and promoted through social media, aim to reinforce positive communication, encourage more beneficiaries to join the schemes and local authorities to replicate them. The first two videos ([Almada](#) and [Coeur de Savoie](#)) were released in September 2023, followed by the remaining two ([Barcelona](#) and [Rome](#)) in May 2024.

As of 15 July 2024, the four videos total 526 views on YouTube. They achieved an even wider reach via their promotion on the social media channels of Sun4All in the form of snippets of each interview.

Activity / Tool	KPI (M36 – Sep. 2024)	Evaluation (Jul. 2024)
Project podcast/ interview series	≥ 300 views or downloads or listenings	526 views

Table 5: Target and evaluation of the KPI "Project podcast/interview series"

The project video interview series was viewed 526 times on YouTube and much more as snippets on social media, exceeding the targeted ≥ 300 views. The video format can be considered successful, as well as the short, simple, and relatable content they presented.

2.2.6 Networking activities

For the sustainability and replication of the Sun4All project and to increase its impact, networking and collaboration with related European projects, initiatives, and organisations were crucial. Project partners actively sought joint activities, contributed to events and documents, and shared information through various channels to enhance Sun4All's outreach, reputation, and impact. Project results were shared on portals, online libraries, and platforms of these stakeholders, as well as through European Commission-managed channels.

Additionally, Sun4All developed a Capacity Building and Knowledge Sharing Programme, including technical visits and webinars, to support replication and implementation by other cities and relevant actors. Key events, project results, and published materials were widely promoted.

The project's Community of Practice (Observers' Group) also served as a key dissemination platform, allowing members to gather first-hand learnings and promote Sun4All. This encouraged the adoption of the project across Europe and beyond.

These networking, collaboration, and dissemination activities were supported by communication efforts to amplify the Sun4All message and prepare for further exploitation activities.

22 activities were organised jointly with other European projects: seminars/webinars, meetings, trainings, peer exchanges or trainings. These activities reached a total of 1893 people, mostly from civil society but also policy makers and/or authorities, the general public, representatives from the industry or private companies, local residents and the scientific community.

Networking activities	Date	Location
Seminar international energy policies, markets and research	22/03/2022	Chambéry (France)
On-line Contractors' meeting "Energy communities: existing projects and future challenges"	04/05/2022	Online
Solar cities: capturing solar energy potential	12/09/2022	Online
EUSEW 2022 - ICLEI Europe stand in "Networking Village" featuring several projects (hybrid)	26/09/2022	Belgium
Sun4All presentation, Tor Pignattara workshop	14/11/2022	Italy
Providing solutions to energy challenges – PowerPoor Brokerage Event (Inspiring event) organised by EURO CROWD	30/11/2022	Belgium
W4RES meets the Energy community of Gallese	31/01/2023	Gallese (VT) Italia
ICLEI Member Webinar "Energy Communities and Cities"	15/02/2023	online

Meeting of the representatives of projects on Energy Poverty	01/03/2023	Online
Ponto Energia – Balcão Único de Investimento em Energia Sustentável - BundleUp Next H2020 Project	08/03/2023	Portugal, Lisboa
Workshop: Inclusive energy services to fight energy poverty and empower citizens	20/06/2023	Brussels (Belgium)
Interactive training: Making energy poverty mitigation an effective part of your climate & energy planning. With POWERPOOR	03/07/2023	Online
Theatrical conference about energy and greenhouse gas emissions	15/09/2023	France
Sister Projects Exchange Session	30/10/2023	Online
Solar Cities and regions - "Accelerating permitting, staffing, and skilling in solar cities and regions webinar" Webinar	27/11/2023	Online
EC2 - Community Energy Academy - Power to the People: Empowering Energy Citizens Live session for the EMPOWERMENT module	14/12/2023	Online event
ePLANET 9th Stakeholder Forum on Scaling up Energy Savings	24/01/2024	Online
Potential for energy poverty alleviation through an inclusive and democratic European Green Deal 2.0 45th Breakfast at Sustainability's	20/02/2024	Brussels (Belgium)
Meeting with Interreg Recrosses project	06/03/2024	France
Contractors' Meeting " Energy Communities"	13/03/2024	Brussels (Belgium)
Seminar international energy policies, markets and research	22/03/2022	Chambéry (France)
WEBINAR "CER: manuale d'uso"	12/04/2024	Roma (Italy)
INCLU:DE peer exchange: Effectively engaging disadvantaged communities in municipal climate action	27/05/2024	online

Table 6: 22 networking activities organised within Sun4All

Activity / Tool	KPI (M36 – Sep. 2024)	Evaluation (Jul. 2024)
Networking activities	≥ 9 collaborative activities	22 collaborative activities

Table 7: Target and evaluation of the KPI "Networking activities"

With 22 activities organised jointly with other European projects, exceeding the target of ≥ 9 , the networking efforts of Sun4All can be considered a success. Throughout the project, the partners observed a high level of interest on these topics, as well as many occasions to collaborate with the numerous projects on related topics of energy poverty, renewable energy, solar energy, just transition, the acceptance of renewable energy etc.

2.2.7 Media coverage

Sun4All increased its outreach by sharing project information in topic-related newsletters, magazines, and other relevant media. Project partners actively contributed to newsletters of networks, institutions, and other projects to which they are connected.

As of 15 July 2024, the project activities or interim results were featured in 51 publications in total, including:

- partners and external newsletters or mailing lists (e.g. ICLEI Europe energy newsletter, Ecoserveis newsletter, Jacques Delors Institute newsletter, EPAH newsletter, DECIDE project newsletter),
- external websites (e.g. BUILD UP portal, Réseau des acteurs contre la pauvreté et la précarité énergétique dans le logement),
- media articles (e.g. Social Europe, L'osservatore romano, Qualenergia.it),
- magazines (e.g. Quattroruote, Magazine Cœur de Savoie),
- radio interviews (e.g., 3cat Catalunya al dia), etc.

Activity / Tool	KPI (M36 – Sep. 2024)	Evaluation (Jul. 2024)
Media coverage	≥ 17 publications in total	51 publications

Table 8: Target and evaluation of the KPI "Media coverage"

The project partners were very active in promoting the projects in local or topical media, with 51 publications instead of the targeted ≥ 17 publications in total. Also there, a high interest in the project work and topic was observed. Articles and media activities at local level and in local languages were also very efficient to reach out to potential beneficiaries or encourage other local authorities to learn more and potentially replicate the financial scheme.

2.2.8 Scientific publications

Sun4All aimed at publishing at least one scientific publication, with the key objectives of demonstrating the successful implementation of the project, sharing its findings with the scientific community, fostering partnerships on the topic with researchers and institutions, as well as influencing policymakers and industry leaders.

By September 2024, the University of Stavanger completed 6 scientific articles based on the outcomes from Sun4All, in various specialised publications such as Energy Research & Social Science, Sustainability Science, Progress in Environmental Geography, Bristol University Press, The Extractive Industries and Society or UCL Press. The Sapienza University of Rome coordinated one scientific article that was published in June 2023.

Partner	Title	Publication / Publisher	Date
Sapienza Università di Roma	Urban Renewable Energy Communities and Energy Poverty: a proactive approach to energy transition with Sun4All project	IOP Conference Series: Earth and Environmental Science	30/06/2022
University of Stavanger	Solidaric solarities: Governance principles for transforming solar power relations	Progress in Environmental Geography	31/07/2023
University of Stavanger	The calm before the storm? The making of a lithium frontier in transitioning Portugal	The Extractive Industries and Society	30/09/2023
University of Stavanger	Understanding the embeddedness of individuals within the larger system to support energy transition	Sustainability Science	13/03/2024
University of Stavanger	The Sun Also Rises in Portugal: Ambitions of Just Solar Energy Transitions	Bristol University Press	05/06/2024
University of Stavanger	Financially-constrained solar development: A comparative analysis of urban fabrics and solar expression in Portugal and Rajasthan	Energy Research & Social Science	30/06/2024
University of Stavanger	Geographies of Solar Energy Transitions Conflicts, controversies and cognate aspects	UCL Press	10/09/2024

Table 9: the 7 scientific publications based on the outcomes of Sun4All

Activity / Tool	KPI (M36 – Sep. 2024)	Evaluation (Jul. 2024)
Scientific publications	≥ 1 scientific publication	7 scientific publications

Table 10: Target and evaluation of the KPI "Scientific publications"

The two academic partners of Sun4All, the Sapienza University of Rome and the University of Stavanger, published 7 scientific publications based on the outcomes of Sun4All, exceeding the target of at least one publication. This achievement was supported by the involvement of both universities in numerous related projects and initiatives, thus increasing their expertise and reputation on the topic.

2.2.9 Presentations at events (on-site or online)

All project partners identified and contributed to relevant topic-related events organised by third parties, online or onsite (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 seized opportunities to participate, as well as to contribute to events and conferences. This included the organisation of sessions to present best practices, learnings and project results, the coordination of content preparation with other partners as well as the project representation at events.

As of 15 July 2024, the project and its results were presented in 36 relevant events (conferences, public meetings, workshops, webinars) attended by more than 4.500 participants: policy makers and/or authorities, representatives from the industry or private companies, general public, civil society, local residents and the scientific community.

Name of event	Date	Location (Country)
Seminar international energy policies, markets and research	22/03/2022	Chambéry (France)
Energy Cities 2022 Forum	22/04/2022	Brussels, Belgium
Energy Justice Seminar	03/05/2022	Pau (France)
ICA Academy (Inclusive Climate Action)	17/05/2022	Barcelona
Semana Europeia da Mobilidade - SEM 2022	18/09/2022	Portugal
Plano Climático de Almada 2030	21/09/2022	Portugal
EUSEW 2022 - ICLEI Europe stand in "Networking Village" featuring several projects (hybrid)	26/09/2022	Belgium
Festival dello Sviluppo Sostenibile	14/10/2022	Italy
Comunidades de Energia - Apresentação do Guia Prático	18/10/2022	Portugal, Almada
Providing solutions to energy challenges – PowerPoor Brokerage Event (Inspiring event) organised by EUROCROWD	30/11/2022	Belgium
Mercado de Natal Amigo da Terra (Earth Friendly Christmas Market) 2022	17/12/2022	Almada
W4RES meets the Energy community of Gallese (IT)	31/01/2023	Gallese (VT) Italia
Presentation at Geneva Climate Council Meeting	21/02/2023	Online
European Solar Prize 2023	23/02/2023	Rome Italy
Ponto Energia – Balcão Único de Investimento em Energia Sustentável - BundleUp Next H2020 Project	08/03/2023	Portugal, Lisboa
Fòrum Energia Sostenible	04/05/2023	Barcelona (Spain)
Meeting - presentation of the sun4All project with the association CREAQ	07/06/2023	France (online meeting)

International Social Housing Festival 2023	09/06/2023	Barcelona (Spain)
Project representation at the ICLEI Europe stand in the Urban Future 2023 conference	21/06/2023	Germany
Feira da Economia Circular	01/07/2023	Almada
Theatrical conference about energy and greenhouse gas emissions	15/09/2023	France
Energy Poverty Advisory Hub Annual Conference	19/09/2023	Warsaw (Poland)
Presence at the ICLEI stand at the Smart City Expo in Barcelona	07/11/2023	Barcelona (Spain)
The Mayors and Local Authorities Convention	22/11/2023	France
Solar Cities and regions - "Accelerating permitting, staffing, and skilling in solar cities and regions webinar" Webinar	27/11/2023	Online
Assemblea di coordinamento CERS della rete RESS di Roma	05/12/2023	Rome (Italy)
EC2 - Community Energy Academy - Power to the People: Empowering Energy Citizens Live session for the EMPOWERMENT module	14/12/2023	Online
ePLANET 9th Stakeholder Forum on Scaling up Energy Savings	24/01/2024	Online
Procura+ Conference 2024	13/03/2024	Lisbon (Portugal)
Energy Communities and shared self-consumption workshop at Barri Besós Institute	13/03/2024	Barcelona (Spain)
Material dissemination at the Kongress Klimaneutrale Kommunen	29/03/2024	Germany
INCLU:DE peer exchange: Effectively engaging disadvantaged communities in municipal climate action	27/05/2024	Online
Representation of the project at the Urban Future Conference 2024	05/06/2024	Rotterdam (Netherlands)
Session at the EU Sustainable Energy Week 2024	13/06/2024	Brussels (Belgium)
Journée AURACLE	02/07/2024	Le Bourget du Lac (France)
20th World Wind Energy Conference Rimini Italy	6/28/0022	Italy

Table 11: the 36 (on-site or online) events in which Sun4All was presented

Among these, in the final months of the project, the Sun4All consortium organised two events in Brussels (and livestreamed online) to effectively disseminate the project results, particularly to EU policymakers:

- On 20 February 2024, the 45th edition of ICLEI's flagship Breakfast at Sustainability's series (co-organised by the Jacques Delors Institute)

presented input from the Sun4All and EnergyPROSPECTS projects, as well as from a variety of stakeholders, to call for an inclusive and democratic European Green Deal 2.0.

- On 13 June 2024, the Sun4All project consortium co-organised a policy session during the European Sustainable Energy Week in Brussels, in collaboration with the Climate Alliance. It also focused on the role of local authorities in promoting a fair and inclusive European Green Deal. Following the policy session, the consortium hosted a policy cocktail, bringing together a diverse audience to highlight the outcomes of the Sun4All project.

Activity / Tool	KPI (M36 – Sep. 2024)	Evaluation (Jul. 2024)
Presentations at events (on-site or online)	≥ 8 presentations at events	36 presentations at events

Table 12: Target and evaluation of the KPI "Presentations at events (on-site or online)"

The project was presented at 36 external events, on-site or online, over the target of ≥ 8 presentations. At the crossroads between different topics (renewables, poverty etc.) and with an innovative financial scheme, Sun4All attracted a lot of interest and benefited from numerous occasions to be presented and discussed at conferences, public meetings, workshops, and webinars.

Activity / Tool	KPI (M36 – Sep. 2024)	Evaluation (Jul. 2024)
Visual identity development & implementation	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.	The correct use of the project and the EU funding branding was regularly checked, including one last time in September 2024 to ensure the legacy of the project deliverables.
Project website	≥ 1,000 unique visits ≥ 200 downloads of material / documents provided	10,887 unique visits 1,307 downloads
Social Media	≥ 400 followers ≥ 6,000 impressions/month	502 followers 2,327 impressions/month
Project video	≥ 20 presentations of the video at events or stakeholder meetings	14 presentations of the video
Project podcast/ interview series	≥ 300 views or downloads or listenings	526 views
Networking activities	≥ 9 collaborative activities	22 collaborative activities
Media coverage	≥ 17 publications in total	51 publications

Scientific publications	≥ 1 scientific publication	7 scientific publications
Presentations at events (on-site or online)	≥ 8 presentations at events	36 presentations at events

Table 13: KPIs overview

3 Challenges and lessons learned

The Sun4All project faced different challenges in communicating and disseminating its activities and results.

3.1 Complexity of the topic and diverse target audiences

- **Multidisciplinary nature:** The project topic, at the intersection of energy, economics, and social policy requires a multidisciplinary approach.
- **Varied stakeholders:** The project had to communicate with a wide range of stakeholders, including policymakers and public authorities, European organisations, academics, energy NGOs and industry professionals, and the general public. Each group has different levels of knowledge and interest.
- **Selecting appropriate channels:** Identifying the most effective media and outreach channels to reach different audiences was also challenging. Traditional media, social media, academic publications, thematic events, project partners' channels and community outreach all have different strengths and limitations.

To face these challenges, Sun4All communication relied on a large variety of channels, activities and formats in order to maximise its outreach. An educational approach was used to make sure that the diverse audience all understood the terms and the concepts used in the same way. The Sun4All project video and the infographics illustrating the Sun4All financial schemes in the different pilots represent good examples of this.

- **Digital divide:** Populations in situation of energy vulnerability may have limited access to digital communication channels, making it harder to reach them through online platforms.

Therefore, the work of technical partners on-site in the pilot region and cities was essential to effectively raise awareness and involve beneficiaries in the Sun4All scheme. They distributed flyers in the selected buildings, held several information events and had contact persons to answer all questions or concerns from the beneficiaries, increasing trust from the beneficiaries.

3.2 Messaging and framing

- **Sensitivity:** Energy poverty is a sensitive issue that can be politically and emotionally charged. Crafting messages that are empathetic and non-stigmatising was crucial.
- **Technical jargon:** Energy poverty involves complex technical, economic, and social issues. It was therefore essential to explain these concepts in an accessible way throughout the project communication.

Both aspects were considered early in the project. For instance, the specificity of energy poverty regarding communication was taken into account, and attention paid to the “energy poverty” terminology already in the first version of the Dissemination and Communication Strategy. Later, a Glossary was developed to define specific terms used in the project, supporting the technical partners to explain the financial schemes to beneficiaries and encourage their participation. It was published on the website as well as promoted on the social media channels of the project. The terminology and glossary were used throughout all communication activities of the project, from the drafting of news articles or social media posts to the development of video scripts and interviews.

- **Cultural and linguistic barriers:** Reaching audiences across different countries and cultures within the EU requires tailoring messages to suit various languages and cultural contexts.

To this end, a communications context survey was conducted among Sun4All technical partners located in Almada, Barcelona, Coeur de Savoie and Rome during the development of the Dissemination and Communication Strategy. It helped to map the key actors at local level, as well as to understand the level of awareness around the topics of energy poverty and just energy transition and the attitude of vulnerable consumers towards publicly funded support schemes such as Sun4All. These results also contributed to the development of the Local Communication Plans which detailed the implementation of dissemination and communication activities at both municipal and national levels and highlighted the necessary adaptations to local contexts.

3.3 Results come last

Many of Sun4All's most impactful results and deliverables emerged in the final months of the project. This was addressed through several approaches, including:

- **Continuous knowledge exchange:** Partners shared preliminary results through 36 events, 51 articles and media mentions, 7 scientific publications, and various advocacy campaigns on LinkedIn and X/Twitter.
- **Continuous dissemination and communication activities:** The project anticipated the late sharing of results through a dedicated final event and ongoing communication activities up to the project's conclusion. For example:

- The series of video interviews was released over time, once concrete results were available.
- Two series of web articles, presenting the Community of Practice members, then summarising their work, were published respectively in spring and summer 2024.
- An episode of the ICLEI Europe podcast “Local Voices for Sustainability” featuring the Barcelona pilot was released in August 2024.
- **Ongoing availability of deliverables:** Key deliverables such as the Sun4All Capacity and Training Package or the Policy Brief for Member States as well as dissemination products (e.g. Sun4All project video, Emma’s Destiny comic, the Sun4All capacity-building tool), will remain accessible on the project website.
Additionally, these resources are being shared on various external platforms, including ICLEI Europe website, ICLEI e-library, EU Open Research Repository, NetZeroCities Knowledge Repository, Horizon Results Platform, Energy Poverty Advisory Hub, DECIDE Knowledge Hub, Rural Energy Community Advisory Hub, Energy Communities Academy, etc.
- **Exploitation at EU level:** Sun4All's results were also highlighted in several European Commission publications, such as the Staff Working Document accompanying the Recommendation on energy poverty in November 2023, and a CORDIS Results Pack presenting 15 EU-funded projects for an inclusive energy transition in July 2024.

These efforts ensured that all target audiences could benefit from the accumulated lessons of Sun4All, and that the project’s work will continue to inspire professionals in the sector for years to come.

4 Conclusions and recommendations

4.1 Impact on the project’s objectives

The communication activities of the Sun4All project were highly successful across multiple channels and tools. Key achievements include the effective use of visual identity, excellent website performance, substantial media coverage, and extensive networking activities. While some KPIs, such as social media impressions and video presentations, fell slightly short, the overall impact and outreach significantly exceeded expectations. For instance, although the project video was presented 14 times (instead of 20), there were 51 publications in media instead of the foreseen 17. The project's comprehensive communication strategy and active partner engagement played crucial roles in achieving these outcomes.

The Sun4All Dissemination and Communication Strategy had a significant impact on achieving the project's objectives and outcomes, primarily by fostering a socially equitable energy transition and ensuring the long-term success and replication of

the project's solutions. Here are how the specific activities contributed to the overall goals:

4.1.1 Raising awareness about energy poverty

- **Project website and media coverage:** The extensive reach of the Sun4All website and the wide media coverage helped raise awareness about energy poverty and the challenges of the energy transition. The website served as a central information hub, while media coverage ensured the message reached a broader audience.
- **Social media engagement:** Regular updates and posts on social media platforms like LinkedIn and X/Twitter kept the topic of energy poverty in the public discourse, engaging a diverse audience and continuously raising awareness.

4.1.2 Ensuring visibility of the project

- **Consistent visual identity:** The uniform project image and consistent use of visual identity elements across all communication products ensured high visibility and recognition of the project throughout its lifecycle.
- **Presence at events:** Presentations at 36 events, significantly more than the target, increased the project's visibility among stakeholders, policymakers, and the public.

4.1.3 Guiding actions and coordinating efforts

- **Guiding document for visual identity:** The detailed guiding document ensured that all partners were aligned in their communication efforts, maintaining consistency and coherence in project branding.
- **Regular checks and final review:** Regular checks and a final review of branding compliance ensured that the project's visual identity and EU funding acknowledgments were correctly used, maintaining professionalism and trustworthiness.

4.1.4 Positioning Sun4All as an effective model

- **Scientific publications and media coverage:** The publication of seven scientific articles and extensive media coverage positioned Sun4All as a recognised and effective model for addressing energy poverty. These publications demonstrated the project's impact and informed related policies.
- **Networking activities:** Collaboration with other European projects through 22 joint activities highlighted Sun4All's innovative approach and its relevance to broader energy transition efforts.

4.1.5 Informing key stakeholders

- **Engagement through events and media:** By presenting at numerous events and contributing to influential publications, Sun4All effectively informed policymakers and institutions about the project's benefits and effectiveness.
- **Community of Practice:** The observers' group allowed stakeholders to gain first-hand insights, promoting the project's sustainability and potential for post-project adoption.

4.1.6 Facilitating uptake of project outcomes

- **Capacity Building and Knowledge Sharing Programme:** This programme, including technical visits and webinars, facilitated the uptake of project outcomes by other cities and relevant actors, ensuring that the knowledge gained was effectively transferred and utilised.
- **Project video and interviews:** The project video presentation and the video interviews provided an accessible and engaging way to share the project's methods and successes, encouraging stakeholders to adopt similar approaches.

4.1.7 Encouraging replication

- **Project website and social media:** The website's high visitor numbers and the strategic use of social media helped disseminate information widely, demonstrating Sun4All's impact and providing stakeholders with the knowledge needed for replication.
- **Publications and networking:** The scientific publications and active networking reinforced the project's credibility and effectiveness, encouraging other cities and utilities to replicate the project's solutions.

The Sun4All communication activities effectively supported the project's objectives and outcomes by ensuring high visibility, engaging a wide range of stakeholders, and demonstrating the project's impact. The strategic dissemination of information through various channels fostered a better understanding of energy poverty and the energy transition, established Sun4All as a leading model, and facilitated the uptake and replication of the project's solutions. This comprehensive communication strategy ensured that the Sun4All project not only achieved its immediate goals but also set the foundation for long-term success and broader impact across Europe.

4.2 Improvements and new opportunities

Based on the challenges and strategies outlined for the Sun4All project, several improvements and new opportunities can be suggested for future communication

and dissemination strategies to further maximize impact, engagement, and outreach. To be fully efficient, these approaches should be included in the objectives of the future initiatives on this topic and be matched with adequate resources.

To enhance the communication and dissemination strategies for future projects, several improvements can be implemented. First, **creating localised content** that addresses cultural and linguistic differences more effectively by using local languages and examples that resonate with specific communities will ensure better engagement. Second, **leveraging advanced data visualisation tools** can simplify complex data and concepts, making them more accessible and engaging for various audiences. Third, **improving accessibility** by increasing the production and distribution of offline materials such as brochures, posters, and informational flyers will help reach populations with limited digital access. Additionally, **expanding community outreach programmes** with more frequent on-site events, utilising local community centres, and collaborating with trusted local organisations will ensure wider dissemination of information and greater involvement from the community. This could be complemented by using popular messaging apps like WhatsApp or Telegram to create groups or channels for real-time updates and interactive communication with community members, as it was done in the Rome pilot.

To seize new opportunities for engagement, future projects can implement several strategies. First, **collaborating with social media influencers** (organisations, professionals, or individuals) who focus on sustainability, energy, and social issues can help reach a broader and more diverse audience, with their endorsements enhancing the project's visibility and credibility. Second, **partnering with universities and schools** to incorporate the project's findings into curricula and educational programmes can educate the younger generation and foster long-term engagement with the project's goals. This knowledge can also be included in job trainings and professional aptitude certificates. Third, **expanding the use of podcasts or creating a web series** to provide in-depth discussions, interviews with experts, and success stories can help break down complex topics into easily digestible episodes, making the information more accessible and engaging.

To address the challenges identified in the section 3. "Challenges and lessons learned", several targeted strategies can be implemented.

First, to **tackle the complexity of the topic**, develop simplified explanations and analogies to make the topic more understandable, and use storytelling techniques to convey the impact of energy poverty and the project's solutions. Hosting expert panels and Q&A sessions where stakeholders can interact directly with subject matter experts can also provide a clearer understanding of the issues.

Second, to **bridge the digital divide**, organise more hybrid events that combine in-person and online elements to ensure all stakeholders can participate regardless of digital access, and further utilise local radio and TV stations to broadcast key information and updates for wider reach among digitally disconnected populations.

Third, to **overcome cultural and linguistic barriers**, employ cultural liaisons or mentors within each community to tailor messages appropriately and respect cultural sensitivities, and produce multilingual resources, ensuring translators or interpreters are available at key events and webinars.

By implementing these improvements and exploring new opportunities, future communication and dissemination strategies can become more inclusive, effective, and impactful, ensuring the sustainability and replication of initiatives like Sun4All.

