

Powering Citizens

Empowering Energy Citizenship among energy poor
people through joint energy action



DISSEMINATION PLAN

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1. Overview of the project

In the EU, millions of households struggle to afford adequate heating, with single-parent households and those living in rental or social housing being particularly vulnerable. In 2018, approximately 34 million Europeans faced difficulty affording adequate heating for their homes. Eurostat data reveals that even before the ongoing crisis, in 2021, 6.9% of households in the EU were behind on utility bills, and 6.4% reported struggling to keep their homes warm. Single-parent households with children have been disproportionately impacted by rising energy prices.

The situation is also dire in the Western Balkan countries, where a significant percentage of households cannot keep their homes warm. 40% of households in Kosovo and 37% in Albania unable to adequately heat their homes. Outdated financial measures and a lack of recognition of differential energy needs further contribute to the energy poverty issue. Gender disparities and the higher risk of poverty for foreign citizens further compound the issue. Young people play a vital role in empowering and engaging citizens in the fight against energy poverty, but they often lack the necessary education and resources. To combat this, the POWERINGCITIZENS project aims to empower energy-poor citizens through tailored energy advice and dialogue, enabling them to participate in energy-related policies, claim their rights, and access information on energy poverty and solutions.

The main objectives of the project are:

- O1** Empowering energy advisors to become energy mentors with high-quality expertise through competencies in energy citizenship and education tools through NFE methods.
- O2** Engaging citizens (mainly youth from, social houses/renting, small cities/remote areas) in energy poverty assessment, energy dialogue and decision-making through workshops, dialogues, and discussions.
- O3** Increasing access of energy-poor citizens to information on energy poverty and boosting their participation in energy dialogues and decision-making.

The anticipated results comprise the engagement of youth and citizens in energy poverty mapping, the development of a training format and guidance material (leaflet) with concrete measures on how to reduce energy poverty, dedicated workshops, tailored energy advising and energy cafes for energy-poor youth and citizens, 1 short movie with direct feedback from citizens on energy poverty, 1 national policy report produced on energy poverty with recommendations collected from citizens.

The Work Plan of the project envisages five different Work Packages:

- WP 1 Energy Democracy Input Seminar;
- WP 2 Energy Poverty Advisor Training;
- WP 3 Empowering Energy-Poor Citizens through Joint Energy Actions;
- WP 4 Citizens Narrations on Energy Poverty Workshops;
- WP 5 Dissemination and Visibility

Due to its importance in the achievement of project objectives, the separate work package WP5 Dissemination Phases and Visibility is dedicated to all tasks and activities related to communication and dissemination of project deliverables and results reached, as well as networking and promotion of project towards stakeholders.

2. Dissemination and Visibility

The dissemination and communication activities play a vital role throughout the project. They support the project and its partners by raising awareness of the project activity externally, by engaging with policymakers, and by fostering the participation of key stakeholders. The communication is a continuous process with the aim of transmitting the added project value, to ensure the visibility of the project's results and their uptake by decision-makers beyond the lifetime of the project. A variety of communication tools, further identified in this document, are available to the project and serve to ensure that information is shared with appropriate audiences on a timely basis.

The implementation of the Dissemination and Visibility or the Communication and Dissemination Plan (CDP) is envisaged to play a crucial role in reaching the project results and objectives, as communication is a strategically important implementation tool for this project.

The Dissemination and Visibility of POWERINGCITIZENS project arranges all dissemination activities within the project and it provides the guidelines for the dissemination to be followed by all partners. It details the methodology and the tools to be used for the project's communication needs, as well as a detailed timeline to adhere to. This is a "living" document and can be amended as opportunities arise during the course of the project.

The Dissemination and Visibility for POWERINGCITIZENS project consists of the following objectives:

- To ensure good internal communication among partners, with regular updates on progress and achievement;
- To raise the visibility of the project activities;
- To attract and engage with relevant stakeholders;
- To actively involve and inform all relevant stakeholders about project activities, achievements, and results;
- To enhance synergies with other EU-funded projects, networks, and initiatives on energy poverty in rural areas, promote collaboration, and maximise the impact;
- To share and publicise the project's objectives and results.

The Dissemination and Visibility Plan will be updated and reviewed by partners throughout the project lifetime as work progresses and new opportunities for dissemination emerge and are identified.

Bearing in mind the importance of communication and dissemination activities, all project partners within their activities should contribute to the implementation of communication objectives in all phases of project implementation in order to enable the successful realisation of the project. Each project partner should appoint one person responsible for communication and dissemination activities.

3. Key Message

A key message is the basic content for all communication tools of the project and what the audience should remember after they hear about the project, read the interview, review the promotional material and visit the website or social networks. Messages transmitted through dissemination and communication activities will explain what will change with the POWERINGCITIZENS project and which benefits and solutions (e.g., economic, environmental, social, and technological) will be offered.

Key messages or information about the project, provided in an easy-to-understand way through the various communication activities, will include:

- Key facts, objectives, and expected results of the project;
- Benefits from the implementation of the project;
- Notification about events and trainings that will be organised;
- Notification about the e-platform to be released;
- Outputs and outcomes of the project.

These messages will be adequately adapted to meet the specific needs and characteristics of each target group. Messages will be positive, persuasive, clear, simple, and focused depending on the type of audience to which they are addressed.

The key messages of the communication and dissemination strategy will highlight the main goal of the project, which is to develop tools and new forms of training schemes to empower youth workers to become energy advisors and train rural youth with the purpose of making a smart energy transition in rural areas.

4. Target Groups and Objectives

Communication/Visibility and dissemination requires the involvement of all project partners, with a strong communication network to ensure not only effective internal communication but also communication with external target groups, as well as the general public in each country. The project communication and dissemination will be conducted at local, regional, national, and European levels. In support of targeted dissemination activities, broad communication actions will be undertaken to promote the project's objectives, activities, and findings in a clear and intelligible way to the stakeholders and target groups at large.

Therefore, it is very important to establish a strong communication network that will involve all stakeholders and all project partners and ensure not only an effective internal communication but also communication with external target groups as well as the general public in each country. Regarding this, activities of the project cover two main communication areas:

- Internal Communication; and
- External Communication.

Internal Communication

Internal communication needs to ensure a constant and effective exchange and sharing of information between the project partners as well as the staff of partner organisations and as an effective and shared management of the knowledge generated by the project's activities. In addition, internal communication needs to be clear and well structured, to sustain the division of tasks and the information flow. The project involves a wide range of partners, which in the end provides the possibility of creating and establishing a proportionally wide framework for the efficient use of project outcomes.

Communication and exchanges of information among the project partners and the programme authorities are absolutely necessary for an efficient implementation of the project. **One Google calendar** will be created for the project and shared with all partners, ensuring clear and transparent planning for all. **An Excel file** will be also created and shared to keep record of the planning, which will also ensure effective control of the project development. A variety of effective communication methods will be used to deliver project information, including mainly face-to-face meetings, telephone calls, e-mail, voicemail, and websites to assist the project team and enhance sufficient communication of the Consortium. Gatherings of MC individuals will happen consistently using video-conferencing tool. This plan will be applied for the entire project cycle, with more gatherings hung on an exceptional premise if there should be an occurrence of need. Transnational virtual meetings are predicted at project commencement (Kick-off Meeting in **person**) midlife (Mid-term Meeting) and end (Final Evaluation meeting). The expert individuals from the project staff who will partake in the online meetings will be the individuals from the MC just as staff profiles are chosen on the grounds of their relationship with the gatherings' plan.

The project consortium will hold a kick-off meeting in person in Berlin, an interim meeting (virtually) hosted by Balkan Green Foundation (BGF) and a final evaluation meeting (virtually) hosted by Università Politecnica delle Marche UNIVPM (Italy). The Consortium will also hold 1 Team meeting every second Monday of the month, 15.00 CET. First meeting is to be agreed with the consortium.

Team expectations:

- Active participation at meetings;
- Confirm and reply to emails labelled as important;
- Notify immediately if you are unable to meet a deadline;
- First create documents on your computer but once uploaded use Google Drive for all documents;
- Be transparent and have open communication.

The main objectives of internal communication include:

- Ensure constant communication and exchange of information and data between project partners (internal communication and dissemination);
- Easy flow of relevant information;
- Simplification of work;
- Easier understanding of project activities and more efficient exchange of information;
- Support and motivation of people involved;
- Ensure constant communication and exchange of information and data between project partners;
- Ensure more efficient information exchange;
- Facilitate the implementation of project activities.

Actions of Internal Dissemination will be as per below:

- Seminars for staff: Each partner will implement half-yearly internal Seminars wherein the staff members of the project on the side of the individual organisation will disseminate the information/products developed to their colleagues not part of the project staff;
- Virtual Repository: Project materials (including Intellectual Outputs and intermediate results) will be stored in a virtual repository accessible by each organisation and shared internally with staff members;
- Final dissemination seminar: Each partner will implement a final Seminar of internal dissemination in which context partners' staff members will share the final results of the project with their colleagues. The Seminar will be implemented within 2 weeks after the project ends.

In order to facilitate communication among project partners, the social networks and the project's website will be developed as well as an internal part (intranet) that will serve as a communication centre for responsible authorities and project partners. The Intranet allows each partner, lead partner, and all coordinators to regularly monitor progress in data collection, analyses, and deliveries by checking the latest updates. For this reason, opening of different communication channels (such as group emails, Microsoft Teams chats, documents exchange points, Zoom meetings, and project management software Gantt Project) will focus on project partners to enable more efficient information exchange, strengthen cooperation among project partners, and ensure more efficient implementation of this project.

External Communication

The main goal of the communication and dissemination activities of the project is to effectively disseminate information about the project and transmit the results to the general public and target groups, including the media. Therefore, the most important communication goals are focused on the exchange and dissemination of project information and achieved results, which is crucial for the successful implementation of the project because it will contribute to the greater use of the toolkit and e-platform that will be created. The ultimate goal of communication is to maximise the potential of the results to be used beyond the lifetime of the project.

The arrangements of external Dissemination will be targeted at reaching the recipients external to the partnership, identified as optimal recipients of project results. Partners have identified external categories of Dissemination targets in the phase of project preparation as follows:

- Individual operators/activists in the fields of energy and youth sector, civil society (formal and informal groups of youth), NGOs, and youth organisations;

- General public. The categories of public to be reached with priority have been identified as rural households, especially young people living in rural areas, who are vulnerable to energy poverty and face socio-economic marginalisation and lack competences, skills, and knowledge to tackle these obstacles;
- Policymakers (e.g., Municipalities, City Councils, public agencies, regional and national governments) with competence in energy policies and youth sector development;
- Mass media;
- Experts, young professionals, individual academics, and research institutions focusing on energy policies and youth sector development.

Information about the project, project activities, and results will be available to identified target groups and other stakeholders through social networks, websites, and promotional materials to be developed during the implementation of the project. Also, various events will be organised so the target groups will have the opportunity to inform and give their opinions and suggestions.

All project partners during the project implementation should communicate with the target groups and the interested audience and expand project news, and information about project activities and results.

The key dissemination objectives are:

- Raising awareness about the vulnerability of youth in peripheral areas and energy poverty;
 - Raising awareness about the opportunities for learning, personal development, and networking of youth in peripheral areas;
 - To keep stakeholders informed on progress and milestones reached;
 - To share the project's activities, results and added values with relevant stakeholders;
 - To announce and promote project events, contributing to upgrading its attendance and engagement potential and keeping informed target groups and other stakeholders;
 - To promote the project's outputs/deliverables and results;
 - To maintain project sustainability after the project ends;
 - Strengthen the networking and possibilities for future cooperation.
- **Website Dissemination:** Each partner will open a space with information and results of the project on its own website, to be constantly updated in accordance with the progress of activities. The Web Platform will be integrated with information and results of the project including downloadable digital versions of project Intellectual Outputs upon its establishment. The design of the website will be based on the following technical features: A user-friendly, easy navigation and attractive interface, open and fully accessible to the public and different stakeholders. Optimized for entire sorts of mobile devices (phones, tablets for both iOS and Android operating systems). Capability to share (social media), send to (by and print pages, search on the site, as well as links to social media channels. Key performance indicator will be the number of unique visits in the website.
- **Social Media Dissemination:** Partners will use established organizational social media accounts to communicate about the project (Facebook, Twitter and Instagram accounts). The posts will be easily identifiable as bearing the logo and a hashtag of the project. Furthermore, video teasers and illustrative elements will be shared on social media to invite the target audience to watch the full videos and help create a visual identity for the project. Each partner will release social media posts throughout the cooperation. Key performance indicators will be the number of Facebook, Twitter and Instagram followers and views

- **Bulletins:** Project Bulletins will be released in coincidence with key nodes of project achievement. The Bulletins will be released as an English template produced by **BGF** and spread by each partner within its local, regional, national, and European networks. Each Bulletin will reach out to **50 stakeholders per partner**. The Bulletins will be published after each project milestone to be able to give the different stakeholders from different sectors concrete news and preferably also some tangible results about the knowledge transfer process and project activities. All Bulletins will also be published on the project's website and possible content comprise: project progress, results, news, events etc. Key performance indicator will be the number of stakeholders reached.
- **Media Dissemination:** Dissemination of the project on Media will be pursued by all partner organizations as a means of ensuring outreach to general public categories not used to employing social media or ICT in general. A press release will be drafted for each key moment of the project (when starting the main project activities, before/after main events, when important milestones/results have been achieved or strategic deliverables are published, etc.). They will be drafted in a simple communications language, and when relevant, they will be supported by infographics. Press releases will be released by each partner every 6 months. Key performance indicator will be the number of press releases issued.
- **Physical dissemination materials:** our partners will also print paper material (leaflets and booklets) in order to disseminate further the results of the project. Material includes general project information, an introduction about energy poverty and youth people, basic facts and expected impact. Name and countries of partners, contacts of the project manager and coordinator, and the webpage link are also provided. Key performance indicator will be the number of printed materials.
- **Multiplier Events:** The project will be closed by a conference that will bring the results of our work to the public by reaching out to the various target groups, namely consortium partners and relevant stakeholders at EU, national, regional and local level. Key performance indicator will be the number of participants involved.

The use of the EU emblem/logo and statement

All communication activities related to the action for which Project received funding must acknowledge EU support and display the European flag emblem and funding statement below. Communication activities of the beneficiaries related to the action (including media relations, conferences, seminars and information material such as brochures, leaflets, posters, presentations, etc. in electronic form via traditional or social media), as well as any infrastructure, equipment, vehicles, supplies or major result funded by the grant, must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate). As the recipient of EU funding, POWERINGCITIZEN Project has the obligation to ensure that the EU emblem can easily be seen in a given context. This context might vary and depends on many factors. Due attention needs to be given, for example, to the emblem's size, positioning, colour and quality relative to its context. Recipients of EU funding must be able to demonstrate and explain how they ensure prominence for the EU emblem and the accompanying funding statement at all stages of a programme, project or partnership. The European Union emblem must not be modified or merged with any other graphic element or text. If other logos are displayed in addition to the EU emblem, the latter must be at least the same size as the biggest of the other logos. Apart from the EU emblem, no other visual identity or logo can be used to highlight the EU support. In the top right corner of the publications, the following logo should be used:



Co-funded by
the European Union

And on the bottom of every page (under the project partners' logos, there should be a text:

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them."

Communication and follow-up:

The Consortium will maintain regular communication (e.g. email, Google Drive, social media) to discuss and arrange the specifics of local follow-up actions to be undertaken by each partner in its own country, partnerships with stakeholders to be pursued at the national level, national/local funding to be activated to finance further exploitation. In a virtual online meeting 12 months after project end, partners will present national follow-up strategies. Partners will propose follow-up proposals to be jointly presented in the European frame with a particular focus on the EU programs/CERV Program. Specific funding opportunities (e.g., private foundations, European funds) to support further exploitation at the European level will be identified. 1 follow-up proposal will be formally presented within 1 year from the end of the project.

5. Tools and Mechanisms for Communication and Dissemination

In order to reach all the target groups, a wide range of online tools, offline materials, reports, presentations, networking, meetings and events, as well as various promotional materials, will be used for the project. To attract a larger audience and include a large number of people in all target groups, specific communication material will be used during the implementation of the project, but existing channels and networks that are commonly used for other projects will also be actively used.

The use of relevant tools and mechanisms for communication and dissemination of information about the project is a key instrument for raising awareness of this project at the local, regional, national or European level. Therefore, it is essential to select the appropriate communication and dissemination tools in order to make project information available to identify target groups and to increase interest in the project and its activities. Some communication channels will be directed to one specific target group, while others will include all target groups in general. Most communication and dissemination materials will be in English. However, some materials and other communication activities that are specifically targeted at citizens and local communities will be published in the national languages of project partners.

In particular the following tasks describes the project promotion, communication and visibility:

T5.1 Project promotion, communication and visibility

ECREC and ETMI will elaborate the project logo and will create the Website of the project. Each partner organization will create a dedicated project page on its own website(s). The page will be constantly updated with project activities and results.

As specified in deliverable, WP5 Dissemination and Visibility includes the following:

Deliverable D5.2 – Project Identify

- **Website** - <https://poweringcitizens.eu/>

The website of the project will host the project deliverables in a freely available electronic format and will be the main tool used for project visibility and one of the main tools used for project dissemination. The deliverables produced will be open and will have access for wider society. The deliverable includes as well the logo of the project and the visual identity kit. Language: English and Consortium national languages

- **Project logo**

The look of the POWERINGCITIZENS Project logo:



Website is the primary tool for:

- Clear description of the project (e.g., goals, priorities, actions, partners, work packages, etc.);
- Raise awareness about the project;
- Exchange of information among project partners;
- Setting up information about the activities that are being implemented;
- Increase knowledge and make the project known;
- Publication of important news and pictures from the events and training;
- Promotion of the project and expand project news, information about project activities and results between project partners and interested public;
- Strengthen and enhance cooperation among project partners.

- **Project Bulletins in English**

Project Bulletins will be released in coincidence with key nodes of project achievement. The Bulletins will be released as an English template produced by **BGF** and spread by each partner within its local, regional, national, and European networks. Each Bulletin will reach out to **50 stakeholders per partner**.

- **Social Media Dissemination**

Partners will use established organizational social media accounts to communicate about the project (Facebook, Twitter and Instagram accounts). The posts will be easily identifiable as bearing the logo and a hashtag of the project. Furthermore, video teasers and illustrative elements will be shared on social media to invite the target audience to watch the full videos and help create a visual identity for the project. Each partner will release social media posts throughout the cooperation. Key performance indicator will be the number of Facebook, Twitter and Instagram views.

- **Local:** Each partner organization will implement local promotion initiatives involving project targets and stakeholders employing the methodologies developed in the project and using project deliverables as learning materials. present the outcomes of the project, with the duration of half a day and should reach at least 20 participants involving target groups, as well as, relevant stakeholders, such as municipal administration authorities and decision-makers, building owners, schools, local associations and NGOs. In addition, 1 large-scale awareness-raising conference is anticipated, with focus on facilitating a broader impact of young people and their active involvement, by providing a synthesis of the main practice-oriented findings towards facing energy poverty, serving to increase the visibility of the project, foster the exploitation of results, by involving a more the differentiated and wider audience of project targets with at least 10 participants expected to attend (2 years from project completion). Detailed foreseen communications elements to implement during these events will comprise concept note, press release, social media campaign, website news, email invitations, local media, utilization of partners channels and networks etc.
- **Regional**
Electronic bulletins will be established in order to reach stakeholders (at least 20 per partner) including regional and local officials in charge of energy policy, energy agencies, academic research and higher education institutions every 6 month. Partners will foster a wide visibility of the project within regional mass media widely diffused at the local level. All project activities will be preceded and followed by the delivery of a press conference with regional TVs and Newspapers, by introducing the project, launching the training activities, and promoting the final event of the project, therefore fostering the regional and local dimensions of visibility.
- **National**

Each partner organization will disseminate project results through its own networks of stakeholders at the national level including national authorities, policymakers, energy service providers, financial institutions, businesses, energy companies, universities and civil society by means of regular electronic bulletins to be released on a 6-month basis. Through releasing 1 bulletin on a 6-month basis, partners expect to reach out to a target of at least 300 stakeholders per country. Other means of communication comprise project appearance in newspapers, magazines, radio, TV (released thanks to press releases).

- **European**
The promotion and visibility provided to the Web Platform by means of partners' and project Social Media bulletin will give public access to project publications and provide regular related news and foster a wide awareness about the opportunities for learning, personal development and networking provided by the latter in direct targets and stakeholders across Europe including EU authorities and decision-makers, as well as, well-established European-level channels with which project partners have a good track record of engagement and participation.
- **Final Conference**
There will be one European face-to-face conference in Greece in month 24. Additionally, there will be 6 local conferences face-to-face in each partner country in month 22-24. Discussing in national language local implications and recommendations for the final policy paper. The final conference will host at least 40 participants from 15+ countries, while each local conference will have at least 30 participants. Aiming to create policy papers, we expect in all conferences 201-225 participants from 15+ countries. The report will include the EDS and be published as a pdf on the project website.

6. Project partners Communication Reports

Communication reports are very important for successful implementation of communication activities. For this reason, it is expected from all the project partners to collaborate and regularly submit communication reports to the project partner responsible for WP5 to the efficient implementation of communication activities. ECREC is responsible for monitoring and evaluation of WP5 Dissemination Phase and Visibility, but all project partners will be involved and will participate in that. These communication reports will be useful to ECREC for monitoring and evaluating communication activities and visibility that are being implemented during the implementation of the project, as well as to inform the interested public about that.

Due to this, each project partner is required to dedicate sufficient time and resources to communication reports and project communication at all stages of the project development. All project partners have to deliver reports about each communication activity they conduct, maximum 10 days after the event. These communication reports should be delivered to all PPs in order to be timely published on project websites, PPs websites and Social Media of the project and project partners. In this way, continuous communication with identified target groups and others interested from the public, will be ensured.

This communication reports from project partners should be prepared in English language and should contain:

- Event title;
- Short description of communication activities with dates and content of event;
- Maximum 5 photos from the event (photos of the speaker, audience, meeting room, etc.);
- Information about the effectiveness of communication activities based on the analysis of completed questionnaires – event evaluation form.

It is very important that all project partners prepare a list of attendees for each event that they organise and ask all participants to evaluate the event by filling out a questionnaire - event

evaluation form. Besides, they need to analyse completed questionnaires in order to get the percentage of satisfied participants that will be an indicator of the success of an organised event. In this way, each PP will be able to follow and evaluate the success of their event and contribute to the successful implementation of communication activities. Since communications between project partners and target groups will be conducted in English, project partners need to use English language in the documentation that they are preparing to publish.

ECREC is responsible for recording dissemination activities for the project's /website in the following table. ECREC's task is to monitor whether all partners are filling in the tables properly.

Furthermore, each partner must record all its dissemination activities in a spreadsheet on Google Drive. Proposed table content for regular reporting on dissemination activities to be filed by all project partners:

PARTNER	Date	Type of activity (article, post on the social network, event, poster etc.)	Activity description (purpose of the activity - bulletin, local events, meeting)	Link (if applicable)	Target group	LOCAL/ REGIONAL/ NATIONAL/ EUROPEAN	Impact (How many people were reached?)	Feedback
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7. Monitoring and Evaluation of Communication and Dissemination activities

Even the lead beneficiary for the WP5 Dissemination Phase and Visibility is ECREC, the communication and dissemination is an activity in which all project partners are expected to collaborate, respect communication rules and contribute to the efficient implementation of communication activities. ECREC is responsible for monitoring and evaluation of the communication activities, but all project partners will be involved and will participate in that.

It is very important to determine the way in which the effectiveness of communication and dissemination activities will be monitored during the implementation of the project in order to monitor the impact of those activities and the results achieved by the implementation thereof. The results of the communication and dissemination strategy will be constantly monitored in order to assess its effectiveness and its progress and to formulate change requirements where necessary. Online dissemination tools (e.g., website, newsletter, and social media) will be continuously monitored, accompanied by periodic reviews. Stand-alone activities such as events will be evaluated during, or in immediate follow-up to the activity.

The usage of website and social networks will be monitored using a series of key performance indicators to allow for periodic evaluation:

- Total number of visitors;
- Total number of pages viewed;
- Number of people reached.

Based on the monitoring of these parameters, precise information about the success of the conducted communication activities and the usage of communication tools will be obtained. Furthermore, after each training and event carried out under WPs, a quantitative and qualitative evaluation will be conducted. While the quantitative evaluation focuses on e.g. the total number of participants – based

on a list of attendance, the qualitative evaluation will be conducted on the basis of a questionnaire – event evaluation form distributed to the participants on the (last) day of the event.

The questionnaire will be divided into five parts and the results of which be used to improve future events:

- General questions relating to the participant;
- Event organisation;
- Event content;
- Event material; and
- Overall appreciation of the event.

Besides the monitoring and evaluation of communication activities, the quantity of produced and delivered promotional material will be also used. All project partners should collect information about a quantity of produce and deliver promotional material by themselves and inform communication managers. Additionally, it is very important that each project partner prepares and updates the list of stakeholders and reaches target groups.

In addition to these specific monitoring and evaluation activities, regular contact will be made with project partners to assess general dissemination activities being carried out in the context of the project. Internal evaluation will focus on the performance of the project team and the execution of the dissemination strategy. This focuses on whether implementation is occurring as planned, and what strengths and weaknesses can be identified. The annual communication evaluation will monitor the activities developed compared with those planned by the communication-dissemination plan by using some performance indicators (such as the number of website visits, list of attendees to events, questionnaires or evaluation sheets that will be distributed to the general public during the realisation of events).

8. Remarks

The beneficiaries must engage in the following additional communication and dissemination activities:

- Present the project (including project summary, coordination contact details, European flag and funding statement and project results) on the beneficiaries' website or social media accounts;
- For actions involving public events, display sign and posters mentioning the action and the European flag and funding statement;

All partners are experienced in implementing dissemination packages at the European level and know therefore how to apply the necessary adjustments. In this case, partners will adjust the project Dissemination Plan with a view to meeting the emerging challenges/underperformance.

ANNEXES – TO BE MADE, to be added upon approval of the promotional materials:

- Word template;
- Letter;
- PowerPoint template;
- Excel template;
- Attendance list form;
- Event evaluation form.

9. Communication and Dissemination Action Plan

WP	Activity	Description	Responsibility	Partner involvement	Communication objective	Deadline (duration)
1.	T1.1 Kick-off Meeting Preparation, Implementation and Reporting	The kick-off meeting of the project POWERING CITIZEN will be hosted by the Applicant CRN at the beginning of the cooperation (Month 1). The meeting will involve leading representatives (Managers) and researchers from partner organisations to introduce the cooperation, define its key aspects and plan the detailed tasks and deadlines of the deliverables.	CRN ETMI ECRE BGF INZEB UNIVPM ECREC	All PP will support and participate in the Kick Off Meeting-in person while each partner in charge for WP will shortly introduce their activities and work packages.	*Strengthen and boost cooperation among project partners.	Month 1
1	T1.2 Input Seminar on Energy Democracy -	The input seminar will happen in Month 4 and will bring together 25-50 participants from 7-9 countries and will focus on publicly discussing in an input seminar the situation of Energy Democracy and combatting energy poverty in Europe. The debate will be recorded and live streamed to a wider audience.	cc	Each partner shall contribute with inputs about the energy democracy/citizenship in their own country. Apart from the partners, invited speakers were present to share their experience.	*Ensure constant communication and exchange of information and data between project partners. *Strengthen and boost cooperation among project partners.	Month 1



1	T1.3 Research Phase and implementation	UNIVPM will elaborate the instructions to be followed for the implementation of the research phase. The research will follow the directions provided by the experts of the input seminar	CRN ETMI ECRE BGF INZEB UNIVPM	Each partner organization will implement the research phase at local level about the level of energy poverty in target small cities/remote areas. The assessment of the energy poverty in target areas will be performed through energy survey	*Ensure constant communication and exchange of information and data between project partners. *Strengthen and boost cooperation among project partners.	Month 1-12
1	T2.1 Development of the Training Format	Partner organizations will establish a division of tasks and responsibilities for the production of the different modules composing the Training Format. UNIVPM and ETMI will be in charge of directing the effort of development, supporting partner organizations on a constant basis in the production of contents, providing review to partners' contents and integrating the contributions of partner organizations in comprehensive Training Formats.	CRN ETMI ECRE BGF INZEB UNIVPM	The Training Format will be finalized upon the conclusion of a review process in 2 different stages: 1) Review internal to the Consortium of partners under the direction of the Quality Manager; 2) External review through submission to national stakeholders.	*Ensure constant communication and exchange of information and data between project partners. *Strengthen and boost cooperation among project partners.	Month 1-12



1	T2.2 Elaboration of the Training Format	The meeting will be hosted by the partner organisation ETMI in Month 11 and its focus will be on mid-term evaluation of the project.	CRN ETMI ECRE BGF INZEB UNIVPM	All PP will support and participate in the Meeting while each partner in charge for WP will shortly present their activities and work packages.	*Strengthen and boost cooperation among project partners.	Month 1-12
1	T2.4 International Training Course	The training course will take place in Italy and will bring together 3 participants/country to train energy advisors. The training will be followed up by a series of local trainings. We expect to train in this 6 trainings up to 176-200 citizens from more than 15 countries.	CRN ETMI ECRE BGF INZEB UNIVPM	The selection of young advisors (becoming energy mentors) will be carried out under the responsibility of <u>each partner</u> .	*Strengthen and boost cooperation among project partners.	Month 1-12
2	T2.5 Local Trainings	After the transnational Training, each partner will organise local multiplier trainings, where further advisors from vulnerable communities will gain the method of the training. Each Training should reach around 30 participants/country	CRN ETMI ECRE BGF INZEB UNIVPM	Each partner will contribute in the local trainings.	*Raising awareness about the vulnerability of youth in energy poverty *Raising awareness about the opportunities of learning, personal development and networking of youth in energy poverty *To keep stakeholders informed on progress and milestones reached. *To announce and promote project events, contributing to upgrade its attendance and engagement potential and	Month 1-8



					keep informed target groups and other stakeholders.	
2	"T3.1 Development of the leaflet	Leaflet will be designed as a valuable resource to showcase innovative solutions, improving mechanisms and technologies that can help alleviate energy poverty.	CRN ETMI ECRE BGF INZEB UNIVPM	The development of the leaflet will be coordinated by the ETMI and BGF, which will direct the work of all partners.	Raising awareness about - Financial incentives - Consumer protection measures - Energy efficiency measures. - Financial instruments	Month 12-22
3	T3.3 Local events on the Energy Citizenship	The local events will be organized into several activities including workshops and energy cafes. The energy mentors who have already acquired knowledge and skills during the training course in WP2, will be coaches who will lead the activities.	CRN ETMI ECRE BGF INZEB UNIVPM	ETMI will develop a set of standard procedures to be followed by all partners for the implementation of the local energy events. The local events will be given adequate visibility through publication on all partners' online digital channels (websites, social media pages, etc.) and in partners' structures (posters, flyers).	- *Raising awareness about the vulnerability of youth in energy poverty - *Raising awareness about the opportunities of learning, personal development and networking of youth in energy poverty	Month 12-22
3	T3.4 National Policy Document	Energy-poor young people's and citizen's (with fewer opportunities living in small cities/remote areas) valuable perspectives, insights and	CRN ETMI ECRE BGF INZEB	BGF will collect the information developed during the local events in	- The main purpose is to influence national policies on energy poverty.	Month 12-22



		recommendations will be incorporated together with stakeholder feedback in shaping the policy development, that will foster transparency, accountability, and ultimately lead to more sustainable and inclusive energy policy.	UNIVPM	the form of a document	- Take into consideration the needs of the vulnerable youth.	
4	T4.1 Collecting narrations with citizens	CRN will develop a detailed plan for the collection of narrations. There will be one community reporting training in Germany with 2 participants/partner to train the narration collection method. The involved citizens will organise in each 8 Project: country public narration workshops, where they will collect at least 10 stories are expected to be recorded during the local events in each partner country for approx. 10 minute-short narrative film including tailored energy advice and energy dialogue (energy café), where citizens will be able to share their views on the current energy poverty situation.	CRN ETMI ECRE BGF INZEB UNIVPM	Each partner organization will prepare for the shooting by securing necessary permissions, and coordinating with interviewees (energy poor young people and disadvantaged citizens/community with fewer opportunities living in small cities/remote areas). Pre interviews to assess citizen's suitability, willingness, and comfort in participating in the short film will be conducted.	- Citizens will be able to share their views on the current energy poverty situation	Month 14-22



5	T4.2 Production of short film	Each partner organization will follow standard procedures for the shootings, by setting up the necessary filming equipment, ensuring high-quality audio and video recording during the production phase.	CRN ETMI ECRE BGF INZEB UNIVPM	Each partner organization will follow standard procedures for the shootings, by setting up the necessary filming equipment, ensuring high-quality audio and video recording during the production phase..	Citizens will be able to share their views on the current energy poverty situation	Month 14-22
5	T4.3 Local sensemaking and screening events All partners will organise follow-up events wit	CRN will collect the recordings and will edit the footage to create a cohesive and impactful documentary that aligns with the project objectives and desired impact	CRN ETMI ECRE BGF INZEB UNIVPM	All partners will organise follow-up events with at least 20 participants, where the films will be shown and discussed with the local citizens.	*Strengthen and boost cooperation among project partners.	Month 14-22
5	T5.1 Project promotion, communication and visibility	Project Bulletins will be released in coincidence with key nodes of project achievement. The Bulletins will be released as an English template produced by ECREC and spread by each partner within its local, regional, national, and European networks. Each Bulletin will reach out to 50 stakeholders per partner.	CRN ETMI ECRE BGF INZEB UNIVPM	All partners will contribute	*Strengthen and boost cooperation among project partners.	Month 14-22



5	T5.2 Local impact and networking events	Social Media Dissemination will be carried out on a project-specific website, established by ECREC in Month 1. The website will be employed in coordination with partners' Social Media accounts to spread news and accomplishment of the project.	CRN ETMI ECRE BGF INZEB UNIVPM	All partners will contribute	*Strengthen and boost cooperation among project partners.	Month 14-22
5	T5.3 Final conference	The final event will take place in each partner country with participation of more than 50 stakeholders to present the outcomes of the project (Energy Poverty Policy Document and Short Film Citizens Narrative on Energy Poverty). Presentation of deliverables will also embed a practical demonstration of the functionalities of project Platform and modules.	CRN ETMI ECRE BGF INZEB UNIVPM	Each PP will implement its final conference.	*Strengthen and boost cooperation among project partners.	Month 22