



SOCIALRES

Final Report on Dissemination and Communication Activities

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Acknowledgement

This report has been produced within the SocialRES project “Fostering socially innovative and inclusive strategies for empowering citizens in the renewable energy market of the future”. WIP Renewable Energies coordinates the SocialRES project.

The consortium involves 13 partners in 9 European Countries. The logos of the partners cooperating in this project are shown below and information about them is available in this report and at the website: www.socialres.eu



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Project Title	Fostering socially innovative and inclusive strategies for empowering citizens in the renewable energy market of the future
Project Coordinator	Silvia Caneva WIP - Renewable Energies silvia.caneva@wip-munich.de
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Lead beneficiary	6 - ICONS
Contributing beneficiary/ies	-
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*PU = Public

v	Date	Beneficiary	Author
1.0	12/12/2022	ICONS	Alice De Ferrari
2.0	21/12/2022	WIP	Duygu Celik
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Executive Summary

The current report provides insights about the whole dissemination and communication activity and its impacts conducted by SocialRES during the project lifespan (May 2019 - December 2022).

At the beginning of the SocialRES project, ICONS has developed the Communication and Dissemination Strategy and Plan (D6.1), which has been release at M4. This document served as a first plan that highlights the main paths to be followed in implementing communication and dissemination actions within the framework of the SocialRES project, with a strong strategic approach. The goal of the Communication and Dissemination Strategy was **to ensure and maximize the visibility and impact of the SocialRES project**, its activities and achievements.

In SocialRES, the core activities are outlined below:

- To set up the project visual identity and channels (website, social media) and related material(leaflet);
- To produce and distribute a series of four journalistic articles and interviews with experts to be published on the project website and mirrored and distributed to on-line newspapers, information multipliers, thematic portals, blogs and other on-line resources as well as promoted via social media networks;
- To organise a series of webinar dedicated to the professional community;
- To participate to external events networking with key stakeholders and EU associations;
- To activate and increase participation in social networks communities targeting a more general public (private citizens and end-users) via LinkedIn, Twitter, YouTube (for videos);
- To develop two videos promoting the project, its outcomes and its activity.

The main change in the C&D strategy, if compared with D6.1, concerns the implementation of the SocialRES Platform. Instead of an internal Platform, ICONS set up an open Platform, the EESIP - the European Energy Social Innovation Platform, which has the objective to become a reference point for European professionals in the energy sector. The EESIP, in fact, substitutes the “Mutual learning platform” described in D6.1. Accordingly, the Call to Action (CTA) video, that was planned to promote an online survey addressing the general public, was produced to promote the EESIP and stimulate stakeholders to join it. The CTA video was released in October 2021.



Introduction

C&D activities have complementary objectives:

- **Communication:** it aims at raising visibility and awareness of the project activities, goals, results, impacts and benefits of SocialRES across the society and non-technical audiences such as the general public. This is done by conveying non-technical, easy-to-understand and generic information. Communication provides a first, necessary step to generate social acceptance and a socio-economic viable and sustainable innovation.
- **Dissemination:** it aims at raising acceptance and uptake of the project by transferring knowledge and results emerging from the project across technical audiences and stakeholders that are likely to be actively involved in the value chain associated with SocialRES. This action also covers regional authorities for policy orientation and investment.

SocialRES C&D strategy will set the basis to support the exploitation activities during the project to foster the uptake of results even beyond its termination.



Communication activity

Public communication has been considered as one of the pillars of SocialRES since the beginning of the project.

SocialRES sets up a global content diffusion framework, through the implementation of a communication approach aiming to provide the project with a complete set of C&D channels and tools to support replication of the SocialRES concepts even beyond the project's duration.

The following channels have been used by the project to communicate and engage with external audiences:

- SocialRES project website
- Social media
- Partners' communication assets (websites, social media channels, etc.)
- Multipliers and media platforms
- Events

Publicly available contents have been processed and treated considering the different audiences and have been packaged into the following communication formats and publications:

- Journalistic articles
- Press and news releases
- Flyers
- Videos
- Social media campaigns

All these formats and channels are described in the following sections.

Flyer

SocialRES leaflet is the main communication tool for distribution at events and meetings. It is designed to provide SocialRES' stakeholders with a concise and exhaustive overview of the project. It was developed at M8 by ICONS to present exhaustive information on SocialRES. The flyer has been translated into German.

More specifically, the leaflet presents the following contents:

- Description of the project and main objectives
- Expected impacts
- The consortium (via the partners' logos)
- Contact details, social media channels and EU-funding.





Figure 1 - SocialRES flyer

Due to the COVID19 restrictions, the flyer has not been printed in the 1st reporting period. It was printed (1500 copies) and distributed to partners in October 2020.

Accountability	ICONS
Inputs	All

Website

The SocialRES website, which can be accessed through the URL www.socialres.eu, was completed and made operational at the end of September 2019.

In order to start building visibility for the project, at M2, ICONS launched a landing page featuring the logo, contacts and acknowledgement to EU funding, as well as a few key visual elements of SocialRES identity.

The website contains all institutional information about the project and is intended to be used as the entry point to the SocialRES project for both the scientific and professional communities and other stakeholders’ categories, including end-users and the general public. Besides that, the website acts as communication and dissemination channel for the project’s results and for the involvement of the stakeholders.

The website was constantly updated with events, news and new resources. Further on in the document, the engagement and outreach data of the publications on the website are presented and analysed.

The Website Engagement Index (WEI) quantifies the engagement of SocialRES website visitors with the content published on its pages, considering both outreach (i.e. page views) and engagement, defined as a function of the time spent on pages.

SocialRES WEI is **47.4%**. Within SocialRES, a threshold of 60 seconds was identified to discriminate more interesting content and calculate project website engagement



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rate and related WEI.

Table 1 - SocialRES Website analytics

Users	7.359
Sessions	10.468
Average session	00:01:50
Page views	20.830
WEI	47,4%
Benchmark energy (2022)	48%

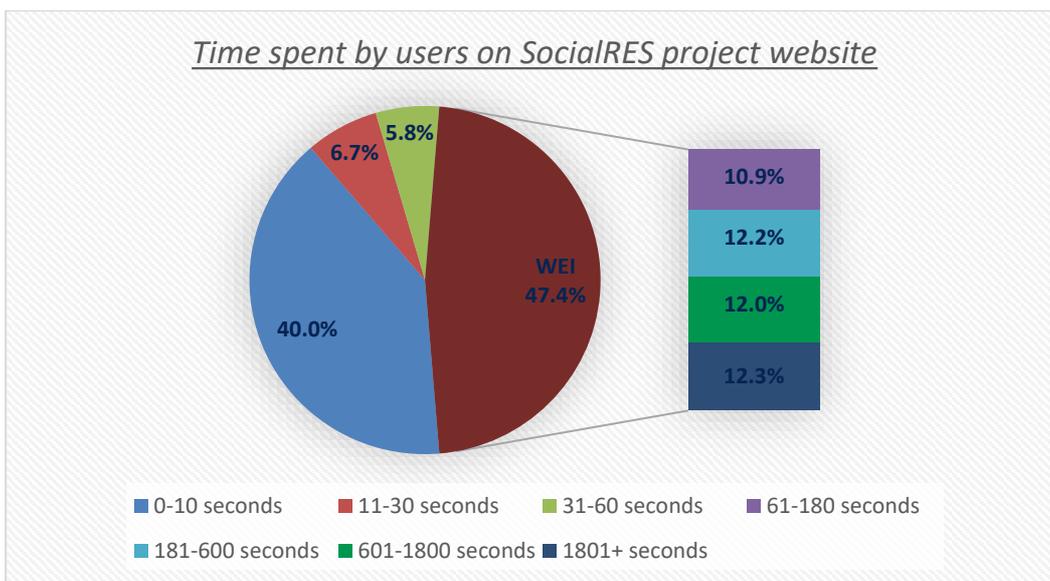


Figure 2 - SocialRES website engagement

The most viewed pages are:

- Homepage
- About
- Case studies
- Resources

The figure below shows the website performance in terms of number of users visiting the website each week.

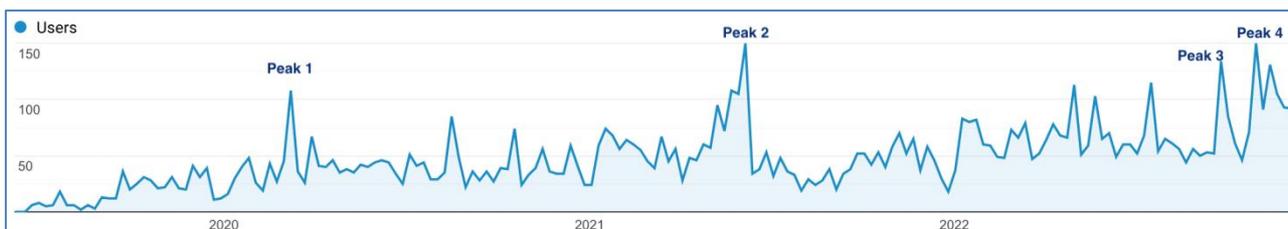


Figure 3 - SocialRES Website weekly number of users



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- Peak 1: 8th March 2020 - Article “Women: energy empowerment” on gender issues in the energy transition
- Peak 2: 10th June 2021 - Webinar “Energy democracy: the policy framework” by Adelphi
- Peak 3: 30th September 2022 - Participation to “8th World Conference on Photovoltaic Energy Conversion”
- Peak4: 30th October 2022 - Article “Too much demand for the existing infrastructure. The renewables communities’ paradox in the energy crisis era”

Accountability	ICONS: development, layouts, maintenance.
Inputs	All

Social Media

The SocialRES social media strategy has been defined at the very beginning of the project. The project is active on three platforms: Twitter, LinkedIn and YouTube, see below.

Social media campaigns are considered to raise awareness of specific topics, typically on occasion of events carried out at international, European or local level. On such occasions, dedicated hashtags have been created and used in combination of already existent ones to maximise visibility on the channel.

In 2022, ICONS planned a campaign on the occasion of the Day International of Women and Girls in Science (February 11) to highlight women's work in scientific disciplines.

To participate, the researchers were asked to share their experiences using the hashtag [#WomenScientistsPortraits](#). SocialRES participated with the coordinator statement.





Figure 4 - Social media campaign on Twitter

The Social Engagement Index (SEI) measures the level of interest generated in the social community by SocialRES social posts. SEI considers both the outreach of each post and the corresponding generated activity on social media. SEI is 2.4% (being 2,3% the average in the energy sector).

Table 2 - Social media channels analytics

Channel	Followers	Outreach*	Engagement**	SEI
Twitter	707	304.686	5.056	1,9%
LinkedIn	373	26.919	1.848	8,2%
Totals	1030	331.605	7.934	2,4%

*Outreach = Impressions = visits, views of a content
 **Engagement = interactions with the content = likes, shares, clicks, comments

Twitter

The SocialRES Twitter account (@SocialRESeu) was opened in September 2019. It is constantly updated with fresh contents to engage new users and stakeholders. At the end of the project it registered a community of 707 users.

The profile serves as a content sharing platform and as a dissemination channel to the energy sector experts, the general public, the media and journalists, the EU agencies and to connect and interact with sister projects. To place the account into the stream of



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thematic conversations, hashtags like #energydemocracy, #energytransition and #energycommunity are used.

The community of SocialRES constantly grew during the project life and the interaction and engagement was quite good anytime.

LinkedIn

The project created a company page on [LinkedIn](#), which is used as an additional dissemination channel to reach the project's community with more real-time updates and short posts linking to the website. At the end of the project it registered a community of 360 users.

LinkedIn has been used also to exploit the partners company pages, the personal pages and the thematic sector groups.



Figure 5 - LinkedIn post to promote the final webinar

The coordinator Silvia Caneva successfully made use of her personal channel to involve her community in the project activities.



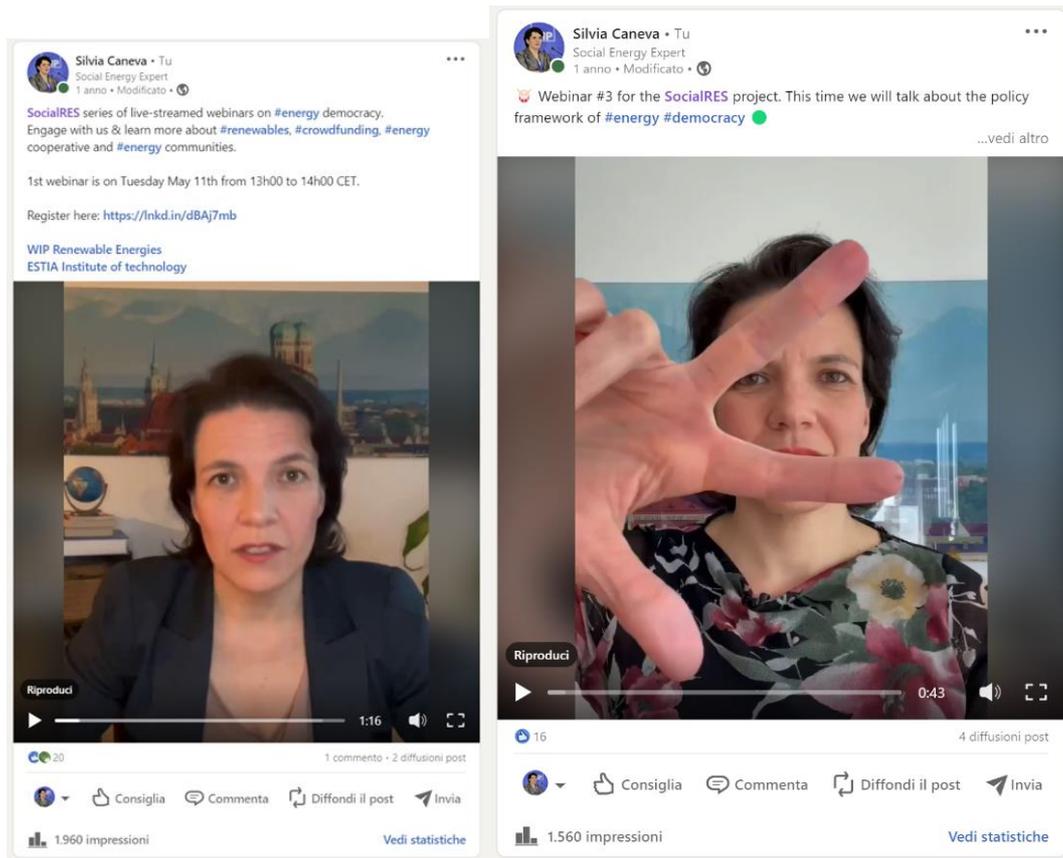


Figure 6 - The coordinator Silvia Caneva's LinkedIn posts

YouTube

Moreover, specifically for video content, SocialRES opened its YouTube channel available at the following link: https://www.youtube.com/channel/UCfGxFweh8_Ba0-ilw3x_zUg

The channel is necessary to store the video contents produced by the project.

It stores several videos recorded during the project, like video recorded on the occasion of SocialRES meetings and events, project videos developed by ICONS to spread the project as well as all the webinar hosted by the project.

It is organised in 3 playlists, to guide the users experience:

- **Lunch at SocialRES: a webinar series on energy democracy** -13 videos for the 13 webinars organised in the framework of WP4
- **What is SocialRES?** - 6 videos presenting the project (interviews to the coordinator, final project video, etc)
- **SocialRES partners on Green Energy Transition** - 8 videos Interviews to SocialRES partners.



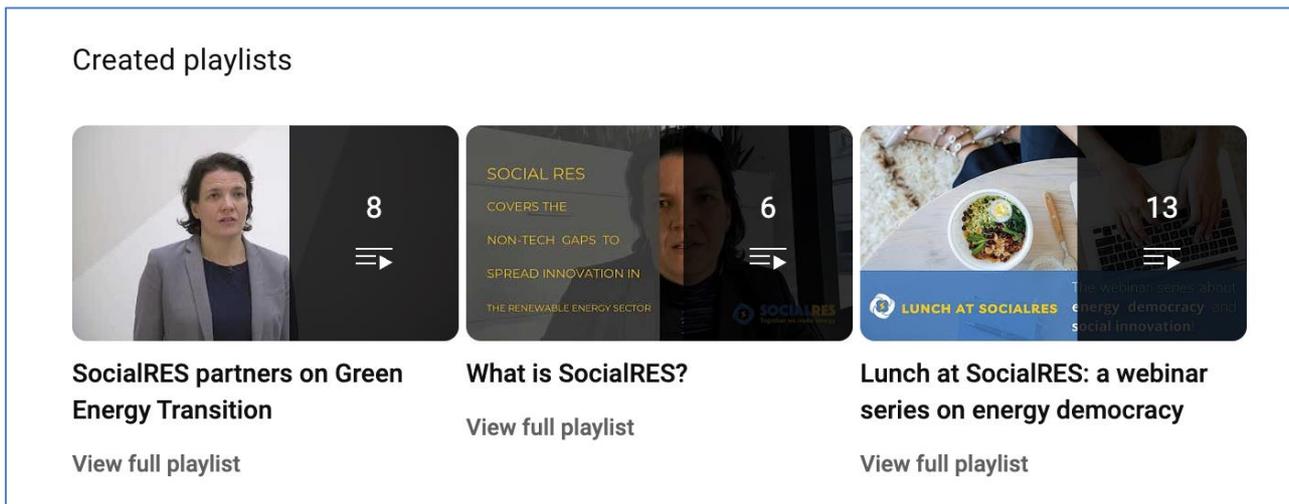


Figure 7 - SocialRES YouTube playlists

The channel registered 18 subscribers and 1287 overall views.

Accountability	ICONS: set up, moderation, editorial plan.
Inputs	All (participation in videos, participation on social media channels).

Journalistic articles

This chapter provides an analysis of all the contents specifically produced to communicate SocialRES, and the distribution approach.

More specifically the dissemination (peer-to-peer) and communication (large public) formats include:

- the journalistic articles and interviews for media distribution produced by independent journalists with the objective to provide a balanced view on the project, by focusing on a specific topic and a journalistic angle and taking into account not only the project’s point of view but also the opinion of external sources;
- press and news releases produced to give visibility to project latest achievements, milestones and partners’ participation in and organization of events.

In the framework of SocialRES a total of **4 journalistic articles and interviews with experts** have been produced across the project. Furthermore, a series of press and news releases have been published on the website and distributed through the social networks.

Articles and interviews are produced by ICONS team of professional journalists for web distribution towards information multipliers and thematic portals (such as youris.com, AlphaGalileo, Phys.org.). The aim is to raise the awareness of the general public by explaining in an easy-to-understand and concise way the sometimes difficult and complex scientific and technological project contents in view of conveying messages and com-



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communicate results to a wider and general audience.

The following table contains the whole list of articles and interviews published by the project.

Table 3 - List of articles produced during SocialRES project

Title	Date	Partner involved	Link
Women: energy empowerment	8 March 2020	TCD	http://socialres.eu/news/women-energy-empowerment/
Sharing power to foster renewables: the cooperatives model	13 July 2021	Energetica, I-ENER, TCD, LCF	http://socialres.eu/news/sharing-power-to-foster-renewables-the-cooperatives-model/
From 100% renewable energy to greenwashing: 50 shades of green	12 January 2022	LCF	http://socialres.eu/news/too-much-demand-for-the-existing-infrastructure-the-renewables-communities-paradox-in-the-energy-crisis-era/
Too much demand for the existing infrastructure. The renewables communities' paradox in the energy crisis era	28 October 2022	I-ENER, Abundance	http://socialres.eu/news/from-100-renewable-energy-to-greenwashing-50-shades-of-green/

In November 2022, the European television news network Euronews has taken up one of the SocialRES articles and elaborated it further for their euronews.green section. The piece is available [here](#).

Accountability	ICONS
Inputs	WIP TCD, Energetica, I-ENER, LCF, Abundance,

Press and news releases

A number of press and news releases have been regularly produced by the project to inform about relevant project news, outcomes or events, and published on the SocialRES website and social networks. 18 press and news releases have been published on the SocialRES website.



Call-to-action video (CTA) to promote the EESIP

The video is online here <https://www.youtube.com/watch?v=jrFfVdDzr9A>

The video was meant to promote the online survey addressing the general public and inviting viewers to take the online survey. Due to the COVID pandemic, the survey has been anticipated and it was not possible to produce the video in time for the promotion of the survey.

The consortium, in agreement with the project officer, has decided to modify the purpose of the video and use it to promote the EESIP platform, which in turn has a broader purpose than initially envisaged and which can therefore benefit from a greater support.

The video invites the viewers to discover the platform and its opportunities.

The video is embedded in the homepage of the SocialRES website, where it'll be visible to all the visitors.



Figure 8 - Frame of the EESIP call to action video

Further information on the Call to action video are available in the dedicated deliverable D6.4 Call-to-action video.

Accountability	ICONS: development, production.
Inputs	All



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Short final web video

The video is online [here](#) .

The video was recorded partly in Croatia, during the study tour organized by REGEA September 14th 2022 and partly in Milan, on September 30th 2022, during the 8th World Conference on Photovoltaic Energy Conversion (WCPEC8).

Interviews were conducted with all the partners present and in addition the project coordinator was interviewed, in order to guarantee a plurality of voices and an overview of the project outcomes.

Further information on the Short final web video are available in the dedicated deliverable *D6.5 Short final web video*.



Figure 9 - Cover of the final promotion video

The dissemination of the video, both from the D&C leader and from the project partners, is key to reach the audience and to involve energy expert on the platform.

The first step for the video distribution has been the upload of the video on the SocialRES YouTube channel that host the video production of the project.

The video is also embedded in the homepage of the SocialRES website, where it'll be visible to all the visitors. The video has also been further shared on social media, both by the project itself and by the project partners and through the project's newsletter.



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Further offline dissemination has been performed by the whole consortium in the occasion of events and workshops (final webinar, Enlit 2022, etc).

Extra

Each interviewee was asked to also pronounce the phrase "**Together we make energy**", the motto of the project.

This video clip will also be used on the project's social media channels to emphasize the concept and spread it.

Link to the video: <https://www.youtube.com/watch?v=wgeVbYlQqMg>



Figure 10 - Frame of the motto video

Accountability	ICONS: development, production.
Inputs	All



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Dissemination activity

While communication is addressed to a more general public, dissemination focuses on the professional audience that may be highly interested in the SocialRES results, namely technical experts from research and academia, Energy aggregators, cooperatives, crowdfunding platforms, policy makers and regulatory authorities, other key players from the energy value chain (utilities, system operators, energy communities, etc.), End-users and citizens.

Dissemination activities focus on increasing awareness and acceptance of both the above-mentioned macro audiences.

SocialRES set up a global content diffusion framework, through the implementation of a dissemination approach aiming to provide the project with a complete set of dissemination and communication channels and tools to support replication of the SocialRES concepts and solutions even beyond the project's duration.

The following dissemination formats and publications have been developed across the project by the D&C leader with the contribution of all partners:

- e-Newsletters
- Info packs
- Publications in technical literature and dedicated journals

The following channels have been defined by the project to disseminate the project's achievements and engage with external audiences:

- Networking with key stakeholders and EU associations
- SocialRES website and online channels to disseminate the e-formats of the dissemination tools (e-newsletter, info-packs, webinars, final video etc.)
- External events to be attended by project partners on behalf of SocialRES
- Webinars
- Final SocialRES event

e-Newsletter

A periodic e-Newsletter was issued on a six-month basis to provide information on SocialRES progresses and results as well as links to news and upcoming events. Newsletters are sent-out to consortium partners and other registered stakeholders and users.

The e-Newsletter is designed through MailChimp (online tool to create newsletters) and sent out through a dedicated Newsletter plug-in available in the back end of the project website.

Depending on the project's activity, the e-Newsletter is usually structured as follows:



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- Editorial
- News from the project
- News from the case studies
- News from other projects
- Relevant external events

165 registered to the website to receive the newsletter. 5 e-Newsletter and 12 mailout for invitations and other info have been sent.

Table 4 - List of e-Newsletter sent by SocialRES

Title	Date	Number of recipients	Average click through rate
SocialRES First Newsletter - Be part of the energy revolution	17 March 2020	52	48%
SocialRES Newsletter - Be part of the energy revolution!	7 December 2020	95	30,5%
SocialRES Newsletter - Be part of the energy revolution!	27 October 2021	131	33,9%
It's time to act for energy democracy and independence	5 April 2022	152	31.1%
SocialRES Newsletter - Goodbye and good energy!	December 2022	165	TBD

Accountability	ICONS: development, production.
Inputs	WIP

Info-pack

Five technical info-packs was produced at the end of project. The main goal of these info-packs is to provide guidelines, methodologies and tools to drive and foster energy democracy and social innovation within the energy sector.

The info-packs titles are:

- [How to launch energy communities](#)
- [Bringing social innovation into the energy sector with the SOGUI framework](#)
- [How to define a new business model in the energy sector](#)



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- [Enhancing energy democracy: a tool for social innovation assessment](#)
- [How to launch aggregators and p2p platforms](#)



Figure 11 - Infopacks cover and first page

The info-packs were drafted based on the following deliverables: *D2.3 Guidelines successful social innovations in the energy sector*, *D4.4 Report on new business models for cooperation among cooperatives, crowdfunding platforms and aggregators* and *D5.2 Toolkit for policy assessment*.

Accountability	ICONS: development, production.
Inputs	WIP, adelphi

Policy brief

In April 2022, SocialRES came together with three of its sister projects to convene a conference on the social drivers of the energy transition.



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The event included a high-level policy dialogue with European leaders, structured around a jointly-developed Policy Brief with a set of recommendations for EU policy makers on how to better harness and support social innovation for energy transitions.

The Policy Brief is downloadable [here](#), in the SocialRES Resources section. It has been assembled as the result of an intensive co-creation process amongst representatives from the SONNET, SocialRES, COMETS and NEWCOMERS projects.

The Policy Brief is succinct, readable, and makes use of tables and figures to make content as useable and understandable as possible.

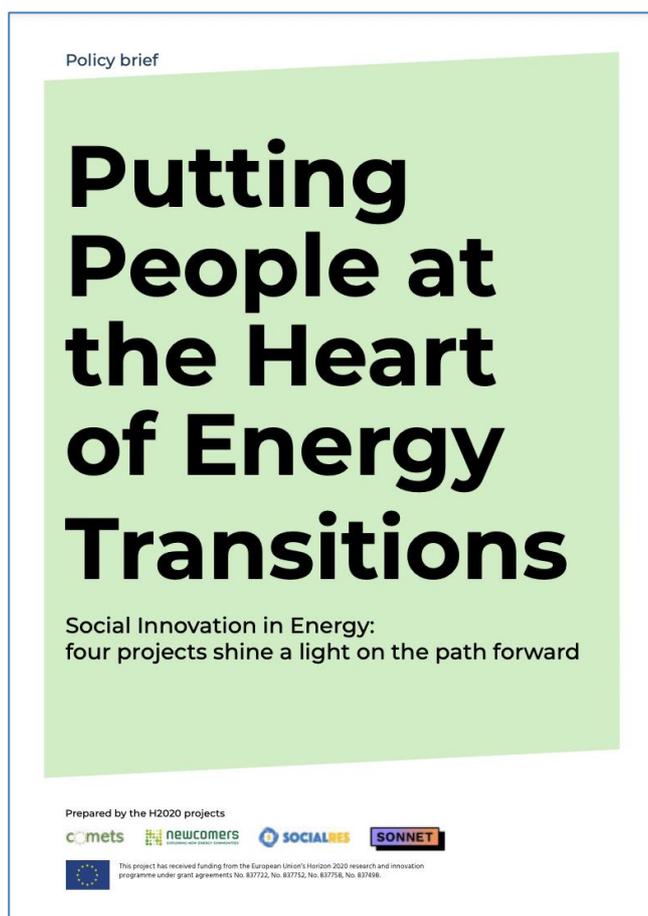


Figure 12 - Policy Brief cover

Accountability	Adelphi, WIP
Inputs	Sister projects.

Participation in external events

Participating to external events is a key task for SocialRES to promote the project and extend the audience. The SocialRES partners attended several local, national and international events at EU level to foster SocialRES visibility, engage with stakeholders and



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raise awareness among users.

Overall, partners attended more than 40 events. Due to the pandemic, starting from March 2020 events took place mostly online.

List of events attended by partners were SocialRES was presented:

2019

- Energieeffizienz in Trossingen - 20 August 2019 Trossingen

2020

- Dialog voller Energie - 10 June 2020 Stuttgart
- EU PVSEC - 37th European Photovoltaic Solar Energy Conference and Exhibition - 07-11 September 2020 Online

2021

- [Webinar] Flexibility 2.1: From Demand Response to Renewable Energy Communities - 15th March 2021 Online
- 6th European Conference on Behaviour and Energy Efficiency (BEHAVE 2021), Online Conference 21-23 April 2021, (<https://c2e2.unepccc.org/events/behave-2020-6th-european-conference-on-behaviour-and-energy-efficiency/>)
- 1st International Association for Energy Economics (IAEE) Online Conference, 7th - 9th June 2021, (<https://iaee2021online.org/>)
- COMETS conference, WIP, May 2021
- Lesson on Social Innovation given to the Master students of the Faculty of Environmental Engineering of the University of Padua, Italy, WIP, May 2021
- SONNET Power Lab, WIP, June 2021
- 34th Annual Irish Economic Association (IEA) Conference 2021, 06 - 07 May 2021 (<https://www.iea.ie/2021/11/24/ieaannualconf2021/>)
- Environmental Innovation and Societal Transitions (EIST) special issue workshop "Advancing the understanding of social innovation in sustainability transitions: Potentials, processes, and policies for accelerating transitions", 15th-17th November 2021
- EU PVSEC - 38th European Photovoltaic Solar Energy Conference and Exhibition - 6-10 September 2021 Online
- Energiesysteme im Wandel - 19-20 September 2021 Konstanz
- COP 26 - 30 October-3 November 2021 Glasgow
- Empowering citizens in the energy transition: Behavioral change and the challenge of scaling up Energy Communities | EU Sustainable Energy Week - 22 October 2021 Online

2022

- 7th Edition of the "Energy Research Talks" Disentis 26th - 28th of January 2022 at Alpine Energy Research Center AlpEnForCe, Disentis, Switzerland (<https://www.alpenforce.com/en/events/energy-research-talks-disentis-2022>)
- 27th Annual Conference of the European Association of Environmental and



Resource Economists (EAERE), In Person - Thematic Session, 28th June - 1st July, Rimini, Italy (<http://www.eaere-conferences.org/index.php?p=290>)

- 8th World Conference on Photovoltaic Energy Conversion - 26 - 30 September 2022 Milan, Italy (<https://www.wcpec-8.com>)
- Enlit Europe - Smart and Green Energy Communities session on November 30th - 29 Nov - 01 Dec 2022, Frankfurt, Germany (<https://www.enlit-europe.com/programme/summit>)
- Verbändetisch Radolfzell - 31 March 2022 Radolfzell
- Parents for Futue Radolfzell - 1 April 2022 Radolfzell
- Final Policy Conference - 27-30 April 2022 Antwerp/Brussels
- Policy Dialogues -Summer/Autumn 2022 online
- Energiesysteme im Wandel - 22-23 September 2022 Konstanz

Organization of SocialRES events

Due to the uncertain situation given by the COVID pandemic and the 4-month extension of the project, it was decided to organize a series of events of different nature instead of a single final event.

In details, during the SocialRES project, the following were organised:

Lunch at SocialRES

13 webinars in the framework of WP4, entitled "Lunch at SocialRES", where all partners presented relevant topics per project. All webinars have been recorded and are available on the SocialRES YouTube channel. See D4.3 *New digital tools supporting social innovations* for more details.



Figure 13 Lunch at SocialRES cover



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Accountability	ICONS
Inputs	WIP All

Joint event with sister projects

As some of our sister projects were planning to organise their final events in April/May 2022, we decided to join forces and organise a joint final event featuring four H2020 projects - SONNET, SocialRES, NEWCOMERS and COMETS.

The joint conference is titled *Putting citizens at the heart of energy transitions: four projects shine a light on the path forward* and took place in a hybrid format on 28-29 April 2022. The highlight of the conference was the Policy Dialogue with high-level guests from the European Commission, during which four projects presented synthesised policy recommendations and discuss them with the panelists. The Policy Dialogue was held on 28 April at 10:00-12:00 CET in Brussels. Overall, event sessions were held in Antwerp and Brussels, and streamed to an online conferencing platform. More than 200 people attended the event, online and in person.



Figure 14 Joint event card

8th World Conference on Photovoltaic Energy Conversion

The WCPEC-8 combines the three largest and most prominent international PV conferences: the European PV Solar Energy Conference (39th EU PVSEC), the Photovoltaic Specialists Conference (IEEE PVSC-50) and the International PV Science and Engineering Con-



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ference (PVSEC-32).

SocialRES was presented in the plenary session “[PV in the TW Era - Scenarios for Sustainable Energy Future](#)” on September 30th. The title of the session is **SocialRES: Social Innovations as the Pathway Towards Energy Democracy and as Sustainable Solution for the Mitigation of the Global Warming**.



Figure 15 - The coordinator Silvia Caneva presenting SocialRES in the plenary session at WCPEC 8

SocialRES also organised a Workshop on September 27th.

The title of the event is [The Power of Many - Renewable energy communities, cooperatives, crowdfunding, and prosumers: best practices for the mitigation of the climate emergency and for fostering energy independency and democracy](#) and provided best practices to involve citizens in the production of clean electricity.

The panel was guided by the SocialRES coordinator Silvia Caneva, and composed of Gianluca Ruggieri, co-founder of the Renewable Energy Cooperative ènostra, Marco Pezzaglia, Founder and Principal of Energy Professionals Group, Paolo Rossi, Business Consultant, Niccolò Sovico, Cofounder and CEO of the Renewable Energy Platform ENER2CROWD and Daniela Patrucco, Journalist for QualEnergia.it.

Final Webinar

On November 28th 2022 a webinar was held to disseminate the project results towards the professional and research audience, policy makers, consumers organizations etc. Recording and presentations are publicly available on the [SocialRES YouTube channels](#).



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 837758.



It has registered 162 views.



Figure 16 - Final webinar invitation card

Accountability	ICONS
Inputs	All

Policy Workshop

The policy workshop was held within the [Enlit-Conference](#) in Frankfurt Germany from 29.11 - 01.12.2022. The integration into this event was chosen because a vast number of policy makers and relevant stakeholder of the energy community are attending this international conference. At this occasion, representatives from utilities, network operators, vendors, consultants, start-ups and system integrators of the entire smart energy value chain are discussion energy innovations. The event was also chosen to present the policy recommendations because energy communities and energy democratization were among the main topics of the program. As a consequence, the attention on results of the SocialRES project was well received. In addition to the presentation the publications and content of the SocialRES project were showcased throughout the three conference days in an exhibition stand together with other H2020-projects: [EU Projects Zone \(enlit-europe.com\)](#)

Clustering

The connection with different key stakeholders’ associations as well as with the associations the single consortium members belong to represent an additional channel to promote SocialRES. The relation with different European associations has been crucial to distribute contents through their channels and possibly participate in events under their sponsorship. The activities with sister projects were intensive and concentrated especially in the second half of the project.

ICONS, with support of the project coordinator, established links with other EU funded



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projects in the field of social innovation for the energy sector to create greater synergy and maximise the impact of C&D activities.

To this aim, initiatives aligned with SocialRES were offered, among others, the following options (actions intended to be mutual):

- Insertion in the list of fellow projects on the project website;
- Support and promotion via social media, project's website and e-Newsletter;
- Support in the promotion of events, webinars, conferences etc.

The Twitter channel has been a great source of clustering moment with the fellow projects.

The joint event with sister projects and related Joint Policy Brief were the result of the synergies identified during the years.



Monitoring and measuring of impacts from C&D strategy

ICONS, with support of the whole consortium, continuously monitored the impacts of the Communication and Dissemination (C&D) activities through an integrated analysis of quantitative performance indicators.

This activity provides data on the outreach of the C&D actions and the degree of engagement that these actions were able to create with the communication targets.

Further details about methodology and tools are to be found in *D6.1 Communication and Dissemination Plan*.

The monitoring and assessment of the SocialRES C&D campaigns are key activities for the project. They provide a quantitative estimate of the impacts generated across the targeted stakeholder groups in terms of awareness and acceptance. In particular, high acceptance levels are a necessary requirement for market uptake of the developed solutions, see the following figure.



Figure 17 Impacts generated by SocialRES

ICONS has developed a solid monitoring and impact assessment **methodology** focused on the distribution of contents and the engagement mechanisms of all project communication activities and across all considered channels. The approach is based on a number of **indicators** that can be aggregated or singled-out in a flexible way to enable the analysis of each component and its determinants. These indicators represent the performance metrics of SocialRES and have been developed to be:



- **Measurable:** they can be represented numerically and analysed over time to identify trends, best practices and pitfalls
- **Easy to understand and to be used** by project's partners, to ensure exploitation of the resulting analysis
- **Repeatable:** they can be used and collected in a consistent way along project's execution
- **Available:** sources are always accessible and available
- **Timely:** they are made available every time a new communication or engagement effort is undertaken
- **Reliable:** they are drawn from trusted sources in the online analytics world
- **Insightful:** they provide knowledge around the effectiveness of the communication and engagement effort.

The monitoring of the adopted indicators and the assessment of the generated impacts (also via qualitative feedback from the direct exchange with the stakeholders) are continuously performed over the course of the project. This enables ICONS not only to monitor SocialRES communication impacts, but also to take corrective actions and improve performances and maximise impacts if needed.

The following sections provide a concise description of the methodology developed and implemented by ICONS.

The monitoring methodology is based on **outreach and engagement indicators** calculated from data collected via dedicated web analytics and software tools:

- **Outreach indicators** measure online and offline communication reach with the aim of strengthening the impact on **awareness**. They provide an estimate of the number of people who came across a specific content.
- **Engagement indicators** measure the amount of interactions that stakeholders made with the content they came in contact with. They give an estimate of the project **acceptance**.

Outreach and engagement indicators are calculated for all public contents (news releases, articles, videos) and channels (websites, social media, news multipliers). As an example, an overview of the indicators and tools used for publications is reported in Table 5 and 6.

In Table 6, total mentions represent the number of times **NUVI** found the considered content on the web pages and social media it monitors (Twitter, WordPress, Google+, Blogs, News, RSS, Tumblr, Automattic, Reddit, VK, Facebook, YouTube). NUVI is a real-time social monitoring platform used by ICONS to track the diffusion of the project online contents. The sums of the indicators in Tables 5 and 6 give the publications total outreach and total engagement values at the time of the data collection.

The outreach and engagement values of each channel are calculated with different approaches (based e.g. on the total amount of webpages viewed or the time spent on them) but by using the same tools.

Moreover, ad-hoc indicators have been developed to estimate the outreach and engage-



ment values generated by events such as conferences, webinars etc. based on the audience size.

Table 5 - SocialRES publications' outreach indicators

Channel	Outreach indicators	Tools
Website	Total visits on project website	Google Analytics
	Unique visitors on project website	
Social media	Twitter impressions on @SocialRESeu	Twitter Analytics
	LinkedIn visualisations on SocialRES	LinkedIn statistics
	Facebook viewers on www.facebook.com/youriscom/	Facebook Insights
	Visualisations on YouTube account (if applicable)	YouTube counter
Multipliers	Impressions on multipliers (EU Agenda, AlphaGalileo, Phys.org etc, youris.com.)	Provided directly by the multipliers or, in a minor number of cases, estimates based on a solid number of parameters leveraging time series and historical data

Table 6 - List of engagement indicators for publications

Channel	Engagement indicators	Tools
Website	Facebook Likes and Social Shares on project website	Analytics
Social media	Facebook Likes, Shares, Comments and Clicks	Facebook Insights
	Twitter Engagements (incl. Clicks, Retweets, Replies, Follows and Likes)	Twitter Analytics
	LinkedIn Engagements (incl. Clicks, re-shares, Replies, Follows and Likes)	LinkedIn Statistics
	YouTube Likes and Comments	YouTube counter
	Total Mentions	NUVI
Multipliers	Multipliers' engagement metrics (including Phys.org comments and FB engagements, youris.com and Alphasgalileo Asset Hits) if available	Provided directly by the multipliers



Impact assessment methodology

Outreach and engagement indicators are not sufficient to assess the evolution of the acceptance level. The former only provide an estimate of audience size, not its interest level. The latter describe the interest and overall impacts on a community but should be read in conjunction with outreach to draw relevant conclusions on engagement. To this aim, a composite indicator is needed.

This indicator is the **Publication Engagement Index (PEI)** developed by ICONS. It is used to assess and evaluate the results and impacts of the publications of the project. The PEI is a function of the outreach and engagement indicators and it is calculated as the ratio between total engagement and total outreach. Low values of the PEI indicate little interest by the target audience (compared to its outreach), while high values suggest high interest and engagement of the community.

The PEI will be also used for another analysis tool developed by ICONS, namely the impact quadrants as in Figure 18.

In the plot, the x and y axes report the publication outreach and engagement values, respectively. Each publication is represented with a bubble whose radius is given by the PEI value.

The two axes cross at the average values across the considered publications. The distribution of the bubbles enables the identification of the news which performed better in terms of outreach and engagement.

This is a valuable tool to correct and fine-tune the project C&D strategy. The plot is dynamic, as the coordinates of the bubble vary with time as more data is collected.

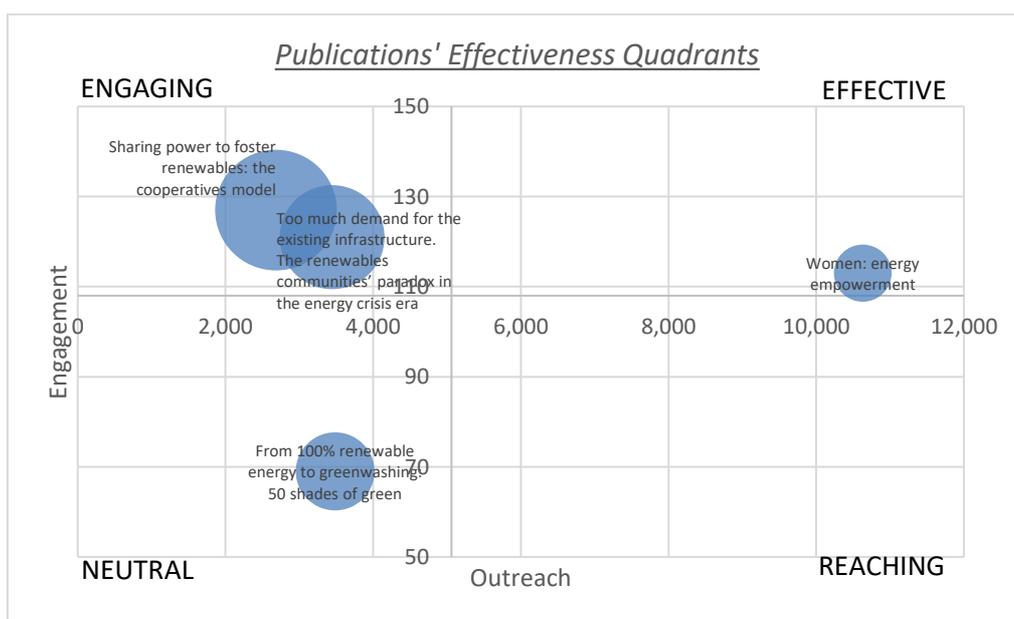


Figure 18 PEI Effectiveness quadrants by publication



In the above plot, the bubbles in the top-right quadrant correspond to the following publications:

Table 7 - Articles analytics and PEI

Publication date	Title	Bubble	Outreach	Engagement	PEI	Publication effectiveness
05/03/20	Women: energy empowerment	A	10.630	113	1,1%	EFFECTIVE
13/07/21	Sharing power to foster renewables: the cooperatives model	B	2.684	127	4,7%	ENGAGING
12/01/22	From 100% renewable energy to greenwashing: 50 shades of green	C	3.485	69	2,0%	NEUTRAL
28/10/22	Too much demand for the existing infrastructure. The renewables communities' paradox in the energy crisis era	D	3.444	121	3,5%	ENGAGING
		Totals	20.243	430	2,1%	
		Average	5.061	108	2,1%	

The impacts of the relevant actions illustrated in this report are summarized in the table below.

Table 8 - SocialRES KPIs

Tool/Action	Partner	Releases	Target	Status
Project website	ICONS	1	25,000 visits during the project	Almost achieved 20.751 visits + 899 visits on EESIP
Social media channels	ICONS	3	>200 Twitter followers	Achieved 707 TW followers 373 LK followers
Flyer	ICONS	1	To be distributed at meetings and events	Achieved



Tool/Action	Partner	Releases	Target	Status
Articles, press and news releases	ICONS	4 articles and interviews 8 press and news releases	100,000 readers reached via the project channels, media outlets and information multipliers	Achieved
eNewsletter	ICONS	2 per year	Distribution to >100 key contacts	Achieved
Events, workshops and networking	All partners	More than 40	>20 events attended, hundreds of participants reached	Achieved
Clustering	All partners	1	>20 attendees	Achieved



Conclusion

The current report provides the complete overview of the dissemination and communication activities carried throughout the project execution to ensure proper awareness upon SocialRES innovation and outcomes as well as community building and stakeholders' engagement and networking through joint events and workshops.

Communication and dissemination activities have been partially hampered by the pandemic, leading the consortium to change the timing of some activities or the scope.

Online activities have greatly strengthened, in particular the use of social channels, which has led to the creation of a very large (707 TW followers and 373 LK followers) and participatory community. Many activities took place online, such as the webinar series and the project closing event.

The project leaves a strong legacy, working with the sister projects, with the joint policy brief, and with the 5 info packs which aim to help cooperatives, energy aggregator and crowdfunding platform with guidelines and useful tool.

Finally, The EESIP is a key result, since it multiplies the exploitation potential of all other results, representing a tailored engagement tool to reach out external stakeholders and social innovation professionals with relevant social innovation content.

