

WP7 Strategy Documents



Deliverable 7.3 Strategy for exploitation

Deliverable 7.6 Strategy for dissemination

Deliverable 7.10 Strategy for communication

Report No. D7.3, D7.6, D7.10 / Date: 30/11/2022



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ENCHANT Report

WP7 Strategy Documents

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ABSTRACT This report is an internal working document for ENCHANT outlining the various dissemination, exploitation and communication activities planned for the project, as well as coordinating and linking efforts in an encompassing strategy across partners and WPs. To reach ENCHANT’s objectives, and collect data informing our research questions, dissemination, exploitation, and communication are core elements. The report serves as a strategic document to coordinate dissemination, exploitation, and communication efforts internally in the project between partners, and externally to relevant audiences. The report is an internal working document for ENCHANT which outlines the different types of activities and initiatives, how they are linked to each other, to the ENCHANT objectives, and research questions.			
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1. Introduction

This document lays out the dissemination, exploitation, and communication strategies (DEC Strategies in the following) of the ENCHANT project. Its purpose is to coordinate ENCHANT DEC activities to strengthen the overall impact of the project and ensure a quick and widespread uptake of its results.

The DEC Strategies are structured as follows. Starting with the definition of ENCHANT DEC objectives the DEC Strategies document defines the overall approach to project exploitation, dissemination, and communication. It further specifies the project's target audiences and identifies key messages to be conveyed to them. It continues by describing ENCHANT tactics, including exploitation and dissemination activities to be conducted and communication channels to be used. Finally, it outlines partners' roles in the implementation of DEC activities, introduces related KPIs and explains the procedures for their monitoring and evaluation. The structure in the report follows the order of deliverables, starting with exploitation, before dissemination and at last communication.

The DEC Strategies are developed under Tasks 7.1 and 7.2 (lead by partner NTNU SR), and Task 7.3 (lead by partner Viken) of Work Package 7. It draws on the project's Description of Action and incorporates input from all project partners. The DEC Strategies functions as a living document. This is the second update of the document, and a final update will be submitted to the EC in month 39¹.

1.1. About ENCHANT

The climate pact the new European Commission is driving forward is setting explicit and ambitious goals for deeply decarbonizing European lifestyles and economies. To reach these goals, all means of reducing energy demand need to be fully exploited. This puts the focus on energy efficiency understood as an energy source in its own right as an important pillar of the Energy Transition. According to Eurostat, private households are responsible for 27% of all primary energy use, not including energy embedded in products

¹ The ENCHANT project is at the moment in a process of negotiating a project extension of nine months. The months presented here are based on this extension.



and services consumed by households.² This makes energy efficiency improvements in households an important target for interventions. Behavioural science has made great progress in developing intervention tools and programmes to improve energy efficiency in this sector, but almost all of the studies in this area are based on small-scale pilot studies. To have a measurable effect on the European scale, the applicability of such programs in real-life, cost-efficient, and practical settings is still an open issue. The most important question to answer is which (combination of) intervention tools are the most effective one to be implemented by which societal actor and in which cultural context. ENCHANT will address this knowledge gap.

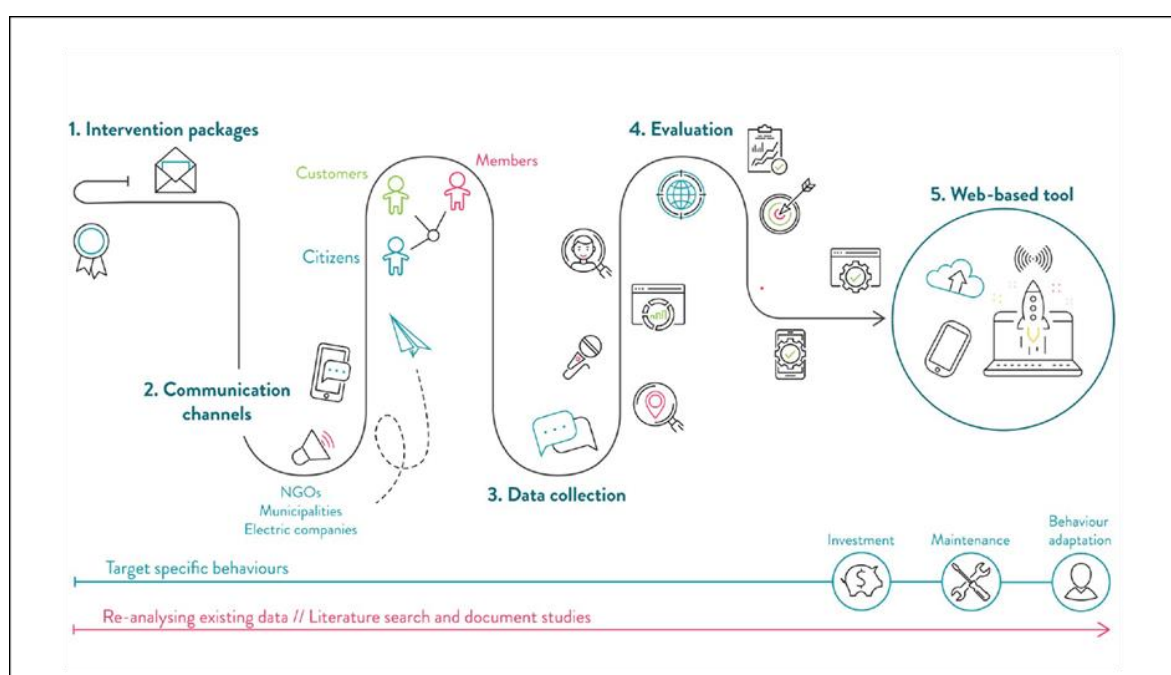


Figure 1 Core concept of ENCHANT

ENCHANT is contributing to reducing GHG emissions by applying existing knowledge of interventions to increase energy efficiency in European households by implementing these interventions on an unprecedented scale and pace, thereby bridging the gap from knowledge to impact.

²https://ec.europa.eu/eurostat/statistics-explained/index.php/Energy_consumption_in_households#Energy_products_used_in_the_residential_sector

ENCHANT uses a Randomized Control Trial (RCT) approach. Interventions have been developed, fitted, and are tested with the objective to unlock the energy efficiency potential in the general public, through behavioural change. Including a large group of user partners (energy providers, municipalities, environmental organizations), ENCHANT provides the intervention tools through existing communication channels and thereby tests their effects in real life. Through a systematic evaluation of data gathered from this testing, in combination with re-analysing already existing data, ENCHANT designs an empirically informed decision tool for impactful energy-efficiency campaign design, relevant for a number of actors, like policymakers, municipalities, NGOs, and energy providers.

ENCHANT is a project within the Horizon 2020-program. Projects that are funded by the EU must comply with EU directives on information, communication, and the principle of openness. In line with this, the directives issued by Horizon 2020 regarding communication and information are followed.

Use of terms

- The name of the **European Union** should always be spelled out in full.
- We use the term **consortium** for the formal partners that make up the project ENCHANT.
- We use the term **Coordinator**, which is NTNU.
- We use the terms **project owner** or **national coordinator**.
- Within the project, the various parts are called **Work Package /WP** and the person in charge is called the **WP-leader**.
- Within the project, the term **task** is used for the various tasks in the project. The person in charge is called the **task leader**.
- We use the term **partner** for participating academic institutions, companies, municipalities, counties, and organizations in the project.
- We use the term **academic partner** for the academic/research partners, and **user partner** for the non-academic partners in the consortium.



1.2. Responsibility and ownership

NTNU is coordinator and the following partners are participating in the project:

User partners	Academic partners
<ul style="list-style-type: none">• Viken fylkeskommune - Norway• Naturvernforbundet – Norway• Izmir Metropolitan Municipality - Türkiye• Gediz Elektrik Perakende Satis AS - Türkiye• Energie Kompass - Austria• Fondazione Roffredo Caetani - Italy• Energia Positiva - Italy• Electrica - Romania• Cluj-Napoca Municipality - Romania• Asociatia Centrul pentru Studiul Democratiei - Romania• Badenova - Germany	<ul style="list-style-type: none">• NTNU - Norway• Roma Tre University - Italy• Izmir University of Economics - Türkiye• Babes-Bolvai-University - Romania• Energy Institute at the Johannes Kepler University Linz - Austria• Smart Innovation Norway - Norway• NTNU Social Research – Norway

All partners, user partners as well as academic partners in the consortium, are participating in the research activities. User partners are responsible for communication activities regarding interventions.



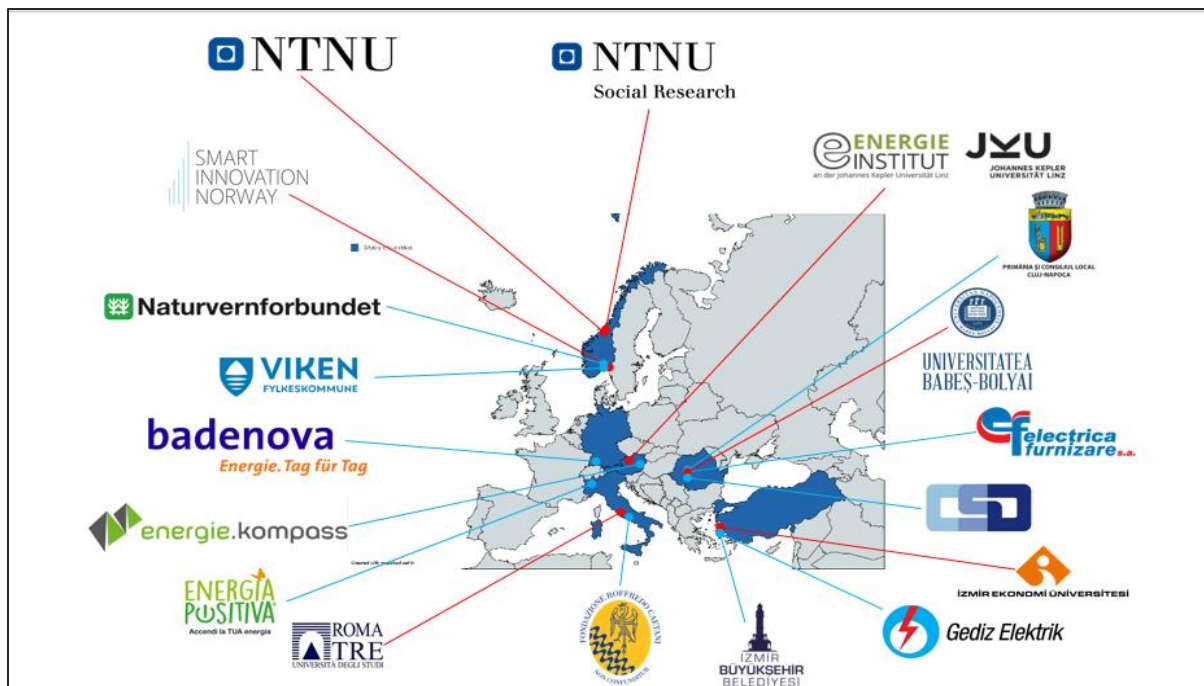


Figure 2 Partners in Enchant

1.3. Organisation

The project is organized in four phases, and seven work packages.

Phase I: Developing

The first phase was concerned with identifying and developing the interventions. It comprised WP2 and WP3. WP2 identified key factors affecting intervention impact on energy behaviour. It also designed the intervention packages and defined the main independent variables. WP3 informed WP2 by making an inventory of all relevant datasets in addition to conducting a data review to inform the intervention packages and the pilot implementation.

Phase II: Testing and implementing

The second phase is about testing and implementing the intervention packages. WP4 is the central component in this phase. WP4 implements the intervention packages developed in WPs 2 and 3. In doing so, the intervention packages were fine-tuned with the development of operational plans and establishment of monitoring mechanisms for impact assessment.



Phase III: Evaluating

Phase three of ENCHANT concerns evaluating the interventions implemented in WP4, which is primarily done by WP5. WP5 will establish KPIs related to the impact categories. It further assesses the impact of the tested interventions, as well as their replicability, upscalability, and their limitations. It also identifies barriers and success factors for the transfer of best practice.

Phase IV: Utilising and disseminating

The last phase of the project's primary concern is with the dissemination of findings and with developing a policy instrument matrix/tool. The tool will be available in two versions; one web-based 'light' version and one full version with options for more detailed information and customization.

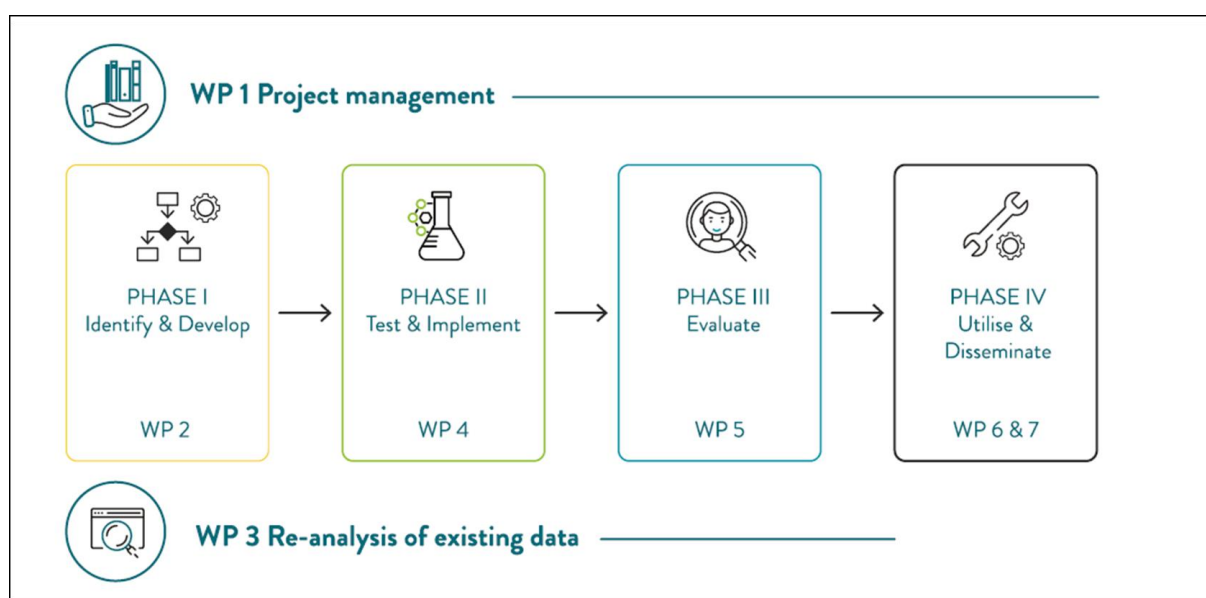


Figure 3 Project organisation

2. Exploitation strategy

Doing trials on such a large scale and under real life conditions has rarely been done, and it places ENCHANT at the forefront of research. This means the project is likely to get novel empirical and analytical results that are suitable for exploitation.

The development of a detailed exploitation and business plan, as well as exploitation-dependent dissemination activities, will protect the exploitation interest of all 18 partners. Each partner contributes with their own knowledge and has a specific role in the development and further exploitation of the results of the ENCHANT project, as will be further detailed in this section.

In the final phase of the project, the exploitation plan of this project will advance to a stage in which the knowledge generated in the project might be exploited at a large scale by the project participants themselves or might be attractive for other entities outside the consortium.

2.1. Objectives

The main objective of this section is to provide insight into the first steps taken to develop the strategy for the exploitation of ENCHANT' results. It provides the guidelines to build the strategic exploitation plan and, although the exploitation of results is expected to start in relation to Milestone 3 (month 31 according to the revised GANTT chart), the first results of preparing this process are reported here. The exploitation plan furthermore identifies the key exploitable results (ER) and the potential beneficiaries, determines the concrete business plan, and analyses associated IPR issues, as well as potential risks.

2.2. Key exploitable results

The ENCHANT project will produce a number of results, and the key exploitable results are those which, 1) can formally be utilized on the basis of the CA of the project, and 2) the consortium sees a potential for exploitation in. In the proposal stage, the consortium defined a first list of main project results, taking into account the project objectives and expected outcomes. This information now constitutes the baseline and will be updated



throughout the project, according to the research results, the partners' expectations, and contributions.

ENCHANT will develop an empirically informed decision tool for impactful campaign design targeting energy-efficiency, which will be presented in two versions. The 'light version' will be made available online, and will be readily accessible, useful for easy adaptations and will provide options for customizing the content to some extent. The full version (where the format is still to be decided), will provide much more detailed information and can be customized to each user category in detail. This version of the tool can also be applied commercially, for providing energy behaviour analysis and will likely come with a related workshop concept.

ENCHANT's main results rely largely on the data sets and tools generated in the project, as shown in the table underneath. Some of the data can be exploited by the individual user partner but will not be accessible for other parties without explicit consent.

Table 1. ENCHANT key exploitable results (ER 1-10)

Category	Project results	ID
Data	Raw data from user partners	ER1
	Survey	ER2
	Interview data	ER3
	Consumption data	ER4
Analytical results	Effect evaluation of interventions/technology/context	ER5
	Demonstrated real life effects	ER6
Tools and recommendations	'Light version' of tool	ER7
	Full version of tool	ER8
	Recommendations of intervention design.	ER9
	Developing user- and academic partners' competence.	ER10
Intervention platform	Reusable automatized intervention and survey platform	ER11



Each partner, and the ENCHANT consortium as a whole, will evaluate direct or indirect forms of exploiting the project results. At this stage, the list underneath presents the pathways for exploiting the results:

Pathways for exploiting results in ENCHANT

- Scientific publications under the green or gold open access scheme
- Action plans for municipalities energy companies and NGOs involved in energy transition strategies
- Data on user preferences and user-centred strategies for utilities and other commercial agents in the energy field
- Webinar concept for developing competence in interested user- and academic partners
- Broad implementation of the light version of the tool online
- Applying the tool as a commercial opportunity for analysis.
- Promotion of the ENCHANT intervention and survey platform for implementation in other projects and contexts / implementation of the platform functions in services of energy providers, municipalities or NGOs

The enchant project will produce a range of different results. We have already identified ways in which these can and should be exploited by various partners. When the results are available and ready, an exploitation workshop will be organized where we will define where the various results can and should be exploited by various stakeholders in specific social and political contexts.

An important foundation for this work was made within the ENCHANT project general assembly in Linz, between 18th and 20th of May 2022. Here, themes on the topic of exploitation were discussed that were important for the project group, partners, policymakers, NGOs, and companies respectively. What was discussed was the type of results the experiment will yield, which results are significant for various actors, and who are important as targets for interventions.

The group found that different results of the experiments were important to different actors, depending on their particular needs and interests. One of the themes of exploring the exploitation strategy therefore involves finding out who a particular result is relevant to. Consortium partners may be interested in particular results, public authorities and



actors may be interested in results that show which factors are relevant to the public, and how various groups respond differently to different measures, while energy companies are interested in which groups of people interventions may work best on, and the various tools they can use. NGOs, on the other hand, may be interested in results that promote their interests. Further, one may also divide public actors such as policymakers in levels: policymakers on a local level may be interested in other factors than policymakers on a higher level may be. Exploitation is about understanding relevance regarding project results.

Another important element discussed is the process of applying theoretical results in experiments to the real world, and the resulting learning process this involves. This means bringing the interventions from theoretical effects on the participants in experiments to an actual user in the 'real-world', with all the technologies, logistics, budgets, and infrastructures this calls for. The experience of doing this work is important learning for all involved parties, as such experience is essential to make interventions work. Thus, not only the concrete energy saving is important, but also the learning coming from this work.

Here we may therefore distinguish between effect results, product results, and learning outcomes. We can further distinguish between effect learning, which can be understood as the learning that results from the interventions, and process learning, which is described above.





Picture: ENCHANT project general assembly in Linz, Austria

2.3. Potential beneficiaries of ENCHANT research results

One of the main objectives of ENCHANT is to contribute to policymaking, supporting the advance towards the Energy Union and the implementation of the revised SET Plan. Therefore, policymakers constitute one of the main groups of beneficiaries of ENCHANT. Although ENCHANT gives priority to policy requirements, the project will also address other relevant issues such as research, societal and market needs and, thus, its benefits will reach a wider range of stakeholders.

Policymakers

- European Commission & European Parliament
- National, regional and local authorities
 - National SET-Plan representatives
 - National Regulatory Authorities
 - EU Regions
 - Municipalities
- Regulatory Entities/Agencies

Scientific community

- Energy-related behavioural research community
- Energy economics research community
- Energy research community
- Social science research community

Industrial and commercial community

- Energy companies
- Distribution System Operators
- Transmission System Operators
- Utilities
- Renewable energy generators
- Media
- Energy saving consulting companies



Public

- Energy efficiency agencies
- Environmental NGOs
- Energy cooperatives and associations
- Consumer organisations
- Citizens' organisations
- Individual citizens

These beneficiaries are also stakeholders and form part of ENCHANT's target audience in terms of dissemination and communication activities, as described in the following chapters.

2.4. Characterising project results and partners' expectations

Once the key exploitation results have been refined, the project team will gather information on a number of aspects described below and develop a characterisation table for each asset.

Characterisation for each asset

- Description of the project exploitation results and their respective potential beneficiaries
 - Short description of the result
 - The innovativeness it introduces compared to existing research/solutions/services
 - Description of potential beneficiaries or stakeholders
- Identification of the lead partner and the contributors for each exploitable result: A lead partner will coordinate the exploitation for each individual result, focusing on the identification of the preferred routes for exploitation.
- Partners' expectations: the partners involved in the development of each project result will describe their intended routes for exploitation of those results.



2.5. IPR management

The Consortium Agreement (CA) established strict rules for the management of IPR and includes all provisions related to the management of IPR including ownership, protection and publication of knowledge, access rights to knowledge and pre-existing expertise as well as questions of confidentiality, liability, and dispute settlement.

In the CA the Partners have identified the background knowledge included and excluded (Attachment 1 of the CA). Section 8 of the CA specifies the general principles governing ownership, transfer, and dissemination of results, whereas Section 9 includes details on access rights.

2.6. Business Plan

The partners will develop business plans for exploitation of specific outcomes of ENCHANT in the last stage of the project and this document will be complementary to the DEC Strategies. It will detail the commercial and non-commercial uses of the data produced in ENCHANT.

As previously described, the tool ENCHANT develops will be presented in two versions, where one is a light version available online, and the other version is more complex and can be customised to each user in detail. Particularly the full version tool can also be applied commercially, as a tool for providing energy behaviour analysis for organizations and companies.

An important part of the exploitation workshop described in section 2.0 will be to develop business plans connected to the different stakeholders and related results to be exploited. A basic business plan will include what is described in the following:



Business plan content

- The overview, institutional and operational framework of the specific service derived from the project
- The organisational structure, the roles, and responsibilities of the partners
- The service production process
- The marketing policy
- The pricing policy
- The definition of the communication and marketing channels
- The economic and financial plan if a commercial exploitation is sought
- The risk analysis
- The exit strategy

2.7. KPIs

KPIs will be further developed throughout the project. The initial exploitation KPIs are:

KPIs, exploitation

Number of exploitable results

Number of business plans

Number of beneficiaries (made use of the results).

Number of exploited results realised



3. Dissemination strategy

To reach ENCHANT's main objectives of affecting energy behaviour in a more sustainable direction, a solid strategy for dissemination is critical. The consortium has established a high-level strategy to disseminate the project's findings and to engage stakeholders. This report aims to elaborate further this strategy before proceeding with its implementation. The dissemination strategy will be implemented through several subtasks.

3.1. User Partner Network

The networks formed by the project partners are key for dissemination activities in ENCHANT. Of the 18 partners, seven are academic with individual academic networks that combined span across Europe in a number of disciplines providing insights and cutting-edge scientific knowledge on how to reduce our energy consumption. These networks, both individually, and combined, are actively used when implementing ENCHANT's dissemination strategy.

One of ENCHANT's novelties, however, is the close collaboration not only between the academic partners, but also with the highly skilled and well-connected user partners. The 11 user partners represent skills, knowledge, and experience regarding communicating and disseminating knowledge, information, encouragement to their target groups, and do themselves represent public stakeholders, like counties and municipalities, member organizations and interest groups, like NGOs, as well as private actors in the form of energy companies. The user partners are also very well connected, particularly in their local settings, both with other stakeholders in the same category as themselves, and across the public and private sector, including academic institutions.

In combination, therefore, the network is established both locally, regionally, nationally, and internationally, which means ENCHANT has a unique position we plan to exploit with regard to disseminating our findings. ENCHANT has a complex set-up, meaning we will gather insights on a number of arenas in addition to the main objectives that are also useful for other stakeholders. This might include such elements as how to best adapt interventions to various contexts, or establish a trustworthy baseline, to experiences with different kinds of communication channels that others might find useful. As details



concerning the set up and implementation of the interventions are now being decided, the complexity of a RCT is showing, as well as the need for close dialogue between all involved parties.

3.2. Workshops

Three types of workshops (WS) are planned in ENCHANT, and while all three will aid the project's dissemination efforts, the Policy design WS will be particularly targeting dissemination outcomes.

1. Steering group and consortium WS: these workshops are organised as internal project activities, and make sure all partners have a shared understanding of methods and deliverables. They follow up the various consortium members in their production and ensure that the project complies with its own Project Management Plan.
2. User-partner WS: in WP 2 a series of participatory co-construction workshops, was arranged to select and define the ENCHANT intervention matrix. These workshops addressed various types of user-partners to discuss and identify practical implications, main infrastructures and existing or potential policy schemes.

Both the 'Steering group and consortium WS' and the 'User-partner WS' inform the 'Policy design WS', which will contribute directly to disseminating finding to policy stakeholders in all seven countries participating in ENCHANT. In order to minimize GHG emissions, ENCHANT's workshops are mostly digital or a mix of locals meeting physically and non-locals joining virtually.

3.3. Developing and disseminating the ENCHANT tool

For the results from the real-life testing of the various interventions to be available and applicable to other stakeholders and societal actors across Europe, one of the main dissemination results of ENCHANT is an easy-to-use planning tool (WP6). The decision-making tool's basis is an adaptation of a recommender system, which is a technology based on machine learning identifying patterns within large data sets, matching desired states (in our case substantial changes in energy efficiency) with behavioural or demographic patterns in the population. In this tool, the empirical results will be



developed to support policymakers, municipalities, NGOs and other collective social units promoting energy efficiency in selecting the most effective campaign design for their specific context and resource situation.

For the purpose of designing the recommender system, the tool transfers data gathered from the work done with designing the intervention packages, re-analysing existing data, implementing and monitoring the pilots, as well as assessing impact and designing policy (WPs 2-5). The system uses an algorithm that is developed and trained (in WP6) and validated by tests in the pilot environment. Further, the decision-making tool will be adjusted according to feedback and involvement from user-partners, to meet the needs of specific user groups.

3.4. External events

Participation in external events is a core dissemination channel of the ENCHANT project. To register this activity, all project partners update a shared online spreadsheet, the [ENCHANT Impact Tracker](#), each time they plan to – or have already disseminated ENCHANT results on external events. The partners will be reminded, and the tables will be updated, regularly.

The following table presents an overview of key events where project partners have already presented the project and its findings.

Table 1, Participation in external events

Partner	Event	Date	Where	Audiences
NTNU	Behavioural insights to inform energy policy / network meeting	11.02.2021	Virtual	Policy makers (national, EU), Science
NTNU, NSR, ROMA3,	ICEP conference (http://icep2021.com/)	5-8.10. 2021	Siracusa, Italy	Science
UBB	City council meetings	2020 – 2021	Cluj-Napoca	Policy makers (local)
BDNV	Testing Communication Channels-Pontos	12.03.2021	Virtual	Industry, public
BDNV	Cooperation ENCHANT - Green Renovation	8.3.2021	Virtual	Industry, public



BDNV	Participation in Street Festival in Klimaquartier Waldsee	2.10.2021	Freiburg im Breisgau	Public, industry, policy makers (national, local)
UBB	National Research Conference	5.11.2021	Bucharest, Romania	Science
NTNU	LIFE platform meeting on New European Bauhaus	15-17.11.2021	Brussels/online	Science
NTNU	Policy and Knowledge sharing event for Climate Neutrality projects (CINEA)	08.12.2021	Online	Policy makers (EU), science
NTNU	ECEEE summer study 2022	6-11.06.2022	Hyères, France	Science, policy makers (local, national, EU), industry, NGO
UBB	Subiecte Capitale	03.03.2022	Online	Science
Viken	Emission-free days 2021	22.09.2022	Sarpsborg	Policy makers (local, national), science, public
VIKEN	Youth Climate Day	19.05.2022	Buskerud County	Policy makers (local, national), science, public
IUE	SKGA Meeting	22.02.2021	Izmir	Science, policy makers (national, local)
IUE	SKGA Meeting	March 2021	Izmir	Science, policy makers (national, local)
IUE	SKGA Meeting	September 2021	Izmir	Science, policy makers (national, local)
BDNV	TestCommunity Event: Energy efficiency in private households	21.07.2022	Online	Industry, public
BDNV	TestCommunity Event: E-mobility for private households	25.08.2022	Online	Industry, public
BDNV	TestCommunity - Mini-PV	15.09.2022	Breisach	Industry, public
BDNV	Sustainability in SME	23.08.2022	Online	Industry
BDNV	Energy efficiency in SME	22.09.2022	Online	Industry



CSD	Several ORSE meetings	Early 2022	Online and phsyical	Academic
UBB	Kick-off meeting for DO IT SMARTER project	26.05.2022	Hybrid	Policy makers (local), Industry, academic, NGO
UBB	Workshop for the ENGAGER research network	09-12.09.22	Helsinki	Policy-makers (Local, EU), Energy experts,
UBB	Conference within ENGAGER research network	11-13.04.2022	Budapest	Policy makers, Experts, public
Viken	Tech demonstration	29.10.2020	Fredrikstad	Policy makers (Local)
Viken	Klima Østfold committee meeting	01.12.2020		Policy makers (Local)
Viken	Klimarådsmøtet – Climate advisory meeting	09.03.2021		Policy makers (local)
Viken	Klimarådsmøtet – Climate advisory meeting	06.04.2022		Policy makers (local)
Viken	Mayors in Østfold meeting	20.10.2021		Policy makers (local)
Viken	Klima Viken Kick-off event	November 2021		Policy makers (local)
Viken	Information meeting with Klimapartnere Viken	31.05.22		Industry
Viken	Markens Grøde agricultural fair	12.07.22	Rakkestad, indre Østfold	Policy makers (Local, national), industry, Organizations, Public
Viken	Webinar on climate communication	15.01.21	Online	Policy makers, organizations, public
Viken	County meeting with Romanian Counties	19.09.22	Drammen	Policy makers (local)
Viken, BDNV	Panel debate on EU sustainable energy week 2022	29.09.22	Brussels	Public, policy makers



IUE, Gediz energy company	Intervention strategy meeting	March 2021	Izmir	Industry
IUE, Gediz energy company	Intervention strategy meeting	September 2021	Izmir	Industry
IUE	Meeting in Sustainable Urban Development Network	February, 2021	Izmir	Public
IUE	Policy maker launch event	15.03.21	Izmir	Policy makers, Public
UBB, EFSA, CSD, C-Nm	20 project meetings	Oct 2020 – September 2022	Izmir	Policy makers, Industry, science
CSD	Meeting on data protection and free speech - Ceelli institute	28-30.03.2022	Prague	NGOs, Experts, Science,
UBB	ENTREC days event	25-27.05.22	Berlin	Energy experts, NGOs
Viken	Webinar on How to save energy in agriculture	08.12.2020	Online	Public
Viken	Meeting with municipalities in former county Østfold	04.05.2021		Industry, public
Viken	Project presentation	17.06.2021	Hybrid	Industry, public

Below are some examples of project dissemination within external events.

3.4.1. Conferences and academic dissemination

At the ICEP 2021 conference, arranged by one of ENCHANT's partners, ROMA3, ENCHANT's coordinator at NTNU, organised a session called "A focus on energy behaviour of citizens in large interdisciplinary EU projects". In this session, three of ENCHANT's fellow projects from the call, WHY, EVIDENT and NUGDE were invited, and gave presentations.



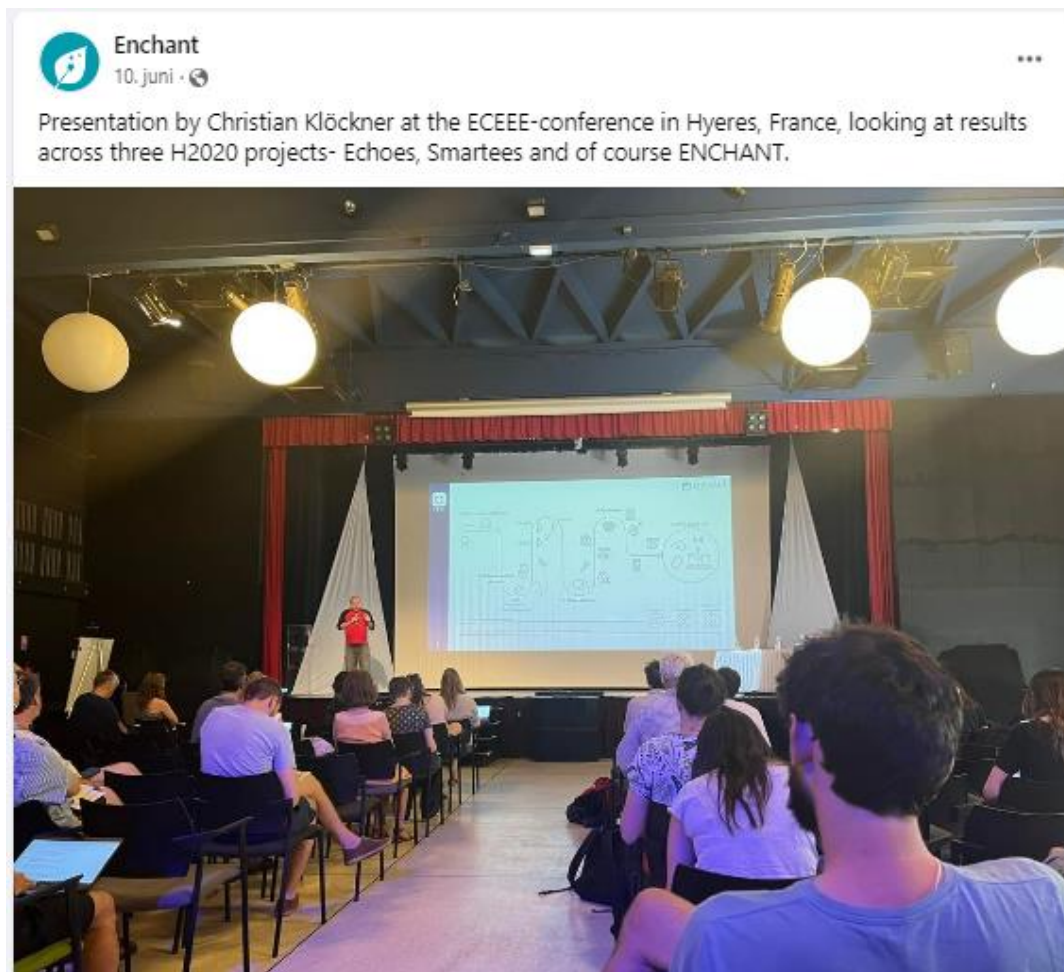
In addition, two presentations were given from the ENCHANT project, one from the coordinator about the project design and experiences from the first year, and one addressing the close collaboration between academic and user partners in the project.

ENCHANT project representatives participated in a symposium during the International Conference on Environmental Psychology in Syracuse, Sicily (October 21), and a LIFE platform meeting on New European Bauhaus (November 21). During these events, topics related to the project were discussed and presented. A panel debate was also held. While it is challenging to estimate the impact this had, the events attracted, among others, around 230 audience members who self-identified as policymakers, and around 280 actors from industry, business, NGOs.

Representatives from the project also participated in a clustering and policy exchange event by CINEA in which 14 projects were invited, where project findings were discussed with respect to policy implications. At least three EU/international policymakers were present.

Additionally, in the ECEEE summer study in June 2022, ENCHANT was represented with two events, both of which attracted several policymakers, industry, business, and NGO attendees.





Picture: ECEEE conference presentation by project leader Christian Klöckner

3.4.2 Contact with policymakers:

Scientific partners from Izmir University of Economics (IUE) held meetings with the mayor of Izmir, representatives from the municipality department of climate change and environmental protection, and the Gediz energy company. In the meetings, they discussed the project and started to implement interventions. In total three meetings were held where interventions were discussed, planned, and executed. The first meeting was held between the IUE project group and the Mayor of Izmir Metropolitan Municipality, discussing the initial project plan. In the second meeting, in March 2021, ten representatives from various institutions were present, including IUE, the mayor of Izmir and one representative from the Department of Climate Change and environmental protection. In this meeting, the participants negotiated intervention

strategies and behavioral indicators, ending with a list of interventions to be implemented. The third meeting, held in September 2021 included the same participants as the second meeting. During the meeting, the participants decided on an implementation plan, which included implementing interventions through messages on tram, bus, ferry, and metro stations, and decided on the specifics of this strategy. Interventions were implemented on public transportation stations between December 2021 and March 2022.

An internal workshop was also held in February 2022, hosting ten representatives from Izmir University of Economics and the municipality, where the intervention project strategies and execution were evaluated. It was assessed that around 4.551.000 people were reached by the interventions on ferries, busses, and trams. In total, 4 representatives from municipality and 3 representatives from Gediz energy company collaborated with the IUE team in this meeting.



Picture: Local public transportation intervention



In Romania, several meetings with the Cluj-Napoca City Council were held from September 2020 until now. There have been many discussions connected to the project and its progress, as project partners. 27 members of the city council were present during these discussions, which were held in Cluj Napoca City Hall.

The Romanian Observatory of Energy Poverty (ORSE) was established by The Centre for the Study of Democracy, ENCHANT's Romanian user partners, in early 2022. Among other goals, ORSE is focused on developing public policy on energy. ORSE has constantly discussed the progress of the ENCHANT project in its meeting. The group is connected to the Economic and Social Council, and they have connections with 11 policymakers within the energy field, and the Ministry of Energy. This implies that the group is connected to policy makers on local, regional, and country level. ORSE has stated that they intend to recommend to policymakers the policy proposals that come out from ENCHANT.

In May 2022, during the Kick-off meeting of the DO IT SMARTER project, several representatives from Alba Lulia City Hall showed interest in implementing public policies resulting from the ENCHANT project. The meeting hosted several relevant energy stakeholders, attendees from the Norwegian company NX tech, members of Innovation Norway, and two NGOs in the field of energy efficiency.

The ENCHANT project was discussed in events held by ENGAGER research network, one workshop and a conference. The workshop, held in Helsinki 9th-12th of September 2021, hosted three policy-makers, 5 energy experts and 3 representatives of the civil society, as well as a climate ambassador from the European Commission. The conference was held in Budapest, Hungary 11th -13th of April 2022, with 15 policymakers, 30 experts, and approximately 15 representatives of the civil society.





This is so cool! 🥰🇷🇴🇬🇪 The Green Friday initiative across Cluj-Napoca, Romania, makes public transport free every Friday. The initiative comes as part of a collaboration between Cluj-Napoca City Hall and the Cluj-Napoca Public Transport Company, which have combined efforts to run a campaign called "Stop! Leave your car at home!".

The main goal of the "Green Fridays" initiative is to reduce congestion and pollution while increasing the number of passengers using public transport. The initiative aims to encourage the use of the city's public transport system, which is equipped with an environmentally friendly fleet.



Picture: Illustration of the Green Friday Initiative in Cluj-Napoca, Romania

In Norway, Viken county held a demonstration of an electric sweeper that could replace fossil fueled variants for Fredrikstad municipality on the 29th of October 2020.

Representatives from Viken were also engaged with Klima Østfold, a collaboration between municipalities concerning measures against climate change. In December



2020, Viken county representatives presented information about ENCHANT during a Klima Østfold's committee meeting, involving three mayors, one deputy mayor and one member of Viken County Government.

In 2021 and 2022, representatives from Viken presented information about the ENCHANT project in the annual meeting for a regional climate advisory group ("Klimarådet"), attended by mayors, deputy mayors, Chief councillors, Climate advisors from different municipalities and others.

On the 20th of October 2021 mayors from Østfold was orientated about the projects work and results so far. The direct result of this meeting was increased knowledge about the projects work and status. Later, in November 2021 mayors from Viken was also given information about the project at Klima Viken kick-off event. Mayors from almost every municipality in Viken county was present.

The 31st of May 2022, representatives from Viken informed members of the interest organization "Klimapartnere Viken" about Enchant's work and status.

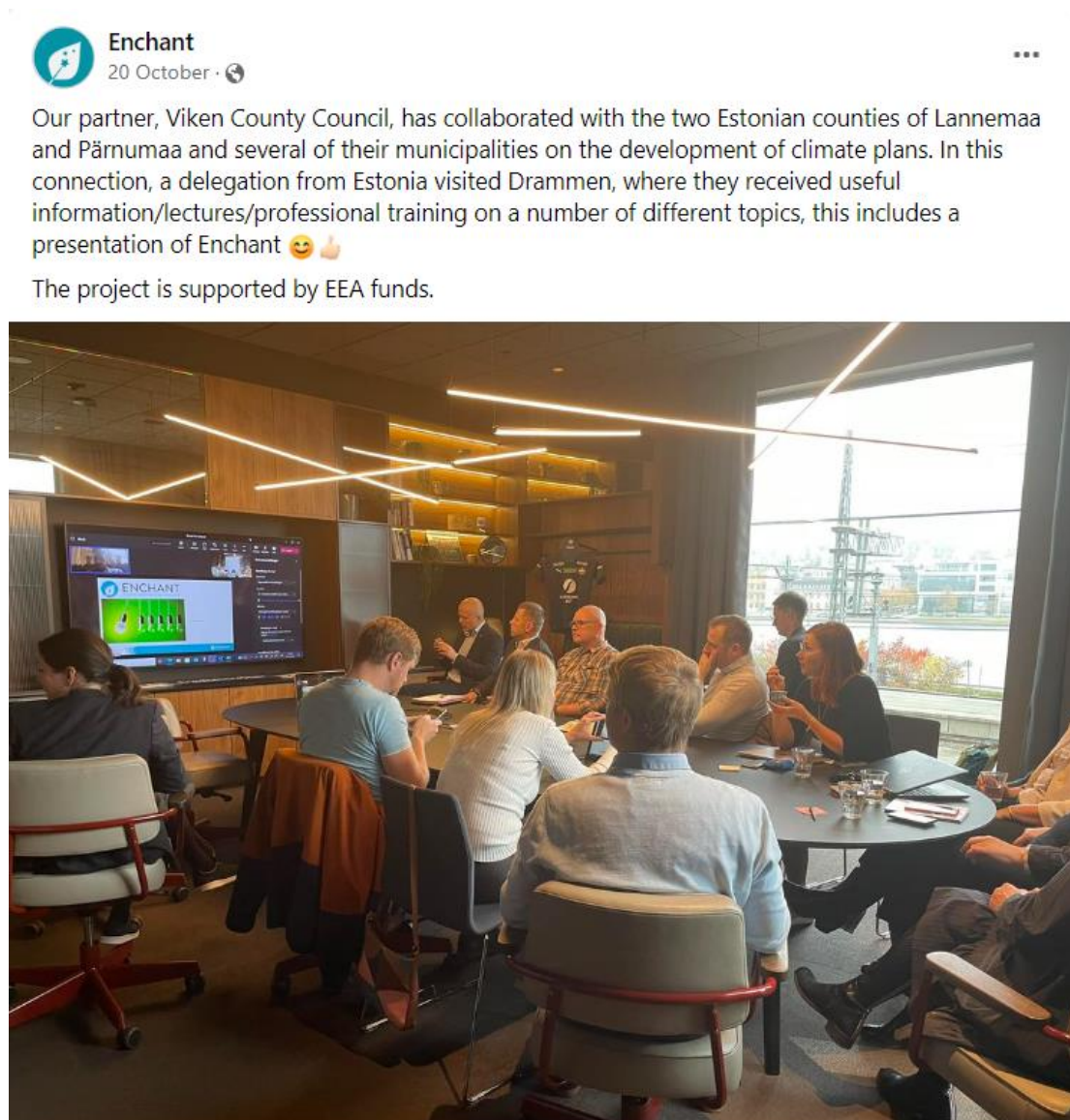
On the 12th of August 2022, Viken representatives also presented information about various projects on a local agriculture fair ("Markens Grøde"), reaching both public, industry and policy makers. Politicians, industry leaders, and the minister for food and agriculture in Norway were present. ENCHANT had one slide running continuously on a screen at the venue, increasing the visibility and awareness of the project to the around 9000 participants at the fair.

Additionally, Viken County arranged a webinar the 15th of January 2021 on climate communication, which was well attended by policy makers. 32 politicians attended the webinar live, while another 75 people watched a recording of the event.

29th of September 2022, Viken county received a visit from Estonia in Drammen city. Viken county has collaborated with the two Estonian counties Lannemaa and Pärnumaa along with several of their municipalities on the development of climate plans. During



the visit in Drammen the Estonian delegation received information and training, including a presentation of the ENCHANT project.



Picture: Viken county representatives meeting with Estonian counties in 2022

On the 29th of September 2022, During the European Sustainable Energy Week 2022, held in Brussels, a representative from Viken county and a representative from Badenova participated in a debate on the inclusion of youth in energy policymaking. During the debate, two concrete policy recommendations stemming from the ENCHANT research were mentioned.

3.4.3 Contact with Industry, NGOs, energy experts

Two meetings to discuss interventions were held by the project partners Izmir University of Economics team and Gediz energy company in Turkey. The first meeting hosted nine representatives from IUE-team and Gediz Energy company. In this meeting the proposed intervention strategy was reevaluated, following assessments of the feasibility of various intervention types in collaboration between the meeting participants. In the second meeting, in September 2021, the specific strategy was decided. This meeting also included the same participants as the previous meeting. As a result, Information about recommendations for energy saving tips on invoices were spread out to citizens of North Izmir for four months, and three months for the rest of the experiment groups. The project was assessed through a workshop held in January 2022, where it was assessed that approximately 340.000 households were reached. In total 6 representatives of the Gediz energy company were part of the project collaboration.

In Izmir, information about the ECHANT project was communicated to the public through press releases from the municipality, Gediz energy company and national newspapers after the project's kick off in 2020. Information was also made available online through the ENCHANT project website, as well as being linked to using QR-codes on public transport. Information was also shared on invoices. In addition, the IUE team presented the project through an online meeting organized by the Sustainable Urban Development Network, reaching around 50 audience participants in February 2021. 15th of March 2021, A policymaker launch event for the metropolitan and district municipalities in Izmir was also organized, which had a regional scale.





TASARRUFLU PROJE

■ ENERJİ tüketim davranışlarının dönüşümüne yönelik çözümlerin üretilmesini hedefleyen Avrupa Birliği destekli 'Enchant' projesinin görüşmesi gerçekleşti. Görüşmede proje ortakları; Aydem ve Gediz Perakende proje ekibi, İzmir Ekonomi Üniversitesi Sürdürülebilir Enerji Anabilim Dalı Başkanı Prof. Dr. Mehmet Efe Biresselioğlu ve İzmir Büyükşehir Belediye Başkanı Tunç Soyer bir araya geldi. Avrupa'daki 5 ülkeden akademisyenlerle işbirliği yapılan Enchant proje sayesinde, karbon salınımının en az 1 milyon ton azaltılmasını ve hane halkının enerji tüketiminde yüzde 15 oranında tasarruf sağlanmasını hedefliyor. Tüketicilerde enerji tüketimi hakkında farkındalık yaratılması hedeflenen projede, evlerdeki beyaz eşya ve elektrikli ev aletleri gibi eşyaların, enerji verimliliği standartlarına uygun

kullanılması amaçlanıyor.

TOPLUMSAL BİLİNC

Aydem ve Gediz Perakende Genel Müdürü Çağdaş Demirağ, "Aydem Perakende ailesi olarak sürdürülebilirlik yaklaşımımızı tüm iş süreçlerimize entegre ediyoruz. Kurumsal vatandaşlık görevimizi destekleyen Enchant projesinde İzmir Büyükşehir Belediyesi ve İzmir Ekonomi Üniversitesi'yle proje ortağı olmak gurur verici. Enchant'ın enerji

tasarrufu için toplumsal bir bilinç yaratacağına inanıyoruz. Bu proje çerçevesinde üzerimize düşen sorumlulukları almaya hazırız" dedi. Projenin karbon salınımını azaltma hedefiyle de İzmir için pozitif bir çıktı sağlanacağını söyleyen Demirağ, İzmir Büyükşehir Belediyesi'nin enerji kaynağından istifade ederek elektrik kullananlara teşvik ve ödüllendirme sistemleri üzerine çalışacaklarını paylaştı. ■ (DHA)

KARBON YOĞUNLUĞU AZALACAK

■ İEÜ Sürdürülebilir Enerji Anabilim Dalı Başkanı Prof. Dr. Mehmet Efe Biresselioğlu, Avrupa Birliği nezdinde ülkemizi temsil etmekten ve ülkemize katma değer sağlayacak bu projede yer almaktan büyük gurur duyduğunu belirtti. Biresselioğlu, "Bu projede ana

amacımız enerji tüketimini ve karbon yoğunluğunu azaltmak. Bugün, görevli elektrik tedarik şirketi Aydem Perakende ailesi ile birlikte enerji verimliliğinin artırılmasına yönelik çözüm önerilerimizi İzmir Büyükşehir Belediyesi Başkanı Tunç Soyer'e sunduk" diye konuştu.

Picture: news clip reporting a meeting between academic partners and İzmir Municipality

In Romania, From October 2020 to September 2022 20 meetings were held between Electrica Furnizare SA company and BBU, CSD & Cluj-Napoca's Municipality. In the meetings the participants discussed the ENCHANT project's progress, results and recommendations, discussions relevant to the policy makers and energy company present.

In Prague, March 2022, Ceelli Institute held a meeting for NGOs and media representatives, where ENCHANT was exemplified as a model for good practice in data management, and as an example of a HORIZON project with international impact. 5 NGOs and 10 experts were present in this meeting.

Later, in July 2022, a meeting took place in Berlin in the framework of the EUKI - Just Carbon Transition project, where 10 energy efficiency experts from 3 countries - Romania,



Poland and Germany were present, as well as 3 relevant energy efficiency NGOs – Center for the Study of Democracy, Adelphi and WISE EUROPE were present.

The ENCHANT project was discussed in the ENTREC days, organized by the Energy Transition Research Center, with 4 NGOs and 2 companies in the field of energy development invited. A group of 15 energy experts were part of this discussion.

Two lectures were presented online, organized by Badenova company in Germany, aimed at SMEs, promoted via social media channels, and supported by the Klimapartner Oberrhein and several companies from Badenova/BadenCampus. The first lecture, 23rd of August 2022 was on sustainability in SME, attracting 26 participants from SMEs. The second lecture discussed energy efficiency in SMEs in which 20 participated. This lecture was held the 22 of September 2022. The events brought more attention to the ENCHANT project in the region, and resulted in some applications for the EU platform intervention and the TestCommunity.

In Norway, On the 24th of November, 2020, Viken county representatives disseminated information about the project to 14 climate advisors in all municipalities in former Østfold county.

Later, on the 8th of December 2020, Viken county organized a webinar with the title "How to save energy in agriculture". Approx. 70 farmers from Viken attended.

On the 4th of May 2021 representatives from Viken held a meeting with all the municipalities in Østfold. On the agenda was an energy saving campaign, and the communication of information about the ENCHANT project. Attending the meeting was climate advisors and communication advisors from the different municipalities. Approx 25 people attended.

On the 17th of June, 2021 a representative from Viken held a presentation of the project for the climate advisors in Viken county. Approx. 40 people attended the meeting. The presentation was recorded, so more may have seen it on tape.



Table 2 presents key events where project partners plan to present the project and its findings.

Table 2, Planned participation in external events

Partner	Event	Date	Where	Audiences
NTNU	International Conference on Environmental Psychology (ICEP),	20-23rd of June, 2023	Aarhus, Denmark	Environmental Psychology scholars
EI-JKU	Annual conference of the European Association of Environmental and Resource Economists	27-30 th of June, 2023	Limassol, Cyprus	
NTNU	SCORAI conference - Transforming Consumption-Production Systems Toward Just and Sustainable Futures	5-8th of July, 2023	Hybrid, Wageningen, Netherlands	Inter- and Transdisciplinary

3.4.2. Scientific dissemination

An important outcome of the ENCHANT project will be the dissemination of its results through research articles in international peer-review journals. The initial list of relevant journals includes:

Academic journals	URL
Applied Energy	https://www.journals.elsevier.com/applied-energy
Energy	https://www.journals.elsevier.com/energy
Energy Conversion and Management	https://www.journals.elsevier.com/energy-conversion-and-management
Energy Economics	https://www.journals.elsevier.com/energy-economics
Energy Policy	https://www.journals.elsevier.com/energy-policy
Energy Procedia	https://www.journals.elsevier.com/energy-procedia
Energy Research & Social Science	https://www.journals.elsevier.com/energy-research-and-social-science



Frontiers in Psychology	https://www.frontiersin.org/journals/psychology
Global Environmental Change	https://www.journals.elsevier.com/global-environmental-change
International Journal of Social Sciences	https://www.iises.net/international-journal-of-social-sciences.html
Journal of Artificial Societies and Social Simulation	http://jasss.soc.surrey.ac.uk/JASSS.html
Journal of Environmental Psychology	https://www.journals.elsevier.com/journal-of-environmental-psychology
Nature Climate Change	https://www.nature.com/nclimate/
Nature Energy	https://www.nature.com/nenergy/
Renewable and Sustainable Energy Reviews	https://www.journals.elsevier.com/renewable-and-sustainable-energy-reviews
Sustainability	https://www.mdpi.com/journal/sustainability
Transportation Research Part D: Transport and Environment	https://www.journals.elsevier.com/transportation-research-part-d-transport-and-environment
Utilities Policy	https://www.journals.elsevier.com/utilities-policy
WIREs Energy and Environment	https://onlinelibrary.wiley.com/journal/2041840x

The list will be updated when partners add journals to the ENCHANT impact tracker. In the same spreadsheet, as specified in the Project Handbook (Deliverable 1.1), project partners will also log information about publications and their status ('planned publications' and 'submitted/accepted publications').

The procedure for the preparation of scientific publications is described in several key project documents, including the Grant Agreement, (the Project Handbook D1.1) Data Management Plan (Deliverable 1.4) and these DEC Strategies. Important to mention is that a prior notice of any planned scientific publication should be presented to the other project partners before it is submitted (45 days ahead of publication). Any objection to the planned publication should be made in writing to the coordinator and the author at least 15 days before the planned publication. If no one objects, the publication work can proceed as planned. Importantly, all scientific publications resulting from the project must include the acknowledgement of EU funding.



ENCHANT will ensure open access (gold or green open access) to the research results originating from its activities. When possible, project related scientific articles published in peer-reviewed journals will be uploaded on the project website and distributed in the partners' networks. Furthermore, ENCHANT has adhered to the Open Research Data Pilot to disseminate project data, results and findings, as described in Deliverable 1.2 Data Management Plan: 'The DMP will comply with the open access strategy of H2020 while also ensuring the protection of the involved households' and individuals' data, information, and privacy rights; thereby contributing with Open Research Data wherever possible (...). Wherever possible, ENCHANT thoroughly complies with the Open Research Data Pilot of the European Commission regarding research data generated by Horizon 2020 projects (see <https://www.openaire.eu/what-is-the-open-research-data-pilot>). ENCHANT beneficiaries will also check that the metadata of the publications is adequate for EU-funded projects.

In the tables below are included the already published academic articles in academic journals and planned academic papers:

Academic Articles	Academic journal
Vesely, S., Klöckner, C. A., Carrus, G., Tiberio, L., Caffaro, F., Biresselioglu, M. E., ... & Sinea, A. C. (2022). Norms, prices, and commitment: A comprehensive overview of field experiments in the energy domain and treatment effect moderators. <i>Frontiers in Psychology</i> , 13.	<i>Frontiers in psychology</i>



Planned Academic Articles	Academic journal
Academic partner UBB organizing an Netnography, which is set to result in an article to be submitted Spring 2023; several project partners are involved.	<i>Yet to be decided</i>
Academic partner UBB conducting a meta-analysis, which is set to result in an article to be submitted Spring 2023; several project partners are involved.	<i>Yet to be decided</i>

3.4.3. Liaison with related EU-funded projects

ENCHANT cooperates with fellow EU-funded projects to increase the efficiency of its implementation and dissemination actions. ENCHANT has three sister projects, and the projects will communicate and keep each other updated about relevant activities and potential collaboration opportunities. ENCHANT has already organized a joint symposium for the ICEP conference in October 2021 with the sister projects (as described in the introduction of 3.4). The coordinator of ENCHANT has joined the scientific advisory board of WHY.

- NUDGE has a mixed approach to consumer analysis and intervention design tasks, and combines surveys and field trials, in scenarios with high potential for energy savings. The trials will test a broad set of behavioural interventions, drawing on nudging techniques, in five different EU member states, in residential, energy communities and school environments. The NUDGE project aims to implement an end-to-end approach by promoting and incentivizing the adoption of behaviourally tested policy interventions at local, regional, national and EU level.
- EVIDENT aims at understanding main drivers of individuals' decision making to support policymaking and will create an analytical framework and a platform for tools and data as support for policy decisions. The project rests on five large use cases, i.e., consumer engagement of more than 100,000 consumers and the analysis of financial literacy as regards consumers' energy efficiency decision-making. The cases are analysed in a multi-layer structure that stretches from



information gathering to evaluation and policy design. All deliverables will be public, including software, which allows future projects to build on the project's findings.

- WHY will implement causal modelling to analyse quantitatively people's everyday decisions regarding energy consumption and their reactions to interventions. This will result in innovative methodologies for short- and long-term load forecasting which will be benchmarked in different use cases ranging from micro-grid size to international contexts. The project will provide greater insight into household energy consumption and improve energy demand modelling in leading Energy System Models (ESMs). ENCHANT coordinator Christian Klöckner is in the scientific board of the WHY project and contributes to exchange between the projects.

For the SCORAI conference in Wageningen in 2023, ENCHANT is participating in a joined session proposal of several EU projects on "Assessing the impact of structural change on sustainability transformations", coordinated by Doris Fuchs (University of Münster, GER).

3.5. Key Performance Indicators (KPIs)

Dissemination activities are organised and registered in a number of ways as described earlier in this section. To present these activities in a framework that makes it easier to evaluate the projects efforts, the consortium partners have also developed and agreed upon a set KPIs for dissemination activities, as listed in table 3. As a measure of potential impact of the KPIs, each activity also registers the estimated number of people reached. The table will be monitored and updated throughout the project, from the draft in M6 and onwards. The initial KPIs listed here, will be continuously extended, and the number of activities as well as the number of people reached, will be listed in the before referred to ENCHANT impact tracker.



Table 3, Key Performance Indicators

KPIs	Number	Number of people reached
Host of major collaboration activities	1	350
Participation in major collaboration activities	1	300
Peer reviewed publication	1	467 views so far at frontiers plus additional views at other repositories
Conference paper presentation	4	330
Project presentation	1	100
Energy experts, actors from Industry and actors from NGOs reached by dissemination efforts		437
Policymakers reached by dissemination efforts		386
Households/individuals from the general public reached through implemented interventions		Approx. 6.8 million

4. Communication strategy

The communication strategy of the ENCHANT project is framed by the fact that to a large extent, the interventions and research are comprised of communication. Therefore, all communication of the project intentions and interventions must be done on premises set by the Randomized Control Trial method. The project interventions can therefore not be communicated outside of the context of the interventions themselves while the experiment is ongoing, as that would spoil the experiment. Communication within and outside of the project has to a large degree concerned the development of the experiment design and content, which is in line with the project's communication objectives. In order to implement the interventions, communication with policymakers, industry actors, NGOs and the public has been necessary to move from the experiment-context to the real world. The communication efforts internally



within the project, and externally outwards has therefore been woven together, as interventions have been developed in collaboration with external actors and in collaboration with local actors. Therefore, communication cannot be said to be a separate phase of the project, or separate from project partners, but rather, the communication is part of the project development.

The main focus of the communication efforts has been to translate between the scientific principles and the real-world practicalities. Examples are videos that show how RCT-principles work, what they are, and why it is important that user partners in ENCHANT follow these principles, while implementing interventions. Furthermore, it is crucial that the interventions make sense in the specific context the user partners operate. It is their particular target groups the interventions should reach, by their communication through their existing technologies. As such, user partner context operationalize the RCT-principles.

Because of the existing focus within the communication strategy, we have developed new KPIs in addition to the more conventional ones focusing on social media channels, newspapers, etc. These are number of households reached by ENCHANT interventions such as electricity bills and information posters.

Communication internally in ENCHANT will take place in English. However, since it is a project closely engaging with local populations and stakeholders, there is also a need for communication in national languages. The communication strategy considers this and identifies key communication products that are translated into the various partner languages. One example is the information sheet explaining the core academic elements of ENCHANT. NSR and VIKEN created a template in English, which the local academic and user partners then translated and distributed. Furthermore, video animations explaining the RCT-principles in an easy and understandable language have been produced, to ensure a common and shared understanding of these principles.

ENCHANT has ambitious goals for communication, and this strategy is an important tool for reaching these goals. A key point is to target communication to various groups while



being aware of and sensible to a number of cultural, economic and political conditions and other context specific elements affecting behaviour. So far in the project, the results are shown through successful implementation of interventions, and the common understanding that our scientific partners, and our user partners have developed. When intervention experiments are completed the strategy will be directed to a larger degree towards external stakeholders and the general public.

4.1. External communication

A success criterion in the project is to aid collaboration and communication across borders and disciplines, between public and private actors, and not least between user partners and their inhabitants, members/visitors and customers. ENCHANT's external communication is divided in two distinguishable parts, communicating the interventions, and more general outreach.

Communication efforts to facilitate intervention-implementation is characterised by using already established communication channels between user partners and recipients (inhabitants, members/visitors, customers). The strategy to ensure this rests on maintaining already establishing routines, in addition to making new ones. To identify the various communication routes, a three-phase approach is outlined.

- ▶ Phase 1: Identify relevant stakeholders and potential communication 'landscapes' relevant to ENCHANT, and map target groups and communication platforms for all user partners.
- ▶ Phase 2: Choose which intervention-packages and communication channels to apply and communicate the message in a context – and target-group specific way.
- ▶ Phase 3: Identify possible and potential channels of feedback from the targeted groups, and recruit responses.

The more general outreach in ENCHANT implies several parallel routes, as some information ought to be shared across partners and to the public, while other information is more context-specific, and should be communicated in the local language and to a more targeted audience. The various channels for communication are described in more detail in the following.



4.1.1. Cooperation and communication with external projects

As presented in section 3.1, ENCHANT's user partners already have an extensive network, and are involved in many energy saving initiatives and planned activities. To avoid duplications and potential contradictions in communication surrounding activities and interventions, ENCHANT cooperates and coordinates its activities with other projects and initiatives with similar aims. ENCHANT has organised and regular communication with some of the projects and initiatives, such as the EU-funded sister-projects presented earlier, but also related projects our user partners are engaged in.

Meetings, cooperation, and communication with external projects, are all listed in the ENCHANT impact tracker covering activities through the whole project. Partners are reminded to update the sheet every month, and before deliverables are due, regardless of which WP it is input for.

One example of cooperation and communication with external projects was initiated by Viken user-partner, where NSR and the FME (Centre for Environment-friendly Energy Research) INCLUDE³ and the application Ducky⁴ were coupled with ENCHANT.

4.1.2. Communication in external events

Important communication and dissemination results of the ENCHANT project come from internal collaboration between partners and stakeholders in the project, and their professional networks. They are invaluable to the project communication and dissemination, as well as a motor for local initiative in engaging public, industry, and policymakers on the topic of climate change and climate-friendly alternatives. Such communication and dissemination happens largely through meetings, seminars, conferences, webinars, lectures, poster, flyers, showcases and, most importantly, by developing and implementing the ENCHANT interventions following RCT-principles.

³ <https://www.sum.uio.no/english/include/index.html>

⁴ <https://www.ducky.eco/en/>



Below are examples how this has happened in practice and how it effectuates policy recommendations and includes perspectives from industry, public, science, and politics.

When it comes to contact with the public in Romania, collaboration between Cluj-Napoca Municipality, UBB and the Untold music festival led to much outreach to the public via newsletters, website presentation, and videos of The Green Friday intervention, which was shown on the Untold music festival. Posters of the Green Friday intervention were also put up in Cluj-Napoca. Additionally, the Electrica Furnizare company disseminated 6 newsletters to its pilot users, and e-mails were sent through the BBU. It has been assessed that up to 1.8 million have potentially been reached by these efforts.

During the turn of the year of 2021/2022, ENCHANT got permission to print advertisements for the pre-registration for the EU platform on the billing envelopes of two energy suppliers from the region enveloping Cluj-Napoca in Romania. This involved small graphics and a QR-code. The ads resulted in registrations for the intervention platform.

Badenova project partner organized three lectures for private households to engage and keep interest in the project during the summer of 2022. Energy efficiency in private households was discussed in a lecture held online in 21st of July 2022. About 20 people attended the event. On the 25th of August 2022 a lecture the topic of E-mobility was held for around 10 households online. Later, a lecture was held in Breisach for between 35 and 45 private households, on the energy transition. The lectures were promoted via social media channels, supported by companies from the Badenova/BadenCampus network. Additionally, customers were contacted directly via newsletters of Badenova, informing them about the TestCommunity and planned events. These events brought attention to the ENCHANT project in the region, and resulted in new applications for the TestCommunity, and EU Platform Intervention.

In Germany, organized by Badenova, during the winter 2021/2022, a flyer for the EU platform intervention was produced. The flyer was included in private homes' electricity and natural gas statements, leading to 112.750 private customers reached via their energy bills.



Two posters were also put up in a family festival in October 2021 in Freiburg, encouraging visitors to access the project landing page via a QR code, but unfortunately with no effect on visits to the webpage.

4.1.3. Policy recommendations

The expected results coming from the project are projected to be relevant to policy makers on local, regional, national and international levels, since results may be used to affect behavior connected to energy consumption, energy efficiency and energy saving on all these levels. The situation today, which connects energy behavior to international security politics, and questions of energy- poverty and -justice, makes the results important for policy, and to understand how energy interventions work in real life. Therefore, ENCHANT policy recommendations target policy makers on local, regional, national and international levels, by building on the networks already established during the implementation of interventions. Through these efforts we aim for that the results of the research coming from ENCHANT should affect upcoming revisions on the new European Union SET plan.

4.2. Internal communication

The strategy for internal communication is based on a principle of sharing information amongst all partners, academic as well as user partners. This regards the research set-up, including interventions, biases, and RCT-methods, as well as the user partners' knowledge and experiences of interventions, use of communication channels and their knowledge of the target-groups' anticipated reactions and potential biases.

All project partners should not only be aware of but should also be active contributors to the communication strategy and efforts, as well as the planned activities. An important resource of information and communication between partners in the project are regular meetings, both within each WP and across WPs, within each country and across countries.



Table 4 From D1.1's Table 4 Consortium meetings

Meetings	Lead organizer	Participants	Date	Place
General Assemblies:				
1st General Assembly	NTNU	All partners	21-23 Oct 2020	virtual
2nd General Assembly	NTNU	All partners	23-24 Feb 2022	virtual
3rd General Assembly	NTNU/EI-JKU	All partners	19-20 May 2022	Linz, Austria
4 th General Assembly	NTNU	All partners	12-13 Dec 2022	virtual
5 th General Assembly	NTNU/FONDA	All partners	1-2 Mar 2023	Ninfa Gardens, Italy
Final conference and 6rd General Assembly	NTNU	All partners	Nov 2023	Trondheim, Norway
Steering group meetings:				
Virtual half year meeting	NTNU	Steering Committee	23 Oct 2020	virtual
Virtual half year meeting	NTNU	Steering Committee	21 Apr 2021	virtual
Virtual half year meeting	NTNU	Steering Committee	20 Oct 2021	virtual
Virtual half year meeting	NTNU	Steering Committee	24 Feb 2022	virtual
Half year meeting	NTNU	Steering Committee	20 May 2022	Linz, Austria
Virtual half year meeting	NTNU	Steering Committee	13 Dec 2022	virtual
Half year meeting	NTNU	Steering Committee	02 Mar 2023	Ninfa Gardens, Italy
Half year meeting	NTNU	Steering Committee	Nov 2023	Trondheim, Norway
Work meetings:				
Monthly WP Leader meetings (virtual)	NTNU	WP leader group	every second Wednesday in a month	virtual
EU review meeting 1/2	NTNU	WP leaders & EC	23/24 Jun 2022	Brussels
EU review meeting 2/2	NTNU	WP leaders & EC	tba	Brussels
Internal workshops:				



WP1 workshops	NTNU	All partners	21-23Oct 2020	Virtual
WP2 workshops	ROMA3	Academic partners	8 March 2021	Virtual
WP3 workshops	UBB	Academic partners	30 March 2021	Virtual
WP7 workshops	NSR	All partners	11 Dec 2020	Virtual
WP 5 workshops	EI-JKU	All partners	18 oct 2021	virtual
WP6 workshops	SIN	Academic partners	March 2022	Halden, Norway
WP1 workshops	NTNU	Academic and industry	May 2022	Virtual
WP4 workshops	IUE	Academic and industry	February 2022	virtual
WP4 workshops	IUE	Academic and industry	January 2022	Virtual

4.3. Key Performance Indicators

Communication activities are organised in a number of different ways and is as described earlier a core activity in ENCHANT. To present activities related to external communication in a framework that makes it easier to evaluate the projects efforts, all consortium partners have contributed to developing a list of target groups, communication channels, purpose of communication and messaging. This extensive overview was created in the workshop described in the next section, which formed the basis for developing the set of KPIs for communication activities. As a measure of potential impact of the KPIs, each activity also registers the estimated number of people reached. In addition, we keep track of internal communication in the ENCHANT Impact Tracker. We monitor and update outreach of the project.

It is challenging to estimate the outreach of communication efforts through such a wide variety of forms, formats, and media that have been implemented up to this point in the project. However, of the numbers we have available we can estimate that project communication, in collaboration with internal and external partners has reached at least 6.8 million members of the public sphere, which includes households, and efforts through festivals, events, interventions on public transportation and others. Up to 450



policy makers, and closer to 400 representatives from companies, NGOs and energy experts were reached.

While the project communication and dissemination efforts through collaboration have reached a substantial amount of people within the sphere of the public, industry, and policymakers, avoiding interference with the RCT experiments, has resulted in less communication effort targeting more common communication platforms such as Twitter, Facebook and news media outlets.

KPIs, stakeholders reached	Number of Stakeholders reached
Policymakers	437
Public	Approx. 6.800.000
Organizations	386

4.4. Stakeholders and target groups

At the stage of proposal development, a high-level plan for communication towards identified stakeholders was developed.

Figure 1 Measures of dissemination and communication

Tools, Channels, Measures	Scientific Community	Industry / Commercial	Policy Makers	General Public	Press & Media	Examples of Measures
Website(s) + integrated blog	✓	✓	✓	(✓)	✓	Project website: https://enchant-project.eu/ corporate websites, collaboration partners' and EU project partners will be used
YouTube channel	✓	✓	✓	✓	✓	Animations making core elements and concepts in the project more available for various groups



Press releases, News releases (online)	✓	✓		(✓)	✓	- Launch of Project start - On the occasion of important project's events/news/milestones
Press interview					✓	Conjunct with press conferences, on request
Twitter account					✓	To reach influencers (journalists, bloggers, multiplying testimonials), tweets of and into conferences
Online Newsletter	✓	✓				Project newsletters
Promo poster	(✓)	✓				For conferences, workshops, flyers, etc.
Policy Briefs			✓			Policy briefs produced through research results

To develop the initial plan, WP7 arranged a stakeholder communication workshop already in M2, resulting in a clearer picture of all partners' available channels and resources, as well as the types of interventions and opportunities we have available in the consortium. This data is used by WP 4 to design a dynamic pilot Gantt Chart.

4.5. ENCHANTING Tuesday

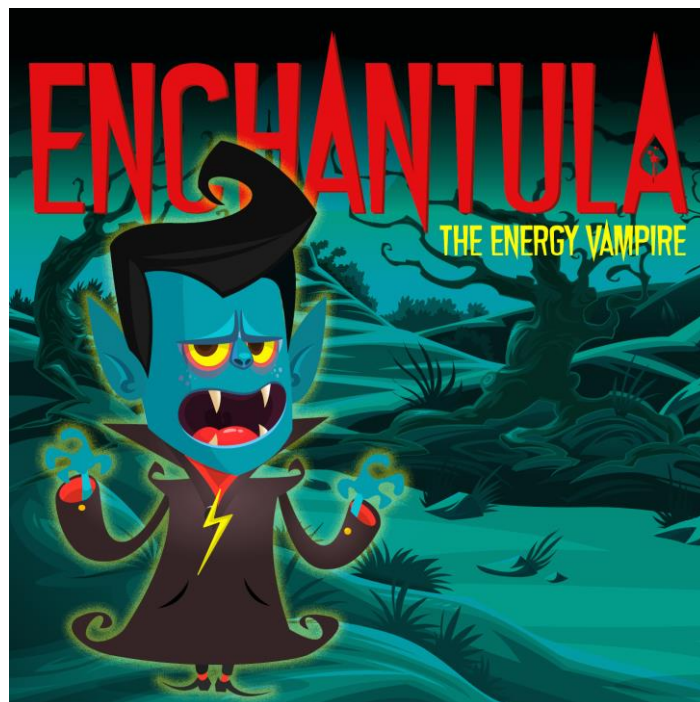
It is commonly agreed that Tuesday is the most boring day of the week⁵. In ENCHANT, we aim to make an effort to reduce boredom and increase energy-efficient behaviour through what we call ENCHANTING Tuesday, which will be one of the projects main day-to-day communication methods with its audience. The ambition is to publish new "Enchanting" contents related to project findings and topic regularly on Tuesdays – #EnchantingTuesday. The posts will be published on Twitter and Facebook, and on the

⁵ Ask any colleague.



website or on YouTube depending on where they are best suited. The goal is to create a relatable and consistent way of communicating with our target groups – across borders and language barriers.

An example of the communication efforts connected to Enchanting Tuesdays is the informative “Enchantula, the Energy Vampire”, which illustrates in a fun and engaging way what sorts of everyday practices and routines one may engage in which drains energy from your home. Illustrations below.





Picture: example of social media post accompanying the energy vampire graphic

4.6. Website and social media

The website functions as a central place for digital communication to stakeholders and target groups, both internal and external. The purpose is to gather and present relevant information about our findings and to link to other sources of information. On the website, visitors will be able to read articles and news, download reports and other documents, find links to partners and other relevant actors. The website has a clear structure and a search function that makes it easy for visitors to find what they are looking for.

The structure contains subpages that describe the activities where each WP-leader is responsible for continuously reporting the progress from the sub-activity to WP7 communications managers. In addition, we have established a communication working group consisting of one to two representative from each working partner in addition to the task leader Viken.

The address of the website is <https://enchant-project.eu/>

4.6.1. Social media

The main social media platforms used by the ENCHANT project are Twitter and Facebook. The Twitter account promotes ENCHANT news, publications, events, and other information relevant to the project and its partners. Consortium partners are encouraged to use their existing social media accounts to follow, like and share its posts to disseminate them as widely as possible, including in their national languages. When tweeting or referring to the project in other social media, partners are encouraged to use hashtags #Enchant and mention the project by using @Enchant_eu.

The social media presence has increased lately, to communicate the activities of several of ENCHANTs partners at the ICEP conference. In addition, news stories and #enchanted Tuesdays are shared, to reach out to a bigger audience before project results can be communicated. The Twitter account has tweets about the project and where more information can be found, as well as more easy-going content. The ENCHANT twitter account is also following energy-related relevant accounts. Due to the recent events connected to the acquisition of Twitter by Elon Musk, we are currently considering whether or not to continue using the platform, and instead opt for alternatives such as Mastodon, or whether to focus only on remaining channels. An Instagram account has been created, where some of the tweets get posted as stories as well as other posts in the feed. The Instagram and twitter accounts also repost each other, providing alternatives for those interested in following ENCHANT on social media. Both accounts have gained followers after the recent rise in activity. We are currently evaluating which social media platforms to focus on, due to recent negative press regarding some platforms.



4.6.2. Content production

Press releases: The project sends out press releases to the media when appropriate. The sender of the press release varies depending on the subject and area. Information about the project (and project and EU logos) are always included.

Animations: The project uses animations in its communication. Animation is a simple and effective way to get your point across to different target groups. We produce most of the animations in-house.

Videos: The project focuses on videos as a way to get in touch with target groups. Short and catchy videos work especially well on social media. The project also uses videos as a way to unite the work done across borders and show the true scale of the project.

Reports and other written deliverables: Reports and other written deliverables are produced in a set template with the EU-funding and Enchant-logo visible.

4.7. User partner's and other communication channels

User partners' communication channels are actively used, and a record is kept in the ENCHANT impact tracker. The channels listed initially are presented in the following:



Partner	Regular publications for internal communication
NTNU	Gemini (www.gemini.no), which publishes short articles about research projects Forskning (www.forskning.no), which is an internet platform spreading short communications about Norwegian research
IUE	IUE website (www.ieu.edu.tr); intranet; E-mail list communication dedicated to Energy Studies
EI	LinkedIn and Twitter page will be used.
ROMA3	Website "Roma Tre Sostenibile" - Website created in occasion of the 2015 Milan Expo, is kept active also after the Expo to disseminate and communicate sustainability issues (http://expo.uniroma3.it/)
UBB	Website of the university www.ubbcluj.ro ;
SIN	AI cluster (https://www.smartinnovationnorway.com/aiklynge/), which currently involves 44 partners from business, public sector and academia. It is a hub for capturing digital technologies development in operational improvement, efficiency and product, and service development.
NSR	NSR website (https://samforsk.no); intranet; podcast series

4.7.1. Channels we do not control

Several channels of communication we do not control are non-the-less potentially relevant for communication in the project. This includes editorial media, like radio, TV, web, publishers, blogs, other organizations, and projects. Social media also represent channels of other stakeholders we do not control.

4.8. Corporate identity

The project brings together project partners from all over Europe under the name ENCHANT. ENCHANT is a project, consisting of independent entities of a great variety, including organisations, universities, commercial companies, research institutes and NGOs. To communicate both the diversity and what unites us, we have developed a version of a “corporate identity”.



4.8.1. Layout, logos, and guidelines

The project's logo is to be used on internal and external material, combined with the EU-funding logo. In the work of developing a website for the project, a colour, form, and visual language was developed that supports the partners in the projects in their own communication. To clearly communicate that ENCHANT is not its own "brand" or organization, this is combined with the partners own graphic profiles.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 957115.



4.8.2. Acknowledge EU Funding:

As a beneficiary of funding from Horizon 2020, one of ENCHANT's legal obligations is to acknowledge European Union funding and display the European Union emblem in all its information and communication material. That Horizon 2020 finances the project will be communicated throughout the project.

4.8.3. Basic rules for layout:

Layout

- The minimum height of the European Union emblem shall be 1 cm.
- The name of the European Union shall always be spelled out in full in the recognition of funding.
- The typeface to be used in conjunction with the European Union emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana.
Italic and underlined variations and the use of font effects are not allowed.



- The positioning of the text in relation to the EU emblem is not prescribed in any particular way but the text should not interfere with the emblem in any way.
- The font size used should be proportionate to the size of the emblem.
- The colour of the font should be reflex blue (same blue colour as the EU flag), black or white depending on the background.

We have developed guidelines for publicity and logo use, as well as templates for reports and presentations. By encouraging all partners consequently to employ project-templates and logos, these rules are more likely to be followed. The templates all include a project-logo, a joint EU-logo and disclaimer for use. Guidelines, templates, and logos are accessible for all project partners on the Teams-site (Enchant/WP7/Enchant_logos-templates) used for internal communication, sharing files and documents, as well as arranging digital meetings.

4.9. Distribution of responsibilities

All partners of the consortium will actively contribute to dissemination and communication activities.

Partner responsibilities

- Identify and promote opportunities (e.g., scientific events, publications, etc.);
- Provide updates on their research achievements to ensure visibility on the project website and social media channels;
- Disseminate and communicate project information through their contacts within networks;
- Present the project at relevant conferences, workshops, and other events;

The project coordinator is the central contact point for internal communication, while WP7 leader NTNU SR coordinates external communication and dissemination.



4.10. Message and terms

The relatively complex research setup, the many user-partner, and their central role, means we have to be thorough and consistent in our communication. This implies defining, explaining, and communicating concepts like 'intervention', 'bias', 'randomised control trial' and others. The written versions are accompanied by illustrations and examples of various expressions. We have also made an animation explaining RCT (<https://enchant-project.eu/news/what-is-a-randomized-control-trial/>). Where needed, we will translate content to the individual country's language.

