Energy-SHIFTS

ENERGY
SOCIAL SCIENCES &
HUMANITIES
INNOVATION
FORUM
TARGETING THE
SET-PLAN

Plan for dissemination, exploitation and communications

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Executive summary

Energy-SHIFTS ("Energy Social sciences & Humanities Innovation Forum Targeting the SET-Plan") is a €1m investment through the EU Horizon 2020 Programme running from 2019-2021. Energy-SHIFTS is working to contribute to a European Energy Union that places societal needs centrally, by further developing Europe's leadership in using and applying energy-related Social Sciences and Humanities (energy-SSH).

A comprehensive communication, dissemination and exploitation plan will be crucial to successfully create a positive and widely perceived presence at the European level. Therefore, several processes have been in place since before the project began in April 2019. Indeed, during the first three months, a large number of communication elements have additionally been established too, including the production of the Energy-SHIFTS Communications starter pack (D.5.1) in which the brandbook, roll-up banner, logo, and several communications guides are presented, to leverage the Forum branding when the project was launched.
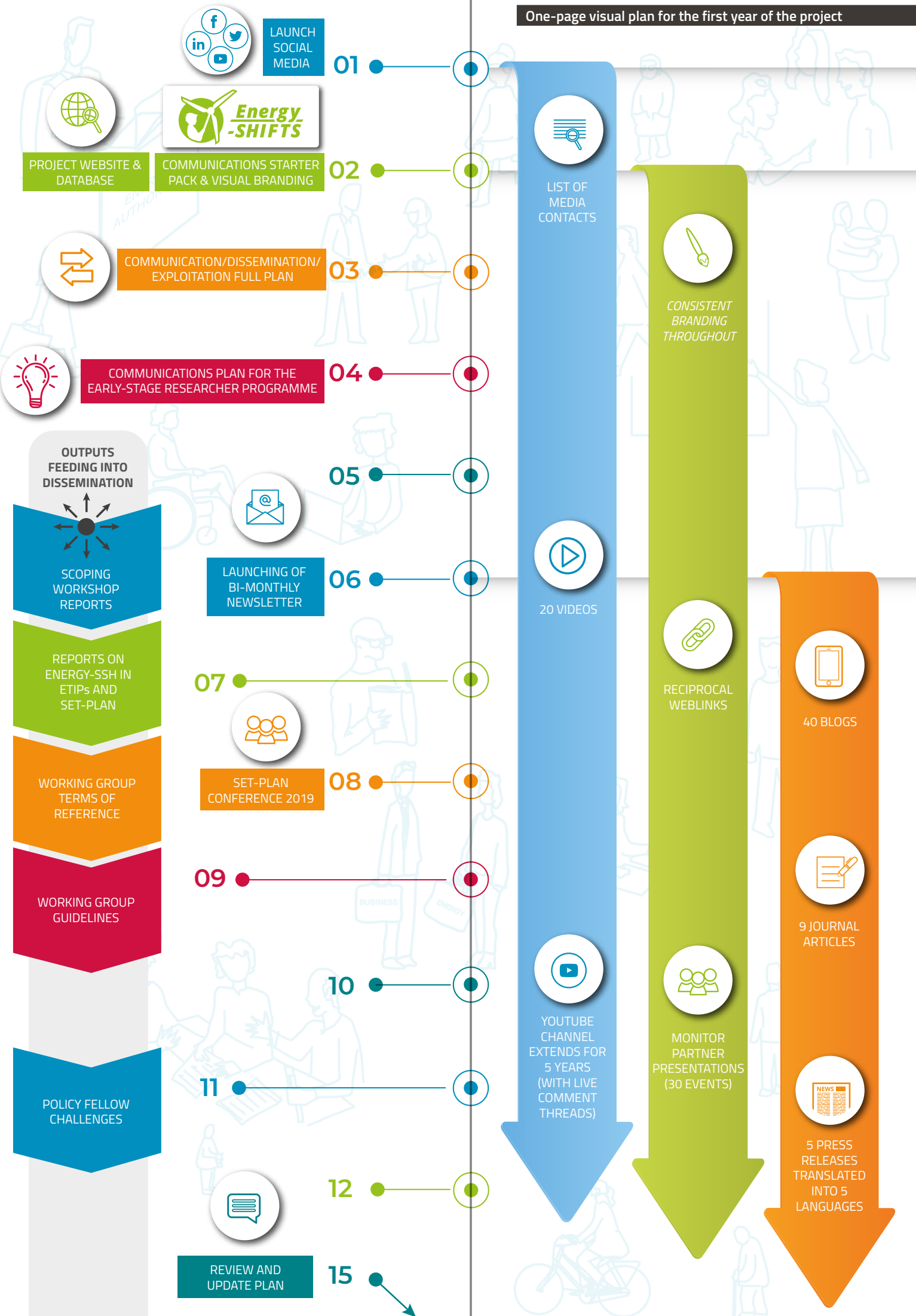
The project has already been visible across online channels including the website and social media networks. The project team has produced and shared with its followers: blogposts, consortium partners' videos, workshops and an agenda of external and third-party events.

This Plan provides a robust and clear communications strategy aiming to reach out to over 10,000 stake-holders, e.g academia or industry, with special focus on energy policyworkers (particularly those working in policymaking roles in the EU and EC, concerning e.g. Horizon Europe). By following good practice in communications, we will also ensure all of our outputs remain accessible and comprehensible by interest non-experts (e.g. citizens). Ultimately, we aim to bring visibility to Forum activities, impact the audience, enable the exploitation of project outputs, and, in the following, achieve positive and long-lasting results beyond the two year project lifecycle.

This deliverable aims to be a practical easy-to-use guide for the consortium partners, who have to develop their relevant communications and dissemination activity tasks over the first year of the project. To achieve this task, this Plan develops communication objectives and elaborates project targets as well as specific activity strategies, thereby providing appropriate tools and channels. This Plan strives to maximise effectiveness and efficiency of the entire Energy-SHIFTS project communications work – both online and offline – and therefore takes into account all active partners, their respective press teams and potentially useful actors like Early Stage Researchers.

The results and impact of this Plan will be carefully monitored. This Plan will be formally updated after one year to ensure the use of appropriate channels are optimised, lessons are learnt from the first year, and changes and changes in user needs taken into account.

01 LAUNCH SOCIAL MEDIA

02 PROJECT WEBSITE & DATABASE — COMMUNICATIONS STARTER PACK & VISUAL BRANDING

Energy-SHIFTS

03 COMMUNICATION/DISSEMINATION/ EXPLOITATION FULL PLAN

04 COMMUNICATIONS PLAN FOR THE EARLY-STAGE RESEARCHER PROGRAMME

05

06 LAUNCHING OF BI-MONTHLY NEWSLETTER

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08 SET-PLAN CONFERENCE 2019

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15 REVIEW AND UPDATE PLAN

OUTPUTS FEEDING INTO DISSEMINATION

SCOPING WORKSHOP REPORTS

REPORTS ON ENERGY-SSH IN ETIPs AND SET-PLAN

WORKING GROUP TERMS OF REFERENCE

WORKING GROUP GUIDELINES

POLICY FELLOW CHALLENGES

LIST OF MEDIA CONTACTS

20 VIDEOS

YOUTUBE CHANNEL EXTENDS FOR 5 YEARS (WITH LIVE COMMENT THREADS)

CONSISTENT BRANDING THROUGHOUT

RECIPROCAL WEBLINKS

MONITOR PARTNER PRESENTATIONS (30 EVENTS)

40 BLOGS

9 JOURNAL ARTICLES

5 PRESS RELEASES TRANSLATED INTO 5 LANGUAGES

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Acronyms

ACC	Acento Comunicación
ARU	Anglia Ruskin University
DRIFT	Dutch Research Institute for Transition
EC	European Commission
EERA	European Energy Research Alliance
ESR	Early-Stage Researcher
E3G	Third Generation Environmentalism
ETIP	European Technology & Innovation Platform
H2020	Horizon 2020
JU	Jagiellonian University
KPI	Key Performance Indicator
NGO	Non-Governmental Organisation
NTNU	Norwegian University of Science & Technology
PFS	Policy Fellowship Scheme
PhD	Doctor of Philosophy
RTD	Directorate-General for Research & Innovation
SET-Plan	EU Strategic Energy Technology Plan
SHIFTS	'Social sciences & Humanities Innovation Forum Targeting the SET-Plan' project
SSH	Social Sciences and Humanities
STEM	Science, Technology, Engineering, Mathematics
TT	Trending Topic
WP	Work Package

1. Communication highlights from first 3 months of Energy-SHIFTS

1 WEBSITE

Since the very first day of the project (1st of April 2019) the website (**https://energy-shifts.eu/**) is online, gaining nearly **4000 users** in traffic on a website with **20 webpages online**, including a private activities page

2 SOCIAL MEDIA

Key social media accounts were set up. Keeping followers from the SHAPE-Energy Social Media Profiles was crucial according to Social Media Principles to **ensure engagement and maintain the users community**. During the first quarter, we gained **53 new followers on Twitter**, while maintaining over 900 Twitter followers. On **Facebook** we have more than **300 followers** and were able to gain in the last three months **80 new followers**. On **Linkedin we have 40 followers** and our **mailing list has grown with 12 new subscribers**

83 SUSCRIBERS

320 FOLLOWERS

924 FOLLOWERS

130 FOLLOWERS

4 FOLLOWERS

3 VIDEOS

Nine videos related with Consortium Partners Interviews – which have been recorded during the first internal Consortium meeting in Cambridge, an Energy-SHIFTS project presentation video, a script video regarding the ESR dissemination programme and scoping workshop interviews

Seven blogs have been already produced: In the first three months we published **two guest blogposts and five blogposts**

4 BLOGS

5 ESR

Nine Early-Stage Researchers have been recruited to our ESR programme: 14 eligible applications have been received for the 5 remaining workshop ESR places. Early in the project, an ESR tick-box had been included in the newsletter sign-up form to help tap into potential applicants interest for the Energy-SHIFTS ESR programme

2. Objectives and targets

The key purpose of the Energy-SHIFTS Work Package 5 'Dissemination, exploitation and communication activities' (WP5), led by Acentoline Comunicación, is to support the overall project objectives via best practice communications. WP5 is thus especially focused on ensuring that the work done within this project is brought to the attention of, and where possible actively involves, as many relevant stakeholders as possible. Establishing mechanisms through which two-way communication and knowledge exchange can occur between individual groups and our platform is central to our success.

We first briefly explain the distinction between (i) dissemination, (ii) exploitation, and (iii) communication.

In general terms, according to the IPR Helpdesk in collaboration with the European Commission (EC)[1], we now define these three terms:
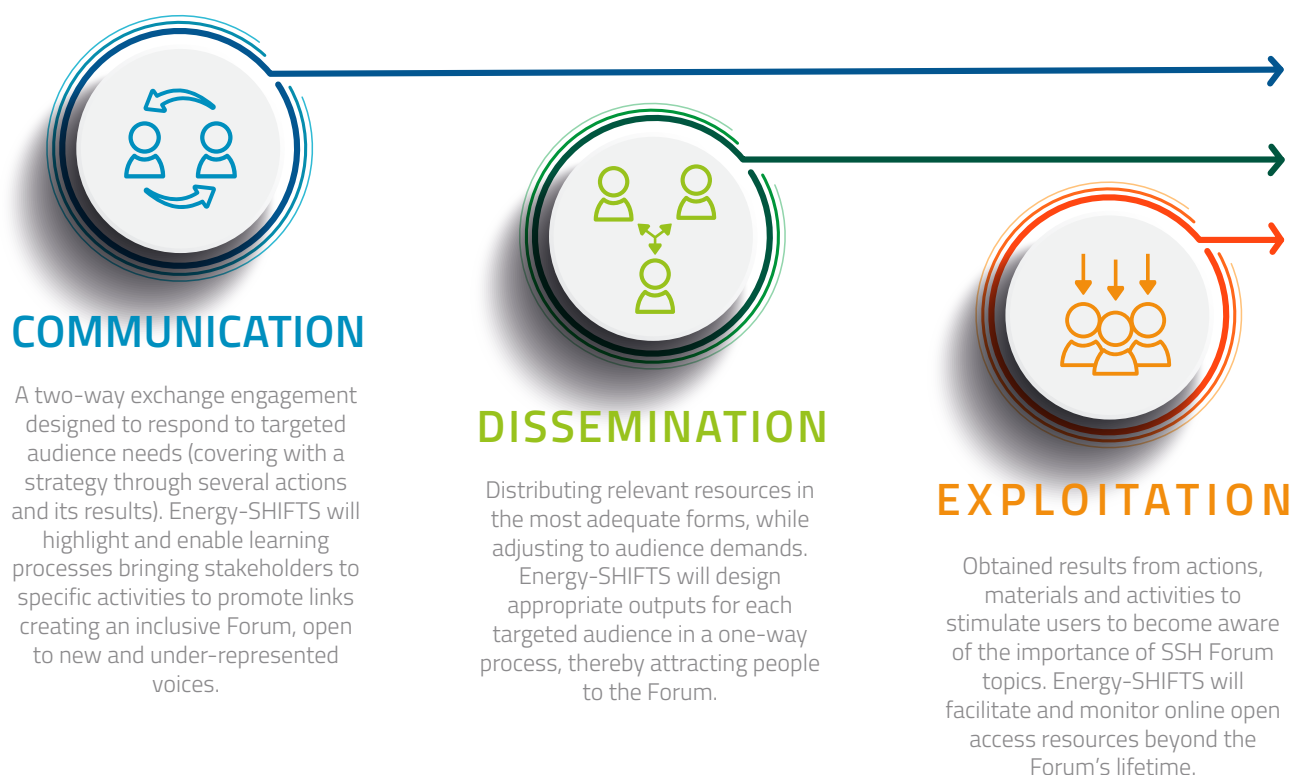
(i) *Dissemination* on projects is the way the results are disclosed to the public by any appropriate means (other than those resulting from protecting or exploiting the results).

(ii) *Exploitation* on projects is the utilisation of results in further activities other than those covered by the action concerned, or in developing, creating and marketing a process, or in standardisation activities.

(iii) *Communication* on projects is a strategically planned process that starts at the outset of the project and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about the action and its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.

These three definitions, as implemented by Energy-SHIFTS will focus on various complement objectives (Figure 1).

Figure 1. Communication, dissemination and exploitation objectives

COMMUNICATION

A two-way exchange engagement designed to respond to targeted audience needs (covering with a strategy through several actions and its results). Energy-SHIFTS will highlight and enable learning processes bringing stakeholders to specific activities to promote links creating an inclusive Forum, open to new and under-represented voices.

DISSEMINATION

Distributing relevant resources in the most adequate forms, while adjusting to audience demands. Energy-SHIFTS will design appropriate outputs for each targeted audience in a one-way process, thereby attracting people to the Forum.

EXPLOITATION

Obtained results from actions, materials and activities to stimulate users to become aware of the importance of SSH Forum topics. Energy-SHIFTS will facilitate and monitor online open access resources beyond the Forum's lifetime.

....

1   https://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E_0.pdf

2.1. Communication Work Package objectives and key ways they will be addressed

To achieve the project's cross-cutting objectives, Energy-SHIFTS has been designed according to a structured and detailed work plan. The five project objectives (set out in Figure 2) are each met through one 'headline' WP, but also through a range of novel and engaging activities across WPs. This translation into feasible and well-planned tasks will enable the consortium to achieve the overarching goal of enhancing energy-related Social Sciences and Humanities (-SSH) research communities and policyworkers cooperation to better utilise energy-SSH.

Figure 2. Energy-SHIFTS project objectives

OBJECTIVE 1

Increase accessibility of the energy policy world by creating an inclusive SSH Forum which supports new and under-represented voices

OBJECTIVE 2

Significantly increase the direct engagement of diverse SSH academics with the SET-Plan (increasing energy-SSH supply)

OBJECTIVE 3

Facilitate the feed-in of cutting-edge Social Sciences and Humanities insights to improve low-carbon energy policy (increasing energy-SSH uptake)

OBJECTIVE 4

Use SSH methods as a basis for all the Forum's work, including to foster and evaluate effective cooperation among stakeholder groups
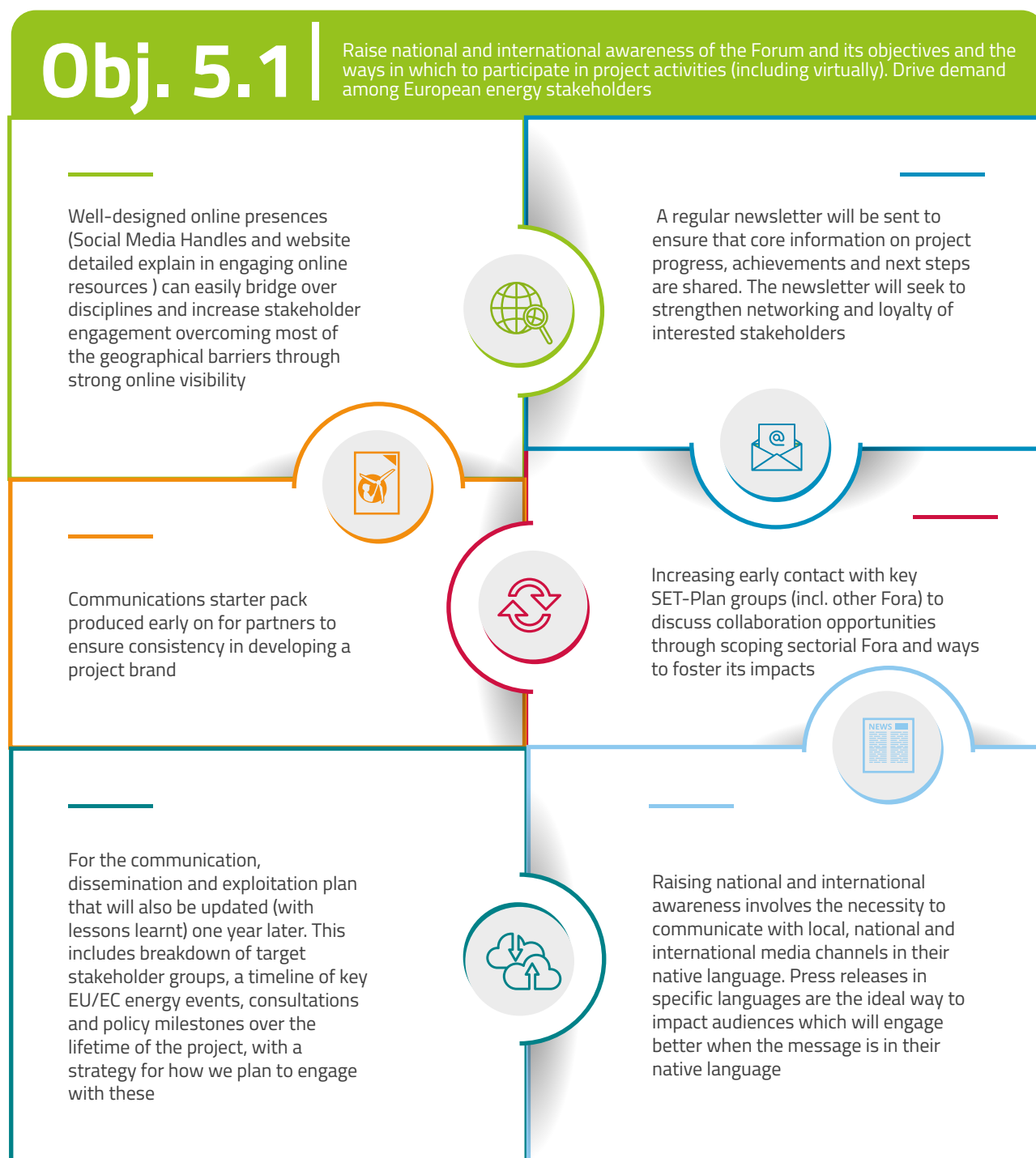
OBJECTIVE 5

Energy-SHIFTS develops as a central reference point for best practices and future priorities in energy-SSH, actively working with relevant initiatives

The Energy-SHIFTS WP5 has three sub-objectives, each of which requires accompanying communications activities, as detailed in Figure 3's objectives 5.1-5.3 below:

Figure 3. Dissemination, exploitation and communication activities objectives

Obj. 5.1

Raise national and international awareness of the Forum and its objectives and the ways in which to participate in project activities (including virtually). Drive demand among European energy stakeholders

Well-designed online presences (Social Media Handles and website detailed explain in engaging online resources) can easily bridge over disciplines and increase stakeholder engagement overcoming most of the geographical barriers through strong online visibility

A regular newsletter will be sent to ensure that core information on project progress, achievements and next steps are shared. The newsletter will seek to strengthen networking and loyalty of interested stakeholders

Communications starter pack produced early on for partners to ensure consistency in developing a project brand

Increasing early contact with key SET-Plan groups (incl. other Fora) to discuss collaboration opportunities through scoping sectorial Fora and ways to foster its impacts

For the communication, dissemination and exploitation plan that will also be updated (with lessons learnt) one year later. This includes breakdown of target stakeholder groups, a timeline of key EU/EC energy events, consultations and policy milestones over the lifetime of the project, with a strategy for how we plan to engage with these

Raising national and international awareness involves the necessity to communicate with local, national and international media channels in their native language. Press releases in specific languages are the ideal way to impact audiences which will engage better when the message is in their native language

Obj. 5.2

Establish mechanisms to not only transfer knowledge between consortium partners and those external to the project, but also to exchange crucial knowledge as part of a two-way process

Scoping activities with key groups to open up discussion around some of the big energy-SSH issues being funded by the European Commission in order to ensure that a variety of voices are present

Aiming to find mechanisms for better feed-in from SSH to Energy Union priorities, Working Groups will provide SSH research priority recommendations for four specific (SET-Plan focussed) energy topics: renewables, smart consumption, energy efficiency and transport

Policy Fellowship scheme to boost reciprocal relationships between researchers and policy workers focussing on crucial energy issues across SSH disciplines

Communications plan for the Early-Stage Researcher (ESR) programme will be a cross-cutting activity closely related with e.g. the Policy Fellowship, working and scoping groups where two-way processes will be critical

In-person events including: Workshops, Masterclasses, a Pan-European conference to present results of the Forum, Virtual participation tools, e.g. live streaming.
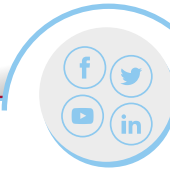
Social Media Networks strategy as a communication tool to disseminate and increase the audience engagement.

Website with a dedicated private partner space. It will host the key information produced by the project, including reports, infographics, webinar downloads, researcher and policyworker databases, as well as summaries of all activities and ways to get involved.

Obj. 5.3 | Work to deliver and monitor project impacts as related to exploitation of outputs

Collaboration with other projects (including other sectorial Fora)
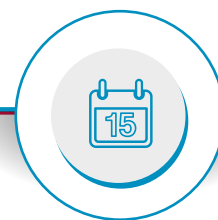
List of external events at which partners are representing Energy-SHIFTS

Internal Consortium monthly emails

Quarterly reports to monitor the results and update the Plan

2.2. Targets for stakeholder participation

The central thread to all our impacts is to foster interactions between researchers and policyworkers, with a particular focus on the roles and potential contributions of energySSH research disciplines.

Energy-SHIFTS thus includes scoping workshops, Online Citizen Debates, Policy Fellowship Programmes and Working Groups aimed at providing attractive and useful means for engagement across our targeted stakeholders groups.

The Forum will also impact at a personal level, building strong research-policy interactions at the individual level. All Energy-SHIFTS activities will be influenced by key policy processes, including the European Strategic Energy Technology Plan (SET-Plan) Implementation Plans. Energy-SHIFTS aims to provide specific energy-SSH advice that can catalyse strategic energy-SSH research and social innovation under the EU energy policy goals.

Table 1 below provides a visual representation of our initial stakeholder participation plans.

Table 1. Stakeholder participation priorities

ACTIVITIES	STAKEHOLDERS	ACADEMIC COMMUNITY (INCLUDING ERS+PHD)	SET-PLAN STAKEHOLDERS AND INDUSTRY	POLICYWORKERS	NGOS AND CIVIL SOCIETY	CITIZENS AND MEDIA
GUIDES TO SSH IN EU POLICY	X	X	X			
WORKSHOPS	X	X	X	X	X	X
DATABASE	X	X	X	X		
WORKING GROUPS	X	X	X	X		
POLICY FELLOWSHIPS	X	X	X	X		
EARLY-STAGE RESEARCHER PROGRAMME	X	X				
MASTERCLASSES	X	X	X	X		
ONLINE CITIZEN DEBATES	X	X	X	X	X	X

COMMUNICATION AND DISSEMINATION ACTIVITIES	STAKEHOLDERS	ACADEMIC COMMUNITY (INCLUDING ERS+PHD)	SET-PLAN STAKEHOLDERS AND INDUSTRY	POLICYWORKERS	NGOS AND CIVIL SOCIETY	CITIZENS AND MEDIA
ONLINE FOLLOWERS	X	X	X	X	X	X
NEWSLETTER SUBSCRIBERS	X	X	X	X	X	X
PARTNERS' CONFERENCE PRESENTATION	X	X	X	X	X	X
PAN EUROPEAN CONFERENCE	X	X	X	X	X	X

Total of participants: 10,000

3. Target stakeholder groups

The project addresses not just a direct audience but also reaches out to intermediaries on a pan-European level. This Plan, therefore, identifies and analyses a set of target communities, and classifies them into several groups according to the influence and mutual dependence that exist between these communities and Energy-SHIFTS.

We present here, in Table 2, key players (and their roles) for each of these target audience categories. Descriptions sit alongside a detailed breakdown of the potential interests, impacts and opportunities for each of the target audiences.

Table 2: Target Audiences

Target audience	Subcategories	Dissemination needs and related Energy-SHIFTS tools	Exploitation routes and related headline Impact	Communication Opportunities To / With This Stakeholders
Academic Community	Energy-SSH researchers	Opportunities to share expertise and increase own research impact. In-depth, referenced resources. Interdisciplinary SSH dialogue.	Forum findings can stimulate own research and networking. SSH Priority Theme recommendations feed into upcoming H2020 projects. (Impact 4)	Via: conferences and events; workshops; publications; word of mouth and personal contacts; online and personal interviews; social media; newsletter and website.
Academic Community	Energy-SSH ESR's	Engage researchers in the first four years of their career to support their research career in energy issues. Interdisciplinary SSH dialogue. Learning from policy.	Emphasise the value of ESR's in driving energy-SSH research agendas and recommendations on how they can influence policy (workers).	Via: ESR communication plan; conferences and events; workshops; online and personal interviews; socia media; press releases; newsletter and website.
EC	Directorate-General for Research & Innovation (RTD)	Engage Policy Officers in terms of e.g. H2020 and Horizon Europe Framework Programme priorities.	Setting the Project and the outputs up to gain traction with as many of the Policy Officers as possible.	Via: workshops; masterclasses; monthly calls; submitted deliverables; conferences and events; publications; social media; newsletter.
Academic Community	Non-SSH energy researchers	Greater understanding of debates within SSH, and terminology. Case studies of how energy-SSH and energy-STEM are combined well.	Improve own project design with more insightful outcomes for society. Utilisation of databases for access to energy-SSH research and policy expertise.	Via: conferences and events; workshops; publications; word of mouth and personal contacts; online and personal interviews; social media; newsletter and website.
SET-Plan stakeholders and Industry	SET-Plan steering group (EU member state representatives)	Establishing opportunities to impact on the strategic discussions of future versions of the SET-Plan.	Provide inputs received from the SSH Forum community in order to orientate policy alignments accordingly.	Via: SET-Plan conference attendance; Policy Fellowships and Shadowing Programme; database; accessible guides; conferences and events; workshops; publications; word of mouth and personal contacts; online and personal interviews; social media; newsletter and website.

SET-Plan stake-holders and Industry	SET-Plan Implementation Working Groups	Engage in dialogue about cross-cutting issues from SSH, fo-cusing on renewables, smart consumption, energy efficiency, transport.	SSH-focused guides from SSH learnt knowledge to link dia-logues with SET-Plan principles.	Via: SET-Plan conference attendance; Working Groups; database; publications; word of mouth and personal contacts; social media; newsletter; press releases; blogposts and website.
SET-Plan stake-holders and Industry	LC-SC3-CC-4-2018 funded Fora*	Formal contacts with which we will be working to address their particular communities' en-gagement with the SET-Plan principles on energy-related SSH disciplines.	Core guidance on fundamental policy mechanisms which the Forum's main activities will utilise, also building strong links from the very start with key groups.	Via: SET-Plan conference at-tendance; Policy Fellowships and Shadowing Programme; workshops; Working Groups; publications; word of mouth and personal contacts; social media; newsletter, press releases and website.
SET-Plan stake-holders and Industry	European Technology & Innovation Platforms (ETIPs)	Direct discussions about the role of SSH evidence and what mechanisms could be utilised within ETIPs to date.	Measuring outcomes (through our eval-uation activities) of interdisciplinary discussions catalysed between relevant participants through.	Via: WP1 interviews; con-ferences and events (not just attendance, but also possibilities of co-hosting); database; publications; SET-Plan Conference; Policy Fellowships and Shadowing Programme;Working Groups; word of mouth; social media; newsletter and website.
SET-Plan stake-holders and Industry	Industry within EU energy projects	Collaboration oppor-tunities e.g. at ETIP/SET-Plan events. Reciprocal weblinks driving interest be-tween initiatives. Case studies on embedding SSH.	Access to SSH researchers with tar-geted expertise. More impactful project design. Sharing good practice examples of stakeholder engage-ment.	Via: conferencesand events;workshops; pub-lications; wordof mouth; socialmedia and website.
Policyworkers	EU, national, regional and local government	Activities with a central policy agenda. Clear, tangible rec-ommendations and examples. Executive summaries within resources. Ability to advance own net-working.	Use databases to access energy-SSH expertise. Embed insights into SET-Plan Implementation Plans. Replication of Fellowship scheme.	Via: conferencesand events;workshops; database researchers; socialmedia; newsletter; press releas-esand website.
Policyworkers	Energy authorities	Help them to find tools to achieve the citizen energy-related demands across involved activities.	Facilitate useful guides, publications and an external agen-da to feed insights, SSH energy-related.	Via: conferencesand events;workshops; database researchers; wordof mouth; socialmedia; newsletter; press releasesand website.
Policyworkers	Think tanks	Encourage their EU policy influence into Forum topics to increase, across them, political and academic attention.	Giving relevant voices across scoping activities and online publications	Via: conferencesand events;workshops; database researchers; wordof mouth; socialmedia; newsletter; press releasesand website.

Policyworkers	Lobby groups	Giving the chance to know citizens' demands to implement their private interests developing a cross-cutting role in scoping activities.	Sharing transition experiences and successful initiatives enabling the transfer and adoption of innovative EU policies.	Via: conferencesand events; workshops; database researchers; Masterclasses; Online Citizen Debates; wordof mouth; socialmedia; newsletter; press releasesand website.
Non-Governmental Organisations (NGO's) and civil society	Policy-facing NGO's	Providing easily applicable guidance for energy planning,actionable steps to leverage network-characteristics, and actionable steps to fit their projects.	Provide information and guidance and offer services related to increase their impact in the community.	Via: conferences and events; workshops; database researchers; Masterclasses; Online Citizen Debates; word of mouth; social media; newsletter; press releases and website.
	Energy-related NGO's	Work together during the whole Forum process in order to better align both the Forum and its outcomes with the values, needs and expectations of society.	Bringing public sources with energy-related publications which help to disseminate their activities.	Via: conferences and events; workshops; database researchers; Online Citizen Debates; word of mouth; social media; newsletter; press releases and website.
General Public	Citizens	Reinforcing the citizens' position at the crossroads between policy and SSH energy disciplines having its energy demands as a core goal.	Providing attractive publications to engage them in increase knowledge about energy-related topics.	Via:social media and website; online debates.
Media	–	Their role will be crucial to impact the local and national citizen communities, engaging them on scoping activities.	To increase the amount of the comprehensive and coherent data which facilitate the design and the implementation of energy efficiency tailored messages.	Via: conferencesand events; publications; Masterclasses; press releases; newsletter; social media; website and online debates.

* https://cordis.europa.eu/programme/rcn/703280/en

4. Communications channels and tools

For the Energy-SHIFTS project to really make an impact, communication, dissemination and exploitation of the project's objectives need to be strategically planned and incorporated creatively, originally and innovatively. Through different channels and tools, Energy-SHIFTS aims to stimulate and engage stakeholders to interact with the project and its partners.

This section presents the various communication channels Energy-SHIFTS will employ, as well as the tools (including templates, guides, and online resources) produced for the Consortium to generate content for said channels. These lists are not definitive and will change over the course of 2019-2021, as project activities and communication needs develop further.

4.1. Engaging channels

Online channels can easily bridge over Energy-SHIFTS objectives and connect them to different targets with the common interests.

Alongside the previous means of dissemination, the following online channels (Figure 4) will used to disseminate information and activities with regards to the Forum.

Figure 4: Online engaging channels

WEBSITE

WHAT Cross-cutting online channel which hosts key information produced by the project e.g. multimedia resources; internal communications, infographics, researcher and policyworker databases, as well as its principals and its on-going activities and key results and outputs.

This information have been collocated with the following structure:
- Home
- About
- Activities (Scoping Workshops; Working Groups; Policy Fellowships and Shadowing; Early-Stage Researcher programme; Masterclasses; Online citizen debates, Pan European Conference)
- News
- Videos
- Blogs
- Consortium
- Private Page

WHY The Website can overcome geographical barriers and spread the Forums message beyond the Forum's lifetime.

OBJECTIVES Consolidation of the website as the central hub through which the potential and targeted audience (including the Consortium) can consult energy-related SSH information linked with Energy-SHIFTS on several levels (local, national and EU level)

HOW Share the websites hyperlink across other online channels such as social media network or the Newsletter with regards to specific activities/actions to announce e.g. upcoming events, calls for participants or database updates among others.

TARGETS Academic Community - SET-Plan stakeholders and Industry – Policyworkers - NGO's and civil society - General Public – Media - Consortium

CONNECTED WPs Scoping workshops- Working Groups – Policy Fellowships and Shadowing – Synthesis and Evaluation – Dissemination, exploitation and communication activities- Project management – Ethics requirements

NEWSLETTER

WHAT
Periodic newsletter (bi-monthly), starting in month 3 after the first scoping workshops and research have been carried out. The internal Consortium newsletter will be sent monthly to keep partners informed about the on-going project

WHY
To reach the audience which have subscribed to the newsletter without much prior information concerning the project, providing them with an introduction to the Energy-SHIFTS Forum. Furthermore, to keep the target audience informed through the newsletter and foster potential attendance to Forum activities.

OBJECTIVES
Present information about the projects activities and outcomes and inform experts and stakeholders' opinions on specific issues

HOW
Using a marketing automation platform and email marketing service such as MailChimp, that will be set up and used to facilitate the management of the mailing list and newsletter dissemination

TARGETS
Academic Community - SET-Plan stakeholders and Industry – Policyworkers - NGO's and civil society - General Public – Media - Consortium

CONNECTED WPs
Scoping workshops- Working Groups – Policy Fellowships and Shadowing – Synthesis and Evaluation – Dissemination, exploitation and communication activities- Project management

SOCIAL MEDIA

WHAT
Various Social Media Networks (Facebook, Twitter, Linkedin, Youtube) will be used to share, experience and participate in conversations about project issues and disseminate project results and outputs. So far, active project accounts have been set up in the most widely used social media platforms with optimal results (see section 1)

WHY
Social Media is a useful way to mainstream the Energy-SHIFTS project and provide the most direct online impact on potential and targeted audience

OBJECTIVES
Increase the sharing of target engagement publications (external and Forum publications) which will be launched according to community interests. Identify and approach persons and organisations already active in fields related to Forum activities

HOW
Tailoring information to Social Media Networks traits. Daily updates on Twitter, Facebook and Linkedin about Forum activities and publications. Sharing the most relevant information from other Social Media Handles. Creating interactive forums at European and national scale (through Twitter threads and Community Groups on Linkedin) across related energy-SSH information. Following the energy-related trending topics

TARGETS
Academic Community - SET-Plan stakeholders and Industry – Policyworkers - NGO's and civil society- General Public – Media - Consortium

CONNECTED WPs
Scoping workshops- Working Groups – Policy Fellowships and Shadowing – Synthesis and Evaluation – Dissemination, exploitation and communication activities-

BLOGS

WHAT
Blogs serve as a platform to provide information on how SSH have contributed to energy policy and good practice in SSH-STEM collaboration in a direct manner

WHY
As blogposts are short and easy to read it makes them the ideal place to populate Forum lessons to reach the general target policy audience.

Blogpost are short texts without any jargon language. This structure will be critical to populate Forum topics across general public and also to give academics and policy community some headlines about the Forum

OBJECTIVES
Build new bridges to impact the less specialised target audience providing energy-related information with non-jargon language broadening the general understanding concerning the project

HOW
ESR and PhD students will be crucial to generate blogposts. Content related to Forum activities will be spread across Social Media Networks and newsletters.

TARGETS
Policyworkers - NGO's and civil society- General Public – Media - Consortium

CONNECTED WPs
Scoping workshops- Working Groups – Policy Fellowships and Shadowing – Dissemination, exploitation and communication activities
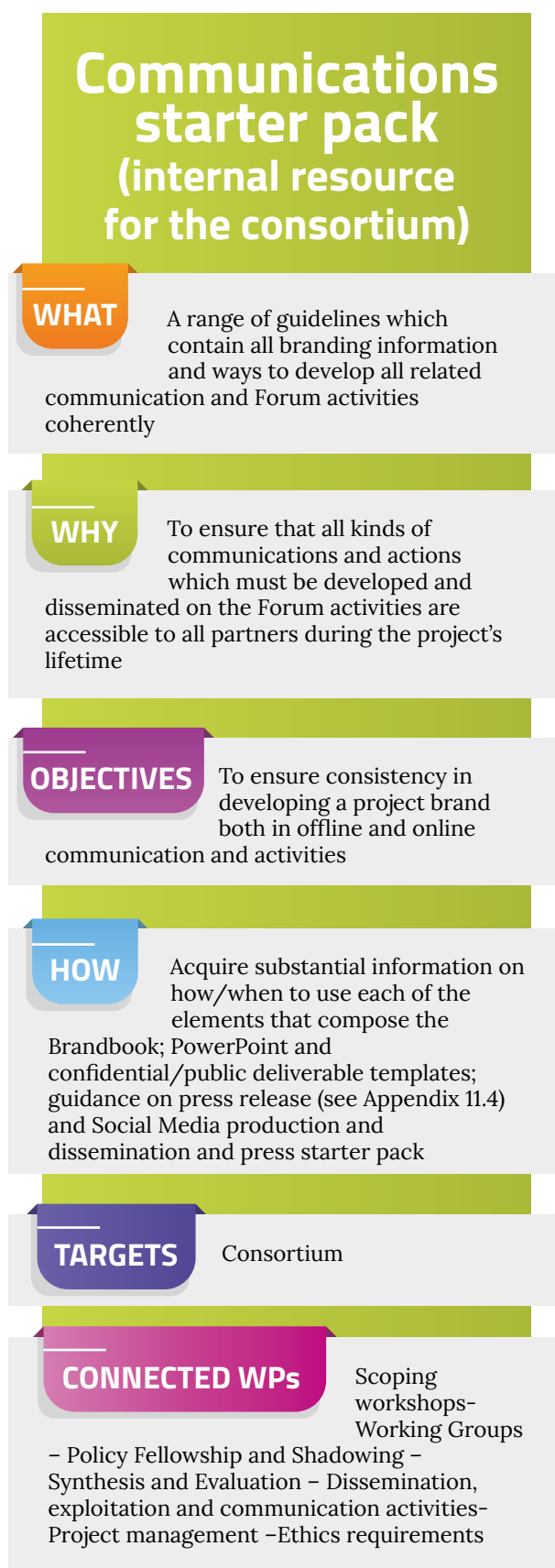
PHOTOS, VIDEOS, ANIMATIONS AND INFOGRAPHICS

WHAT

This will include video interviews with participants and partners of Energy-SHIFTS activities, animations on the main outcomes of the project highlighting achieved impacts, and infographics explaining key concepts and arising cross-cutting themes

WHY

Visuals are the perfect multimedia to enhance and bring clarity and synthesis to the Forum message to those that don't find the time to read long reports as well as people who are not familiar with technical jargon

OBJECTIVES

Streamline Forum knowledge across multimedia, it is especially easy and fast to be consumed through new gadgets (smartphones, tablets, etc.). The goal is to increase online users loyalty using their most popular multimedia files and engage potential new users

HOW

Share 20 videos and several interviews with stakeholders, Consortium members and relevant energy field figures who will participate to spread knowledge on specific energy-related topics. Infographics and animation will be used to complement and leverage the message to the general public, enhancing interest in Energy-SHIFTS activities.
Social Media and the website will be critical to disseminate this information. Every newly produced multimedia file will have a specific Social Media Post on each handle and a relevant page on the website

TARGETS

NGO's and civil society- General Public – Media

CONNECTED WPs

Scoping workshops- Working Groups – Policy Fellowships and Shadowing –Dissemination, exploitation and communication activities

4.2. Consortium tools, including guidelines and templates

The strength of the Energy-SHIFTS project lies within the perspectives contributed to it by the consortium members. Maximising the impact of these perspectives will need cross-cutting communication tools to provide consistency with the Forum.

This section presents the templates, guides and other tools produced for the consortium members to enhance the project's visibility and outreach.

Figure 5: Online engaging tools

Communications starter pack
(internal resource for the consortium)

WHAT — A range of guidelines which contain all branding information and ways to develop all related communication and Forum activities coherently

WHY — To ensure that all kinds of communications and actions which must be developed and disseminated on the Forum activities are accessible to all partners during the project's lifetime

OBJECTIVES — To ensure consistency in developing a project brand both in offline and online communication and activities

HOW — Acquire substantial information on how/when to use each of the elements that compose the Brandbook; PowerPoint and confidential/public deliverable templates; guidance on press release (see Appendix 11.4) and Social Media production and dissemination and press starter pack

TARGETS — Consortium

CONNECTED WPs — Scoping workshops- Working Groups – Policy Fellowship and Shadowing – Synthesis and Evaluation – Dissemination, exploitation and communication activities- Project management –Ethics requirements

Communications plan for the Early-Stage Researcher (ESR) programme

WHAT
Designed communication strategy to engage early-stage energy-SSH researchers to actively participate in this programme

WHY
Further the interest of researchers to dedicate attention and research to the complex of energy issues

OBJECTIVES
Provide Consortium ESR programme leaders with a communications guide on how to proceed on each stage of the Programme communication

HOW
Selecting the most appropriate online tools, timescales and channels (see section 5) to reach early-stage energy-SSH researchers with a tailored message

TARGETS
Consortium

CONNECTED WPs
Scoping workshops- Working Groups – Policy Fellowship and Shadowing – Synthesis and Evaluation – Dissemination, exploitation and communication activities-

Communication, dissemination and exploitation plan

WHAT
Roadmap and timeline for dissemination and communication tasks as well as present relevant results to improve the developed strategies in month 15

WHY
Following the Plan, the Forum's visibility and impact will be incremented in terms of engagement and events/call to actions attendance

OBJECTIVES
Disseminate the project goals and outcomes effectively; promote events and activities across online channels (see section 4.1); roll out efficient tools for communications with different audiences (potential and targeted); engage new users; build a loyal community of targets to serve as intermediaries for reaching other communities and increase synergies in liaisons and collaborations with audience, Consortium Members, third parties and external agenda

HOW
Creating a specific strategy with regardsto communications and the particular details of each related initiative

TARGETS
Consortium

CONNECTED WPs
Scoping workshops- Working Groups – Policy Fellowship and Shadowing – Synthesis and Evaluation – Dissemination, exploitation and communication activities- Project management –Ethics requirements

Monitor dissemination and exploitation impacts

(see section 7)

WHAT Keeping all expected impacts and results on track with a robust monitoring process while enhancing Forums visibility and engagement

WHY Monitoring Consortium activities will bring new perspectives, identify risks and improvements when organising and carrying out an activity or communication

OBJECTIVES Find opportunities to impact new and targeted audience across online channels providing the Consortium with a range of results to follow or improve

HOW The impact created through the WPs (scoping workshops, working groups among others) and the external agenda will be measured with the data gathered from attendance (number of participants, etc.)
The outreach and engagement will be measured with Google reporting system tools and with the standard reporting features of Social Media Networks (including newsletter)

TARGETS Consortium

CONNECTED WPs Scoping workshops- Working Groups – Policy Fellowship and Shadowing – Synthesis and Evaluation – Dissemination, exploitation and communication activities- Project management

List of Energy-SHIFTS events

WHAT Detailed internal list of all related Forum events which may be of interest to the consortium. The following events have been planned: 4 scoping workshops between April and June 2019, 3 Internal Consortium Meetings, 4 working groups, 4 masterclasses and 4 online citizen debates

WHY To exchange ways to proceed and develop Energy-SHIFTS events and to maximise their impact.

OBJECTIVES To keep the Consortium informed about partner events, in terms of organisation, and provide ways to improve events impact.

HOW An online and private spreadsheet has been shared with Consortium members in which they can share all common information. Additionally, the monthly Consortium newsletter will inform everyone about all event updates.

TARGETS Consortium

CONNECTED WPs Scoping workshops- Working Groups – Policy Fellowship and Shadowing – Synthesis and Evaluation –

Other internal plans (Masterclasses and Online Citizen Debates) will be developed following the update of this Plan in month 15.

4.3. Other resources

Figure 6: Other resources

Press releases

WHAT
Five press releases will be produced at strategic times, each of which will be in five European languages (French, German, Spanish, Italian and Polish)

WHY
Considering press releases are the most utilised tools to impact local and national media, they are subsequently are most specifically tailored communications channel

OBJECTIVES
Bring energy-related media attention to the project through tailored key information and activities, focusing on on-going events in which audiences can actively participate

HOW
Structured press releases, including summaries; relevant EU and Forum events agendas; project achievements; contact details; visuals will be available in the press room on the Energy-SHIFTS website. To increase its impact, specific Social Media posts regarding the press release will be published on profiles

TARGETS
NGOs and civil society- General Public – Media (local and National)

CONNECTED WPs
Scoping workshops- Working Groups – Policy Fellowship and Shadowing – Synthesis and Evaluation – Dissemination, exploitation and communication activities

Public-facing deliverables

WHAT
A range of documents have been produced to facilitate Forum communication and the process of reviewing and proofing timescales following Energy-SHIFTS branding principles

WHY
Public-facing deliverables being online will assist Consortium members to keep always all the most needed documents to increase their efficacy in develop Energy-SHIFTS duties

OBJECTIVES
Provide a clear guidance to follow in terms of building strong Forum branding and guarantee the highest efficiency in obtaining the best public-facing deliverables results

HOW
Hosted on a private page on the project website, all documents will be online and accessible to all partners with a clear page structure where guidelines, timescales and template sources will be updated and available. This will provide all partners with public-facing deliverables.

Any improvement or change will be communicated through the monthly Consortium Newsletter or, if needed, with the WP lead involved

TARGETS
Consortium

CONNECTED WPs
Scoping workshops- Working Groups – Policy Fellowship and Shadowing – Synthesis and Evaluation – Dissemination, exploitation and communication activities- Project management –Ethics requirements

Journal articles

WHAT Consortium partners are committed to produce 9 journal articles with the suggested provision titles and indicative journal destinations given below:

1. DRIFT: 'Social innovation in the energy transition – positioning the social sciences and humanities'. *Environmental Innovation and Societal Transitions.*

2. NTNU, JU: 'Inclusive engagement for fair energy transitions'. *Research Policy.*

3. ARU, EERA: 'The use of social science and humanities evidence in energy policymaking'. *eceee summer study conference proceedings.*

4. JU, DRIFT: 'Renewable energy – quo vadis? A social science research agenda'. *Energy policy.*

5. NTNU, ARU – 'Beyond the smart consumer'. *Journal of Cleaner Production.*

6. ARU, NTNU – 'Horizon scanning 'energy efficiency': A social sciences and humanities led vision for research and innovation'. *Energy Efficiency.*

7. NTNU, DRIFT – 'Deep interventions for a low-carbon mobility futures'. *Transportation research* A.

8. ARU: 'Developing the Delphi method to appreciate divergence of experts: a case study from the energy-related social sciences and humanities'. *Qualitative Research.*

9. DRIFT, E3G: 'When policy talks to social science: challenges in the energy transition'. *Critical policy studies.*

WHY Journal articles will ensure that our research outputs are peer-reviewed to a high standard (thereby ensuring quality assurance), as well as provide a means to establish dialogue with research communities.

OBJECTIVES To promote the generation of novel, evidence-based research regarding social, behavioural, and cultural processes as they relate to the energy transition

HOW In order to increase their impact, Google Scholar or Research Gate will be a quick way to impact the researcher community and increase traffic.

TARGETS Academic Community - SET-Plan stakeholders and Industry – Policyworkers

CONNECTED WPs Scoping workshops- Working Groups – Policy Fellowship and Shadowing – Synthesis and Evaluation – Dissemination, exploitation and communication activities

5. Activity-specific strategies

Following the Objectives of this Plan (see Energy-SHIFTS communication plan objectives, in section 2.1.), it is crucial to develop a unique strategy for each category of project activity to make sure that each of the Energy-SHIFTS outputs and initiatives are properly communicated.

This section will go into more detail about the designated communication tools and channels for each activity, providing clarity and effectiveness on how to foster Energy-SHIFTS Forum activities (public and confidential) and having this Plan as a functional reference for consortium partners and audiences.

A roadmap for dissemination actions will be drawn up, taking into account the lifetime of each activity following the structure and objectives presented below:

1. **Actions for the pre-activity phase (announcement)**
   The aim of this period is to establish the steps to follow for producing the outputs requested on time.

2. **Actions for the ongoing activity phase (execution)**
   With the objective to have all related information and multimedia files ready, a specific timescale will be designed (especially for the event activities) to follow the activities as the need arises.

3. **Actions for the post-activity phase (results and conclusions)**
   The core goal is to keep audience and consortium members informed with regards to the final conclusions or lessons learnt from each activity.

4. **Actions for monitoring (consequences and improvements)**
   Monitoring will be implemented through online and offline analytics tools and based on collected statistics. This will be used to draw conclusions on an activities' success and how to best increase its impact.

The Communications Strategy will be vital to disseminate these four main categories of activities.

5.1. Publications

In the first project year Energy-SHIFTS will produce over 10 publications; these will be available on our website and will be featured in our newsletters/press releases and/or be widely shared on our social media networks.

Table 3 below provides a brief overview on how Publications will be communicated:

Table 3: Publications

Leader Participant	Deliverable No.	Deliverable name	Channels (see section 4.1)	Tools (see section 4.2)
ARU	D1.2	Scoping workshop reports on each impact theme x4	- website - consortium - newsletter - social media - press release - newsletter	- communication, dissemination and exploitation plan - monitor dissemination and exploitation impacts
EERA	D1.4	Scoping guides on the role of energy-SSH in ETIPs and SET-Plan x2	- website - consortium newslette - social media - press release - blogs - newsletter	- communication, dissemination and exploitation plan - monitor dissemination and exploitation impacts
ARU	D2.1	Working Groups terms of reference	- website - consortium newsletter	- communication, dissemination and exploitation plan - monitor dissemination and exploitation impacts
ARU	D2.2	Working Group guidelines for systematic Horizon Scanning within Energy-SHIFTS	- website - consortium newsletter - social media - press release - blogs - newsletter	- communication, dissemination and exploitation plan - monitor dissemination and exploitation impacts
DRIFT	D3.1	Report on 'Live energy policy challenges: questions for the Social Sciences & Humanities'	- website - consortium newsletter - newsletter - social media - press release - blogsphotos, videos, animations and infographics	- communication, dissemination and exploitation plan - monitor dissemination and exploitation impacts
ACC	D5.3	Plan for dissemination, exploitation and communications	- consortium newsletter - photos, videos, animations and infographics	- communication, dissemination and exploitation plan - monitor dissemination and exploitation impacts
ACC	D5.4	Updated Plan for dissemination, exploitation and communications	- website - consortium newsletter - photos, videos, animations and infographics	- communication, dissemination and exploitation plan - monitor dissemination and exploitation impacts

Actions for the pre-activity phase (announcement)

To ensure good engagement and Google SEO (Search Engine Optimisation), lead partners should send details of the planned publication in accordance with the communications timescale document (see Appendices).

An email should be sent containing the following information:

- General Information (related topic and keywords, authors/editors name, institution, role and social media handles)
- Related pictures or, if needed, suggestions for additional graphics
- External links (Universities, NGO's, Institutions, press officers to engage)

Online channels:

- Social media:
  - Make contact with the author (writer) through a friendship request and retweet or share any past publication from her/his profile that could be relevant to the Forum.
  - Analyse her/his contacts to highlight any other relevant Energy-SHIFTS topic handles

This pre-activity period will be active until the publication's approval by the lead partners involved.

Actions for ongoing activity (execution)

To maximise online impact and notify contacted authors/editors that her/his publication is already online, an e-mail will be sent two days before the publication is published and online.

Online channels:

- Website: Upload the final version of the publication on the publications page with an 'open link in a new tab' system.
- Social media:
  - On the day of online publication, create a specific update on Twitter, Facebook and LinkedIn with the following information: Authors handle, related topic, related hashtags and the Energy-SHIFTS official hashtag, link to website.
- Google Scholar: Upload the publication.

This ongoing activity period will be active between 1-2 days.

Actions for post-activity phase (results and conclusions)

In this period the aim is to engage targeted and potential audiences of the publication and, as a cross-cutting issue, to increase Forum visibility.

Online channels:

- Newsletter/press release: Refer to the publication on both channels attaching the website link
- Monthly consortium newsletter to encourage partners to read and share the publication across their personal or institutional social media handles.
- Social media: Post a reminder to the social media community, that the publication is available online (once a month, approximately).
- Blog: Insert the link to the publication on topic related blogpost to increase link building strategy.

This post-activity period will be active depending on newsletter/press release timescale.

Actions for monitoring (consequences and improvements)

Extract data on traffic and users the publication generated from Online Analytics tool.

Online channels:

- Website: Google Analytics on how much organic traffic this publication link had, as well as the download button in the press room section. Also, which are the most popular online sources through which this traffic accesses the website.

- Social media: Number of likes, shares and comments gained.

- Monthly consortium newsletter: If relevant, to share the results with partners.

Online tools:

- Monitor dissemination and exploitation impacts. If any improvement is detected, share with consortium partners involved in publication activities.

This monitoring period will be active across a 30 day period after publication.

5.2. Participatory activities

Table 4 below will provide a brief overview on how participatory activities will be communicated:

Table 4: Participatory activities

Leader Participant	Deliverable name	Channels (see section 4.1)	Tools (see section 4.2)
EERA	Policyworker and researcher databases	- Website - Consortium Newsletter - Social Media - Press Release - Newsletter	- Communication, dissemination and exploitation plan - Monitor dissemination and exploitation impacts
JU	Early-Stage Researcher Programme	- Website - Consortium Newsletter - Social media - Press Release - Newsletter - Blog - Public-facing deliverables	- Communication, dissemination and exploitation plan - Monitor dissemination and exploitation impacts - Communications starter pack
ARU	Working Groups across SET-Plan themes	- Website - Consortium Newsletter - Social Media - Press Release - Newsletter - Blog	- Communication, dissemination and exploitation plan - Monitor dissemination and exploitation impacts - Communications starter pack
DRIFT	Policy Fellowship scheme	- Website - Consortium Newsletter - Social Media - Press Release - Newsletter - Blog	- Communication, dissemination and exploitation plan - Monitor dissemination and exploitation impacts - Communications starter pack

5.2.1. Policyworker and researcher databases

The policyworker and researcher databases need a strong liaison between consortium partners in order to register as many individuals and organisations as possible. According to the consortium members expertise, consortium members will play a critical role in engaging the academic and policyworker community to get involved in the databases in terms of participation and knowledge creation. The dissemination strategy concentrates on the following:

Actions for the pre-activity phase

A guide for how to set up the database following the User Experience Principles for the future dissemination strategy has been written.

This Plan will be a useful guide to set up the database having in mind its future dissemination requirements (structure, design and keywords).

- Online channels
  - Website – prepare all technical aspects to ensure consistency of the database to maximise user experience.
  - Newsletter
    - Ensure compliance with the data protection law including the process to contact potential policyworkers and researchers.
    - Define the way to approach SHAPE ENERGY online academic database members and Energy-SHIFTS policyworkers when they confirm their entry in the database and how they will able to opt-in to receive information about the Policy Fellowship scheme or the newsletter.
- Monthly consortium newsletter – encourage the consortium to invite their local policyworker and academic communities to participate in the process of database formation and dissemination.
- Social media
- Publish specific call to action to participate in database formation and dissemination, focusing on LinkedIn Community Groups.
- When researchers and policyworkers contact details are provided, find their social media handles to send them a connection request.

This pre-activity period will be active until the official database launch.

Actions for the ongoing activity phase

Once the database is available and online with the first bulk of data, the dissemination strategy will focus on increasing database visibility in order to impact potential and targeted audiences.

- Online channels
  - Website – a dedicated website page will be constantly monitored in terms of fixing possible Error 404, 403 or 501.
  - Social media – with the Lead Partner's approval, the most relevant / important targeted and potential audience entries will be selected and a specific social media update with the following information will be created:
    - Policyworker or researcher social media handle
    - Entry's headline
    - Most Trending Topic TT hashtag according to entry topic
    - Link to database
    - Call to action: encouraging active participation

    These updates will be repeated at strategic times, e.g. International days.
  - Newsletters and press releases – the most relevant entries will be included in the newsletter and press releases. It will be decided whether to include entries depending on several factors e.g. topics and other relevant content

This period will be active throughout the two-year project therefore there is no post-activity period.

Actions for monitoring

Monitoring the number of entries will be essential to understand if the dissemination strategy has been developed properly or if it will be necessary to modify it.

- Online channels
  - Monthly consortium newsletter – to inform partners about how populated the database is and, if needed, to search for new contacts to approach and identify potential researchers and policyworkers willing to participate in the database formation and dissemination.
- Online tools
  - Monitor dissemination and exploitation impacts – maintaining permanent contact with the database to let partner leads know the number of new/expected entries.

5.2.2. Early-Stage Researcher (ESR) Programme

This activity sits across multiple tasks/WP thus the ESR Programme is one of the most cross-cutting Energy-SHIFTS activities. The ESR Programme has direct connections to other activities - some already running and others to be launched next year- like workshops, the Policy Fellowship scheme or the online citizens debates. Drawing up a closed dissemination strategy would limit the possibilities of this activity, for this reason the following explanation will streamline the strategy. Depending on the circumstances of linked activities the possibilities to amend the strategy will be considered.

Actions for the pre-activity phase

The Programme started at the first stage of the project, having two ESR's actively participating in the first Energy-SHIFTS scoping workshop held in Rotterdam (see section 1). Because of this, some of the actions below have been already launched; however, they should technically be considered pre-activity actions:

- Online channels
  - Website – the ESR Programme has a specific space on the activity page where ESR and PhD students can get further information about the Programme.
  - Social media – when an Energy-SHIFTS event needs an ESR, a post will be written with the following information:
    - Call for participants with emoticons e.g. voice or exclamation mark
    - Headlines about the event
    - Link with application form
    - Deadline
  - Newsletter – tick box will be created to encourage students to sign up for the mailing list and get ESR related information
  - Blogpost – short blogpost (between 200-350 words) to announce the ESR vacancy with the information below:
    - ESR tasks
    - Detailed event information
    - Application form
    - Deadline
- Online tools

- Communications starter pack – a Deadline for submitting deliverables document will be given, Blogpost Author and Interview guidelines (see Appendices) have been produced to provide clarity to an ESR on how to manage their related event duties, like production of guest blogposts and video interviews in accordance to Energy-SHIFTS branding and Google Principles.
- Communications plan for the Early-Stage Researcher (ESR) Programme – key dissemination activities will be developed to establish consistent procedures to enhance visibility of the ESR Programme and impact targeted audience (ESR-PhD students)

This pre-activity period will be activated as the need arises, when a linked Energy-SHIFTS activity will need support as explained above.

Actions for the ongoing activity phase

For linked activities (e.g. scoping groups) ESR participation will be crucial to follow the ESR Programme duties and responsibilities.

- Online channels
  - Social media
    - In order to promote the ESR Programme, social media posts fostering users to participate in it will be often and regularly published. Social media related posts will have the following information:
      - Link to ESR website
      - Call to action with emoticons
      - Related hashtags e.g. #ESR #EnergySHIFTSESR #PhDchat
    - Retweets on Twitter and Shares on Facebook and LinkedIn will be the chosen actions to follow the ongoing event as long as ESR's update social media networks with relevant content. Each ESR, thus, will receive an email beforehand with these small tips to bear in mind:
      - Reminder to mention Energy-SHIFTS profiles in each post
      - Include official Forum hashtag #EnergySHIFTS

This ongoing activity period will be active as long as the event is still running.

Actions for the post-activity phase

Compile all ESR information to be disseminated through:

- Online channels
  - Blogpost – according to the Blogpost Author guidelines (see Appendices), the ESR should write a guest blogpost with the most relevant topics discussed during the event or activity. This blogpost should be approved and published within a week of the event. The guest blogpost will include a picture of the author, his or her role in the event and the Institution to which this person belongs.
  - Social media – once the blogpost is online, a post will be published containing the following information:
    - Authors name
    - Related topic and event or activity
    - Official hashtag
    - Link to the guest blogpost

- Newsletter – the blogpost hyperlink will be sent as part of the newsletter with a brief paragraph resuming the content.

This post-activity period will be active seven days before the blogpost publication date.

Actions for monitoring

Knowing the impact of each ESR will help to further update the Plan or the next linked activities to improve visibility on future actions.

- Online channels:
  - Website – users' interest with regards to the related website content, as well as the amount of website traffic generated by guest blogposts will provide insights on maintaining or amending the current strategy
  - Monthly consortium newsletter – To inform partners about how their ESR have developed their tasks and duties.

5.2.3. Working Groups across SET-Plan themes

100+ leading energy-SSH academics across 20+ disciplines will participate in this activity whose aim is to provide SSH research priority recommendations for four specific (SET-Plan focussed) energy topics. The strategy will focus on robust branding, communication and the dissemination of calls to action, ongoing working group events and the final conclusions.

Actions for the pre-activity phase

The key actions will define how and when to communicate and disseminate the Working Groups, the specific topic to be discussed and how to gain more participants for the activity.

- Online channels
  - Photos, videos, animations and infographics – Design a robust visual identity to help increase and capture targeted and potential audience interest and to further link Working Groups with the Energy-SHIFTS project.
  - Blogpost – create a short blogpost (between 280-300 words) to announce when specific Working Groups take place and encourage participation through calls to action. The blogposts should contain:
    - General information about the working group
    - Names of relevant member(s) participating
    - Deadline for application (if needed)
    - General information about the Working Groups activity
    - Internal and external hyperlinks to strengthen the link building strategy
  - Social media
    - Once the blogpost is online, create related posts on social media networks (especially on LinkedIn Community Groups) calling to participate or to share the information. These posts should include:
      - The hyperlink to the blogpost page or to the working group's page
      - The official hashtag #EnergySHIFTS
      - Brief information about the working group
      - The application deadline (if needed)

- After asking the lead partners about the social media handles of relevant participants e.g. academics, policyworkers, send a link request.
- Online tools
  - Communications starter pack – includes the PowerPoint and Word Templates to maintain branding identity.
  - Online Spreadsheet – to share with partners from the event in order to find good practices on how to improve stakeholder participation

This pre-activity period will be active until the day before the working group is launched.

Actions for the ongoing activity phase

The ESR's' involvement in Working Groups (see section 3.2 regarding the ESR Programme) through their defined duties will be useful to ensure ESR visibility at this stage of the activity. If ESR's participate while taking care of their assigned responsibilities (e.g. taking pictures, or sharing information on social media networks) it will also have a positive impact on the working group's online visibility.

- Online channels
  - Social media
    - Specific related posts will be updated during the ongoing working group day with the aim to be as widely shared and disseminated as possible. For that, the posts will contain the following:
      - Trending Topic related issue hashtag of that day
      - Mentioning as many of the participants as possible (taking into consideration any data protection or ethical issues)
      - Headlines covering the topics
    - If stakeholders, third parties or partners post any related information, it will be shared by retweeting on Twitter and/or sharing on Facebook and LinkedIn.

This ongoing activity period will be active as long as the working group is active.

Actions for the post-activity phase

The dissemination of conclusions drawn by involved ESR's and the final reports and guidelines will increase online Energy-SHIFTS authority in SSH fields. It will also be highly relevant to reach and impact potential audience.

- Online channels
  - Photos, videos, animations and infographics – necessary multimedia files which can contribute to strengthening Forum Branding will be provided.
  - Social media – once a report or guideline is finished, a social media post will be published to enhance impact on social media communities. For that, it will be crucial to include the following information:
    - Mention any relevant handles to increase the report's or guidelines' impact
    - Use the official Energy-SHIFTS hashtag with the Trending Topic hashtag
    - Link to website where the document is attached
  - Monthly consortium newsletter – keep informing the consortium partners about the working group updates and encourage partners to share the information with their contacts or press officers
  - Newsletters and press releases – Including the last and/or most relevant working group publication as a crucial content to approach local targeted audiences and press officers.

This post-activity period will be active for 30 days after the related publications have been published and are online. If needed, publications can be re-posted via social media every month to maximise impact and coverage.

Actions for monitoring

Knowing the online impact would help Working Group leaders to further improve performance of some specific actions or to identify and keep the most successful ones.

- Online channels
  - Social media – likes, shares and comments (representing 'engagement') will help determine if used hashtag increases the impact as expected or how the mentioned handles have been interacted with.
  - Website – clicks on the website page and time spent on page will serve as a Key Performance Indicator (KPI) (see section 7). KPIs will show to which degree the working group has caught the interest of users and to what extent the information regarding the event has been accessed.

5.2.4. Policy Fellowship scheme (PFS)

This activity represents one of the most innovative tools of the Energy-SHIFTS project, therefore, its dissemination strategy will represent this specific characteristic as one of the most attractive points of it. Calls to action will be phrased with vocabulary related to e.g. innovation, uniqueness, value.

This activity will be active after M15, the date when this Plan should be updated thus, the following strategy will be subject to change if needed.

Actions for the pre-activity

This stage will essentially involve strong branding in terms of creating links between Policy Fellowship activities and the Energy-SHIFTS project.

- Online channels
  - Social media – announce PFS as an important part of the Energy-SHIFTS activities in social media (focusing on LinkedIn Community groups). Posts explaining Policy Fellowship activities will be published periodically attached as content the following information should be provided:
    - Activity page link
    - Consortium handles involved
    - Official hashtag #EnergySHIFTS
  - Monthly consortium newsletter – to keep the consortium informed on this activity will help to build bridges to partners not involved in the Policy Fellowship to exchange ideas on how to improve the activity.
- Online tools
  - Communications starter pack
    - Provided to the activity leading consortium partner, and containing all needed templates e.g. Powerpoint and Word templates. Communication support on issues or conflicts in terms of communication with ESR, NGO's, journalists and press officers that may become necessary will be offered.
    - Provide each ESR involved with Authors guide and interview guidelines (see Appendices) to maintain consistency with SEO strategy.
  - Spreadsheet – sharing the upcoming events related with the Policy Fellowship will engage other consortium partners to liaise and share

expertise on previous Policy Fellowships and lessons learnt.

This pre-activity period will be active until the day before the Policy Fellowship is launched.

Actions for the ongoing activity phase

The announcement of the twenty policyworkers will be taken as an ongoing activity as well as the announcement of the fellows. The fellows will be energy-SSH academics with expertise relevant to the meeting.

- Online channels
  - Blogpost – this short text will contain information about:
    - Names of people involved in the specific activity e.g. meeting or final policyworkers selected.
    - Further information about Policy Fellowship activity
    - Call to action/participants (if needed)
    - Internal hyperlinks to other relevant Energy-SHIFTS activities or related blogpost
    - External hyperlinks to other topic related websites which can enrich content blogpost
  - Social media – post on social media regarding the Policy Fellowship's activity will be published once the previous blogpost will be online. These posts will contain:
    - Link to blogpost
    - Relevant Handles mentioned
    - Official hashtag #EnergySHIFTS
    - Deadline (if needed)
  - Monthly consortium newsletter – updating the ongoing Policy Fellowship activity to consortium partners encouraging them to share on their personal / Institutions social media handles or with press officers

This ongoing activity period will be active until seven days after the Policy Fellowship blogpost has been shared on social media to keep engagement in terms of tweets on Twitter or comments on LinkedIn high.

Actions for post-activity

The Policy Fellowship toolkit will be updated next year but will include important post-activity actions.

- Online channels
  - Website – when publications are ready, update the website with these attached documents

- Blogposts – ESR guest blogposts will highlight the most relevant issues to improve how energy-SSH and policy stakeholders could/should work together in addressing the EU Energy Union priorities.
- Monthly consortium newsletter – announce the final results of face to face meetings and the most important highlights regarding policy issues.

Actions for monitoring

This stage will terminate at the end of Policy Fellowship activity which will be in 2020. Although the following steps could change, the cross-cutting actions will be the following:

- Online channels

- Website – follow website traffic and timepage as most relevant KPIs to understand if user experience was successful
- Social media – announce that Policy Fellowship public documents are already online and available to be read. These posts will include the following content:
  - Hyperlink to the specific website page
  - Headlines about the related topic
  - Trending Topic hashtag and official hashtag #EnergySHIFTS
  - Mention any related handle and the implementing partners handles involved
- Online tools
  - Spreadsheet – to share the number of final participants to understand if the Policy Fellowship expectations have been accomplished.

5.3. Events (in person and online)

Events are the most engaging activities because they provide the possibility to have direct or indirect contact with a wider audience and increase Energy-SHIFTS visibility (physical and online) across branding identities through the use of e.g. the logo and roll-up banners. The dissemination of this activity will foster Forum Authority as a relevant voice inside energy-SSH topics beyond project lifetime.

Table 5 provides a brief overlook of several events Energy-SHIFTS will host during the two year project:

Table 5: Events

Leader Participant	Name	Channels (see section 4.1)	Tools (see section 4.2)
ARU – NTNU – JU – E3G	Scoping workshops	- Website - Consortium Newsletter - Social Media - Press Release - Newsletter	- Communication, dissemination and exploitation plan - Monitor dissemination and exploitation impacts - Spreadsheet
JU	Masterclasses for policy, NGO, STEM, and media audiences	- Website - Consortium Newsletter - Social Media - Press Release - Newsletter	- Communication, dissemination and exploitation plan - Monitor dissemination and exploitation impacts - Spreadsheet
JU	Online Citizen Debates	- Website - Consortium Newsletter - Social Media - Press Release - Newsletter	- Communication, dissemination and exploitation plan - Monitor dissemination and exploitation impacts - Spreadsheet
E3G	Pan-European Conference	- Website - Consortium Newsletter - Social Media - Press Release - Newsletter - Photos, videos, animations and infographics	- Communication, dissemination and exploitation plan - Monitor dissemination and exploitation impacts - Spreadsheet

To help disseminate events and activities, channels like social media or blogposts, will be critical to encourage stakeholders and potential audience to participate (in person or online) in this activity.

Some activities (e.g. Scoping workshops) have been developed and executed during the first quarter of the project thus, most of the actions displayed below have been accomplished already (see section 1) or the implementation has currently arrived at the post-activity or monitoring stage.

Events like Masterclasses, Online Citizen Debates and the Pan-European Conference will be launched after M15.

Therefore, since the below points have been defined in the first scoping workshop they should be considered a draft structure for future activities which will be improved after updating the Plan.

Actions for the pre-activity phase

The announcement of the events and the way the lead partners can contact and foster targeted audience to participate in events have been the cross-cutting issues of this stage.

- Online channels
  - Blog – with the scoping workshop information generated by lead implementing partners coordinators, 280-300 words blogpost where

key information will be explained in a detailed manner:

- ◆ Place, Organisations and Date
- ◆ General information (topics to discuss, related topic experts if available)
- ◆ Call to participate and link or e-mail contact to applications
- ◆ Related picture
- ◆ External and internal hyperlinks

- Photos, videos, animations and infographics – depending on scoping workshops needs and estimated deadlines, creation of videos to promote audience attendance or online engagement.

- Social media – sharing the produced material (blog and videos) to engage online communities to scoping workshops with a special call to participants in case the activity requires an online registration form.

- Monthly consortium newsletter – whether consortium partners are participating or not, ideally all partners should share the event information (especially the registration form) across their related contacts.

- ▪ Online tools
  - Spreadsheet – knowing the detail of each scoping workshop gives partners the possibility to help organisers, within their own expertise, to increase the workshop's impact or avoid some risks.

  - Communications starter pack
    - ◆ This starter pack provides the organising partner with document templates and visual identity files e.g. logo and roll-up banners to create the event branding around the Energy-SHIFTS official visual identity.
    - ◆ Following the recommended times on the timescale document (see Appendices) will be a key to implement the online dissemination strategy successfully
    - ◆ A Sign in form and a video consent form have been provided in accordance with EU General Data Protection Regulation (GDPR) legislation

  - Communications plan for the Early-Stage Researcher (ESR) Programme – helping ESR involved, to distribute their time between generating online content (interviews, tweets) and active participating on the activity.

This pre-activity period will be active until the event's date.

Actions for the ongoing activity phase

Social media channels will gain importance in the ongoing activity phase because they provide an easy way to broadcast as much live event coverage as possible. For this purpose, Twitter will be crucial, especially in activities like Online Citizens Debates and the pan-European Conference.

- ▪ Online channels
  - Social media
    - ◆ ESR should provide multimedia files (see 3.2 ESR Programme), ESR's can either send files via e-mail or update their own social media networks with activity content. The strategy will advise on how to generate as much trending as possible during the activity (e.g. on the pan-European Conference)
    - ◆ Social media posts will be updated ad hoc with the following information
      - · Mention all partners involved
      - · Official Energy-SHIFTS hashtags and some related Trending Topics
      - · If possible, live videos, especially on Online Citizen Debates and the pan-European Conference

This ongoing activity period will be active until the activity is completed.

Actions for the post-activity phase

Share the conclusions across online channels to increase Energy-SHIFTS authority and leverage the lessons learnt. Thereby, we aim to further establish the Forum as a reliable energy knowledge resource for target and potential audience.

- ▪ Online channels
  - Website – the publication page will be established in order to host publications related to future events. Publications will be available for a five year period after the Energy-SHIFTS project ends.
  - Blogpost
    - ◆ Guest blogposts written by ESR or PhD aiming to explain the highlights and conclusions of each activity. Those texts will be written following the Blogpost Author guideline (see Appendices).
    - ◆ If during activities interviews and videos are produced, a specific blogpost will be created to share the video hyperlink (hosted on the

YouTube channel) to increase the activities online visibility.

- Social media
  - All multimedia and blogpost content will be shared across Social media networks to engage audiences with the topic of the activity in question and increase the Energy-SHIFTS online authority. Social media posts will include:
    - Relevant persons involved on the activity handle
    - Official hashtag and the most popular topic related hashtags
    - Link to the website
    - Highlights about the activity's topic
  - On Facebook, all videos will be uploaded directly to the Facebook page (instead of sharing the YouTube link) to increase their noticeability and get more visitors.
  - The conclusions social media posts will be published repeatedly (suggested once every two months) to remind the audience of the activity conclusions and to ensure interested audience who has not yet read the conclusions before will be able to easily access content online.
- Monthly consortium newsletter – sharing the conclusions with consortium partners while encouraging them to share them with their contacts that might be interested in the activity topic will increase website traffic and the projects authority.
- Press releases and newsletters – sharing the produced publications or related activity content with local and national communities and stakeholders to trigger interest and encourage participation or sharing of information on Energy-SHIFTS activities.

- Online tools
  - Communications starter pack
    - If organisers write a press release, they can follow Press release tips (see Appendices) to get as much activity impact as possible. Well written press releases increase the chance of publication across local and national media and thus will generate attention for the activity.

This post-activity period will be active for 30 days after the activity is completed.

Actions for monitoring

Activity results and conclusions will be explained in detail in several publications (see section 5.2) highlighting how Energy-SHIFTS created knowledge and has an impact on different levels, from local communities to the European Commission and with regards to the SET-Plan.

- Online channels
  - Website – upload all publications that result from activities, Partners should provide webmasters responsible for facilitating the accessibility of online resources according to the user experience Principles.
  - Social media – once a publication is online and published on social media, monitor their online impact is having as KPIs likes, shares, comments or click on the hyperlink.
  - Newsletter – once the newsletter is sent, monitor the number of opened newsletters, click through rates and new subscribers gained.
  - Press releases – number of clicks on download button to check if audience found press releases interesting.

This monitoring stage will be active depending on each activity timescale.

5.4. Internal Communication

The Energy-SHIFTS consortium includes:

- Anglia Ruskin University Higher Education Corporation (ARU)
- Dutch Research Institute for Transition (DRIFT)
- European Energy Research Alliance (EERA)
- Acentoline Comunicación Editora SL (Acento)
- Jagiellonian University (JU)
- Norwegian University of Science & Technology (NTNU)
- E3G ASBL (E3G)

The diversity of the consortium provides a variety of perspectives on energy-SSH topics, EU policy and media communication therefore contributions and reflections of the different partners on the Forum will be essential to achieve Energy-SHIFTS goals.

The extensive networks of consortium partners will be a key way to include these communities in the Forum's knowledge-generating and knowledge-sharing.

To support consortium partners and facilitate ongoing reflection, the following confidential communications (Table 6) have been or will be developed for the Project.

Table 6: Confidential communications

Lead Participant Short Name	Deliverable No.	Deliverable name	Channels (see section 4.1)	Tools (see section 4.2)
E3G	D1.1	Report on the energy-SSH policyworker online database	• Website • Consortium Newsletter	Monitor dissemination and exploitation impacts
EERA	D1.3	Summary report on connections made to sectorial fora, ETIPs, SET-Plan Communities	• Website • Consortium Newsletter	Monitor dissemination and exploitation impacts
EERA	D4.3	Legacy report	• Website • Consortium Newsletter	Monitor dissemination and exploitation impacts
ACC	D5.1	Communications starter pack	• Website • Consortium Newsletter	Monitor dissemination and exploitation impacts
JU	D5.2	Communications plan for the Early-Stage Researcher Programme	• Website • Consortium Newsletter	Monitor dissemination and exploitation impacts
ARU	D6.1	Project Handbook, including Project Management Plan, Risk Register, and details on the online, Consortium -wide document management system	• Website • Consortium Newsletter	Monitor dissemination and exploitation impacts
ARU	D6.2	Data Management Plan	• Website • Consortium Newsletter	Monitor dissemination and exploitation impacts
ARU	-	Consortium meetings	• Consortium Newsletter • Website • Social media	Monitor dissemination and exploitation impacts
ARU	-	Consortium virtual Meetings	• Consortium Newsletter	Monitor dissemination and exploitation impacts

These internal communication tools will be disseminated across the consortium through internal channels like the private website page and the monthly consortium newsletter establishing internal communications about the information below:

- Consortium meetings (virtual and physical) dates and places
- Provide updated information across several Work Packages and consortium partners
- Share conclusions which can be useful for partners and their Energy-SHIFTS duties

6. Linking to the external EU agenda

A number of EU and other international events (organised by external stakeholders) have been identified, during which Energy-SHIFTS activities will be promoted either on social media, by sharing of publications, or by physical participation of a consortium member.

Through these mechanisms, each partner will capitalise on opportunities to remain relevant to forthcoming initiatives and ensure that Energy-SHIFTS work is up-to-date.

The aim of the following list (which will be used as nternal and indicative source for the social media strategy) is to show the most relevant external events with which Energy-SHIFTS consortium partners are involved at the time. These are opportunities to physically attend and/or promote said events via our forum using online engaging channels e.g. social media and consortium tools as e.g. the Communications plan for the Early-Stage Researcher (ESR) Programme and the Spreadsheet tool (see section 4)

1. European Technology & Innovation Platforms (ETIPs) for Energy. **EERA** participates in and collaborates closely with all 9 ETIPs (linked 3rd party **VTT** is vice-chair for Bioenergy), **NTNU** is involved in sNET, **E3G** is on the advisory board of ZEP.
2. In their role as the research pillar of the SET-Plan, **EERA** works directly with the European Industrial Initiatives (EIIs), Joint Technology Undertakings (JTI), Energy Materials Industrial Research Initiative (EMIRI) and SET-Plan information System (SETIS).
3. SET-Plan Steering Group (SG) – as well as Implementation Working Groups (currently Temporary Working Groups), Joint Action Working Group, and secretariat – through **EERA**'s role as Trusted Advisor in meetings establishing closer dialogue between country representatives and the EC (DGs RTD, ENER, JRC). **ARU** is engaging with the SG as SHAPE ENERGY lead.
4. European University Association (EUA), through **EERA**'s Memorandum of Understanding, and **NTNU/ARU** membership of European Platform of Universities in Energy Research & Education.
5. EIT KIC InnoEnergy, via **ARU**'s advisory role in the Horizon 2020 UNI-SET project
6. Climate KIC, via **ARU**'s EnW project link with its Entrepreneurial lead, **DRIFT**'s 'Pioneers into Practice' Programme, **NTNU**'s annual collaboration in 'the Journey', summer school;
7. Discipline-specific networks including Sustainability Transitions Network (**DRIFT** and **NTNU** members);
8. Journal & series editors / editorial board members – illustrative examples include: Energy Research & Social Science (**NTNU** on editorial board); Theory & Practice of Urban Sustainability Transitions series (**DRIFT** are editors); Nordic Journal of Science & Technology studies (led from **NTNU**);
9. **ARU** have run SSH training for C-ENERGY 2020 – network of Energy National Contact Points;
10. Numerous European-level sustainability-relevant networks including: the European Network for Community-led Initiatives on Climate Change and Sustainability (ECOLISE), European School of Social Innovation (ESSI), International Network for Sustainable Energy (INFORSE), Young Leaders in Energy and Sustainability (YES-Europe) – **DRIFT** has membership within each;
11. **E3G**'s links to climate/energy think tanks: Jacques Delors Institute (LoS), Bruegel, Centre for European Policy Studies, European Policy Centre, Ecologic, Agora Energiewende. Lobby groups: European Alliance to Save Energy (E3G on board), Coalition for Energy Savings (**E3G** member).

This list will be tracked (through online channels e.g. the monthly consortium newsletter or online tools like the Spreadsheet) and ACC will be scoping out upcoming strategic events. Therefore, this list will be modified according to consortium partner's attendance updates or upcoming external events –which might not yet have been set up while this Plan is being produced – where there is an opportunity to address the Energy-SHIFTS project.

These key events represent opportunities to specifically promote Energy-SHIFTS to a policy audience and use any relevant output as background information for the participants and followers of the related international initiative. Sharing information can help to maximise impact of Energy-SHIFTS related activities and increase awareness of the project. The most important and relevant events we have identified for 2019-2020 include (noting that many last quarter 2019-2020 events are not yet set while this Plan is being produced):

1) Energy Week 17-21 June 2019.

Every year, the European Commission (Directorate-

General for Energy and Executive Agency for SMEs) organises the EU Sustainable Energy Week (EUSEW) – the biggest event dedicated to renewables and efficient energy use in Europe. Energy-SHIFTS have participated as speakers on a workshop, which was highly disseminated on social media networks attaching the official hashtag on each post and giving visibility to all related Energy issues as well.

2)   4th Annual Global Conference on Energy Efficiency, 24 - 25 June 2019

The International Energy Agency's fourth annual Global Conference on Energy Efficiency will take place in Dublin, (IE) and high-level participants from more than 50 countries, e.g Richard Bruton, irish Minister for Communications, Climate Action & Environment can help Energy-SHIFTS project to expand networking mentioning the most relevant participants handles on some posts expecting to be retweeted, comment or, at least, liked.

3)   International Student Energy Summit 17-20 July, 2019

Through a vast array of speakers and a broad spectrum of topics, this event will spark conversation and curiosity about critical energy challenges of our time. More than 50 academics, policy leaders and industry representatives will deliver talks to PhD and non PhD students in the Imperial College London (UK) with the aim to empower youth through exposing the need for integration and inclusivity. This activity will be a great opportunity to promote our ESR Programme through social media networks.

4)   14th European Sociological Association conference - 20-23 August 2019.

This conference will offer opportunities to engage not only with the content of sociological research and theorisations, but also with the ways in which these disciplines have been and are being shaped, both in and beyond Europe.

5)   Long-distance travel, social change and climate change: troubles ahead. 27-30 August 2019

This UK Centre for Research on Energy Demand (CREDS) session will help advance the understanding of the link between social change and growing travel demand in the long-distance sector and their potential implications in terms of energy and carbon emissions at the at the Royal Geographical Society Annual Conference 2019 (UK). The presence of Energy-SHIFTS

will be across social media, using actions e.g retweets, comments and shares to impact the session participants and increasing their potential interest about the Project.

6)   Annual RGS-IBG conference September 2019 & 2020.

Every year, this conference is one of the most important events for Geographies Researchers, where Energy-SHIFTS co-leaders ARU will be actively involved. The conference will be held at the Society in London (UK) and its core theme is Geographies of trouble / Geographies of hope. A specific social media posts will be developed using the official conference hashtag to get visibility to Energy-SHIFTS project.

7)   European Consortium for Political Research General Conference, 4-7 September 2019

This event will be held at the University of Wrocław, (PO) and will gather 2,000 scholars from throughout the world and political scientists aiming to discuss the breadth of political science in terms of exchange of ideas and the best thinking in the discipline across roundtables or debates among others. Following the official hashtag #ecprconf19, we will address the daily day of the event across retweets and posts shares on social media.

8)   Society for Social Studies of Science, 4-7 September 2019

The theme of this meeting will highlight science and technology studies (STS) innovations in education, research, practice or academic perspectives. This event will take place in New Orleans (USA) and it will include Making & Doing exhibit, or conference sessions. The topics will be addressed on this event are related with Project topics thus an specific social media strategy will be developed around the official hashtag #4s2019, enhance the chance to access to energy related issues across Europe frontiers.

9)   ETIP Bioenergy Workshop at 5th Advanced Biofuels Conference, 17-19 September 2019

The conference will bring an update on the value of advanced biofuels and business opportunities in the new bioeconomy. The Conference is intended for people creating a sustainable transport sector. Speakers and delegates will be policy makers and politicians, leading scientists, researchers, engineers, as well as executives and representatives from companies and organisations. Energy-SHIFTS social media networks

(especially LinkedIn group communities) will follow-up on this workshop in order to enhance the relationship between biofuels experts and SSH disciplines.

10)   6th EERA JP Wind Annual Event, Amsterdam (NL), 24-25 September 2019.

Aiming to provide networking opportunities and inspiration for new research in R&I topics in the ETIP-Wind topics. EERA, as a partner, will be highly involved, thus Energy-SHIFTS social media networks will follow this event across retweets, shares and comments and, if possible, specific contributions by ESR or partners e.g guest blogposts.

11)   European Conference on Sustainable Cities and Towns 30 September-2 October 2019.

The conference will demonstrate the urgent need for local governments to assume responsibility for urban transformation and lead the way in guiding Europe towards a secure and sustainable future. Over 800 participants from local and regional governments, European and international institutions, multilateral organisations, the research community, business and civil society will gather in Mannheim (DE) and Energy-SHIFTS Social Network using the hashtag of the conference will streamline its online impact.

12)   Energy UK 7th Annual Conference, 15 October 2019

This conference will be held in London (UK). This year, the event brings together industry leaders from the generators, suppliers, regulators, politicians and consumer groups to address the important industry challenges, under 'Powering the Future' theme.

13)   Societal Challenge 6 Brokerage Event 2019, 12-13 November 2019.

Organised by Net4Society, this event will take place from 12-13 November 2019 in Bratislava, Slovakia. Research topics covered within the 2020 calls for proposals in Societal Challenge 6 Europe in a changing world – inclusive, innovative and reflective Societies of Horizon 2020 will be highlighted to identify possible collaborators and to facilitate the setup of Horizon 2020 project consortia. Joining this event through social media could be an opportunity to contact with potential stakeholders and researches to join our database.

14)   13th SET-Plan annual conference. 14-15 November 2019.

EERA Partner will lead this annual conference in Finland. This event will bring visibility to Energy-SHIFTS because the conference will focus strongly on the interaction of different stakeholders with local and regional authorities on the road towards a clean energy transition, one of the Energy-SHIFTS objectives.

15)   European Transport Research Conference, 27–30 April 2020.

The biggest European Research and Technology Conference on transport and mobility will take place in Helsinki (FI). The newest innovations and the future of mobility and transport will be discussed in tackling such issues like climate change mitigation; how to offer more flexible, inclusive and innovative mobility solutions; or grasping the moment to carry forward the achievements from research and innovation into informed and sustainable decision making.

16)   4S-EASST conference, August 2020

This annual Conference hosted by The Society for Social Studies of Science (4S) in Prague (CZ) will support and encourage interested researchers and practitioners in the interaction of science, technology, or medicine and society. Sharing common topics, Energy-SHIFTS social media will follow this event using the official hashtag, if exists, on several posts and retweets and share will be used to increase event visibility.

17)   European Conference on Behaviour and Energy Efficiency, to be confirmed.

This conference focuses on interdisciplinary and transdisciplinary approaches to understanding and changing the energy-relevant behaviour of different key actors. This topic is close related to Energy-SHIFTS topics which can present a unique opportunity to exchange social media mentions across energy efficiency information and create an online discussion or, at least, some community reactions, e.g likes, shares and comments.

18)   Political Studies Association (PSA) Annual International Conference, to be confirmed

This association aims to 'promote the development of political studies and to encourage education and the advancement of learning in the art and science of government and in other branches of the political sciences'. Its annual conference uses to gather 600-700 participants. Considering the amount of participants, social media networks will share some publications on

the pre-event and on-going event aiming to increase our social media community.

19)   Building Societies Annual Conference, to be confirmed.

This <u>conference</u> explores key issues affecting the building society sector, in terms of what gives building societies a real and sustainable advantage in today's fast moving competitive world. This topic is related with energy-SSH thus Energy-SHIFTS social media networks will follow this conference across retweets, comments and share related posts.

20)   <u>Annual Conference</u> of the Science Technology and Society, to be confirmed.

Addressing the complex ways in which science, technology and society co-evolve and mutually shape one another, international scholars and young scientist will discuss these topics in Graz, (AT). The ways which society and science will be involved will be the main focus for Energy-SHIFTS social media networks during the days the Conference.

The list above is not exhaustive, and indeed many other relevant events will be highlighted through the year.

In addition to these events above, we note that there are also EU Presidency events that we should link to in whatever way possible:

- Week of Innovative Regions in Europe (<u>WIRE</u>) 26-28 June, 2019.

The main European policy forum for innovation and regional development will take place in IIasi, (RO) and will host policy makers, public authorities, knowledge centers and enterprises from all over Europe to discuss R&I practices, challenges and opportunities throughout the European regions. Most of these stakeholders are potential audience to Energy-SHIFTS thus this event will be disseminated on social media networks.

These events have been identified as they relate to the Energy-SHIFTS project, whether it is for the themes they highlight or the audiences they target. The idea of promoting Energy-SHIFTS activities during these major events has the potential to not only increase the project's visibility but also to attract more audience to foster their participation in Energy-SHIFTS Forum.

The primary communication tool for engaging with these external EU-level events will be Twitter, Facebook and LinkedIn, tailoring its language to the specific audiences and its features.

7. Monitoring impacts

Monitoring generates evidence on an intervention's activities and impacts over time, in a continuous and systematic way. An online monitoring system is a necessary and integral part of better project implementation helping to:

- Identify whether a strategy is being applied on the ground as expected;
- Addressing any implementation problems of a specific action;
- Recognise whether further action is required to ensure that it can achieve its intended objectives.

In this section, the key performance indicators (KPIs) are defined and the basics to compare the initial expected scope with the intermediate results are laid out. The current communication plan will be updated in one year's time, applying all necessary improvements which can be used to maximise Forum results.

KPIs will include the following quantitative and qualitative aspects:

Quantitative

Number of clicks, likes, shares, tags, video views, new followers, profile visits, engagement rates, website traffic, entrance page, website users etc.

Qualitative

Types of comments received, their tone, the number / kind of people reached, the types of followers, impressions etc.

Although the monitoring strategy will have specifications on each activity, all of them will be present on website and social media therefore, it is important to clearly define which are the common KPIs which will be considered to monitor all Energy-SHIFTS activities.

Web monitoring is an essential part of the Communications Strategy to get verified data about KPIs which tailor the updated strategy for 'dissemina-

tion, exploitation and communications' plan.

To develop the monitoring goals, Google's free web analytics service has been chosen (Google Analytics, Search Console and Google ADS) to cover all needed KPI's:

1. Top Sources /Acquisition ➔ Knowing which the most popular sources are (direct traffic, social media networks, newsletter, external e-mail hosting) is a way to foster which source should be encouraged and enhanced to increase Forum visibility.
2. Website traffic ➔ Using page views and most visited subpages as reference numbers will help streamline the most relevant content for users. Focussing on organic traffic which will disclose if the Marketing Strategy in terms of Google search results is working.
3. Audience Overview ➔ Understanding which kind of online audience Energy-SHIFTS gets will be fundamental in order to maximise traffic on the website. Special attention will be paid to the number of new visitors against return visitors to draw a conclusion on whether the Energy-SHIFTS topics are engaging the audience.
4. Most relevant Keywords ➔ Keywords are important because they are the linchpin between what people are searching for and the provided content to fill that need. To know the highest ranked keywords and the ones which have driven most organic traffic will be crucial to approach our target.

Social media impacts will serve as additional common monitoring channels to report on all Energy-SHIFTS activities. Analytics tools provided for each Social Network (Twitter, LinkedIn and Facebook analytics) will be essential to understand the real social media impact, visibility and engagement:

1. Engagement rate ➔ Measures the amount of interaction social content earns relative to reach or other audience figures. The formula includes likes, shares, comments, link profile and clicks, among others.
2. Followers ➔ Increasing the number of new followers will provide a glimpse on whether the impact and visibility are developing according to the social media strategy.

7.1. Monthly consortium newsletter

Due to our internal processes and our aim to maximise the impacts of Energy-SHIFTS activities between consortium members, an internal newsletter will be sent to all partners on a monthly base with the objective to streamline all live (non-urgent) issues and to keep all partners informed about daily Energy-SHIFTS Forum issues.

The consortium newsletter will share information in terms of WP´s updates, upcoming/past events- creating a spreadsheet ad hoc to have a list of upcoming events and the most relevant information according to each workshop, activity and ways the partners will join efforts to develop their tasks.

The consortium newsletter is sent every first Friday of every month and includes the following:

1. WP progress
2. Project Officer monthly call
3. Upcoming events of interest
4. Updating shared documents

The newsletter monitoring results will involve all online data resulting from Energy-SHIFTS activities like the number of current followers/new gained followers, number of new online pages, new website sections, number of blogpost/news and videos published, among others.

7.2. Work Package meetings and reporting

Energy-SHIFTS Work Packages are diverse, aiming at different objectives, targets and specific KPIs for the purpose of monitoring and reporting.

Measuring the **workshops** impacts: KPIs related to social media publications engagement and numbers on website traffic for each related written blogpost, videos and news will provide relevant data to indicate (besides the number of participants which will be shared through the internal events spreadsheet) the real online impact. Press releases and newsletters will have a critical importance when scoping workshops, information will feed press releases and newsletter content. The number of downloads and open rates percentage will be the monitored KPIs.

Sign-up form for the mailing list has a specific tick box for ESR-PhD students which will facilitate monitoring and reporting impacts when some of these audi-

ence sign-up to our newsletter after an activity related with **Policy Fellowships and Shadowing meetings, Working Groups and ESR Programme**. ESR-PhD activity will also be monitored in terms of number of written guest blogposts (and their website traffic), interview videos or **citizen debate** participants. Through the press releases, it will be possible to monitor the loyalty (in terms of number of downloads) of the participants.

Three **internal meetings** will take place throughout the project – the first Kick-off Meeting took place on Cambridge last April 2019- with the aim of pooling the most relevant aspects of each WP and implementing the lines of work. Besides, quarterly WP's result reports will be produced by the consortium leaders which will be discussed across virtual calls.

7.3. Updated Communication Plan for second year

Taking into account that these monitoring tools are the cornerstones of the project reports, we estimate that the content enclosed in this report will increase dramatically in the second year (M15) when the Plan will be revised and expanded into the deliverable "Update plan 'dissemination, exploitation and communications' (D5.4).

Communication activities in the second year will focus, among others, on:

- Raising awareness of the project through social media content and outreach materials
- Building trust in the project and increasing the audience engagement
- Greater integration of partners in both external communication and internal communication.
- To strengthen the relationships with other projects

These priorities will guide communication in Energy-SHIFTS second year as the project prepares the new strategies culminating with the pan-European Conference.

8. Communication roles and responsibilities in Energy-SHIFTS

As a consortium, all partners are responsible, across their project-related activities, to contribute to help implementing the optimal communications strategy. Partners will make sure that all the steps taken throughout the project are well developed and disseminated, complying with the established deadlines for this purpose (see Table 7)

Table 7: Consortium communication roles and responsibilities

WHO	COMMUNICATION RESPONSIBILITIES
ARU	- Lead for WP2 (Working Groups) and therefore particularly involved in all outputs from that - General coordination of project and deliverables related to all WPs and their links to internal and external communications activities - Respond to ad-hoc questions related to deliverables – relaying questions to European Commission if needed - Approval of and advice on the communications strategy - Approval of communication budget - Coordinate with ACC on content to upload online (social media, newsletter, website), developing and proofing communications material and communications-related project deliverables
ACC	- Lead for WP5 (Dissemination, exploitation and communication activities) and particularly involved in all outputs from all related tasks - Develop and implement the communications strategy and dissemination policy - General guidance to all WP leads on the communication tools and procedures to be used for specific deliverables and project outputs - Coordinate the record-keeping of: external events attended by partners/ with an Energy-SHIFTS presence, non-deliverable outputs (e.g. journal articles), - Coordinate project press-releases, including translation - Coordinate project tie-ins to external EU energy policy agenda (including blogposts and social media activity) - Coordinate infographics - Proof guest blogposts - Ensuring stakeholders, audience and communication output targets are met
DRIFT	- Lead for WP3 (Policy Fellowships and Shadowing), tracking the WP roadmap and supervising their compliance. - Leading on advertising of the policy fellowship scheme and making it attractive - Coordinating partners to ensure their policy fellows and shadows are engaging with appropriate opportunities to contribute to communication activities. - Organise a scoping workshop on social innovation in energy, providing all needed materials to the social media Strategy which need to be well disseminated. - Providing tailored communications to ESR Programme to link the participants involved and help achieving their goals across the Policy Fellowship Programme
EERA	- Lead for WP1 (Scoping) coordinating several partners and activities and external groups to properly achieve the WP objectives. - Help to identify appropriate external engagement opportunities with these key groups e.g. SET-Plan stakeholders (including at SET-Plan meetings), ETIPs, and the different sectorial Fora - Coordinate project side events at the 2019 and 2020 SET-Plan annual conferences. - EERA will support in advertising and recruiting, policy workers to the Policy Fellowships (WP3).
JU	- Lead for WP4 (Synthesis and evaluation) increasing the relationships among stakeholder groups and partners thus designing specific communications strategies to disseminate their activities. - Responsible for preparing the Communication Plan for the Early-Stage Researcher Programme (WP5). - Co-hosting the scoping workshop on inclusive engagement (WP1). JU will participate in writing 'terms of reference' and co-chairing the 'Renewables' Working Group (WP2), and be a point of contact for a number of Policy Fellows (WP3). - Lead on synthesis and evaluation (WP4), in particular responsible for designing the overall masterclass methodology and leading the NGO and media Masterclasses, supporting the organisation of online debates and evaluating core activities (WP4).

NTNU	• Lead on the 'inclusive engagement' scoping workshop (WP1) and resultant recommendations. • NTNU will also be responsible for the Transport Working Group (WP2), as well as participating in all three other WGs as co-chair (Smart consumption, Energy efficiency) and participants (Renewables). • Lead on issuing editorial guidelines for the Working Group's annotated bibliographies
E3G	• Lead on the overall framing of the energy-SSH policyworker database, and the scoping workshop on 'carbon-intensive EU regions' (WP1). • Critical 'policy friend' in all four Working Groups (WP2), and in the active dissemination of the Policy Fellowship Programme (WP3). • E3G will lead on the policyworker-facing Masterclasses (WP4) • Organisation of Energy-SHIFTS' final conference (WP5).

9. Conclusions

In conclusion, this deliverable delves into the key aspects of the communication, dissemination and exploitation planning of Energy-SHIFTS. It aims to be essential guidance for consortium partners communications during the first year of the project.

The tools and channels which the project has envisioned for its use provide a comprehensive target audience and offer a concrete roadmap to achieve the Energy-SHIFTS project goals and, particularly, all related activities.

The experiences collated from the first three months of project activities have already provided insights on how to achieve communications impacts and how to further develop and enhance the initial communication goals. The established goals have been linked and tailored to the needs of each activity, providing consortium partners with a wide array of tools, channels, aims and timescales linked to the targeted or potential audience. These arrangements serve to facilitate consortium partners' work on communications and ensure a successful implementation of communication matters.

Taking into account that this Plan collects the whole strategy to garner the most public interest, we estimate that most of the content enclosed in this report will increase drastically in the second-year report on dissemination, communication and exploitation updated Plan.

10. Acknowledgements

11. Appendices

The following attached documents have been chosen according to their relevance and linkage to this developed Plan. They aim to provide more detailed information on each activities' respective espective approaches and associated practicalities.

11.1. Production timescales for deliverables and other Energy-SHIFTS publications

Energy-SHIFTS

Deadlines for submitting deliverables for review/formatting

Formatting of public publications:

- **Formatting of texts**: we need **1 working day for each 25 pages**. If, for instance, the papers were 100 pages long in total, we will need 4 days to format it. **It´s very important to send only the final text (when it has been reviewed and then approved by ARU)**, although you can make some small corrections later.

- **Corrections**: usually there are **two corrections to the document**. The first one when we send the pdf with the text formatted, and one last revision for small details. **For corrections we need half working day for each 25 pages**. If, for instance, the papers were 100 pages long, we will need 2 working days.

- **Front cover/Illustrations**: we could start on this earlier, no need to wait for the papers. **Contact María (creatividad@acentocomunicacion.com)** and give her some ideas to start working on it.

Are there any graphics, images, etc.. to be included in the document?

- **Images**: If the document is going to include some images, please make sure they are **high-quality photographs**. A basic rule for this: their size should be at least 1200px wide (no smaller). You can send them in the document, but please send them as well in the email as an attachment (jpg, tiff o png).

- **Graphics (designed by Acento for the purposes of the report)**: Ideally, if the document is going to include some graphics, **you should let us know before you send the final text (minimum 1 week in advance)**, so we can work with them to match the Energy-SHIFTS branding (colours and typography).

Invitations/flyers: 15 days in advance.

Partners must keep the deliverable timescales (as set by ARU) in mind when considering formatting timescales.

Deadlines for submitting videos

- Submitted videos will take approximately **one week to edit**. Please **send your material in the first week after your event**.

- **Send your interviews and shots to Sonia (media@acentocomunicacion.com)** and also your event related pictures. Besides, **share a list with extra information about the interviewed people** (name, surname and job title/role/position) as they would like to appear in the lower thirds (no more than 15 words). **If the interview was made in some other language than english**, please send the transcription in order to display subtitles (send a document with the timing phrase by phrase).

- Once the video is completely edited, it will be sent to be amended by the person who originally oversaw the video being sent to Acento. **Deadline to suggestions: 2 days after the final submitted edition**.

Deadlines for submitting blogposts

- **Submitted blogposts will take approximately one week and a half to be completely edited** (changes included) and ready to be shared on Social Media Networks.

- **Please also send, if possible a photo or image to illustrate the blogpost** (photos of participants at event, candid photos of speakers, etc), together with a suitable caption. If possible, ensure the banner of the Energy-SHIFTS project is in the background, to enhance the project's visibility.

- **External links or references can be included in content.**

- **Please indicate links to relevant social media handles** that we may mention in the posts.

- Send your blogposts and multimedia files to **Inma (europe@acentocomunicacion.com)**

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11.2. Blogpost author guidelines

Energy-SHIFTS

BLOGPOST AUTHOR
guidelines

Format

- Blogposts can be short, between **350 - 500 words is ideal**.
- Blogposts should include the **author's name, his or her role, and institution**.

- Blogposts **Text Structure**:
  - **Introduction sentence** on the content of the blogpost (no more than **50 characters**) using, if it is possible, some relevant words (**keywords**). This will be useful to promote the posts rapidly on social media.
  - **First paragraph** with one relevant word, according to the issue involved.

  - **3-4 short sentences (maximum 20 words) per paragraph**. Blogpost should be contain at least one subtitle.

- Please also send, if possible a **photo or image to illustrate the blogpost** (photos of participants at event, candid photos of speakers, etc), together with a suitable caption. **If possible, ensure the banner of the Energy-SHIFTS project is in the background**, to enhance the project's visibility.
- **External links** or references can be included in content.
- Please indicate **links to relevant social media handles (notably Twitter and Facebook)**, that we may mention in the posts, as these are very useful to help expand our network.

Submission and publication of blogposts

- **According Google Policy, copy-paste text is prohibited.** Blogposts should be original and cannot have been published before in any other journal or online magazine, unless there is an agreement in place for a joint post.
- **Submitted blogposts will take approximately one week and a half to be completely edited (changes included) and ready to be shared on Social Media Networks.**
- **Please send your blogpost to Acento Comunicación (europe@acentocomunicacion. com)**, and potentially your key Energy-SHIFTS contact (for example, the partner who invited you to contribute a blogpost) for layout and editing.
- Acento will share with you a **timeline of submissions for posts**, thank you for respecting the deadlines so that we can be sure to publish the posts on time.
- **All articles will be reviewed and edited to conform to a general house style of the project, to ensure clarity and consistency.** Articles are returned to authors for final approval, after which only minor changes can be accepted.

Content of articles

- **Articles should of course be relevant to the Energy-SHIFTS project's themes, and/or relate directly to project activities.**
- **Authors should seek to address the general reader rather than the specialist** – avoiding political jargon and academic theory (or if it needs to be used, offering a clear explanation).
- Articles should be **readable and potentially controversial enough to stimulate debate and fresh thinking**. They should include specific, tangible and colourful **examples**. Anecdotes and reflections may be used, but supported by facts and evidence.
- Articles should generally **emphasise the personal opinion of the author**, not the position of the author's organisation.
- Feel free to browse existing blogposts, accessible through the 'news' and 'blogs' sections of **https://energy-shifts.eu/**

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11.3. Interviews guidelines (for producing website videos)
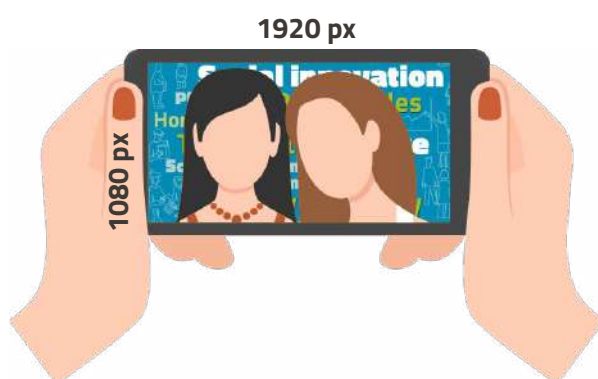

Energy -SHIFTS

VIDEOS
Some guidelines

We have put together some basic guidelines for making good video interviews. We hope they are helpful. Some of these tips are very basic, and we're sure you are aware of them.

PLEASE, WHEN RECORDING VIDEOS REMEMBER THIS:

1. hold the mobile/camera in **horizontal orientation**

1920 px

1080 px

2. recommended **image resolution** 1280x720 (the minimum for what's called high definition – HD) or 1920x1080 (we usually work with this one)

3. find **a quiet place**, where there are no people talking or passing by. You can also use a lavalier microphone to make sure you pick up just the interviewee voice and avoid noises and other voices around.

4. choose an appropriate setting, ideally on the **background of the video** we will see the Energy-SHIFTS banner (or something related to the project).

5. pay attention to the light, record in a **well-lit place** and avoid dark rooms and excessive or awkward back light.

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11.4. Press releases tips

Energy -SHIFTS

PRESS RELEASES
TIPS

General Rules

As a general rule, a press release should be issued at the start of all actions. The release should incorporate the EU Official banner (private page attached), https://energy-shifts.eu/download/agreement/

If a press conference is planned, the press release should include the name of an EU personality who will be present at the press conference, if appropriate.

Don´t make it too long (one page if possible) and choose a very attractive and descriptive headline.

It is important to edit the press release in the Energy-SHIFTS template (private page attached).

https://energy-shifts.eu/download/energy-shifts_word-template/

See some press releases examples here:

https://www.anglia.ac.uk/news/anglia-ruskins-gsi-to-lead-1million-project

https://drift.eur.nl/energy-shifts-kicks-off-marrying-research-and-policy-for-the-energy-transition/

Press Release Structure:

The information must be organized in a decreasing order of importance. Firstly, write about the main purpose of the activity/communication answering the most important questions: what, who, when, where, why and how.

- A newsworthy press release should contain:
- Heading
- Leading paragraph summarizing the essential facts
- Main body of the story
- Quotes
- Some background information
- Contact details for further information.

- At the end, the press release should provide this paragraph about Energy-SHIFTS:

  Energy-SHIFTS ("Energy Social sciences & Humanities Innovation Forum Targeting the SET-Plan") is a €1m investment through the EU Horizon 2020 programme running from 2019-2021. Energy-SHIFTS is working to contribute to a European Energy Union that places societal needs centrally, by further developing Europe's leadership in using and applying energy-related Social Sciences and Humanities (energy-SSH). Our core activities both provide immediate insights for the short-term directions of EU energy policy as well as foundations for longer-term mechanisms that will enable evidence-based energy-SSH insights to reach the 'policy front line'. As a central body bringing SSH communities together, we are working to directly inform future Horizon Europe and SET-Plan priorities. Energy-SHIFTS will significantly enhance the policy impact of energy-SSH, and accelerate shifts to low-carbon energy systems.

- Name of at least one person whom the journalist /press officer can contact for further information.
  - Energy-SHIFTS relevant links:

  https://energy-shifts.eu

  https://twitter.com/EnergyShiftsEU

  https://www.facebook.com/EnergyShiftsEU/

  http://bit.ly/energy-shifts-youtube

  https://www.linkedin.com/company/energyshifts/

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