

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



Updated 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 and runs 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 robust and well-designed communication strategy has been fundamental since the project began in April 2019, to ensure the high visibility, accessibility and promotion of the Forum and its results during and beyond the lifetime project.

This report presents the updated Plan for Communication, Dissemination and Exploitation of Energy-SHIFTS. This represents a reference framework for evaluating the impact of communication and dissemination activities, which is constantly updated and adjusted as the project progresses.

With an overview on the strategy for communication, dissemination and exploitation of results, this plan aims at addressing the developed workflow to raise awareness on the project topics and objectives, engaged target audiences - represented by academics, energy-SSH researchers, policymakers, European Commission staff, and other civil servants - into the participatory processes and its results, comparing the

real results with the expected presented in the previous Plan for ‘dissemination, exploitation and communications’ (published April 2019).

By taking stock of the achieved successes and lessons learned between April 2019 and June 2020, this document provides a comprehensive communication, dissemination and exploitation plan for the final year of the project and its activities.

The plan of dissemination, communications and exploitation for upcoming activities during the second stage of the project (July 2020 - March 2021) will follow the previous Plan’s most successful structures, ensuring this two-year-long project has an impact at its fullest potential.

In light of coronavirus pandemic and subsequent lockdown, consortium partners have set and defined several scenarios in which the success of the project and its efficiency can still be guaranteed.

This plan will culminate in a final pan-European conference, officially presenting the project results and sharing recommendations elaborated, as part of the two-year-long Energy-SHIFTS project on SSH in the SET-Plan, the future direction of FP9 and ongoing EU-level energy-SSH advice mechanisms. Strategic communication will ensure maximum outreach and impact (virtual and face-to-face) and seek to guarantee a future for the Energy-SHIFTS forum beyond its set end date.



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One-page visual plan for the second year of the project

2020

APR



LIST OF MEDIA CONTACTS

MAY



CONSISTENT BRANDING THROUGHOUT

D5.4 UPDATED PLAN 'DISSEMINATION, EXPLOITATION AND COMMUNICATIONS'

JUN



20 VIDEOS

D2.3 REPORT ON ENERGY-SSH RESEARCH NEEDS FOR FP9

JUL



40 BLOGS

AUG



RECIPROCAL WEBLINKS

OUTPUTS FEEDING INTO DISSEMINATION



SCOPING WORKSHOP REPORTS

SEPT

D2.4 WORKING GROUP ANNOTATED BIBLIOGRAPHIES



WEBSITE MAINTENANCE

REPORTS ON ENERGY-SSH IN ETIPs AND SET-PLAN

D3.2 EDITED COLLECTION OF POLICY FELLOWS' REPORTS

OCT



9 JOURNAL ARTICLES

WORKING GROUP TERMS OF REFERENCE

D4.2 SUMMARY BRIEF OF CROSS-CUTTING RECOMMENDATIONS

NOV



MONITOR PARTNER PRESENTATIONS (30 EVENTS)

WORKING GROUP GUIDELINES

D3.3 FELLOWSHIP/SHADOWING PROGRAMME TOOLKIT

DEC



5 PRESS RELEASES TRANSLATED INTO 5 LANGUAGES

D4.4 EVALUATION REPORT, USING INSIGHTS GAINED FROM PARTICIPANT OBSERVATION AND QUESTIONNAIRES

JAN



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

POLICY FELLOW CHALLENGES

2021

FEB

D5.5 FINAL CONFERENCE REPORT

MAR

FINAL CONFERENCE



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
PhD	Doctor of Philosophy
PFS	Policy Fellowship scheme
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
SWOT	Strengths, Weaknesses, Opportunities, and ThreatsTT Trending Topic
WP	Work Package
WG	Working Groups



1. Communication highlights from the first year of Energy-SHIFTS

1.1. Online Channels / tools

Table 1. Online channels benchmark 2019 vs 2020.

MONTHS	WEBSITE (VISITORS)	SOCIAL MEDIA FOLLOWERS				VIDEOS (PRODUCED VIDEOS)	BLOGS	NEWSLETTER (SUBSCRIBERS)
		🐦	in	f	▶			
April 2019	650	924	130	320	4	1	2	83
May 2020	44,475	1,137	263	358	10	42	15	208

Website

Launched the first day of the project (1st April), the website (<https://Energy-SHIFTS.eu/>) attracted nearly 6.500 page views in the first 3 months with almost 45,000 page views a year later, reaching peaks of up to 1000 visits/day. This demonstrates a wide interest in the project and its potential and the success of the dissemination strategy implemented.

Social Media

Although keeping the followers from SHAPE ENERGY social media handles provided an existing strong and engaged community of followers, a strengthened social media strategy was critical to keep a growing number of followers per month, increasing thus the number and the engagement of the community (e.g. LinkedIn, Facebook and YouTube).

Videos

The importance of videos in the communication and dissemination strategy was the trigger to achieve

the targets for the number of outputs outlined for the end of the project at this middle stage. We now plan to increase the usage of these videos in the communication strategy for this year.

Blogs

In the first year, Energy-SHIFTS produced 15 blog entries. Each blog post is strongly connected with the activities targeting stakeholders. The blog strategy, thereby, is a key channel to impact the audience.

Newsletter

Five regular newsletters, and two special editions to enhance the impact of the activities related to the call for participants, have been produced in the first year of the project. These are planned to continue at a regular bi-monthly frequency, with the sending of special editions as a complementary action that notably increases the impact of each activity.



1.2. Energy-SHIFTS activities

Scoping workshops (Four workshop, 98 participants)

Developing these workshops, the aim was to bring together experts from the research and policy sectors to discuss four themes: (1) Social innovation in the energy transition; (2) Inclusive engagement in energy; (3) Carbon intensive EU regions; and (4) Use of evidence in energy policy. Those workshops gathered 98 participants at local, national and EU level.

Policyworker database (257 entries)

Running since August 2019, the Energy-SHIFTS database now has more than 250 entries from policy-based individuals and organisations as a result of a specific dissemination strategy (see 7.1.1). This strategy is continuously improved through the liaison with consortium partners and monitoring results.

Early-Stage Researcher (ESR) Programme (17 participants)

ESR member participation in the project activities has been a key factor in the success of the communication and dissemination strategy in many aspects (generating social media multimedia contents, as blog-post authors, among others).

Policy Fellowship and Associate programme (20 Fellows / 94 Associates)

Calls for participants was disseminated using special newsletter editions and updated Social media content regularly increasing its intensity until the deadline. As specific and targeted actions have been some of the most successful of the designed strategy these will continue next year.

Working Groups across SET-Plan themes (5 publications - 4 webpages - 116 participants)

To support the identification of a detailed list of 100 Social Sciences and Humanities (SSH) research questions (being done through a systematic Horizon Scanning methodology), 4 webpages have been produced to compile all the generated outputs including conclusions, process and steering committee members. These will be disseminated within social media content and newsletter updates.



2. Energy-SHIFTS' communications objectives and targets

Energy-SHIFTS core goal is to bring stakeholders and experts together to better utilise energy-SSH for the realisation of EU SET-Plan and Energy Union priorities. Involving SSH-research more directly will fill knowledge gaps in policymaking, and open up essential means of accelerating society's 'shift' towards a sustainable low-carbon energy future.

The project consists of seven work packages, each of which has specific objectives. According to the updated framework of this document, we will focus on detailing the WP5 objectives. As the table below will show, some of the WP activities are cross-cutting actions which, therefore, will be involved in several objectives.

Table 2. Dissemination, exploitation and communication activities objectives and results.

OBJECTIVE 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.		
How did the project already achieve this?		
Type	Results	
Project activities	Policy Fellowship	12 different countries that included 25 Western European entries, 7 Eastern European entries, 5 Southern European entries (counting Turkey and Israel), and 2 Northern European
	Database	28 countries included
	Scoping workshops	57 countries included
Online channels	Call for participant blogposts	5 different user countries read these pages
	Social Media updates	36.68% (295 of 876 posts) have been related to project content
	Newsletter	89% of the content has been related to Energy-SHIFTS project activities
Online tools	Events	13 events that Energy-SHIFTS was presented and represented
	Starter pack for partners	18 content downloads
How will the project achieve this?		
Type	Actions	
Engaging at local level	Press Releases	
	Masterclasses	
	Virtual meetings (Policy Fellowship programme)	
	Online debates promotion	
	Final Conference	



OBJECTIVE 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

How did the project already achieve this?

Type		Results
Project activities	Policy Fellowship	Number of participants: 114 (20 Fellows / 94 Associates)
	Database	Number of entries: 257 entries (109 Individuals / 148 Organisations)
	Working Groups (WG)	116 stakeholders
Online channels	Website	Private page subsections: - Useful project management resources - Useful communications resources - consortium meetings - Useful energy SHH resources
	Social Media	40.3% of the updates have been related with project topics
	Videos about EU Strategic Energy Technology Plan (SET-Plan), European Technology & Innovation Platform (ETIPs) Horizon Scanning	Explanatory videos regarding those topics views: 128 completed views
Online tools	Events	10 events that Energy-SHIFTS was presented
	Monthly consortium email	12 monthly consortium newsletter edition
	Publications	13 published publications

How will the project achieve this?

Type		Actions on:
Project activities	Masterclasses	Dissemination actions across Blogpost, website, newsletter
	Policy Fellowship programme	Results
	Working Groups	Results
	Final Conference	Dissemination actions across Blogpost, website, newsletter
Other resources	Press Releases	Content

OBJECTIVE 3: WORK TO DELIVER AND MONITOR PROJECT IMPACTS AS RELATED TO EXPLOITATION OF OUTPUTS

How did the project already achieve this?

Type		Results
Online channels	Social Media	Social media best publishing hours: Facebook: Between 12 and 14 CET Twitter: Between 11 and 13 CET LinkedIn: Between 11 and 13 CET
Online tools	Events	4 Scoping workshops (98 participants)
	Monthly consortium email	12 monthly consortium newsletter edition

How will the project achieve this?

Type		Actions on:
Project activities	Final Conference	Results presentations
	Final Report	Results and recommendations



During the first year of the project, secondary objectives have been included according to how the audience engaged with the project:

- Maximise the impact of the insights for the short-term directions of EU energy policy developed within this project (by Horizon Scanning method publications and WG Terms of Reference publications dissemination within Social Media)
- Engage all stakeholders/participants directly in the project activities at national and European level (by Social Media external events/call comments in threads)
- Be inspired by the engagement of other energy-related projects and their dissemination actions (Twitter inbox message and the way to gather energy-related topics in a thread. Energy-SHIFTS has been added to this thread, showing that the project achieved an expected impact of being involved with other EU energy-related projects)
- Highlight the importance of European collaboration (sharing other Consortium/third-party partners content).

2.1. Target audiences

The communication and dissemination target audiences are defined in Table 3.

As the consortium moves into the second-year of the project, some of the Energy-SHIFTS activities are underway (e.g.. Working Groups, Policy Fellowship). Other activities, as planned in section 7, will be achieved during the next year of the project.

The presented numbers refer to the project activities that are already accomplished, according to each of the targeted audiences, and their potential connection with upcoming activities (e.g.. masterclasses, pan-European conference).



Table 3. Target audience and participation.

TARGET AUDIENCE	SUB CATEGORIES	DISSEMINATIONNEEDS AND RELATED ENERGY-SHIFTS TOOLS	EXPLOITATION ROUTES AND RELATED HEADLINE IMPACT	COMMUNICATION OPPORTUNITIES TO / WITH THESE STAKEHOLDERS	PARTICIPATION
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 Horizon 2020 projects.	Via: conferences and events;workshops; publications; word of mouth and personal contacts; online and personal interviews; social media; newsletter and website.	Workshop participation: 15 participants Social Media updates: 326 posts Newsletter: 3 of 5 editions
	Energy-SSH ESRs	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 ESRs 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; social media; press releases; newsletter and website.	Workshop participation: 11 Blogposts written by ESRs: 5 Videos recorded by ESRs:13 Social Media updates: 54 posts
	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.	Workshop participation: 9 participants
European Commission (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.	Workshop participation: 53 participants



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.	Key role as Fellows in the Fellowship programme; Cooperation with the Offshore Wind SET-Plan Working Group on its updated implementation plan. 1 guide and 1 video about SET-Plan. Social Media updates: 5 posts Database entries: 1 Newsletter: 2 editions
	SET-Plan Implementation Working Groups	Engage in dialogue about cross-cutting issues from SSH, focusing on renewables, smart consumption, energy efficiency, transport.	SSH-focused guides from SSH learnt knowledge to link dialogues 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.	Social Media updates: 8 posts Working group webpages: 5 Publications: 4
	LC-SC3-CC-4-2018 funded Fora*	Formal contacts with which we will be working to address their particular communities' engagement 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 attendance; Policy Fellowships and Shadowing Programme; workshops; Working Groups; publications; word of mouth and personal contacts; social media; newsletter, press releases and website.	Workshop participation: 6 participants
	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 evaluation activities) of interdisciplinary discussions catalysed between relevant participants through.	Via: WP1 interviews; conferences 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.	Guide to ETIPs publication and video: 2 Social Media updates: 23 posts Newsletter: 2 editions
	Industry within EU energy projects	Collaboration opportunities e.g. at ETIP/ SET-Plan events. Reciprocal weblinks driving interest between initiatives. Case studies on embedding SSH.	Access to SSH researchers with targeted expertise. More impactful project design. Sharing good practice examples of stakeholder engagement.	Via: conferences and events; workshops; publications; word of mouth; social media and website.	Social Media updates: 31 posts Newsletter: 3 editions Guide to SET-Plan Publication: 1 Video regarding SET-Plan context: 1



Policyworkers	EU, national, regional and local government	Activities with a central policy agenda. Clear, tangible recommendations and examples. Executive summaries within resources. Ability to advance own networking.	Use databases to access energy-SSH expertise. Embed insights into SET-Plan Implementation Plans. Replication of Fellowship scheme.	Via: conferences and events; workshops; database ; social media; newsletter; press release- and website.	Workshop participation: 2 participants Database entries: 22 Social media updates: 24 posts
	Energy authorities	Help them to find tools to achieve the citizen energy-related demands across involved activities.	Facilitate useful guides, publications and an external agenda to feed insights, SSH energy-related.	Via: conferences and events; workshops; database ; word of mouth; social media; newsletter; press releases and website.	Database entries: 14 Social Media updates: 7 posts
	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: conferences and events; workshops; database ; word of mouth; social media; newsletter; press releases and website.	Database entries: Individual: 19 Organisation: 39 Social media updates: 3 posts
	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: conferences and events; workshops; database ; Masterclasses; Online Citizen Debates; word of mouth; social media; newsletter; press releases and website.	Workshop participation: 2 participants
Non-Governmental Organisations (NGOs) and civil society	Policy-facing NGOs	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 ; Masterclasses; Online Citizen Debates; word of mouth; social media; newsletter; press releases and website.	Database entries: individual: 29 Organisations: 29 Workshop assistance: 25 Social Media updates: 15 posts
	Energy-related NGOs	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 ; Online Citizen Debates; word of mouth; social media; newsletter; press releases and website.	Workshop participation: 19 participants
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.	To be developed in future project activities
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: conferences and events; publications; Masterclasses; press releases; newsletter; social media; website and online debates.	To be developed in future project activities

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



2.1.1. Consortium members (internal to the project)

Effective and fluent communication between partners involved in the project was critical to Energy-SHIFTS communication Plan success. The partners define the project and need to be aware of all relevant information as soon as it comes out. Sharing of information among consortium partners has been crucial to the Plan, developing a monthly consortium internal newsletter with the latest activities (internal and external) updates and coming issues.

In terms of consortium meetings, two internal face to face meetings have been held:

- [First consortium meeting in Cambridge, UK \(April 2019\)](#)
- [Mid-term consortium meeting in Brussels, Belgium \(Sept 2019\)](#)

Due to the coronavirus pandemic and subsequent travel restrictions, the next consortium meeting will be held virtually on 1st-2nd July 2020. On 19th and 20th November 2020 the last consortium meeting is planned, and depending on travel restriction it will be a face-to-face meeting in Krakow or hosted virtually (see section 8).

Our expert consortium includes:

- Acento Comunicación, Spain ([ACC](#));
- Anglia Ruskin University, UK ([ARU](#));
- European Energy Research Alliance, Belgium ([EERA](#));
- Third Generation Environmentalism, Belgium ([E3G](#));
- Dutch Research Institute for Transition, The Netherlands ([DRIFT](#));
- Jagiellonian University, Poland ([JU](#));
- Norwegian University of Science & Technology, Norway ([NTNU](#))

Through its balanced expertise, its presence across Europe and its impressive outreach to very diverse stakeholder groups, the Energy-SHIFTS consortium allows for the project to ensure input from a significant number of key energy-SSH players. With the broad support of this community for Energy-SHIFTS findings, these have been released to the ETIPs / SET-Plan stakeholders. This presents one of the project objectives, namely reaching out to EU policy communities.

2.1.2. Academic Community

Supporting the Academic Community and its impact, including Energy-SSH (and Non-SSH) researchers and Energy-SSH ESRs, is one of objectives of this project thus the dissemination strategy has been (and accordingly will be) focused on this target.

The Academic Community has had a strong presence in scoping workshops, with more than half of the total attendees, and an active presence, represented by ESR students, in the activity development.

Three of four Energy-SHIFTS call for participants have been targeted to the Academic Community.

This audience has been present on social media strategy as evidenced by the fact that more than 40% of the updates have been related with SSH topics. The reason is the more information they receive about the opportunities that exist to connect with energy policy-makers, the more successful the project will become.

2.1.3. European Commission

The European Commission and its directorate-generals for Research & Innovation (RTD) are crucial to the project outputs. This is achieved by working with the Policy Officers scheme to achieve the Horizon Europe Framework Programme priorities and its recommendations.

Participating in some EU-related events as H2020 project speakers increased Energy-SHIFTS presence and its impact in the EC RTD framework.

Monthly calls and the deliverable submissions established strong connections with this audience, as an important part of the Communication Plan.

Next year, RTD EC audience will be critical in the Pan-European final Conference where the conclusions and recommendations will be presented as the culmination of Energy-SHIFTS.

2.1.4. SET-Plan stakeholders and Industry

Impacting the SET-Plan framework across their key actors (EU member state representatives, EU policy-workers, LC-SC3-CC-4-2018 funded Fora, European Technology & Innovation Platforms (ETIPs) and Industry within EU energy projects) allowed Energy-SHIFTS to increase its influence in key policy processes.



Involving SET-Plan actors in the cross-cutting project activities (e.g. Working Groups Steering Committee, Policy Fellowship Scheme) and generating strong liaison to contribute to European Energy Union recommendations, strengthens Energy-SHIFTS status within EU policy scheme. The social media strategy includes being in close contact with SET-Plan activities and events, disseminating the most relevant activities. This has involved more than 3% of monthly social media posts.

2.1.5. Policyworkers

Policyworkers including private and public institutions (energy authorities, Think Tanks or lobby groups) have been the priority audience for database goals and its dissemination actions. This audience and its framework provided Energy-SHIFTS an impact at local, national and EU level, delving into their needs and priorities, aligning them with project goals.

These provide valuable policyworkers' inputs to generate tailored content to be disseminated via online channels (social media has two dedicated monthly updates with this targeted audience, a dedicated section on each bi-monthly newsletter edition and database interface designed according to their needs) and on consortium partners networks, achieving more than 250 entries.

2.1.6. Non-Governmental Organisations (NGOs) and civil society

Crucial to the next year of project activities (masterclasses, online debates), the NGOs operating in the fields of energy and research will represent civil society and their perspectives about how SSH-research can connect with citizen needs across their civil actors, specially related with press-release strategy and the languages chosen for translation.

2.1.7. General Public

Including citizens in the energy framework discussion, involving them in citizen debates activities, will help Energy-SHIFTS to increase its understanding of societal needs. Furthermore, choosing tailored language for people who are not familiar with technical jargon has been a cross-cutting topic through social

media communications and video productions, especially with information regarding complex topics e.g. how to explain what Horizon Scanning method is or the relevance of SET-Plan framework within the project goals.

2.1.8. Media

Mass media is a game-changer when it comes to widening the audience and spreading the results of the project. Through an efficient use of various media, covering different political spectrums, content and geographical locations, providing media sources, it is possible to have a direct impact on multiple stakeholders and disseminate more broadly the end-results of the project activities, thus increasing visibility, impact and support for foreseen actions.

2.2. Work Package 5 'Communication, dissemination and exploitation': Activities, deliverables and milestones

Work Package (WP) 5 'Dissemination, Exploitation and Communication activities' ensures that all project results are made available results available to all potential stakeholders, and continually broaden the engagement, including planned joint activities with other relevant projects/initiatives.

The key purpose of this Work Package is to support the overall project objectives and its activities in the context of best practice communications and its dissemination strategies. WP5 is thus especially focused on ensuring that the work done within this project is brought to the attention of, and where possible actively involved, as much community as possible.

In general terms, according to the IPR Helpdesk in collaboration with the European Commission (EC), these three terms address the following:

(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:

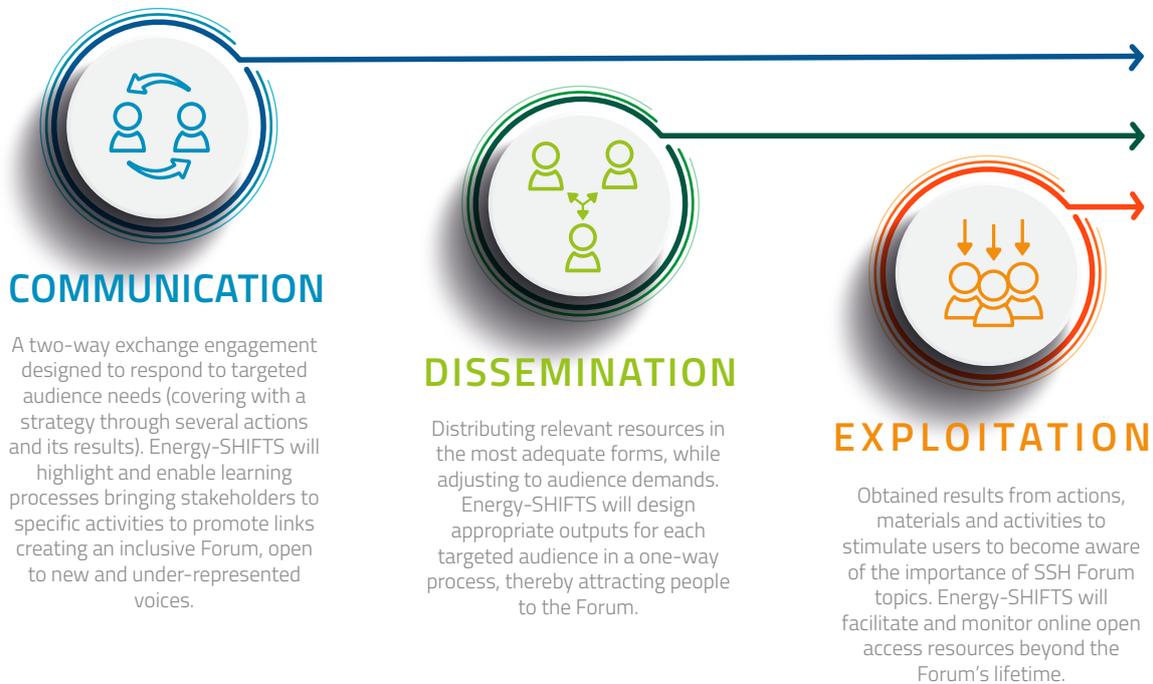


Figure 1. Communication, dissemination and exploitation objectives.

For Energy-SHIFTS to make the expected impact, communication, dissemination and exploitation of the project objectives need to be strategically planned and incorporated creatively, originally and innovatively. Revision and monitoring strategies and actions impact have been a key step to collect relevant lessons learnt to implement the Plan for dissemination, exploitation and communications deliverable (D5.3).

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

- Continuing to raise awareness of the project through social media content and outreach materials.
- Building trust in the project and increasing the audience engagement, impacting NGOs, general public and media (increasing the already engaged audience).
- Greater integration of partners in both external communication and especially internal communication.

- To strengthen the established relationships with other related projects.

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

To accomplish WP objectives, the following tasks have been included:

1. Strategy and positioning

- A detailed communication, dissemination and exploitation plan was created to cover how we planned to engage with our audience during the first year of the project. This Plan was the starting point of each action development, providing worthwhile insights to be taken into consideration to implement the Plan workflow.
- A communications starter pack for partners has been created to ensure consistency in developing a project brand. The most used documents,



according to number of downloads, have been the templates (Word and PowerPoint). This reflects the consortium involvement with the visual language of the project, undertaking their commitment to keeping the Energy-SHIFTS branding.

- A communications plan for the Early-Stage Researcher (ESR) programme (see section 4.2.1) that sits across multiple tasks/WPs has been produced and the participants have been involved in developing ESR blogposts and videos.

2. Online presence and tools

- A project website has been developed, with a dedicated private partner space hosting the key information produced by the project, including reports, infographics, policyworker database, as well as summaries of all activities and ways to get involved. Especially useful have been the ‘The key elements of success in the imagined causal chain of Horizon Scanning’ to be used in several activities e.g. Working Groups where Horizon Scanning method was the chosen procedure.
- 15 Blogs/news items have been published, with a commitment to publish 40 across the project lifetime. A specific blog strategy (see Table 6) has been

designed for internal use, including where consortium partners and ESR members are involved, aiming to accomplish the required outputs by the end of the project, including Final Conference highlights (see section 5.4)

- Social media set up across Twitter, LinkedIn and Facebook. Conversion of SHAPE ENERGY accounts into Energy-SHIFTS equivalents benefited the community engagement beyond the previous project, gaining more than 1,700 followers across the three profiles. During this first year of the project, the relevance of adding a [Google Scholar](#) profile has been identified, increasing project visibility to academic audiences (see section 7.1)
- Although the priority has been to produce 20 videos, during the first year of the project we surpassed this goal, producing more than 40 videos. The relevance of this multimedia material and its impact audience has been critical to focus the online presence to support Energy-SHIFTS key messages.
- Established reciprocal weblinks with energy/SSH/STEM/policy networks: According to [SEO-Profile tool](#) (marketing website specialise in backlinks analysis), Energy-SHIFTS URL have been pointed to in 25 websites with 70 active links:



The most relevant external links according to their impact are the following:

- [Energy Efficient Buildings](#)
- [SocialRES](#)
- [Newcomers](#)
- [PROSEU](#)
- [ENERGISE](#)
- [SONNET](#)
- [ECHOES](#)
- [SMARTEES](#)

Partners have been committed to this task by including the Energy-SHIFTS project in their institutions webpages. Some of these weblinks have been

written in local languages increasing their impact in local communities.

- [NTNU](#)
- [DRIFT](#)
- [EERA](#)
- [ACC](#)

3. Presenting forum results (during the second year of the project)

- E3G will lead the organisation of a pan-European conference to present results of the Forum, with support from EERA. This Brussels-based energy-SSH policy event, as long as the situation caused



by the coronavirus allows (see section 8), will bring together Forum activity participants with other interested experts, including presentation of the Forum’s summary brief. Virtual participation tools, e.g. live streaming, will maximise engagement.

- ARU, NTNU, DRIFT and JU will prepare journal articles (see section 6.2). ACC will maintain a list of peer-reviewed publications that the academic partners are producing.
- ACC have been formatting and branding all public-facing deliverables, designing custom images to reinforce the publication impacts.
- A format for press releases has been produced and it is expected that 4 more press releases will be distributed through relevant (local/national/international) media channels. The releases will link to the project’s key publications and activities (see section 6.1). Each press release will be translated into 5 non-English European languages (French, German, Spanish, Italian, Polish). Experiences in this task will further feed into the media master-class (see section 7.3.2).
- ACC monitored dissemination and exploitation impacts, including a list of external events at which partners have been representing Energy-SHIFTS (see section 7.3.1).

These tasks, in turn, are closely related to five WP5 deliverables. These deliverables take into account the contributions established by the consortium between communicating, exploiting and disseminating information about Energy-SHIFTS:

Deliverables

- D5.1: Communications starter pack (M2)
- D5.2: Communications plan for the Early-Stage Researcher Programme (M4)
- D5.3: Plan for ‘dissemination, exploitation and communications’ (M3)
- D5.4: Updated plan for ‘dissemination, exploitation and communications’ (M15)
- D5.5: Final conference report (M24)

Milestones

- MS2: Project branding, website and social media (M2)
- MS12: Forum marketing and published material (M24)

2.3. Project visibility - commitments and responsibilities

The outcomes from this project are generated only because of the EU’s financial support. As such, all communication and dissemination materials must include a very particular acknowledgement to the EU.



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 826025.

In addition, communication and dissemination activities must be in line with the Commission articles 28, 29 and 38, as laid out in the Horizon 2020 Programme Annotated Model Agreement:

Article 28 – Exploitation of results includes:

1. Obligation to exploit the results
2. Results that could contribute to EU or International standards – information on EU standards
3. Consequences of non-compliance

Article 29 – Dissemination of results – Open access - Visibility of EU funding includes:

1. Obligation to disseminate results
2. Open access to scientific publications
3. Open access to research data
4. Information on EU funding – Obligation and right to use the EU emblem

Article 38 – Promoting the action – visibility of EU funding includes:

1. Communications activities by beneficiaries
2. Obligation to promote the action and its results
3. Information on EU funding – Obligation and right to use the EU emblem
4. Disclaimer excluding Commission responsibility
5. Communications activities by the Commission
6. Right to use beneficiaries’ materials, documents or information
7. Consequences of non-compliance

The Energy-SHIFTS communication strategy complies with the Horizon 2020 guidelines on best practice in strategic communications to ensure that the strategy is complete and on track.



3. Communications strategy: purposes and implementation

The Energy-SHIFTS communication strategy has been based on a strong statement of purpose which has guided the Communications plan to select specific actions, channels and tools for each activity and topic needed to achieve WP5 objectives.

3.1. Purposes

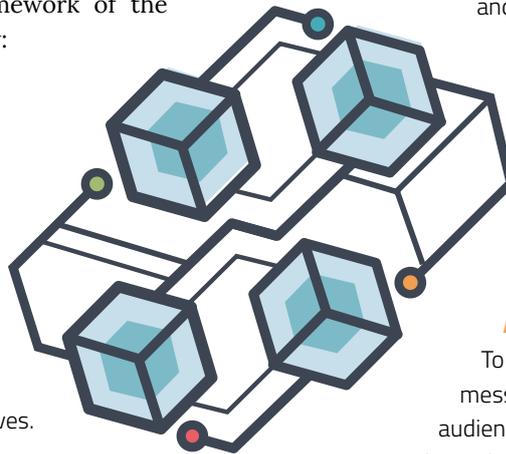
This strategy is based on the framework of the defined communication purposes below:

GENERATING QUALITY CONTENT

To demonstrate Energy-SHIFTS content is authoritative, expert and trustworthy.

PRESERVING STRATEGY SUCCESS

To ensure the achievement of project objectives.



ENSURING AN ENGAGED AUDIENCE

To encourage audience and online communities to be interested in the work and ensure their loyalty.

CUSTOMISING CHANNELS AND TOOLS

To adapt the communication messages to target/potential audiences via the most effective channels and tools.

Figure 2. Energy-SHIFTS communications framework.

These priorities have been implemented following a roadmap based on communications phases:

Built on these phases and following the defined purpose, the communication plan can monitor the impact, cross-checking data of what has been achieved with what was expected to be achieved. This has been a key factor in order to re-adjust the communication messages to increase the impact, engagement and visibility.

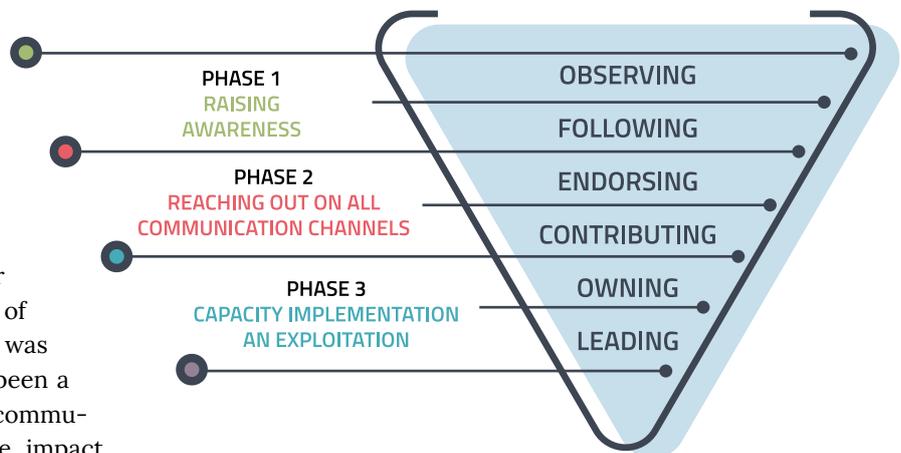


Figure 3. Communication phases.



3.2. Implementation

With the aim of identifying best practises to achieve each purpose, a list of key questions has been

answered to facilitate the implementation strategy of the elements described above. These aspects, based on *European Commission, Horizon 2020 – Communicating EU research and innovation guidance for project participants*, are:

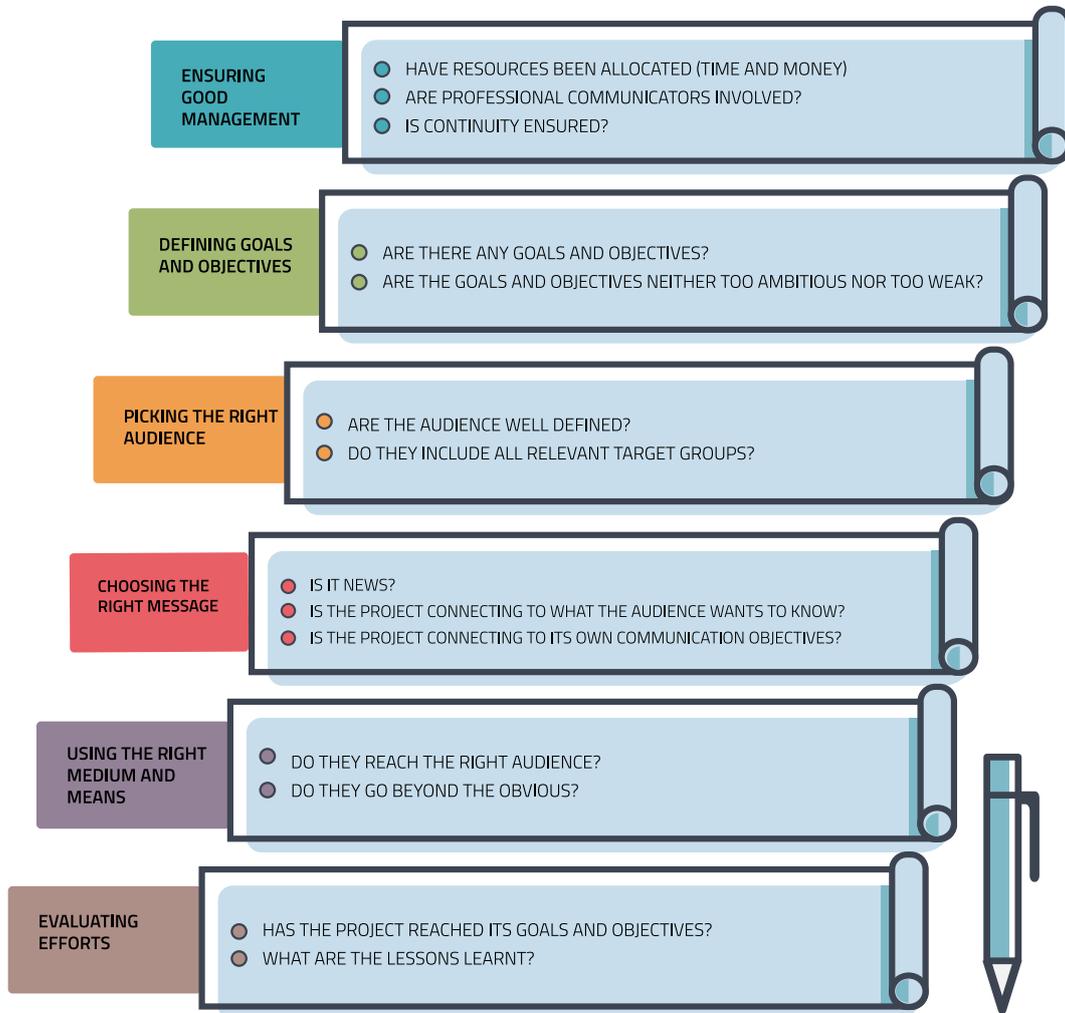


Figure 4: Horizon 2020 – Communicating EU research and innovation guidance for success . Source: https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

3.3. Communication messages

Developing a strong communication strategy should be accompanied by key messages in terms of impact and visibility success. Communication messages, thus,

should be adapted to each target and to different narratives.

The following figure presents the tailored message according to each target audience. This message has been sent across calls to action, using these as short sentences designed to prompt an immediate response or encourage an immediate action.



KEY MESSAGES: ENERGY-SHIFTS IS...

ACADEMIC COMMUNITY



An open and cooperative Forum set up to encourage energy-SSH networking.

Call to actions: 'New blogpost', 'read our publications'.

Get involved with: call for participants, workshops, Fellowships & Associates Programme, database, social media, newsletter and website.

DIRECTORATE-GENERAL FOR RESEARCH & INNOVATION (RTD)



A forum aiming at providing immediate insights for the short-term/long-term directions of EU energy policy and its priorities

Call to actions: 'Read more', 'click here'.

Get involved with: workshops; interviews; monthly calls; submitted deliverables; conferences and events; publications; social media; newsletter.

SET-PLAN STAKEHOLDERS AND INDUSTRY



An opportunity to increase the impact on the strategic discussions of future versions of the SET-Plan.

Call to actions: 'Don't miss this', 'interesting information'.

Get involved with: SET-Plan conference attendance; Policy Fellowships & Associates Programme, database, online and personal interviews, social media, newsletter and website.

POLICYWORKERS



A key tool to achieve the citizen energy-related demands by knowledge sharing through facilitating increasing policy networking.

Call to actions: 'Get involved', 'don't miss.'

Get involved with: conferences and events; workshops; database; social media; newsletter; website.

NON-GOVERNMENTAL ORGANISATIONS (NGOs) AND CIVIL SOCIETY



A useful guidance for energy planning, actionable steps to leverage network-characteristics, and actionable steps to fit projects.

Call to actions: 'Do you know?', 'Do you want?'.

Get involved with: conferences and events; workshops; database researchers; social media; newsletter; website.

GENERAL PUBLIC



A forum where citizens' position, at the crossroads between policy and SSH energy disciplines, is reinforced.

Call to actions: 'Would you like?', 'Interested in?'.

Get involved with: social media and website.

MEDIA



A place where information is available using ways to explain technical topics in simple language.

Call to actions: 'Tired of?', 'Check this out'.

Get involved with: conferences and events; publications; Masterclasses; press releases; newsletter; social media; website, interviews, online debates.

Figure 5. Key messages and call to actions.



3.4. Communication roles and responsibilities in the project

As communication partner leader, ACC has the commitment to communicate and disseminate the Energy-SHIFTS Work Packages (WP) related activities aiming at targeting a large number and variety of audiences during the lifetime of the project.

Table 4 represents the WP activities linked with Communication Plan responsibilities:

Table 4. Work Package activities and Communication partner leader responsibilities.

WORK PACKAGE	ACC COMMUNICATION RESPONSIBILITIES
WP1 - Scoping	<ul style="list-style-type: none"> Disseminate the scoping workshops selecting the tailored channels and tools Database implementation and dissemination facilitating energy-SSH relevant policy groups connections
WP2 - Working Groups	<ul style="list-style-type: none"> Design dedicated webpages to gather related content Dissemination actions to increase visibility of participants and relevance Formatting Publications following Energy-SHIFTS branding principles
WP3 - Policy Fellowship and Associates	<ul style="list-style-type: none"> Formatting Publications following Energy-SHIFTS branding principles Dedicated website page designed to be user-friendly in terms of User Experience Promote related calls for participants providing online channels and tools and tailored multimedia to increase key message impact
WP4 - Synthesis and evaluation	<ul style="list-style-type: none"> Design of a roadmap to adapt masterclasses virtually according to coronavirus pandemic framework
WP5 - Dissemination, exploitation and communication activities	<ul style="list-style-type: none"> Develop and implement the communication strategy and dissemination policy 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 the external EU energy policy agenda (including blogposts and Social Media activity) Coordinate infographics Coordinate blogposts Ensuring stakeholders, audience and communication output targets are met Consulting and supporting ESR Communications Plan



3.5. Evaluation and review of the communication strategy

This section details the most relevant Key Performance Indicators (KPI) in terms of evaluation impacts. This has been key to the delivery of the various elements of the strategy and they have been regularly and consistently reviewed in terms of efficacy and impact, through quantitative and qualitative KPIs.

These KPIs, following the selected outputs on the Communications Plan (D5.3), are:

- Quantitative
 - Online: Number of clicks, likes, shares, tags, video views, new followers, profile visits, engagement rates, website traffic, entrance page, website users etc.
 - Offline: Number of participants, number of database entries etc
- Qualitative
 - Online: Types of comments received, their tone, the number / kind of people reached, the types of followers, impressions etc.
 - Offline: Expertise background related to participants

3.5.1. Evaluation

Based on a SWOT analysis concerning the main outcomes of the project, ACC has assessed, across an evaluation plan and its monitoring, the impact of the communication, how effectively it served the project objectives and whether it reached correctly the targeted audiences concerning expected initial project impact and real projects achievements.

According to these principles, some marketing tracking free tools have been used as monitoring platforms: Google Analytics, Search Console, Wordpress analytics plugins, Screaming Frog, SEO Profile Tool.

To evaluate Social Media KPIs, the following tools have been chosen: Social Media analytics platforms (Facebook, Twitter, LinkedIn, YouTube, Hootsuite, Metricool), newsletter analytic tools (Mailchimp).

An editable monitoring events spreadsheet has been shared via Google Drive with which partners have been able to track their specific project communication and dissemination activities with periodic reminders sent in our monthly consortium newsletter (see section 4.2.2).

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

Measures of success have been selecting according to Google Marketing SEO and Social Media Principles.

Web monitoring:

1. Top Sources /Acquisition: Knowing which the most popular sources are (direct traffic, social media networks, newsletter, external email hosting) is a way to understand which source should be encouraged and enhanced to increase the visibility of the project. Measure of success: at least 50% of the traffic should come from external resources (Social Media, mailing, external links)
2. Website traffic: Focussed on organic traffic (acknowledging that Energy-SHIFTS lacks an Advertising budget to pay for promotions), page views and most visited subpages as reference numbers helped streamline the most relevant content for users. Measure of success: 2,000 page views /month
3. Audience Overview: Understanding which kind of online audience Energy-SHIFTS gets will be fundamental to maximise traffic on the website. Special attention will be paid to the number of new visitors against return visitors to conclude whether the Energy- SHIFTS topics are engaging the audience. Measure of success: 10% of total visitors represent returning visitors
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. Measure of success: At least one new user landing to the website by clicking an organic keyword

Social media:

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. Measure of success: 1.5% engagement rate
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. Measure of success: at least 300 followers to each Social Media account

Newsletter

The most important KPIs will be related to the open rate and the number of generated clicks. Measure of success: open rate between 15% and 35% and click rate higher than 10%.

All these tools have been essential to understand the real strategy impact and engagement and to streamline ways to improve the project relevance.

3.5.2. Review of the communications strategy

The identified tools have been providing data which could be immediately analysed and findings implemented. The parameters fixed to implement the strategy were:

- Monthly review. According to marketing strategy, it is important to have data from a completed month to compare to the previous month and year
- Implemented changes: All changes have been notified to Google via Indexed website (Google Search Console)
- Adapting key message to new parameters and perspectives (see section 3.3)

In the first-year of the project Energy-SHIFTS set a baseline, producing a variety of project outputs through cross-cutting WPs (e.g. WP1-WP2-WP3). Next year will be the confirmation of success, addressing several key WP4 and WP5 outputs (masterclasses, online debates and the Pan-European Conference).

Building on lessons from the first year further steps to ensure clarity and consistency in communication to raise the internal (consortium partners) and external (audience) commitment will be critical throughout the next year.



4. Internal communications resources

In this section, the templates, guides, tools, and other materials and online resources produced by ACC have been collected. These enhance the project visibility and outreach helping consortium partners in their project duties and communications.

This material responds to the D5.1 “Communication Starter pack” and the milestone MS2 “Project branding, website and Social media”. (see section 2.3).

The list of resources is by no means definitive and will change between 2020 and 2021, as the project activities and communication needs develop further, taking in consideration how coronavirus drives new activities framework development (see section 8).

4.1. Consortium tools: Visual branding, guidelines and templates

Early guidance produced for partners by ACC provided professional and robust branding of all public-facing deliverables and helped to have a roadmap to complete confidential deliverables. This guidance was a helpful resource from the very first project activities. For example, in the first week of April 2019 (the first week of the project) the workshop in Rotterdam could have the rollup banner because of the liaison between ACC, ARU and DRIFT.

The visual branding included:

- Logo (with a number of different variations) and ‘brand book’;
- One-pager (factsheet) in 5 different languages besides English;
- Roll-up banner, for use at events/in videos;
- PowerPoint template;
- Other templates and materials, such as invitations/ flyers of project events and
- ‘How to’ guides related to social media communications, blogposts, how to record a video and how to write a press release.

4.1.1. Logo and branding guidelines

The unique image of the Energy-SHIFTS project is built around the creation of a logo which all partners can feel identification with. A logo helped consortium partners to disseminate and show third parties all the materials produced through our activities.

The logo represents a child holding a windmill. The image alludes to renewable energy sources and ‘blue sky’ thinking. The child symbolises the power of people to change things, and a commitment to future generations. SSH insights are integral to these issues.

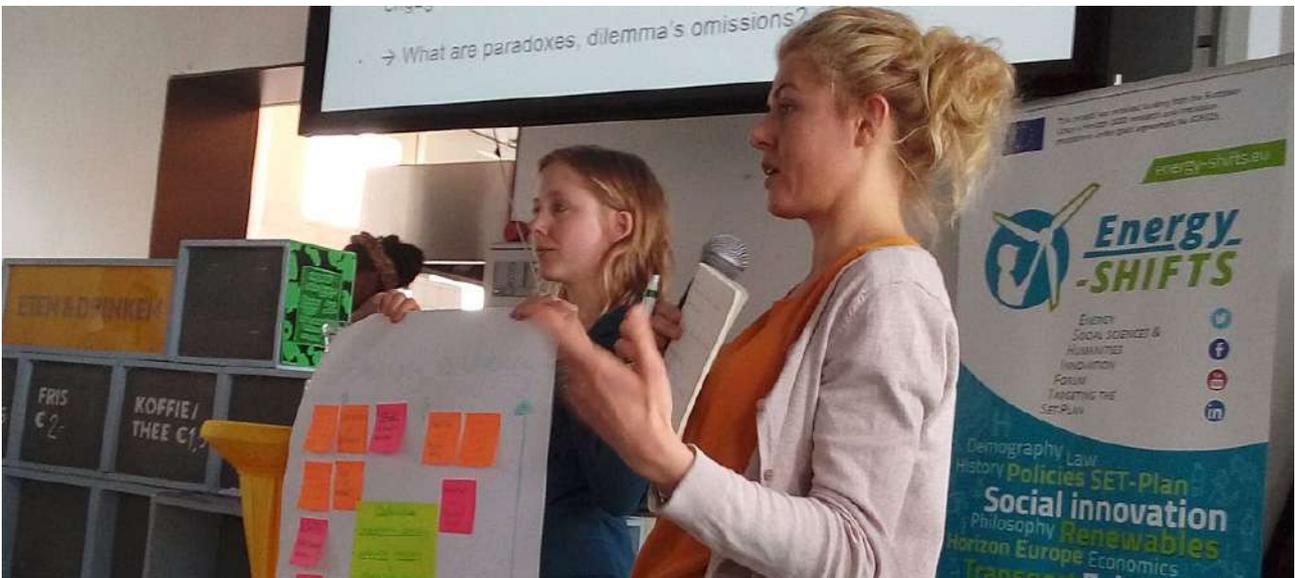
This helped to build a solid branding within the project, supported by all partners’ communications actions (workshops, deliverables, milestones, social media updates, external events presentations).





4.1.2. Banners

A roll-up banner enhanced visibility from the first official Energy-SHIFTS workshop run by DRIFT in April 2019. This tool has been successfully used at events (internal and external), consortium meetings, conferences and as a background image for interviews to encourage Energy-SHIFTS branding identity. All partners running workshops have their own banner and they incorporated it as a key material in the event setup. The banner template was created by ACC.





4.1.3. Project one-pager (factsheet)

This document ensured a common and key set of information consortium members share with the stakeholders, researchers, and other audiences that potentially engage with the project as well as the experts invited to participate in the Energy-SHIFTS activities.

This factsheet has been translated in 5 european languages (Spanish, German, French, Italian, Polish).

4.1.4. PowerPoint template

To ensure that meetings and events had a clear and structured project presentation required, ACC to produce a PowerPoint template adaptable to different content, including logos, EU-funded visibility, partners logos etc.



Energy-SHIFTS (Energy Social Sciences & Humanities Innovation Forum Targeting the SET-Plan) is a €4m 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.

Aims: The Energy-SHIFTS Forum aims to enhance dialogue and cooperation between energy-related Social Sciences and Humanities (energy-SSH) stakeholders – including academia, policy, citizens, industry, NGOs, and media, - in order to improve policy relating to the EU Energy Union. Since the energy transition will fundamentally alter the way that EU citizens live, work and play, it is especially important that EU energy policy engages with SSH-informed themes such as industry, social justice, democracy, and how to realise transformative change.

Activities: Energy-SHIFTS activities target over 10,000 stakeholders beginning with scoping activities including accessible guides to SSH in EU policy;

- 4 SET-Plan Working Groups (including 100+ energy-SSH academics)
- 4 Scoping Workshops on SSH Priority Themes
- 4 Online Citizen Debates for 1000 participants
- 20 Policy Fellowships, offering 100 energy-SSH placements
- 10 Early Stage Research Placements
- 4 SET-Plan Working Groups (including 100+ energy-SSH academics)
- 4 Scoping Workshops on SSH Priority Themes
- 4 Online Citizen Debates for 1000 participants
- 20 Policy Fellowships, offering 100 energy-SSH placements
- 10 Early Stage Research Placements

workshops on SSH priority themes (see Figure); online policyworker and researcher databases. We will build on this scoping work to implement: 4 Working Groups across SET-Plan themes (see Figure); a Policy Fellowship scheme; an Early-Stage Researcher programme; masterclasses for policy, NGO, STEM, and media audiences; 4 online citizen debates; and a pan-European conference. Our consortium will bring their considerable expertise in research-policy dialogue to these activities.

Recommendations inform Forum activities

SSH Priority Themes

SET-Plan Topics

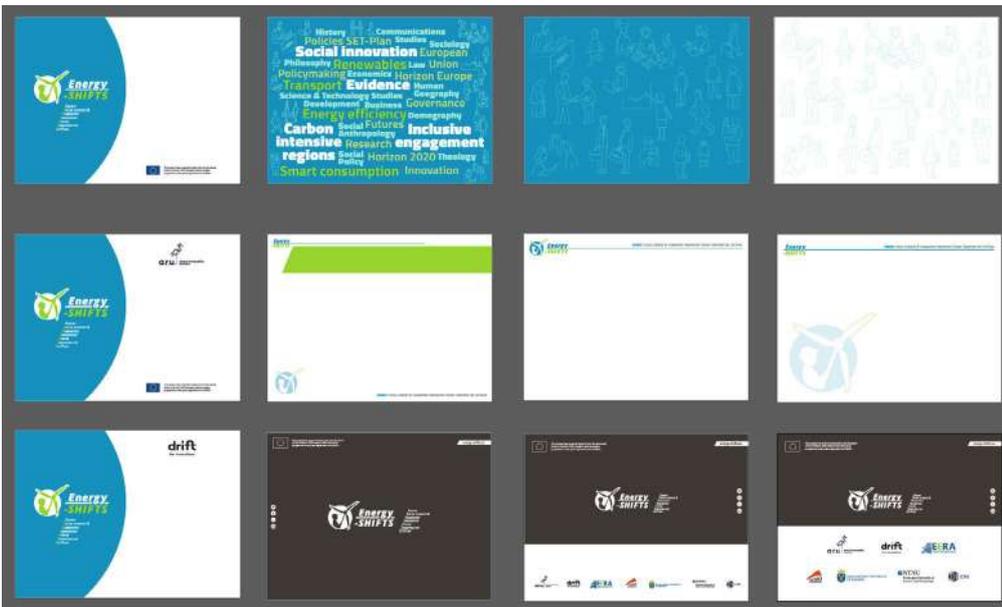
Used for structure, e.g. Working Groups:

- RENEWABLES
- SMART INFRASTRUCTURE
- ENERGY EFFICIENCY
- INCLUSIVE ENGAGEMENT
- EVIDENCE
- TRANSPORT
- SOCIAL INNOVATION

Disciplines: Energy-SHIFTS will work across the full range of social sciences and humanities, including energy-related research (both current and potential) within: Business, Communication Studies, Development, Economics, Education, Environmental Social Science, Gender, History, Human Geography, Law, Philosophy, Planning, Politics, Psychology, Science and Technology Studies, Social Anthropology, Social Policy, Sociology, and Theology.

Partners: Anglia Ruskin University, UK; DRIFT for transition, The Netherlands; Alliance Européenne de recherche dans le domaine de l'énergie, Belgium; Acento Comunicación, Spain; Uniwersytet Jagielloński w Krakowie, Poland; Norges Teknisk-Naturvitenskapelige Universitet, Norway; and E3G ASBL, Belgium.

Logos: Anglia Ruskin University, International Institute for Environment and Development (drift), EERA, entO, Maastricht University, NTNU University of Norway and Technology, E3G





4.2. Online engaging tools

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

DEFINITION

Communication strategy to engage early-stage energy-SSH researchers (ESR) to actively participate in this programme.

OBJECTIVE

Provide consortium ESR programme leaders with a communications guide on how to proceed on each stage of the plan for ESR communication.

ACTIONS

- Partners have been provided with specific guidelines about how to produce valuable material regarding Energy-SHIFTS dissemination activities. These guidelines, included in the starter pack for partners (D.5.1), helped ESR in Energy-SHIFTS communications tasks.
- Partner ESR programme leader, JU, distributed a draft communication plan with partners generating valuable feedback to improve this draft tailoring it to needs.
- In terms of ESR communication responsibilities a tailored communication and dissemination plan has been designed to facilitate their involvement with the activity and to provide a roadmap of how to proceed within the ESR programme regarding blogposts writings and video production.

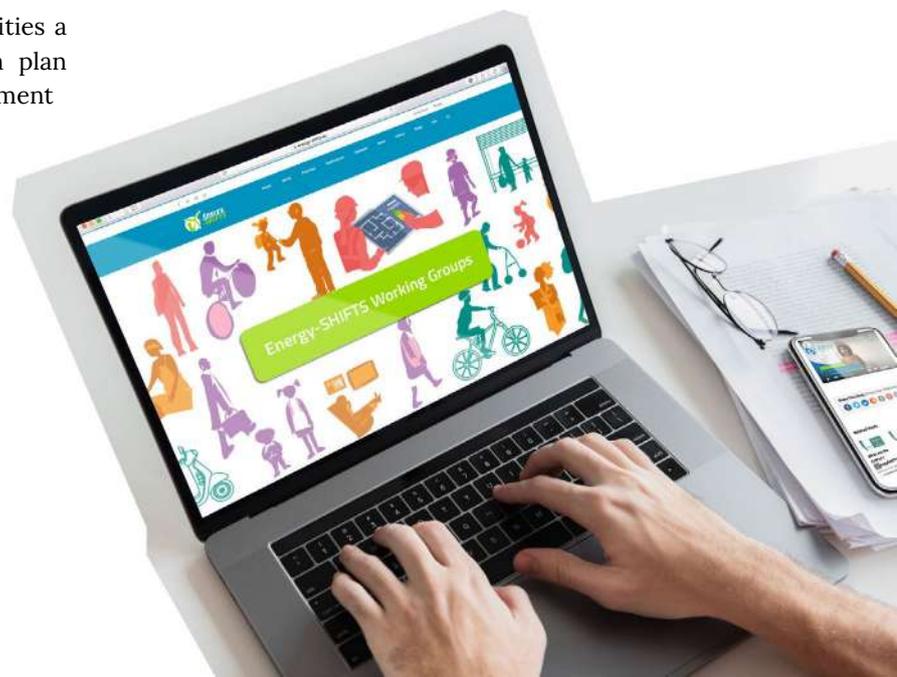
RESULTS

A dedicated area on the private website page where partners can find all information regarding ESR communications proceeds.

Dissemination Level:	Confidential (consortium only)
Due Date of Deliverable:	31.07.2019
Actual Submission Date:	31.07.2019
Work Package:	5
Task:	Communications plan for the Early-Stage Researcher Programme
Type:	Report
Approval Status:	Submitted
Number of Pages:	28
Author(s) Name and Affiliation:	Aleksandra Wagner, Maria Bogdanowicz-Molny, Tadeusz Rusiel, Jagiellonian University (Poland)
Reviewer(s) Name and Affiliation:	Chris Foulds, Anglia Ruskin University (UK)
Description:	This deliverable details the basic foundations and organising principles of the Early Stage Researcher (ESR) Programme. It proposes the organisation of recruitment, presents the optimal ESR profile and the potential benefits for programme participants. In doing this we hope to provide partners with better understanding of the role of ESRs and task leaders, their mutual obligations and general responsibilities in Energy-SHIFTS project. Proposing the communication structure we aim to increase consortium capacity to reach Early Stage Researchers informed, interested and engaged in the energy-SSH.

LESSONS LEARNT

A clear application form and recruitment process, the strong liaison between partners with a clear time-line were crucial to achieving the activity goals..





4.2.2. List of Energy-SHIFTS events



DEFINITION

Detailed internal list of all related Forum events which may be of interest to the consortium. The following table shows the Energy-SHIFTS related events and activities held during the first year of project:

Table 5. Energy-SHIFTS past events.

DATE OF EVENT	INVOLVED PARTNERS	CITY	COUNTRY	NAME OF THE EVENT	TYPE OF EVENT	NUMBER OF PARTICIPANTS / EXPECTED PARTICIPANTS
04/04/2019	DRIFT	Rotterdam	The Netherlands	Examining diversity, contributions and challenges of social innovation for energy transitions	Workshop	26
18/06/2019	ARU	Brussels	Belgium	Use of evidence in energy policy: the roles, capacities and expectations of Social Sciences & Humanities	Workshop	15
25/06/2019	NTNU, JU	Brussels	Belgium	Inclusive Engagement in Energy	Workshop	25
27/06/2019	E3G, JU	Prague	Czech Republic	Carbon Intensive EU regions	Workshop	18
09/12/2019	JU, ARU	Virtual	Virtual	Welcome meeting for Early Stage Researchers into the Energy SHIFTS project.	Workshop	25
28/05/2020	EERA, Tecnalia	Virtual	Virtual	Behaviours	Webinar	16
04/06/2020	JU	Virtual	Virtual	Social acceptance	Webinar	12
08/06/2020	DRIFT	Virtual	Virtual	Just transitions	Webinar	30
09/06/2020	NTNU	Virtual	Virtual	Human capital	Webinar	12
23/06/2020	ARU	Virtual	Virtual	Citizen engagement policy fellowship learnings	Webinar	27



The following table shows the Energy-SHIFTS events that have been planned for the second year of the project. Some of this activities will depend on coronavirus travel restrictions (see section 8); thereby, it is subject to change if needed.

Table 6. Energy-SHIFTS forthcoming events.

DATE OF EVENT	INVOLVED PARTNERS	CITY	COUNTRY	NAME OF THE EVENT	TYPE OF EVENT	NUMBER OF PARTICIPANTS / EXPECTED PARTICIPANTS
September/October 2020	DRIFT, JU	Virtual	Virtual	Selecting priority research questions on Renewables	Webinar	25
September/October 2020	NTNU, ARU	Virtual	Virtual	Selecting priority research questions on Smart Consumption	Webinar	25
September/October 2020	ARU, NTNU	Virtual	Virtual	Selecting priority research questions on Renewables	Webinar	25
September/October 2020	NTNU, DRIFT	Virtual	Virtual	Selecting priority research questions on Energy Efficiency	Webinar	25
November/ December 2020	ARU, EERA	Brussels	Belgium	What can energy technologists gain from SSH, for Horizon Europe projects and proposals?	Masterclass (face-to-face)	TBC
November/ December 2020	E3G	Brussels	Belgium	Putting citizens and consumers at the heart of EU energy policymaking: priorities for the new Commission term	Masterclass (face-to-face)	TBC
November/ December 2020	JU	Krakow	Poland	'Energy for Citizens – how to build engagement and action'	Masterclass (face-to-face)	TBC
November/ December 2020	JU, ACC	Granada	Spain	Covering 'The Energy Shift – supporting public dialogue on energy issues'	Masterclass (face-to-face)	TBC
November/ December 2020	JU	Virtual	Virtual	Citizen debates	Webinar	TBC
January 2021	E3G	Brussels	Belgium	Pan European Conference	Conference	130



OBJECTIVE

To keep the consortium informed about partner events and provide ways to improve events impact.

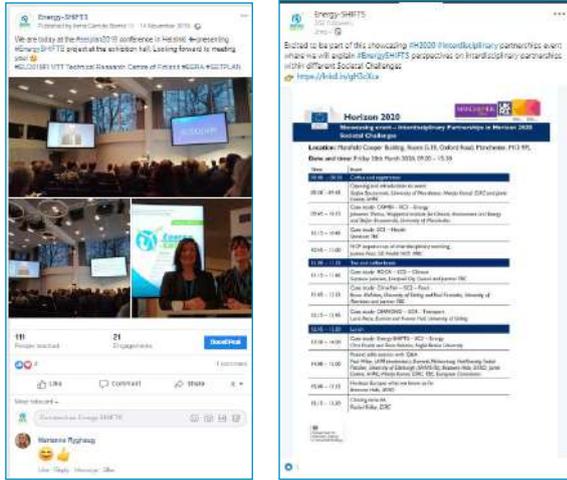


ACTIONS

- Event internal spreadsheet with status to date
- Monthly consortium newsletter as a channel to keep members informed
- Social media updates with events related information. Especially encouraged are events where partners are presenting and representing the project due to the possibility to tag other profiles/handles to increase the impact on wider audiences



- Blogpost written by partners to announce and present the most relevant insights
- Newsletter content aiming at increasing events' impact and subscribers involvement.



RESULTS

A filled spreadsheet with 35 events in which the most important insights have been tracked and are visible to all consortium partners.

LESSONS LEARNT

Encouraging partners to fill the internal spreadsheets regarding events and activities should be a duty in order to keep all consortium members informed and facilitate knowledge exchange while increasing related events communications, especially relevant for upcoming partners project duties.

4.2.3. Public-facing deliverables

DEFINITION

A range of documents have been produced to facilitate Forum communication, and reinforce the process and timescales of reviewing and proofing, as per Energy-SHIFTS branding principles.

OBJECTIVE

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

ACTIONS

- Private page on project website with designed templates according to Energy-SHIFTS visual branding
- Strong partners communications in terms of guidelines and timescales to ensure the most efficient deliverable.

LESSONS LEARNT

- Efficient way to collect all project information, specially the 'Useful energy SSH resources', is a key part of the private page



5. Engaging online communication channels

Based on the online marketing principle ‘trial & error’, several actions have been developed on online communications channels. The following subsections highlight best practise (according to best results) and show amendments to be implemented in the next steps of the project. These communication channels are common in most of the dissemination activities strategies thus, this section will highlight the most relevant topics regarding the overall Energy-SHIFTS project, its branding and its position as a project. The implemented strategies, actions, tools and channels activities will be detailed in section 7.

5.1. Website



STARTING POINT

As a central and cross-cutting communication channel, the website addresses features in all Energy-SHIFTS communication material and actions. The website hosts blogpost and news, project information, consortium partners relevant content and allows newsletter sign-up, among others.

The website has been improved during the first year of the project, adapting its framework to the workflow project. Thereby, banners have been changed to suit new webpages, tabs have been amended and tweaks have been implemented following the user experience principles.

Most of the communication actions drive the audience to the website. Therefore, traffic analysis is important to inform the website strategy and its best practices.



BEST PRACTISES

- Top 10 most viewed page: /about page has shown a special interest from the audience regarding the project and the involved institutions



BENEFITS

- Acquisition Overview (how users land to the website). This statistic discloses two important users behaviour: (i) Audience searched directly for Energy-SHIFTS on navigators and (ii) SEO strategy have been successful due to the second position of organic search. Furthermore, the average session duration is higher than 90 seconds, which is considered as relevant content by Google.
- Demography: A gender balance has been kept in traffic to the website, and this is a cross-cutting issue for the project. It is interesting to note that young people were almost 50% of the users, which indicates that the ESR programme and its related activities (scoping workshops, Policy Fellowship and working groups) have been adequately designed to engage the targeted audience.



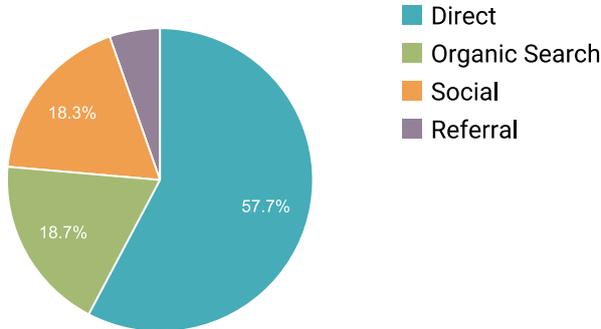
CHALLENGES

- Private page has low download documents meaning that the internal communication to share branding documents can be improved
- Database webpage has low traffic viewed page meaning that it should be considered to improve the dissemination actions to land users to this webpage
- Users have been interested in the project itself, showing less interest in specific actions (e.g. call for participants).

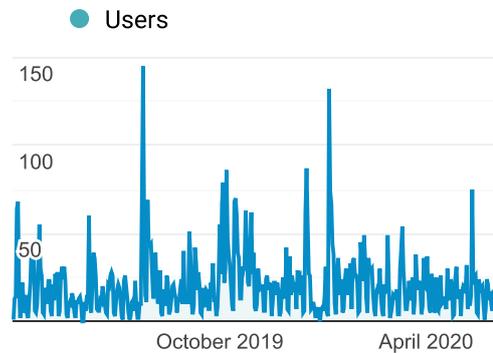


Page	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	44,475 % of Total: 100.00% (44,475)	18,307 % of Total: 100.00% (18,307)	00:00:37 Avg for View: 00:00:37 (0.00%)	9,869 % of Total: 100.00% (9,869)	10.14% Avg for View: 10.14% (0.00%)	22.19% Avg for View: 22.19% (0.00%)
1. /	9,515 (21.39%)	4,134 (22.58%)	00:00:37	3,709 (37.58%)	10.51%	25.01%
2. /about/	2,583 (5.81%)	1,103 (6.03%)	00:00:34	164 (1.66%)	6.71%	16.42%
3. /call-for-applications-energy-shifts-policy-fellowship/	2,392 (5.38%)	1,117 (6.10%)	00:00:38	945 (9.58%)	1.69%	39.80%
4. /activities/	2,320 (5.22%)	811 (4.43%)	00:00:21	121 (1.23%)	11.57%	7.93%
5. /publications/	1,452 (3.26%)	567 (3.10%)	00:00:14	64 (0.65%)	0.00%	6.82%
6. /call-for-esr-researchers/	1,328 (2.99%)	613 (3.35%)	00:00:43	475 (4.81%)	1.68%	37.80%
7. /meet-our-fellows/	1,293 (2.91%)	569 (3.11%)	00:00:49	299 (3.03%)	0.33%	29.47%
8. /policy-associate-call-applicants/	1,276 (2.87%)	543 (2.97%)	00:00:36	431 (4.37%)	0.23%	31.74%
9. /database/search	1,105 (2.48%)	348 (1.90%)	00:00:30	126 (1.28%)	0.79%	14.21%
10. /meet-our-early-stage-researchers/	1,093 (2.46%)	355 (1.94%)	00:00:25	99 (1.00%)	3.03%	12.08%

Top Channels

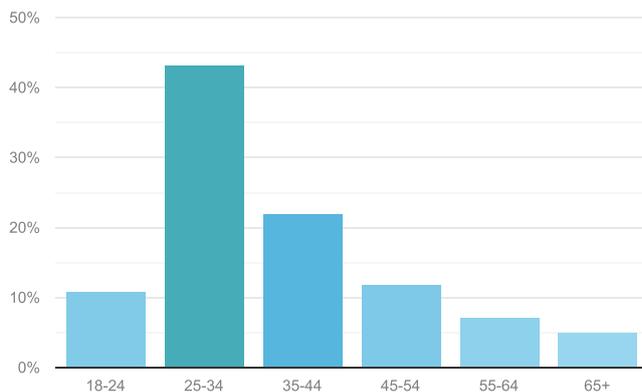


Users



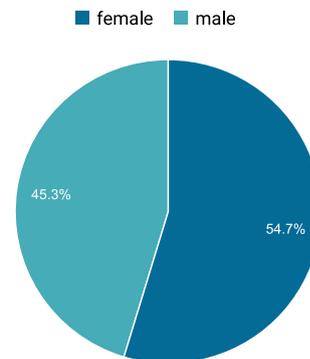
Age

25.80% of Total users



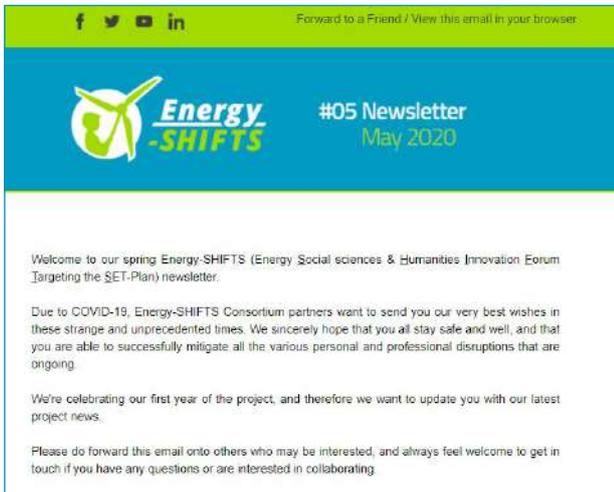
Gender

25.46% of Total user





5.2. Newsletter



STARTING POINT

A bi-monthly newsletter has been sent (with special editions at strategic points e.g. call for participants) informing stakeholders about project updates and upcoming activities, encouraging engagement with the project

To facilitate subscribers to sign up to our mailing list, a [landing page](#) with a clear form to fill has been created

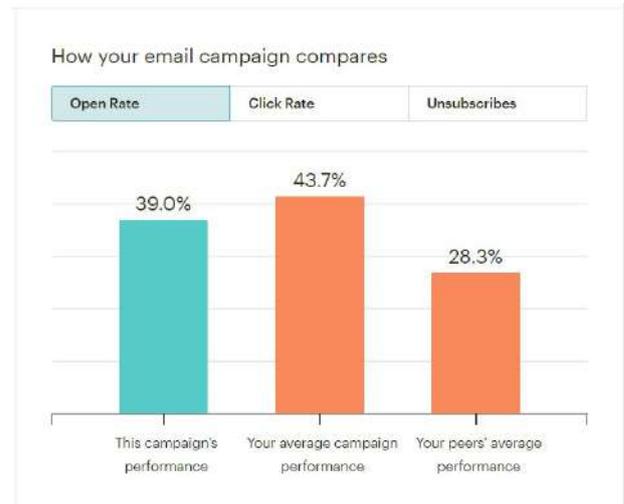
The release dates of the newsletters published in 2019-2020 have been:

- 12/9/2019 - Newsletter Number #1 [Welcome to the first Energy-SHIFTS newsletter.](#)
- 15/10/2019 - Newsletter Special Edition [Seeking applicants | Energy-SHIFTS Policy Fellowship \(deadline 31st Oct\).](#)
- 29/11/2019 - Newsletter Number #2 [Energy-SHIFTS newsletter | New Database - New Publications.](#)
- 16/12/2019 Newsletter Special Edition [Seeking applicants | Energy-SHIFTS Policy Associate \(deadline 9th Jan 2020\).](#)
- 7/1/2020 Newsletter Number #3 [Last Call: Policy Associate Call For Participants.](#)
- 27/2/2020 Newsletter Number #4 [Energy-SHIFTS newsletter | Ready for our updates?](#)
- 12/5/2020 Newsletter Number #5 [Energy-SHIFTS newsletter | We're celebrating, it's our first year!](#)



BEST PRACTISES

- The open rate average is 43.75%, with a minimum open rate of 35.75%. This average is noteworthy and is higher than the measure of success (see section 3.5) revealing a strong commitment and interest to the project by subscribers.



- In terms of click rates, the newsletter average is 17%, again higher than the measure of success of 10%. This statistic confirms the subscribers not only open the newsletter but interact with the content through the clicking on links.
- Subscribers. The email campaign resulted in only 2 unsubscribers, confirming the conclusion of a need for active subscribers developed through the tailored strategy executed to encourage them to sign up to Energy-SHIFTS mailing list.



BENEFITS

- The audiences have been carefully approached with simple and specific options for engaging with Energy-SHIFTS such as adding a tickbox to the PhD communications for opting into the newsletters. Consortium members have shown their commitment with engagement tasks sharing within their selection process a specific field to sign up to the project mailing list.
- According to the average number of both clicks and opens, the content has been successfully selected to the targeted subscribers.



CHALLENGES

- The increasing number of subscribers through upcoming virtual project activities.
- Even though visual content (e.g. gifs, animations) benefit subscriber engagement, the navigators framework prevented its use and instead prioritised tailored content. In future there should be more opportunity for visual content (pictures, videos).

5.3. Social media



BEST PRACTISES

- Users have shown more interest in updates related to internal content with e.g. Energy-SHIFTS publications and workflow than external content, i.e. users have been more interested in Energy-SHIFTS' own energy-SSH content, rather than us showcasing the energy-SSH work of others. Internal content has generated a 2.04% engagement rate and external content has a 1.45% engagement rate. Regarding the content related to events, Energy-SHIFTS events have gained a 1.92% engagement rate whilst external energy-related events raised 1.28%. In terms of shared posts, internal project content achieved a 2.44% engagement rate and external publication 1.88%.

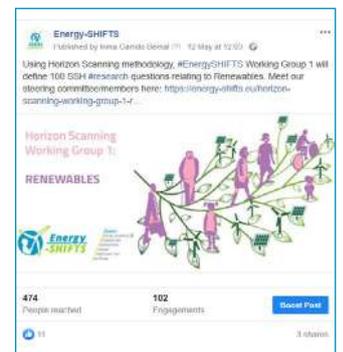
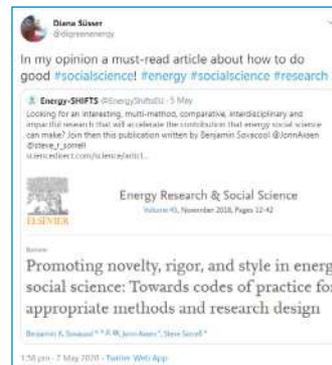


STARTING POINT

Although Energy-SHIFTS social media channels have inherited an online community from the previous project SHAPE ENERGY, the social media roadmap has been able to keep their engagement providing tailored content. Thereby, Energy-SHIFTS social media profiles have been included in several Twitter and LinkedIn groups, increasing the energy-related projects networks and Energy-SHIFTS visibility.

Retweeting and sharing external energy-related events and publications have consolidated Energy-SHIFTS' position, demonstrating that the project goes beyond its immediate deliverables and is of wider benefit to the energy community.

In order to keep balance, internal (related to the project) and external (related to energy-SSH scope) have been equally published.





- The audience has been accurately tailored as demonstrated by the demographic data extracted which shows the Energy-SHIFTS followers on Twitter and their relevance inside the energy-research scope. LinkedIn followers are closely related to project topics:

Twitter users by segment

Showing 1 - 5 of 5 results

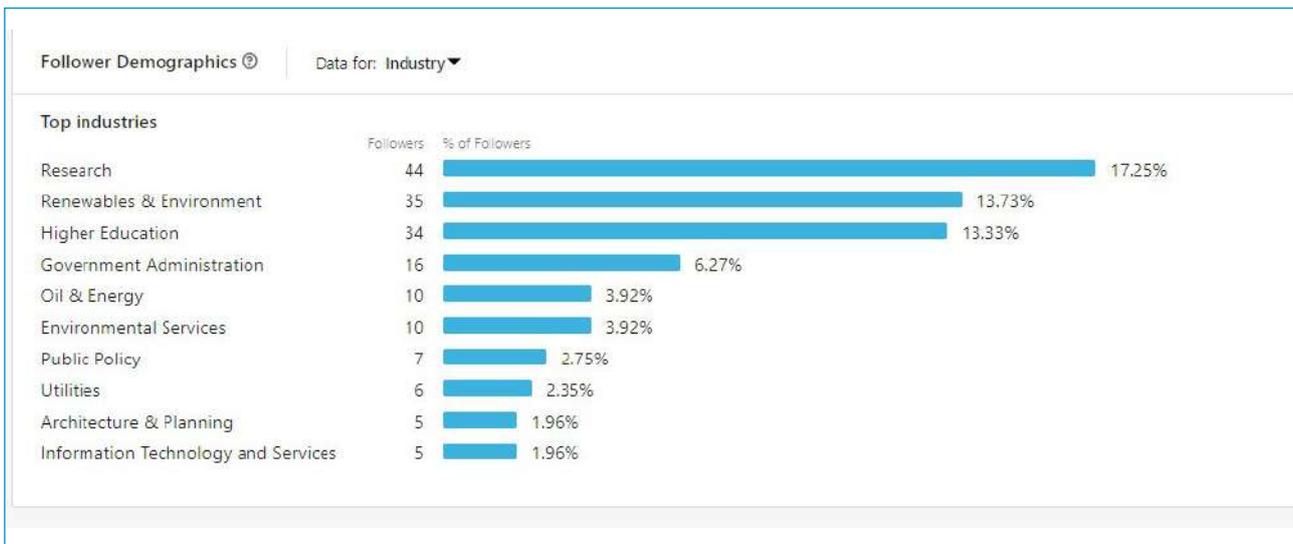
No filters	screen name	real name	tweets	following	followers	account age	Social Authority
follow	tveitdal	Svein T veitdal	46,354	114,430	300,776	10.69 years	81
follow	Alex_Verbeek	Alexander Verbeek	15,869	108,760	240,808	8.91 years	83
follow	dtdchange	Doing Things Differ	62,919	64,947	169,910	8.31 years	62
follow	EU_H2020	Horizon 2020	13,166	1,643	121,372	7.09 years	73
follow	ExtinctionR	Extinction Rebellion	36,242	24,208	355,379	1.86 years	81

@ Mentions

This section shows the user profiles that @EnergyShiftsEU has interacted with.

MENTIONS AND @REPLIES MEANS INTERACTIONS

TIP Clicking on a user, will take you to their Follower.me profile. Use Ctrl+Click (or Cmd+Click for Mac users) to open in a new tab.





- Due to coronavirus, special updated content has been published to respond to the new situation (see section 8). The scheduled monthly social media calendar has been amended, producing interesting conversations between energy-related handles and showing how important it is to adapt the content to the trending situations using Trending Topic (TT) hashtags.

- Shared content has been a key action to engage potential audience, showing them their engagement through their feedback, shares, comments and tags:





- Partners have been crucial to increase Energy-SHIFTS' impact by sharing the project updates in their profiles. That provides the possibility to introduce the project into related-audiences at local levels, especially through the use of local languages:



- Highlighting Energy-SHIFTS events helped to increase project presence in online communities; this kind of update gained 6,299 impressions with an average engagement rate of 1.45% Most used topics and hashtags strengthen the project

visibility within energy-related communities, gaining thus more online authority.



- All these actions have considerably increased the number of followers (see section 1), increasing followers between 10-15 followers per month on Twitter and between 2-6 followers per month on Facebook and LinkedIn.



BENEFITS

- The online community engagement is clear and they are interested in Energy-SHIFTS content, both internal and external
- Engagement with other energy-projects has been a key factor in increasing the project's visibility. Interactions through comments and events information sharing with other energy-related projects support this liaison which can be brought to life at the Pan-European conference (see 7.5)
- The LinkedIn channel community has grown faster than expected, and represents a great opportunity to disseminate the project activities and publications.

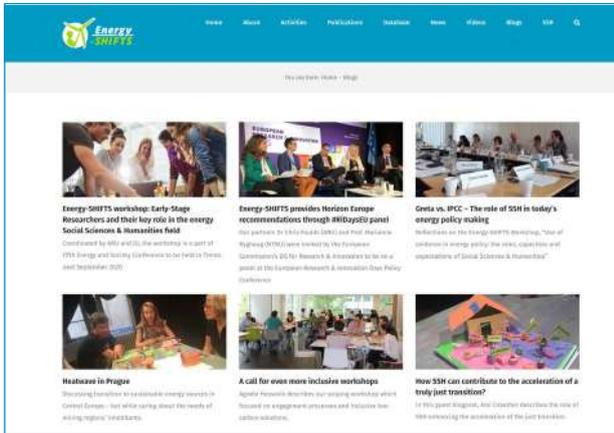


CHALLENGES

- Increase the number of followers by applying lessons learnt (use of hashtags, tagging profiles/handles)
- Increase conversations and threat content (Twitter and LinkedIn)
- Focus on SSH-specialist content through more liaison with consortium partners to increase engagement with potential followers.



5.4. Blogs/news



STARTING POINT

Blogposts are short and easy to read which makes them the ideal place to disseminate Forum lessons and updates to reach both general and specific target audiences. Its cross-cutting framework makes blogs and news the perfect channel to host project content, linking the Work Packages (WPs) with its activities.

Blogs and news have a key role especially in Early Stage Research (ESR) programme since it is one of their responsibilities within the activity to produce content for blogs.

With the commitment to achieve the production of 40 blogs and news entries, a communication strategy has been defined and will be applied during the lifetime of the project. Some blogs and news has been already published, responding to the needs of the project and its activities; and further blogs and news will be published in the second year of the project as required.

The content below highlights the most important outputs from the blogpost and news communication strategy which have been critical to amend the next year communication strategy timeline (see table 6) and the review of the blogpost author guidelines (see appendix).



BEST PRACTISES

- Blogs and news webpages have produced 2,305 page views getting the highest Average Time on Page with more than 2 minutes, quite high

compared to the Google average time of page (1 minute 30 seconds).

- Blogs and news generated 30 updates on social media, with more than 14,000 impressions with an engagement average of 2.47%, overtaking the measure of success pointed to in section 3.5.





BENEFITS

- Increase ESR involvement across blogs, profiling their Energy-SHIFTS work through online channels. ESR can thereby increase their research impact within targeted research and academic audiences.
- Provide information to the project development and facilitate the sharing of Energy-SHIFTS produced information during the lifetime of the project.
- Using keywords on blogpost and news, the search engine optimisation has been improved, impacting dramatically on potential audiences who searched related topics on the Internet.



CHALLENGES

- The production of blog posts was lower than expected due to time constraints within project partners. For the next year a blogs communication strategy, based on previous benefits and best practises parts, which specify timelines, involved partners, related activities and how and when to achieve the selected topics until the end of the project, has been circulated. The table below summarises the blogpost and news timeline aimed at providing a robust plan to achieve blogs and news commitments:

Table 7. Blogs and news timeline.

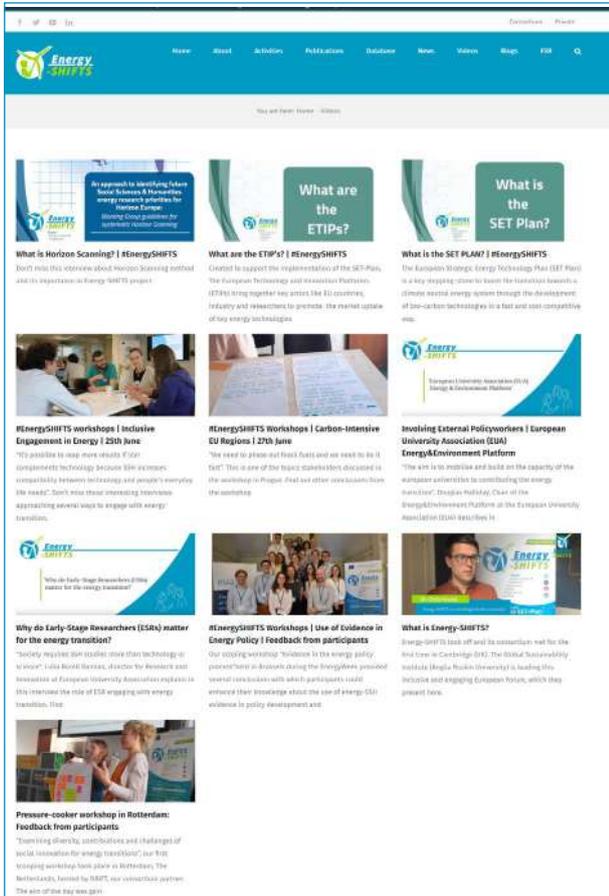
PARTNERS INVOLVED	PROJECT ACTIVITIES INVOLVED	TOPICS TO ACHIEVE	FORMATTING DEADLINE	REVIEW DEADLINE	PUBLICATION DEADLINE
ARU; DRIFT; JU; NTNU; E3G; (x8)	ESR programme	Overview about their participation in Energy-SHIFTS, or reflections on their own energy-SSH research	June 2020	July 2020	Summer 2020
DRIFT (x2)	Policy Fellowship; ESR programme	Lessons learnt from ESR participation of the activity connected with their topic research	October 2020	October 2020	October 2020
JU (x1)	ESR workshop in Trento	Lessons learnt from the participation in the event	October 2020	October 2020	October 2020
ARU; DRIFT; JU; NTNU; E3G; (x4 or x8, depending on ESR liaison)	Working Groups; ESR programme	Lessons learnt from ESR participation of the activity connected with their topic research	November 2020	November 2020	November 2020
E3G; EERA; ARU; NTNU; JU; ACC (x4)	Masterclasses;	Lessons learnt from the activity	December 2020	December 2020	December 2020
JU (x1)	Online debates	Lessons learnt from the activity	January 2021	January 2021	January 2021
ACC; E3G (x2)	Final Conference	Lessons learnt from the activity	January 2021	January 2021	March 2021
ARU; DRIFT; JU; NTNU; E3G; (x4)	Journal articles	Lessons learnt from the activity	February 2021	February 2021	March 2021



5.5. Photos, videos, animations and infographics



BEST PRACTISES



- With the commitment to producing at least 40 videos during the project, and given their success in helping disseminating project outputs, in the first year 42 videos have been produced. This is expected to increase in the next year of the project.



STARTING POINT

Produced visuals enhance, bring clarity and synthesis to the Forum messages, especially for those that don't find the time to read long reports as well as people who are not familiar with technical jargon, increasing the project visibility.

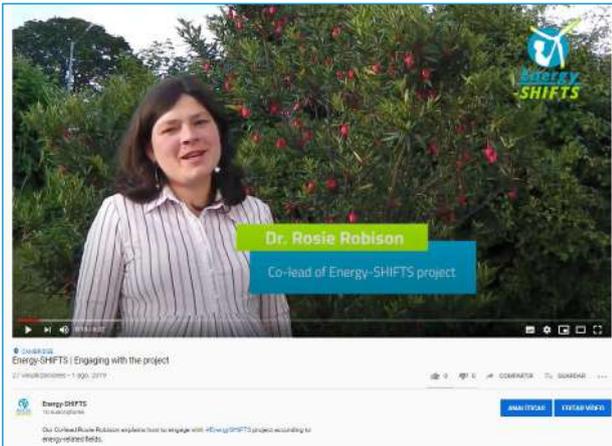
Its importance has increased due to the need to move some project processes onto an online channels as a result of travel and face to face meeting restrictions. This will increase the impact and the visibility project, strengthening the Energy-SHIFTS online visual branding.



- Videos and animations have been essential to explain some project topics, especially the ones related with SET-Plan and ETIP's framework and the Horizon Scanning method applied in some of the WPs, providing relevant insights and helping to enhance project visibility.



- More than 1,000 visualisations and 5,700 impressions have occurred during the first year of the project. The content with which users have shown most interest is Energy-SHIFTS as a whole and partners expertise. These encompassed the ten most visited videos.
- New marketing techniques have been applied, including hashtags and locations on the video description, amplifying their visibility.



BENEFITS

- Short videos (under 2 minutes length) had more impact than longer videos, showing that short content is better for engaging the defined audience.
- Videos are seen as a perfect way to achieve easier and deeper engagement with energy-related communities, especially to increase the breadth of engagement across related disciplines of interest.
- Online participation in Energy-SHIFTS through videos and multimedia will allow engagement with potential audiences where face-to-face activities prove difficult.



CHALLENGES

- Increase number of YouTube subscribers beyond the energy-related projects and consortium partners.
- Increase views with videos and animations that will be produced to disseminate upcoming activities.



6. Engaging online communication tools

6.1. Press releases



DEFINITION

Press releases about the Energy-SHIFTS project activities and developments will be produced and distributed for publication among national/regional/EU press officers and media. ACC will coordinate both production and distribution, in liaison with the other partners, based on the list of (energy policy focused) media contacts utilised in SHAPE ENERGY. Press releases will be published at strategic times, to coincide with key international policy events and key project activities. These press releases will be translated into six European languages (English, French, German, Spanish, Italian, Polish) to ensure their local impact is maximised. The selection of these languages has been based on the following arguments:

- Spanish, Italian, Polish and French are official languages in most of the partner countries thereby, linking with local press officers and media will be easier, increasing the possibilities to be published in their media channels.
- English and German are the most spoken languages in the EU which will facilitate its distribution at European level.

All press releases will also be available on the Energy-SHIFTS project website as well as social media channels.



OBJECTIVE

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

focusing at both broad audiences and more specific stakeholders.

Press releases are key to ensure visibility and bring attention to the media. This target audience will be the most important in terms of augmenting the project message, providing a unique opportunity to spread Energy-SHIFTS communication messages (see section 3.3) beyond the academic and policy scope.



ACTIONS

The press releases will be launched linking with key events related to the scope and expertise area of the project to achieve the press releases objectives. The identified project events, dates and content are listed below:

1. Energy-SHIFTS project presentation (June 2019). As a key document from D5.1 'Communication starter pack' for partners, the first press-release was launched and distributed through consortium partners aiming at local media. For example, Spanish local media covered it in their newsletter edition
2. Energy-SHIFTS Working Groups annotated bibliographies (October 2020). As part of this activity's dissemination strategy (see section 7.4) this press release will address the robust evidence achieved. These guidelines will help local researchers to better understand EU policy processes. Furthermore, this press release will briefly cover upcoming Energy-SHIFTS activities (masterclasses, online citizen debates and pan-European conference), highlighting key information and call to actions to increase the project impact in the local communities.
3. Energy-SHIFTS masterclasses (December 2020). Outputs and highlights will be the key message of this press-release which will gather all the produced information during this activity. This press release aims at sharing the created space for social dialogue around SET-Plan and the roles



played in its implementation by different social actors (citizens, media, civil servants, NGOs) as the masterclasses will achieve (see section 7.5.2). A special section to highlight upcoming activities will encourage local community engagement. Moreover, links to the freely available online masterclasses will be attached.

4. Energy-SHIFTS final pan-European conference (January 2021). This press release will include a wide overview of highlights and best moments of the event, presented in a format that is attractive and easily-shared by the media with a tailored communication message according to target and potential audience (see section 3.3). This content will link to relevant project webpages, interviews, live-streaming videos and all produced material.
5. Energy-SHIFTS end of project conclusions (March 2021). This press release will focus on delivering the key messages and relevant, topical information on the project and its highlights. Call to actions landing into relevant hyperlinks and key messages will be included in terms of encouraging the audience to keep the engagement with the project beyond its finalisation.

These press releases will follow the outline provided below to ensure that the media and other interested parties and audiences have quick access:

1. Short headline
2. Opening paragraph of the project and its objectives
3. Description of the detailed activity and its connections with the project topics
4. Achievements
5. Summary of upcoming activities
6. Authorised quotes, if appropriate
7. Contact details to request more information
8. Social media information (names of project accounts in social media and project hashtag)
9. Visuals attachment, such as photographs or graphics which can be used by the media

These press releases will be disseminated through online channels such as newsletters and social media to increase its impact in other targeted audiences.

6.2. Journal articles

DEFINITION

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 a dialogue with research communities.

OBJECTIVE

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

ACTIONS

Consortium partners commit to produce 9 journal articles with the suggested provisional titles and indicative journal destinations given in the table below (Table 7). These journal articles have been amended and one journal article has been added to the list in order to strengthen their impact.

These journal articles will be disseminated through online channels and with tailored messages which will aim to enhance their impact especially on research and SSH-energy communities:

- Focusing on Google Scholar, Twitter and LinkedIn, the journal articles will be disseminated with a specific call to action to be read by online communities.
- These journal articles will be included in newsletter editions, to ensure impact with the Energy-SHIFTS mailing list subscribers.

Other resources such as press releases will host journal articles' information if applicable and considered appropriate.

To facilitate partners work in terms of co-authorship, an specific guideline will be developed, under consortium agreement, upon in the coming months.



Table 8. Journal articles indicative roadmap.

PARTNER LEADER(S)	INDICATIVE TITLE	POTENTIAL JOURNAL DESTINATION	PROJECT DATASET TO BE USED	RELEVANT RELATED WPs
DRIFT	Beyond instrumentalism: Broadening the understanding of social innovation in socio-technical energy systems	Energy Research and Social Science	Scoping work: literature review and workshop discussions	WP1
NTNU; JU	Inclusive engagement for fair energy transitions	Research Policy	Scoping work: literature review and workshop discussions	WP1
ARU	The use of social science and humanities evidence in energy policymaking	Energy Policy	Evidence scoping workshop and DG ENER/RTD workshop data, alongside additional documentary analysis	WP1, WP5
JU; DRIFT	Renewable energy – quo vadis? A social science research agenda	Energy Policy	Working Group 1 - Horizon Scanning exercise on renewables.	WP2
NTNU; ARU	Beyond smart consumption: an SSH agenda for future research and innovation	Journal of Cleaner Production	Working Group 2 - Horizon Scanning exercise on smart consumption.	WP2
ARU; NTNU	Horizon scanning 'energy efficiency': A social sciences and humanities led vision for research and innovation	Nature Energy	Working Group 3 - Horizon Scanning exercise on energy efficiency.	WP2
NTNU; DRIFT	Deep interventions for a low-carbon mobility futures	Transport Research Part A: Policy and Practice	Working Group 4 - Horizon Scanning exercise on transport and mobility	WP2
ARU	Making interdisciplinarity work within horizon scanning: A case study from the energy-related social sciences and humanities	Qualitative Research	Horizon scanning fieldnotes supplemented with interviews	WP4
DRIFT; E3G	When policy talks to social science: challenges in the energy transition	Critical Policy Studies	WP3 related data including survey results, D3.1/D3.2 analysis, interviews, fieldnotes	WP3
ARU; NTNU; DRIFT; JU	Thematic priorities for future energy-SSH research agendas	Nature Energy	WGs1-4 Horizon Scanning data, and associated Horizon Scan outputs/outcomes	WP2



7. Activities dissemination strategy: Performance and new perspectives

In this section, a brief overview of implemented actions will be presented and linked with the selected and tailored channels and tools which reached the highest impact with the targeted audience.

The balance of Energy-SHIFTS activities during the lifetime of the project means the designed dissemination plan can use lessons learnt as a guide to define the upcoming actions and channels to disseminate future activities.

7.1. Publications



OVERVIEW/BACKGROUND

A series of publications has been planned to collect some of the most important conclusions and recommendations from Energy-SHIFTS. Table 8 summarised the planned publications to date and its timeline.

Table 9. Public publications to date.

LEADER PARTICIPANT	DELIVERABLE NO.	DELIVERABLE NAME	PUBLICATION DATE
ACC	D5.3	Plan for dissemination, exploitation and communications	June 2019
ARU	D1.2	Scoping workshop reports on each impact theme x4	September 2019
EERA	D1.4	Scoping guides on the role of energy-SSH in <u>ETIPs</u> and <u>SET-Plan</u> x2	October 2019
ARU	D2.1	Working Groups terms of reference	November 2019
ARU	D2.2	Working Group guidelines for systematic Horizon Scanning within Energy-SHIFTS	December 2019
DRIFT	D3.1	Report on 'Live energy policy challenges: questions for the Social Sciences & Humanities'	February 2020



IMPLEMENTED CHANNELS

- A public space within the website has been created to host all the publications.
- Infographics have been designed according to publications needs.
- A targeting approach to identified audiences was made to ensure impact. Google Scholar was used to enlarge the publications impact, especially for academic communities.
- Newsletter to provide new insights for subscribers regarding the achievements of the WPs in a dedicated section.



OPPORTUNITIES

- Design and tailored emoticons have been a key action to link the publications with the project thus continuing with this approach will encourage the audience to engage with the publications.



THREATS

- Keeping the audience interest is a threat in terms of continuing to provide attractive content. That should be accompanied with attractive design and relevant topics for the target audience.



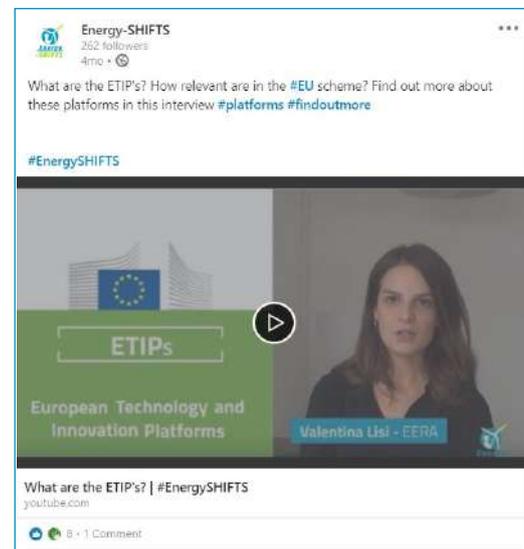
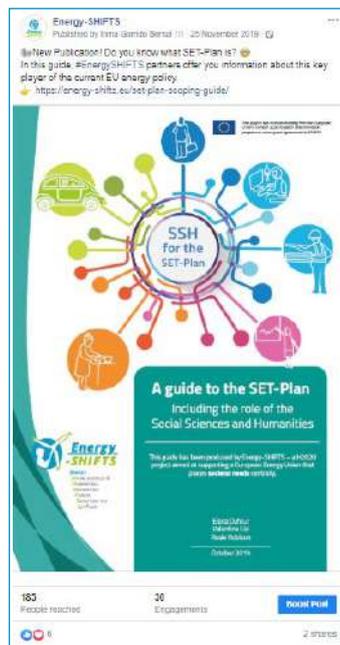
IMPLEMENTED TOOLS

- Monitor dissemination and exploitation impacts. If any improvement is detected this is shared with consortium partners involved in the publication activities.



ACHIEVEMENTS

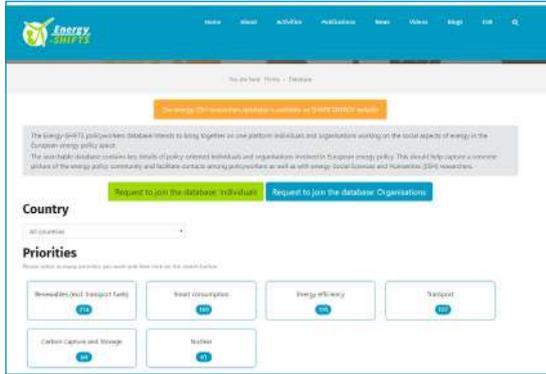
- All public publications have generated 2,734 pageviews with almost 40% coming from external links (social media, mostly).
- 21,586 impressions on social media with regards to Energy-SHIFTS publications, representing a 1.87% engagement average, which is higher than the established measure of success.
- Using the same emoticon with all publication updates has strengthened the relationship between this type of content and the audience, as it is easier to recognise them.





7.2. Participatory activities

7.2.1. Policyworker database



OVERVIEW/BACKGROUND

The policyworker and researcher database required a strong liaison between consortium partners to register as many individuals and organisations as possible.

The consortium members' expertise played a critical role in engaging the academic and policyworker community to get involved in the database in terms of participation and knowledge creation.



IMPLEMENTED CHANNELS

- A dedicated webpage in Energy-SHIFTS websites based on user experience principles facilitated the registration process.
- Every 15 days a social media update disseminated the latest news on the database.
- The last three newsletters (since the database has been launched) had a database section encouraging subscribers to join the database.
- A tailored GIF has been designed to accompany each social media update.



IMPLEMENTED TOOLS

- Monitoring impacts in liaison with lead WP partners to find new perspectives and opportunities to increase the database visibility. Periodic revisions of validation status and progress to keep the user interested.
- Periodic information about the database has been added to the monthly consortium newsletter.



ACHIEVEMENTS

- Number of individual entries: 109 / Number of organisation entries: 148.
- The database has been presented across various Energy-SHIFTS activities.



OPPORTUNITIES

To achieve the milestone of 500 entries by the end of the project various activities will be undertaken. Presentation of the database in upcoming Energy-SHIFTS related activities will be a unique opportunity to engage stakeholders (especially masterclasses and online debates). In addition the newsletter and press releases will play a critical role in engaging at the local level.



THREATS

Some project activities have taken place at the same time (e.g. policy fellowship call for participants and long-term database dissemination strategy). To prevent sending too many simultaneous communications to the targeted audience, dissemination priorities are focused on the activities which need an immediate audience response.

7.2.2. Early-Stage Researcher (ESR) Programme



OVERVIEW/BACKGROUND

The cross-cutting nature of this activity across multiple tasks/WP means the ESR Programme has strong connections with other activities - some already completed, or currently running and others to be launched next year. Therefore, this activity involves several tools and channels, depending on the circumstances and communication needs.



IMPLEMENTED CHANNELS

- Two dedicated webpages, one to host the overall information of the programme and another to present each ESR profiles and their participation in the project.
- Social media:
 - ESR Call for participants: 3 calls for ESR and PhD participants have been launched to encourage this community to engage with the project.
 - 'Meet our #EnergySHIFTS #ESR. To increase engagement and impact in the ESR / PhD communities, communications use hashtags (e.g. #PhDchat or #ESR), and include periodic video-interview updates with each ESR - including their academic profiles, researched topics and motivations. This strategy focused on tagging personal profiles and institution handles as well.



- Newsletter: A customised tickbox has been created to encourage students to sign up for the mailing list and get ESR related information. Newsletter editions have contained further information regarding ESR activities.
- Blogs: Blogs are critical to the Energy-SHIFTS ESR programme. A webpage hosted all blogposts written by involved ESRs. This channel will be crucial for next year (see section 5.4).
- Photos, videos, animations and infographics. ESRs have produced valuable material to be disseminated as animations to encourage workshop visibility.



IMPLEMENTED TOOLS

- An internal and private list of Energy-SHIFTS events has been created. This spreadsheet contains updated information regarding Energy-SHIFTS activities in which ESRs developed a key role.



ACHIEVEMENTS

- 17 ESR involved in 4 scoping workshops, selection process for the Policy Fellowship programme and development of working groups.
- 18,025 impressions on social media with an 8.6% engagement average (32 retweets / shares, 88 likes and 19 clicks on links) across 54 related posts on Facebook, Twitter and LinkedIn.
- 1,956 pageview with ESR content (call for participants, Meet our ESR and ESR profiles webpages)
- 25% of mailing list subscribers have selected the ESR tickbox (57 subscribers).
- More than 100 views of Energy-SHIFTS ESR Programme YouTube list



Page	Source/Medium	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		1,952 % of Total: 4.44% (43,966)	863 % of Total: 4.77% (18,995)	00:00:48 Avg for View: 00:00:37 (28.55%)	639 % of Total: 6.55% (9,749)	2.66% Avg for View: 10.25% (74.04%)	33.61% Avg for View: 22.17% (31.56%)	US\$0.00 % of Total: 0.00% (US\$0.00)
1. /call-for-esr-researchers/	(direct) / (none)	532 (27.25%)	255 (29.55%)	00:00:40	187 (29.26%)	3.21%	37.97%	US\$0.00 (0.00%)
2. /call-for-esr-researchers/	t.co / referral	340 (17.42%)	147 (17.03%)	00:00:44	127 (19.87%)	0.00%	37.94%	US\$0.00 (0.00%)
3. /call-for-esr-researchers/	google / organic	202 (10.35%)	93 (10.78%)	00:01:07	59 (9.23%)	0.00%	35.15%	US\$0.00 (0.00%)
4. /esr/	(direct) / (none)	126 (6.45%)	23 (2.67%)	00:01:09	16 (2.50%)	12.50%	7.94%	US\$0.00 (0.00%)
5. /call-for-esr-researchers/	m.facebook.com / referral	120 (6.15%)	59 (6.84%)	00:00:04	59 (9.23%)	3.39%	49.17%	US\$0.00 (0.00%)
6. /esr/	google / organic	50 (2.56%)	16 (1.89%)	00:02:27	15 (2.39%)	40.00%	26.00%	US\$0.00 (0.00%)
7. /call-for-esr-researchers/	linkedin.com / referral	38 (1.95%)	19 (2.20%)	00:00:05	19 (2.97%)	0.00%	47.37%	US\$0.00 (0.00%)
8. /esr-workshop-energy/	(direct) / (none)	36 (1.84%)	15 (1.74%)	00:00:07	9 (1.41%)	0.00%	22.22%	US\$0.00 (0.00%)
9. /call-for-esr-researchers/	mail.google.com / referral	24 (1.23%)	8 (0.93%)	00:01:11	5 (0.76%)	0.00%	25.00%	US\$0.00 (0.00%)
10. /why-do-early-stage-researchers-esr-matter-for-the-energy-transition/	(direct) / (none)	24 (1.23%)	10 (1.16%)	00:00:57	1 (0.16%)	0.00%	8.33%	US\$0.00 (0.00%)



OPPORTUNITIES

- According to extracted data, the most effective way to achieve wider engagement with the ESR community is tagging ESR profiles and the use of official hashtags (e.g. #PhDchat).
- ESR blogpost strategy has been designed according to traffic website data.
- Keeping ESR motivation across the Energy-SHIFTS project by increasing their visibility (tagging profiles and handles, using the most common hashtags and writing in LinkedIn groups).



THREATS

- Loss of ESR interest in writing the blogposts once they have finished their responsibilities with the project, especially those who were involved in the first quarter of the project.
- The perceived usefulness of their experience can be lower than expected, impacting the Energy-SHIFTS reputation.

7.2.3. Policy Fellowship and Associate scheme

The screenshot shows a webpage from Energy-SHIFTS titled "Matching policymakers with researchers: Policy Fellowships". The page contains text explaining the initiative, a "How it works" section with three bullet points, and a "Benefits for participants" section with two bullet points. There is also a photo of a group of people sitting around a table in a meeting.



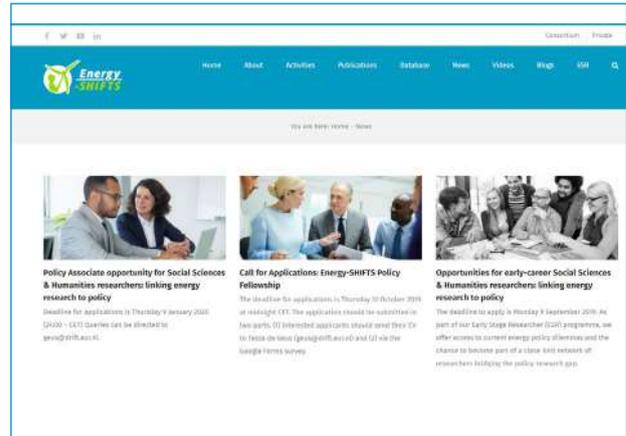
OVERVIEW/BACKGROUND

Considered one of the most innovative activities in the project, the dissemination strategy for the Policy Fellowship scheme (PFS) required liaison across consortium partners, ESR and external stakeholders. Therefore, the communication and dissemination strategy has been adapted to the needs and circumstances across the phases detailed in D.5.3 'Plan for dissemination, exploitation and communications'.



IMPLEMENTED CHANNELS

- Customised web pages to address the different phases of the programme have been created. One page hosts the overview of the programme and a second detailed Fellowship page has been produced which includes the Fellow profiles. As part of the programme, the same process has been applied with Policy Associates.
- Social Media:
 - Regular content emphasised at strategic times e.g. call for participants deadlines. Increasing impact needed featured material to turn the call to action into a more attractive offer. Videos explaining the reason why applicants should request participation in this project activity have been recorded and disseminated to accompany the update related content. For the same reasons, a GIF has been produced.
 - This regular content included the “meet our Fellows” action. Based on ESR strategy lessons learnt (see section 7.2) similar measures have been implemented with this action, adapting content and hashtags to the new audience. That explains the use of #FridayVibes #FridayMotivation beside the official project hashtag (#EnergySHIFTS)
 - Newsletter special editions: Given the relevance to the programme two newsletter special editions have been circulated as needed.



IMPLEMENTED TOOLS

- Internal Energy-SHIFTS Consortium meeting. One Consortium meeting (September 2019) has been dedicated to explain this programme and each partner role. This action has been extremely useful for consortium partners to understand their responsibilities and duties and set the roadmap.
- Monthly Consortium Newsletter: This internal email has been critical for partners to engage with the Policy Fellowship, including sharing the selection process.
- A specific publication related to the policy challenges of social and human aspects of energy transitions identified by policy fellowship participants has been published and disseminated across social media channels.



- Blogposts: Three blogposts have been written to disseminate the call for participants regarding the Fellowship and Policy Associates. This channel has been chosen because it gathers all the related information (contact email, deadlines, further information) structured in a unique link that can be easily shared.



ACHIEVEMENTS

- More than 13% of the social media content has been related to the Policy Fellowship programme. 117 updates included 33 from ‘Meet our Fellows’ action and 84 to disseminate the call for participation with an engagement rate of 1.6% which is higher than the minimum of success set by Social media profiles (1.5%).
- Traffic website pageviews from related Policy Fellowship information (overall activity content, call for applications and fellows and associates profiles) have generated 5,088 pageviews, more than 10% of the pageviews total). The page ‘/call-for-applications-Energy-SHIFTS-policy-fellowship/’ is the third most visited page on the website (1,016 pageviews).



- The special editions of the newsletter on the Policy Fellowship programme have gained more than 15% hyperlinks clicks, which is higher than the average click rate in the newsletters (10%).

<input type="checkbox"/>		Energy-SHIFTS #3 Last call: Policy Associate Call for Participants Regular · Energy-SHIFTS Sent mar., enero 7th 10:02 a. m. to 185 recipients by you	Sent	43.8% Opens	10.8% Clicks	View Report ▾
<input type="checkbox"/>		Energy-SHIFTS #2 Policy Associate Call for Participants Regular · Energy-SHIFTS Sent lun., diciembre 16th, 2019 7:44 a. m. to 181 recipients by you	Sent	40.9% Opens	22.7% Clicks	View Report ▾
<input type="checkbox"/>		Energy-SHIFTS Newsletter #02 Regular · Energy-SHIFTS Sent vie., noviembre 29th, 2019 8:37 a. m. to 180 recipients by you	Sent	35.8% Opens	12.3% Clicks	View Report ▾
<input type="checkbox"/>		Energy-SHIFTS #2 Policy Fellowship Regular · Energy-SHIFTS Sent mar., octubre 15th, 2019 5:04 a. m. to 155 recipients by Energy SHIFTS	Sent	58.1% Opens	18.1% Clicks	View Report ▾

Page	Source/Medium	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit
		44,475 % of Total: 100.00% (44,475)	18,307 % of Total: 100.00% (18,307)	00:00:37 Avg for View: 00:00:37 (0.00%)	9,869 % of Total: 100.00% (9,869)	10.14% Avg for View: 10.14% (0.00%)	22.19% Avg for View: 22.19% (0.00%)
1. /	(direct) / (none)	4,600 (10.34%)	2,150 (11.74%)	00:00:32	1,950 (19.76%)	12.92%	32.89%
2. /	google / organic	3,104 (6.98%)	1,189 (6.49%)	00:00:39	1,076 (10.90%)	6.78%	15.82%
3. /call-for-applications-energy-shifts-policy-fellows-hip/	(direct) / (none)	1,016 (2.28%)	489 (2.67%)	00:00:28	412 (4.17%)	1.94%	41.24%
4. /about/	google / organic	1,005 (2.26%)	397 (2.17%)	00:00:30	30 (0.30%)	6.67%	14.13%
5. /about/	(direct) / (none)	974 (2.19%)	440 (2.40%)	00:00:40	91 (0.92%)	6.59%	17.45%
6. /activities/	google / organic	914 (2.06%)	303 (1.66%)	00:00:26	28 (0.28%)	17.86%	6.13%
7. /activities/	(direct) / (none)	854 (1.92%)	307 (1.68%)	00:00:20	72 (0.73%)	8.33%	10.89%
8. /policy-associate-call-applicants/	(direct) / (none)	747 (1.68%)	326 (1.78%)	00:00:29	273 (2.77%)	0.37%	33.73%
9. /search	(direct) / (none)	710 (1.60%)	31 (0.17%)	00:00:38	24 (0.24%)	0.00%	2.11%
10. /publications/	google / organic	664 (1.49%)	246 (1.34%)	00:00:14	25 (0.25%)	0.00%	4.52%



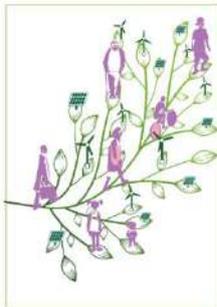
OPPORTUNITIES

- These actions implemented across online channels and tools provided valuable lessons for the last stage of the Fellowship programme, where a special toolkit with highlights, conclusions and recommendations will be produced and a tailored dissemination strategy will be defined. Newsletter special editions will be crucial to impact targeted audiences as much as using videos and GIF's to gain online community attention.
- Blogposts where an ESR involved will explain their experience of participating in the Fellowship programme will offer a new perspective not just about the programme but the project.



THREATS

- New strategies and actions must be developed carefully, to avoid the feeling of too much information or pressure to participate.



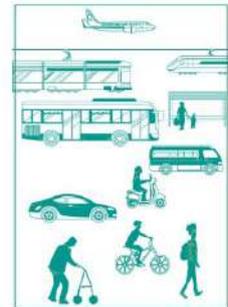
Horizon Scanning Working Group
1: Renewables



Horizon Scanning Working Group
2: Smart Consumption



Horizon Scanning Working Group
3: Energy Efficiency



Horizon Scanning Working Group
4: Transport and Mobility

7.2.4. Working Groups across SET-Plan topics



OVERVIEW/BACKGROUND

The Energy-SHIFTS 4 Working Groups run from Autumn 2019 to Summer 2020 aiming to provide SSH research priority recommendations for four specific (SET-Plan focussed) energy topics: (i) Renewables (ii) Smart Consumption (iii) Energy Efficiency and (iv) Transport and Mobility. These priorities have been identified through a Horizon Scanning methodology involving 100+ leading energy-SSH academics across 20+ disciplines. The strategy included robust branding, communication and the dissemination of calls to action. The working groups final conclusions will be submitted to the European Commission's Directorate General for Research and Innovation (DG RTD) Ecological and Social Transitions (C5) and the Clean Energy Transition (D1) units.



IMPLEMENTED CHANNELS

- In terms of raising awareness of the selected experts, 4 dedicated webpages to compile each working group's information have been produced. It includes the steering committee members and the core group of involved researchers in selecting the final research funding priorities.
- Design of consistent visual identity to help increase and capture targeted and potential audience interest. Four publications regarding the Terms of Reference from each working group and a detailed guidelines for systematic Horizon Scanning have been published following this visual identity.
- Social media updates focused on presenting the publications above have been disseminated to date whilst the Working Groups webpages will be the key content in the months ahead, as part of the ongoing activity strategy.
- Newsletter spring edition allocated a specific section to introduce the working groups selected members aiming at generating interest.
- Video-interview was produced addressing what horizon scanning is and its specificities to help the audience understand the selected method and its relevance to the activity and the project.



IMPLEMENTED TOOLS

- Energy-SHIFTS virtual events (see 4.2.2) to select priority research questions as a key part of the activity with which the Horizon Scanning method has been applied.



ACHIEVEMENTS

- 785 pageviews on working group information. The webpage that contains the video-interview about Horizon Scanning methodology raised a significant number of pageviews, confirming how appropriate it was to produce an extra video providing more information about Horizon scanning.

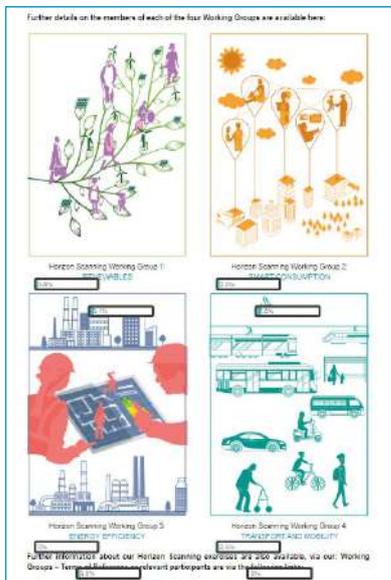
Page	Source/Medium	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit
		1,956 % of Total: 4.40% (44,475)	865 % of Total: 4.72% (18,307)	00:00:48 Avg for View: 00:00:37 (29.15%)	641 % of Total: 6.50% (9,869)	2.65% Avg for View: 10.14% (-73.85%)	33.64% Avg for View: 22.19% (51.60%)
1. /call-for-esr-researchers/	(direct) / (none)	532 (27.20%)	255 (29.48%)	00:00:40	187 (29.17%)	3.21%	37.97%
2. /call-for-esr-researchers/	t.co / referral	340 (17.38%)	147 (16.99%)	00:00:44	127 (19.81%)	0.00%	37.94%
3. /call-for-esr-researchers/	google / organic	206 (10.53%)	95 (10.98%)	00:01:07	61 (9.52%)	0.00%	35.44%
4. /esr/	(direct) / (none)	126 (6.44%)	23 (2.66%)	00:01:09	16 (2.50%)	12.50%	7.94%
5. /call-for-esr-researchers/	m.facebook.com / referral	120 (6.13%)	59 (6.82%)	00:00:04	59 (9.20%)	3.39%	49.17%
6. /esr/	google / organic	50 (2.56%)	16 (1.85%)	00:02:27	15 (2.34%)	40.00%	26.00%
7. /call-for-esr-researchers/	linkedin.com / referral	38 (1.94%)	19 (2.20%)	00:00:05	19 (2.96%)	0.00%	47.37%
8. /esr-workshop-energy/	(direct) / (none)	36 (1.84%)	15 (1.73%)	00:00:07	9 (1.40%)	0.00%	22.22%
9. /call-for-esr-researchers/	mail.google.com / referral	24 (1.23%)	8 (0.92%)	00:01:11	5 (0.78%)	0.00%	25.00%
10. /why-do-early-stage-researchers-esrs-matter-for-the-energy-transition/	(direct) / (none)	24 (1.23%)	10 (1.16%)	00:00:57	1 (0.16%)	0.00%	8.33%



- Although this activity will be developed until Summer / Autumn 2020 (extended deadline due to coronavirus), the updated content in terms of posts and videos dissemination achieved 5,483 impressions in social media channels with a 3.2% engagement average, with Facebook having the most visibility. These data show that engagement is higher than the average set by social media principals.



- Newsletter reports provided relevant information about subscribers in terms of what do they find more interesting or attractive to click on. The most clicked content are the images, highlighting their importance to the mailing strategies and strengthening the initial idea to keep them in all communication according to the project branding principles.



OPPORTUNITIES

- Video production and attractive images to accompany social media and newsletter related content and website banners are key channels to reach the target audience.
- Energy-SHIFTS events are a valuable tool to present the working groups' progress and how effective the Horizon scanning method is.
- A special press-release will be issued based on the working groups' final recommendations focusing on local communities and media.



THREATS

Pressure to get the necessary number of research and steering committee members has been the most relevant threat thus far. Consortium partners liaison has been crucial to reaching established contacts.

7.3. Events

This section encompasses events and activities within the EU agenda and at which Energy-SHIFTS has been represented.

Furthermore, this section will present the insights of the project activities and events considered as key actions to develop the Energy-SHIFTS WPs.

7.3.5. External events at which Energy-SHIFTS was represented

Conferences and workshops within the EU agenda are an important way to disseminate project outputs and therefore consortium partners have been actively present at these.

Alongside this, partners have participated in the following external events:

June 2019: European Research & Innovation Days - Policy Conference

In this event, ARU and NTNU participated in a panel session entitled: *Clean and affordable energy and*



transport for citizens in the framework of the RiDays, one of the most important energy-research annual events. ARU and NTNU were invited by the European Commission's DG for Research & Innovation to be on this panel focused on the missed opportunities for Social Sciences and Humanities (SSH) in the context of mobility/energy transitions and citizen engagement, and specifically drew out recommendations for the future Horizon Europe programme.

The conclusions and the recommendations have been collected in the Energy-SHIFTS blogpost entry written by Dr Chris Foulds (ARU) and Prof. Marianne Rygshaug (NTNU), which had 194 page views.

September 2019: Project coordinators in H2020 energy-SSH cluster event

Some of the most relevant energy-SSH EU projects gathered at INEA head office in Brussels to present their projects. Energy-SHIFTS, represented by ARU and ACC, explored with the other coordinator partners new synergies and opportunities to liaise.

This event has been the basis of a twitter thread where communication leaders share their most relevant project updates.

November 2019: Making the best use of Social Sciences and Humanities (SSH) in the clean energy transition

This workshop held by European Commission's DG for Energy and DG for Research & Innovation gathers related experts from academia, policy and industry to address questions such as "How to get citizens engaged in renovating their homes and using solar panels?" or "How to deal with citizens that demand action on climate change while sometimes rejecting wind turbines near their homes?". The workshop presented lessons and recommendations from recent SSH projects and discussed how they can be integrated better into EU policies.

September 2020: Fifth Energy and Society Conference - Workshop

Next September, ARU and JU will run a conference workshop called 'How to navigate new waters... Plan and develop your career in the field of Energy-SSH', at the forthcoming Fifth Energy and Society Conference, which was running over 8-10 September 2020, in Trento (given the circumstances due to coronavirus, as of June 2020 have been postponed to 10-12 February 2021).

Divided into two parts, this workshop will focus on discussing how Early Stage Researchers (ESRs) can best plan, develop and create career paths within the energy-related Social Sciences and Humanities (energy-SSH) field, targeting those currently undertaking PhDs or in the early career stages post-PhD.

To encourage target participation, website blogpost has been written with 50 views since May 2020.

Partners members have been invited as speakers / panelist in several energy-related events:

- Social Sciences and Humanities at Universities of Technology (TEACHENER final conference): ARU presented on: *Recommendations for energy-related social sciences and humanities in European research and innovation over 2020-2030* (keynote).
- ENGAGER training school: ARU presented on: *Social Sciences & Humanities evidence for policy impact*.
- Anglia Ruskin University's Global Sustainability Institute seminar series: ARU presented on: *Disrupting EU energy funding priorities and conventions via the Social Sciences & Humanities*.
- RGS-IBG annual conference's Energy Geographies Research Group Sponsored sessions on 'Bringing new voices into the energy (policy) debate – what place for alternative conceptualisations of 'society' and for 'less established experts' in energy policy 'solutions'? ARU chaired the session, and specifically presented Energy-SHIFTS in *Injecting Social Sciences & Humanities into EU energy priorities: A new, targeted innovation forum*.
- Addressing energy demand challenges through practice-based living lab approaches: Policy, planning and practice: ARU presented on: *Beyond the 'Other' box? Bringing energy-SSH evidence into policy*.
- Communicating Material Cultures of Energy: Knowledge Exchange event: ARU participated in: *"Drivers of Behaviour Change?"*.
- "The Energy of Groningen": DRIFT participated as a trainer.
- International Social Innovation Research Conference: DRIFT presented on *Social Innovation in Energy Transitions*.
- Energy Community Summer School. JU participated in *Social Sciences & Humanities for just transition*.



7.3.6. Internal events related to Energy-SHIFTS activities

Some of these events (e.g.. Scoping workshops) have been developed and executed during the first year of the project thus, most of the actions displayed below have been accomplished already. However, three events are scheduled to be carried out during the next year of the project (masterclasses-online debates and Pan european conference). Therefore, a roadmap for dissemination actions will be drawn up, taking into account the lifetime of each activity following the D5.3 Plan for dissemination, exploitation and communications structure:

- a. *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.
- b. *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.
- c. *Actions for the post-activity phase (results and conclusions)*
The core goal is to keep the audience and consortium members informed with regards to the final conclusions or lessons learnt from each activity.
- d. *Actions for monitoring (consequences and improvements)*
Monitoring will be implemented through online and offline analytics tools and based on collected statistics.

Depending on the circumstances of linked activities, or restrictions due to Coronavirus, the possibilities to amend the strategy will be considered.

SCOPING WORKSHOPS



OVERVIEW/BACKGROUND

Bringing stakeholders to break Energy-SHIFTS topics down and provide crucial and innovative insights has been the aim of the scoping workshops. Close to 100 participants gathered in several European cities to contribute to building a new framework of topics.

The four scoping workshop were:

1. [April 2019] Social Innovation in the Energy Transition: Examining diversity, contributions and challenges: This workshop provided insights into the latest discussions and new frontiers of social innovation in the energy transition.
2. [June 2019] Carbon Intensive EU regions How can Social Sciences and Humanities (SSH) contribute to the acceleration of a truly just transition? This workshop aimed at helping identify key issues for SSH researchers in supporting the acceleration



of successful and truly just transition processes in high carbon regions, and to generate a list of specific recommendations.

3. [June 2019] Inclusive Engagement in Energy: With special focus on low carbon transport solutions, this workshop mainly focused on inclusive engagement in this topic, as a sub-field of energy, in order to prompt in-depth discussions on what inclusive engagement means in practice.
4. [June 2019] Use of evidence in energy policy: This workshop addressed how evidence is used in energy policy, focusing especially on the roles, capacities and expectations of Social Sciences and Humanities (SSH).



IMPLEMENTED CHANNELS

- A webpage has been created to collect a collection of reports based on the four scoping workshops. With a clear structure and with all reports hyper-linked, each scoping workshop report had its branding - as shown on the cover page - to help the audience recognise this as an Energy-SHIFTS project activity.
- A special dissemination strategy has been designed to elevate the workshop’s impact through social media, especially on pre-activity and ongoing phase. Our channels were highly active during the workshops, simulating live streaming across the multimedia material by the involved ESR and using trending topic hashtags (27th June a heatwave in Europe was trending topic during that day. Most of the twitter accounts were using #heatwave in their updates).



- Blogposts, as an ESR programme responsibilities (see section 4.2.1), have been written to provide highlights, outputs and valuable lessons learnt about each workshop topic.
- The first newsletter edition dedicated a section to summarise the scoping workshops and their outcomes, driving subscribers to read the related blogposts.
- Several videos were produced to announce the workshops which potentially increased project visibility and online authority. Furthermore, stakeholder interviews have been produced during the scoping workshops to collect their impressions about the activity and the outputs. All videos have been disseminated through social media channels and the newsletter, and are hosted on the Energy-SHIFTS YouTube channel.



IMPLEMENTED TOOLS

- D5.1 ‘Communication starter pack’ included ‘Energy-SHIFTS blogpost author guidelines’, which have been circulated to the ESR community who write the blogposts. Aiming at facilitating writing, this guideline provided a way to keep the communication messages and tailored structure according to the project Communication Plan and Google Principals.
- An updated Energy-SHIFTS events spreadsheet captured outputs from participation in the events.



Page	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	471 % of Total: 1.06% (44,475)	213 % of Total: 1.16% (18,307)	00:00:40 Avg for View: 00:00:37 (8.17%)	104 % of Total: 1.05% (9,869)	1.92% Avg for View: 10.14% (-81.04%)	34.18% Avg for View: 22.19% (54.05%)
1. /scoping-workshop-reports/	426 (90.45%)	190 (89.20%)	00:00:40	85 (81.73%)	1.18%	33.33%
2. /scoping-workshop-reports/?fbclid=IwAR0x2tOlGoLljiMxBEqsDtDet7GhSMzgJoAdUzKZxnZvb9C3x7p6Exj5tM	6 (1.27%)	3 (1.41%)	<00:00:01	3 (2.88%)	0.00%	50.00%
3. /scoping-workshop-reports/?fbclid=IwAR1XDi2xievvtDlbsMIHw0c76XHLxoEVhOpa-G0JF03XW2D1wfv2r0FTbH4	6 (1.27%)	3 (1.41%)	00:02:47	1 (0.96%)	0.00%	33.33%
4. /scoping-workshop-reports/?fbclid=IwAR02ES8jefuevO2lvh2fAAz4lx_G2_lyFVvFfKV3-R9mr4ilwp0eUUZyJFY	2 (0.42%)	1 (0.47%)	00:00:00	1 (0.96%)	0.00%	50.00%
5. /scoping-workshop-reports/?fbclid=IwAR0DmRhmBS1Gi4QozskOrGhhMS0fBZibcJcy5F9fJYxU19kebUucicFM1GU	2 (0.42%)	1 (0.47%)	00:00:00	1 (0.96%)	0.00%	50.00%
6. /scoping-workshop-reports/?fbclid=IwAR0G-1RnMonJCENASIDPyOgL162Td5QzmW4tCkOGEEZK3a5yaX96hreRGo4	2 (0.42%)	1 (0.47%)	00:00:00	1 (0.96%)	0.00%	50.00%
7. /scoping-workshop-reports/?fbclid=IwAR0h19sH4j6fNtTnh5zcmvX8I6HQpvdjDAw_jksvAE8COcsL5cvUNhTuCUA	2 (0.42%)	1 (0.47%)	00:00:00	1 (0.96%)	0.00%	50.00%
8. /scoping-workshop-reports/?fbclid=IwAR0s8IAFnz9KTtGvAuTLe4p0Zy0ZwgpHjaGL6qtLxSbJ1kWQDt82EDtQKH0	2 (0.42%)	1 (0.47%)	00:00:00	1 (0.96%)	0.00%	50.00%
9. /scoping-workshop-reports/?fbclid=IwAR0SnZfjuWC8meYPwCVi43DTV1dhASYgvtUzlwTiwFt10Qh5lwbtZUUV1q8	2 (0.42%)	1 (0.47%)	00:00:00	1 (0.96%)	0.00%	50.00%
10. /scoping-workshop-reports/?fbclid=IwAR0ugzTDmc-EPkd2wdnLKnrgHEHqI85GPX9PSUpSFOqg6lu4g-zQ7fPKvyo	2 (0.42%)	1 (0.47%)	00:01:19	0 (0.00%)	0.00%	0.00%



ACHIEVEMENTS

- Scoping workshops reports page has achieved nearly 500 pageviews. Important data includes that users landed on this webpage throughout the months after the page was created and disseminated on social media (Summer 2019). That signifies a demand for workshop information beyond the immediacy of its publication, reinforcing the engagement of the community.
- Over 30,800 impressions have been produced over all of the scoping workshops related social media updates with an average engagement of 2.83%, well above the average engagement of all Energy-SHIFTS social media publications (1.76%). This output enhances the social media online content, especially the scoping workshop output which, with the valuable help of involved ESR, offered 'live' updates which increased significantly this engagement average.
- Scoping workshops newsletter section generated 20% of newsletter clicks, revealing subscribers' interest in the highlights and findings.
- The blogpost written by an ESR yielded 545 pageviews with an average of time on page of 1 minute and 30 seconds.



THREATS

- Ensure a balance between the targeted audience including expertise and gender.
- To liaise with ESRs to provide multimedia material (pictures and videos) in an optimal way that can be shared and visually attractive on social media. A particular example was the simulation 'live stream' twitter action during the 'Carbon Intensive EU regions How can Social Sciences and Humanities (SSH) contribute to the acceleration of a truly just transition?' scoping workshop, which required strong liaison between the communication partners and involved ESRs.

MASTERCLASSES

The masterclasses series will disseminate results to key communities (Brussels policy community; Energy technologists European NGOs; media), by bringing together outputs from the scoping workshops, horizon scanning Working Groups, and Policy Fellowship activities. There will be an emphasis on the practical value of utilising energy-SSH for real-world interventions. These masterclasses will include both face-to-face (for a smaller audience) and virtually (for wider audiences), and will be organised so that they build on



SSH-informed lessons from masterclasses in other similar/large projects.

Due to restrictions imposed by coronavirus, the face-to-face components of the masterclasses can be moved online (see section 8), thus the online communications and dissemination strategy takes a greater role in terms of keeping the stakeholders engaged.

ACTIONS FOR THE PRE-ACTIVITY PHASE

Compile all masterclasses information to be disseminated through

- Online channels
 - Website - Masterclasses have a specific space on the activity page where users can get further information about the activity and their topics.
 - Social media - Despite social media content being updated to briefly present masterclasses, tailored content will be produced according to activity needs that will address:
 - ♦ Timeline changes according to circumstances (due to coronavirus)
 - ♦ Call to actions to keep informed about the masterclasses
 - ♦ If needed, content in local language provided by involved partners
 - ♦ Headlines about each masterclass and speakers involved
 - Photos, videos, animations and infographics – robust visual identity will be designed to help capture targeted and potential audience interest and to further link masterclasses with the Energy-SHIFTS project.
 - Newsletters – including the most relevant masterclasses information as crucial content to approach local targeted audiences
 - Monthly consortium newsletter – updating the most relevant content activity to consortium partners encouraging them to share on their personal / institutions social media handles to increase masterclasses impact.
- Other resources
 - In order to preserve the success of the masterclasses via online delivery, a specific plan will be presented addressing technical issues (available tools, roadmaps to understand online video communications, guidelines and timelines to test sound and images beforehand, among others).

This pre-activity period will be active until the day before the first masterclass is launched.

ACTIONS FOR THE ONGOING ACTIVITY PHASE

The dissemination strategy will focus on increasing the visibility and engagement of masterclasses to impact potential and targeted audiences.

- Online channels
 - Social media: In this phase, social media will be the most relevant channel to disseminate ongoing masterclasses therefore specific related posts will be updated during the ongoing working group day to be as widely shared and disseminated as possible. For that, the posts - in liaison with the involved ESR responsible to provide content and multimedia material - 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
- Other resources
 - ACC will support masterclasses leaders with technical issues, preserving the highest technical quality minimizing technical errors, if this help is required

This ongoing activity period will be active as long as the masterclasses are active.

ACTIONS FOR THE POST-ACTIVITY PHASE

The dissemination of conclusions and the final report will increase online Energy-SHIFTS authority in policy, NGOs and media fields.

- Online channels
 - Blogpost. Involved ESR will write, following the blogpost author guidelines, a series of blogpost gathering the most important outputs and conclusions related to their research field and project topics (see 4.2.1). This blogpost will contain:
 - ♦ General information about the masterclass
 - ♦ Names of relevant member(s) participating
 - ♦ Highlights and relevant conclusions
 - ♦ Internal and external hyperlinks to strengthen the link building strategy



- Social media
 - ◆ Once the blogpost is online, create related posts on social media networks aiming at impacting targeted and potential audience. These posts should include:
 - The hyperlink to the blogpost page
 - Both official hashtag #EnergySHIFTS and the trending Topic of the day
 - Brief information about the masterclass and relevant speakers or participants tagged.
- Newsletter
 - ◆ One special area will be dedicated to summarizing the masterclasses highlights (following the lessons learnt of scoping workshops newsletter content) enticing subscribers to click on the video links.
- Monthly consortium newsletter – keep informing the consortium partners and sharing the produced information through their contacts, if considered relevant.
- Other resources
 - Press releases. One press release will be launched once the masterclasses are finalised (see section 6.1) to both release the outputs and recommendations as well as strengthen the Energy-SHIFTS visibility into local communities.

This post-activity period will be active for the life-time project.

ACTIONS FOR MONITORING

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

- Online channels
 - Social media – likes, shares and comments will help determine if used hashtag increases the impact as expected
 - Website – pageview on the website page and time spent on page will serve as an indicator of to which degree the masterclass has caught the interest of users
 - Events spreadsheet - to monitor the number of participants and their field

ONLINE CITIZEN DEBATES

Online citizen debates will focus on the SET-Plan Topics, and will thus align with the outcomes of the Working Groups as well as thematic content from the preceding scoping and core phases. Its primary aim is to connect young people (18-30 years old) with the energy policy world. The setup and framing of these debates will be guided by SSH methods, e.g.. feeding into wider social dialogue.

ACTIONS FOR THE PRE-ACTIVITY PHASE

The key actions will define how and when to communicate and disseminate the online citizen debates (a tailored message for a young group with appropriate language will be critical to gain more participants for the activity).

- Online channels
 - Website - a dedicated webpage has been created since the first month of the project which briefly collects all the relevant information about the activity
 - Social media - as a key channel to impact young people, tailored content will be produced to engage potential and targeted audience following these steps:
 - ◆ Including trending topic hashtags and emoticons
 - ◆ Highlights
 - ◆ Call to action: encouraging active participation
 - Newsletter - including relevant information including the date to inform subscribers as a potential audience
 - Monthly consortium newsletter - to circulate details of online citizen debates so as to invite consortium partner local targeted and potential audiences

This pre-activity period will be active until the day before the first online citizen debate is launched.

ACTIONS FOR THE ONGOING ACTIVITY PHASE

Social media channels will gain importance in this phase because they provide an easy way to broadcast as much live event coverage as possible, and is ideal for the online citizen debates framework.

- Online channels
 - Social media - with the partner leader provided material some updates will be created with the following information:



- ◆ Mention partners involved
- ◆ Official Energy-SHIFTS hashtags and some related Trending Topics
- ◆ Call to action to click on the link
- Photos, videos, animations and infographics - live videos to encourage simultaneous engagement.

This ongoing activity period will be active until the online citizens debates are completed.

ACTIONS FOR THE POST-ACTIVITY PHASE

Sharing conclusions will be crucial to boosting Energy-SHIFTS' authority within the targeted audience.

- Online channels
 - Blogpost - A blogpost based on D4.1 'report on masterclasses and citizen debates' will be produced following the blogpost author guidelines to summarize the highlights and conclusions to be presented to the audience
 - Social media - Once the blogpost is online, some social media updates will be generated addressing the following content:
 - ◆ Headline blogpost
 - ◆ Tailored emoticons and both official and trending topic hashtag
 - ◆ Call to action to click on the link
 - ◆ Tagging relevant profiles and handles
 - Newsletter - a relevant space within the next produced newsletter once online citizen debates are finished will be dedicated to enhancing subscriber engagement with the content.

ACTIONS FOR MONITORING

Activity results and conclusions will be widely explained in several public-facing project deliverables highlighting how Energy-SHIFTS created knowledge and has an impact at local, national and European levels.

- Online channels
 - Website. A dedicated space within the publication website page will host the reports regarding the online citizen debates
- Online tools
 - Energy-SHIFTS internal spreadsheet - to share with partners the most relevant information in terms of participation

PAN-EUROPEAN CONFERENCE

Led by E3G, a final pan-European conference will be organised in Brussels at the end of the project (January 2021), gathering senior level stakeholders with other interested experts. Aiming at sharing Forum results, specifically on SSH in the SET-Plan, the future direction of FP9, and recommendations for ongoing EU-level energy-SSH advice mechanisms, this event will boost virtual participation through live streaming, maximising thus the audience engagement.

Despite the face-to-face features of the conference and keeping this to date as a priority, a roadmap for the event to become virtual (see section 8) has been developed as part of the risk planning due to coronavirus.

The Energy-SHIFTS project has built strong connections with other energy-related projects. Sister projects, like [PROSEU](#) and [SMARTEES](#), will participate in (and also potentially organise complementary events on the following days) after the pan-European conference, which demonstrates a strong commitment between H2020 projects and the common aim to provide implemented recommendations to the future direction of FP9.

ACTIONS FOR THE PRE-ACTIVITY PHASE

To help disseminate the pan-European conference, channels like social media or blogposts will be critical to encouraging stakeholders and potential audiences to participate (in person or online) in this activity.

- Online channels
 - Website - a presentation of the event has been included on the activity website page, giving the highlights and detailing the event objectives.
 - Blogpost - provide guidance to participants regarding the event programme, list confirmed speakers and help participants with registration (online, if needed) and logistics (venue, timing, how to get there)
 - Social media - as soon as the first invitations have been sent, announce that the final Conference will occur soon and update on its progress (confirmed stakeholders, place, among others). 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 profile and the implementing partners handles involved

Regular updates will help attract new participants too, through confirming new speakers, on the topics that will be discussed and on the relevance it has to the EU framework.

- Newsletter - special edition newsletter to present the event and provide relevant information to subscribers to get involved with the final conference
- Monthly consortium newsletter - to share updated information with partners to allow dissemination to their relevant stakeholders.
- Other resources
 - Press releases - a key resource to engage local communities to keep them informed regarding the conference.

This pre-activity period will be active until the day before the pan-European conference is launched.

ACTIONS FOR THE ONGOING ACTIVITY PHASE

The celebration of the pan-European conference will be the initial stage of the ongoing activity phase, with social media updates and live-streaming videos.

- Online channels
 - Social media - strengthen the live-streaming videos through Twitter moments and Facebook live to engage targeted audience. The following items will be included in the updates:
 - ◆ Common live events call to actions e.g. happening now
 - ◆ Both trending topic and Energy-SHIFTS official hashtag
 - ◆ Tagging the involved person and their affiliation

This ongoing activity period will be active as long as the pan-European conference is underway.

ACTIONS FOR THE POST-ACTIVITY PHASE

Presenting results and conclusions, as well as audio-visual materials, will be included in the website event page to facilitate its dissemination.

- Online channels
 - Social media - Follow-up information about the event (link to photo album, link to reports, link to produced videos) will be shared after the event
 - Newsletter - The final project newsletter edition will include the most relevant conference highlights and details of access to this information beyond the lifetime of the project
- Other resources
 - Press releases - A special press release will be created to ensure press officers receive the outputs to facilitate sharing with relevant press media. This press media will include:
 - ◆ Highlights, conclusions and recommendations from the event
 - ◆ Names from the relevant speakers
 - ◆ Livestream link
 - Public-facing deliverables - Final Conference report will be produced to collect the most relevant information provided by stakeholders, experts and participants

This post-activity phase will be active once the project is finalised.

ACTIONS FOR MONITORING

Making conclusions and recommendations visible are a key indicator to achieve the commitment to hosting this conference.

- Online tools
 - Energy-SHIFTS internal spreadsheet - to share with partners the most relevant information in terms of participation, details and affiliation to stakeholders and the sum-up of involved people



8. Communication plans in times of pandemic: How has coronavirus influenced the project?

The Energy-SHIFTS communication strategies have been affected due to the coronavirus, however the consortium has responded with necessary and immediate plans.

Developing a new communications management plan to respond to the coronavirus outbreak has been prioritised to support internal and external communications. This has especially focussed on affected activities including Policy Fellowship and Associates, Working Groups, Masterclasses and Pan European Conference and their key actors (partners leaders, stakeholders, ESR, participants).

Consortium partners organised several internal meetings to facilitate and exchange information, procedures, and tools required to keep the effectiveness of the current activities as the majority of these moved online.

Here some of the conclusions and changes made are summarised:

Masterclasses (initially planned for November and December 2020)

Conscious of the restrictions on travelling and gatherings of groups, consortium partners have developed a plan to run this activity virtually, if circumstances require it. Liaison between involved partners will be critical to develop the activity and maximise the impact in the virtual environment, ensuring the committed goals are delivered. A specific plan will be developed through next months and masterclasses will be a key aspect to discuss at the next consortium virtual meeting that will be held in July to guarantee the success of this activity.

Pan-European Conference (January 2021)

The plan is to keep the final conference as a face-to-face event if at all possible. If required project leaders and DG-RTD commissioners have agreed to extend the project by six months beyond the current project end date to the event to be postponed until face-to-face delivery is possible. If recommendations continue to recommend avoiding face-to-face events, project leaders will present a detailed plan to propose new ways to achieve the activity outcomes.

Consortium meetings

The consortium meeting to be held in July 2020 has been redesigned so it can be held virtually. The last consortium meeting is planned for November to coincide with the masterclass and is initially planned as face-to-face in Krakow (Poland). Although the aim of the partners is to follow this plan, the possibility to develop it virtually has been considered.

Conference and external presentations

The Coronavirus has inevitably impacted upon our face-to-face conference attendance targets, where partners had planned to present their Energy-SHIFTS findings. Many of the events have been cancelled, providing the possibility to dedicate spare budget to support other project activities e.g. masterclasses, Pan-European Conference wide communications ambitions. This issue will be discussed as a consortium in the coming months.



Communications Plan and content

The Communication Plan has been adapted to the new global situation including developing social media content too. Social media content was modified with the monthly schedule updates adapting to the new community behaviour (see section 5.3). Some updates have been developed to foster engagement with communities who now find themselves increasingly online, focusing on two new content demands:

- Offering content related to lockdown activities e.g. interesting readings, promoting webinars, sharing official EU statements.
- Fostering sister-projects knowledge exchange regarding specific activities created to address coronavirus impacts.

Coronavirus reinforced the importance of the WP6 Risk Register plan, highlighting its importance in responding to external factors while guaranteeing the proper project development.



9. Conclusions

The dissemination and exploitation plan provided the first year of the Energy-SHIFTS project with a solid framework around which to continue disseminating and monitoring project activities, outcomes and results. Therefore, this deliverable has collected recommendations, based on produced data during the first 15 months of the project, to drive the dissemination strategy to new and more effective actions.

The gathered knowledge about the audiences and their behaviour has provided insights on how to approach them and to increase their engagement and thereby the Energy-SHIFTS visibility and impact.

In terms of outputs, the objectives of the communication strategy have been widely achieved, with a

roadmap to address second-year activities that require dissemination.

Both the expertise of the consortium partners and the commitment to ensure the efficiency of the communication plan through collected data provide enough inputs to respond to the coronavirus situation with the highest guarantees to redesign the second year activities of the project as required to ensure their success.

The final conference will be the culmination of this dissemination, exploitation and communications updated plan.



10. Acknowledgements

This project has received funding from the European Union's Horizon 2020 research and innovation programme under the grant agreement No 826025. We are grateful to Emma Milroy for her review comments.



11. Appendices

11.1. First press release

More than 10.000 policy-science expertise stakeholders will contribute to EU Strategic Energy Technology Plan

Energy SHIFTS wants to demonstrate how Social Science and Humanities (SSH) fields will improve policy relating to the EU Energy Union.

Energy-SHIFTS (“Energy Social sciences & Humanities Innovation Forum Targeting the SET-Plan”) is a 2-year inclusive and engaging Forum where more than 10,000 stakeholders, working with academia, policy, citizens, industry, NGOs, and media will facilitate collaborative knowledge generation and SSH-led debate on how energy challenges can be addressed through policies that put societal needs in the first place.

As a substantial project of Horizon 2020, the biggest EU Research and Innovation programme, Energy-SHIFTS will contribute to EU Strategic Energy Technology Plan (SET-Plan) priorities. This Forum will significantly enhance the policy impact of energy-SSH, and accelerate shifts to low-carbon energy systems.

Scoping activities as Forum procedure

Energy-SHIFTS actions will involve several scoping activities including: accessible guides to SSH in EU policy, workshops on SSH priority themes, online policyworker and researcher databases, Early-Stage Researcher programme, masterclasses for policy, NGO, STEM, and media audiences; online citizen debates and a pan-European conference.

Disciplines like Communication Studies, Demography, Development, Economics, Education, Environmental Social Science, Gender, History, Human Geography, Law, Philosophy, Planning, Politics, Psychology, Science and Technology Studies, Sociology, Social Anthropology or Social Policy will be represented on each event by expertised stakeholders from all over Europe.

Energy-SHIFTS consortium

Energy-SHIFTS consortium combines broad coverage of energy-SSH with multi-stakeholder and policy-science expertise.

Composed of extensive external partner networks, substantial working links with SET-Plan policy communities and previous Energy H2020 project experience, the Energy-SHIFTS Forum will hit the ground running, rapidly generating real and enduring policy impact.

The Institutions are based in 6 EU countries and are the following: Anglia Ruskin University (United Kingdom); Dutch Research Institute for Transitions (The Netherlands); Alliance Européenne de Recherche Dans Le Domaine de L’Energie

(Belgium); Acento Comunicación (Spain); Uniwersytet Jagiellonski (Poland); Norges Teknisk-Naturvitenskapelige Universitet (Norway) y E3G ASBL (Belgium).

Further Information: <https://energy-shifts.eu/>



11.2. Blogpost author guidelines and the shared structure with ESRs



Introduction:

ESR tasks include writing some blogposts in Energy-SHIFTS website. Understanding that most of the ESR related-activities are (almost) completed, we would like to have ESR experience in our blog section.

Therefore, we present the following document as a roadmap of how ESR can address their blogposts writing.

This is just a basic structure to follow, a starting point to tackle the information. Do not hesitate to give more information or add new perspectives, if you consider. The most important thing is that ESR feel comfortable writing the blogpost.

ACC (Inma) will be the contact person of the blogpost strategy thus all the related information/technical issues: europa@acentocomunicacion.com

Blogpost deadlines:

Submit to ACC: By 15th June 2020
 Reviews by involved partners: by 1st July 2020
 To be online: July-August-September 2020

Topic of the blogpost: “My ESR experience in Energy-SHIFTS”

Some topics to address in your blogposts:

- Brief summary of the ESR activities: highlights (what have they done in the project to date)
- An explanation of the policy implications of their work
- Some energy-SSH research highlights related with their PhD topic that are related with Energy-SHIFTS project
- Conclusions

Blogpost structure should follow the blogpost author guideline hosted on website private page:

<https://energy-shifts.eu/download/blogpost-author-guidelines/>

(password: shifters)



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