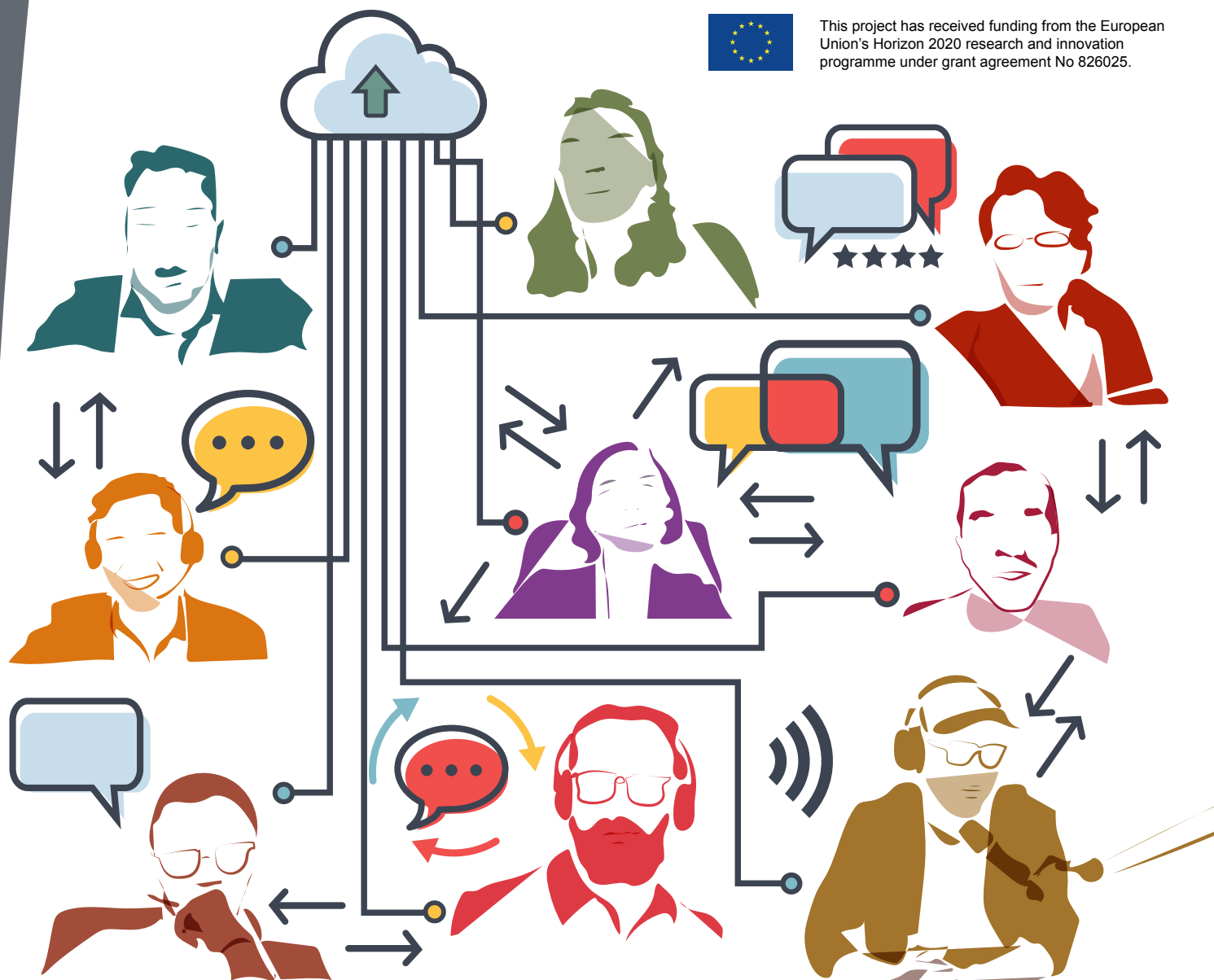




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Social Sciences and Humanities for energy – let's do it together

Masterclasses and Citizen Debates Report

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**Energy-
SHIFTS**

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

Social Sciences and Humanities for energy – let's do it together

Masterclasses and Citizen Debates Report

February 2021

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Executive summary

In this report, we present two of the Energy-SHIFTS activities realised within Work Package 4 (synthesis and evaluation): the series of four Citizen Debates and four pairs of Masterclasses. Specifically, the aim of this report is to describe and reflect on the process of exchanging knowledge within different communities to make the project outcomes applicable and useful for the stakeholders.

Citizen Debates were organised as online debates around the questions inspired by the project outcomes and were designed as a collective consideration and an interactive exchange of opinion with the audience defined broadly as European citizens. Thanks to using Debating Europe – the online platform provided by Friends of Europe – we designed informed two-way communication aiming to stimulate the public interest in social aspects of energy issues. The questions were inspired by the project's Horizon Scanning Working Groups and referred to their respective Renewables, Energy Efficiency, Smart Consumption, and Transport and Mobility themes. We invited experts from academia, business, and policymaking to record short videos presenting their different perspectives on the debated topics. It made the problem (controversial sometimes) nuanced and more understandable for citizens, who were encouraged to form and share their opinions.

Despite some limitations of the online form of debating and difficulties linked to the COVID-19 crisis, all debates gained a significant number of page views and they resonated well within social media. The intended goal was to make people conscious of the public debates related to the ongoing and forecasting energy transition and encourage them to engage in these debates. The brief comments posted by participants let us observe the heterogeneity of opinion, however, due to self-recruitment and uncontrolled samples (open forum) any conclusions must be made after careful thought. In this particular case, the Debating Europe communication channel turned out to be more useful for promoting SSH perspectives than for organising a reflexive, deliberative process. In this report, we provide the details of each debate and discuss the benefits and limitations of them.

The main purpose of the series of masterclasses was to initiate the process of co-producing adequate

and applicable knowledge. We wanted to combine the transfer of knowledge gained during the project realisation with both interactive discussions on the outcomes and a tailoring of the lessons to the specific needs of the target groups. Each of our four masterclasses were divided into two interconnected steps. In the first step, we offered a practice-oriented lesson, which invited the representatives of the professional communities identified as crucial for supporting the Strategic Energy Technology Plan (SET-Plan). These were NGOs, policy workers, energy technologists, and media and journalists working on energy issues. In the second step, based on those four interactive events/lessons, we prepared four web training and published them on the project website as free accessible resources for the target audiences. Each training consists of: brief video presentations discussing the crucial aspects identified together by researchers and practitioners; the project resources useful for the target group; and a short quiz. In this report, we herein provide descriptions of all four virtual events and their subsequent web training, including the various forms and tools utilised, as well as summaries of relevant discussions.

Due to the pandemic situation, all reported events had to be organised online. It caused some specific conditions for working and thus, some lessons for the future can be learnt. For instance, to make online events efficient, we recommend keeping them shorter than the usual 6-8 hours workshops. In addition, to benefit from both an exchange of views and a sharing experience, it is good to use break-out groups assisted by a plenary session. Break-out groups allow everyone to get better insight into particular experiences, while the plenary discussion can provide the wider spectrum of perspectives.

To sum up, the Citizen Debates engage a more general audience, and Masterclasses allow for more strategically targeted professional communities, helping us to co-produce (together with diverse stakeholders) more adequate and applicable knowledge, as well as promote SSH studies as being useful for improving the understandings of social environments and its related challenges.



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1. Introduction

1.1. Energy-SHIFTS project information

The presented report is an outcome of the Energy-SHIFTS (Energy Social Sciences & Humanities Innovation Forum Targeting the SET-Plan) project realised under the Horizon 2020 framework. It describes the organisation and conclusions of cooperation with different groups of stakeholders on the stage of synthesis of the project results. In the first part of this report, we focus on how important questions identified within academia can resonate with a wider audience of young Europeans, and in the second part we reflect on how the experience of systematically planned collaboration between scholars, various types of policymakers, media, and citizens can be transformed into practice-oriented lessons.

Recent trends of European policymaking put citizen engagement at the center of governance (Schönwälder, 2020). Also, in a research policy, we observe the increasing importance of connecting citizens, experts, and policymakers (Figueriedo Nascimento et al., 2016). Contrary to the technocratic model focused on explaining the provided solution to recognised problems, open and dialogue-based science makes possible the cooperation between scholars and stakeholders on the previous stages of inquiry as well. Democratised science means not only are the results widely disseminated but also the research design process is open for different stakeholder groups giving them the ability to influence how problems are prioritised and what knowledge is produced (Warin and Delaney, 2020).

Social Science and Humanities go beyond the technocratic recognising and solving the problems. They have an ambition of stimulating the collective imagination of the possible futures and opening the spaces for reflection. However, providing adequate and applicable knowledge remains the fundamental function of SSH research. Scientific freedom meets the public expectations of understanding the goals of studies and the usefulness of the results.

The inclusive debate can help to avoid the instrumentality and short-term benefits. On the other hand, understanding the goals of contemporary science by the public remains a challenge due to its complexity and far

going specialisation. The evidence-based policy keeps its value as long as it serves to inform citizenship, which can be achieved through transparency and accountability.

Although this trend is coherent with deliberative democracy theories, addressing the normative postulate of citizens' engagement, it can cause various difficulties in practice: from challenges of co-production, translation, and dissemination of knowledge through recognising the interests to define and create the impact of results within the agreed time horizon. The planned and purposeful citizen engagement process taking into account different demands and possible contributions of the groups of stakeholders is a basis for inclusive and participatory knowledge production and exchange.

1.2. The report aims and structure

The structure of the report is twofold. The first part is devoted to Citizen Debates, organised with the support of Friends of Europe through their virtual platform, Debating Europe¹. We present how this tool of online deliberation can contribute to achieving the input into energy debate and how citizens in the framed discussion contextualise the over national challenges. Providing some quantitative and qualitative characteristics of four thematic debates on Renewables, Energy Efficiency, Smart Consumption, and Transport and Mobility, the report offers a brief discussion of challenges and limitations of the used tool.

The second part of the report presents the series of masterclasses designed to get a better insight into the process of translation of scientific knowledge to practically useful lessons for relevant stakeholders. It reflects on how the key messages, based on the project outcomes, were co-produced and absorbed by communities of different professional backgrounds, and how the gaps in existing knowledge and professional practices were discovered in mutual learning between scholars and policymakers. Further, we present the structure and content of web training designed for the wider group according to their professional interests.

The report ends with the concluding remarks and brief recommendations for improving the process of knowledge exchange in different communities of practice.

1 <https://www.debatingeurope.eu>



1.3. Different types of audiences - their roles and needs

The inclusive engagement in energy is one of the priorities of the EU², which means the process of developing energy citizenship based on informed, interested, and participating Europeans. The inclusive dialogue with key stakeholders was, thus, one of the crucial aspects of Energy-SHIFTS.

The first type of intended audience was European citizens, defined (for the purpose of the Citizen Debates) rather generally as people interested in debating public issues. This definition was limited in practice to people having access to the Debating Europe platform. It is an open platform available via the Internet which needs some basic technological equipment and skills. The target audience here was younger people (18-30 years old) living in Europe, interested in public issues, and willing to participate (both actively and passively) in a debate of public interest. Through this communication channel, we intended to make social aspects of energy issues more visible and encourage citizens to form an opinion about energy issues that are, or can be, a part of their everyday practices.

The second type of the audience was targeted to enable depth and also to provide direct pathways to impact. Therefore, the series of masterclasses were addressed to four particular groups of stakeholders (NGOs, policy workers, energy technologists, media workers and journalists) which were selected under their professional activities assumed as especially important for empowering citizens:

- **Energy technologists** - this group was represented by purposely invited members of the technical-oriented Joint Programmes within EERA³ and the BRIDGE⁴ community. The aim was to have a group of more technically oriented energy experts in order to co-create the most effective way of integrating SSH into the technical projects. This is

in line with the EC's ambitions, and indeed commitment, to 'mainstream' SSH across all technical (energy) projects funded by Horizon 2020 and now Horizon Europe. The identified needs include better recognising the potential and richness of SSH perspectives, as well as effectively using them in the preparation of e.g. Horizon Europe proposals.

- **Policy workers** - were defined as experts having impact on the policy and governance processes of the energy transition (European Commission, trade associations, European Parliament and NGOs). Based on the experience of cooperation with various groups of stakeholders within the Energy-SHIFTS, E3G identified concrete recommendations on how to better integrate social dimensions into future European energy policies. At the center of the discussion was the citizens' engagement and ensuring the just and inclusive transition.
- **NGO workers** - to have better insight into the needs of this group we asked two environmental nongovernmental organisations: the Friends of the Earth Europe and the Polish Green Network to be co-hosts of this masterclass. The programme of the event firstly inspired by the experiences of working with activities and NGO professionals involved into project activities (Scoping Workshops⁵ and Policy Fellows and Associates programme⁶), was then consulted with the co-hosts. In consequence, to make the provided lesson useful in NGO's everyday practices, we decided to focus on three important questions: How SSH data can be used by NGO and for what purposes? What are the main communication barriers between scientists and activists and how we can overcome them? And what are the practical ways of building beneficial collaboration between academia and NGOs.
- **Media workers and journalists** - from almost two years of developing the energy-related communication in social media and collecting relevant information from national and international press, we have collected some experiences in communication the energy issue. For the purpose of the masterclass, we confronted them with contemporary studies of media content relating to energy and natural environment. To have better insight into journalists' needs, we invited Spanish Environmental Journalists Association to co-organising this event. Identified different types of relevant content produced in European media

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² A Framework Strategy for a Resilient Energy Union with Forward-Looking Climate Change Policy and a Clean energy package for all Europeans.

³ A Joint Programmes is a set of 18 joint research programmes which are align with EU Set-Plan. This structure allows EERA members working on defined topics to collaborate. More: https://www.eera-set.eu/index.php?option=com_content&view=article&id=29

⁴ BRIDGE is a European Commission initiative which unites Horizon 2020 Smart Grid, Energy Storage, Islands, and Digitalisation Projects to create a structured view of cross-cutting issues which are encountered in the demonstration projects and may constitute an obstacle to innovation. More details available at: <https://www.h2020-bridge.eu>

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⁵ <https://energy-shifts.eu/activities/scoping-workshops/>

⁶ <https://energy-shifts.eu/activities/policy-fellowships-associates/>



landscape (influential blogs, citizen’s journalism, traditional and social media, press agencies and communication associations) we decided to organise an exchange of knowledge between these all

types of media practitioners (who are inside the media system) and media scholars (observing the media system from a distance).



2. Citizen Debates

Based on the findings from the Energy-SHIFTS activities: Scoping Workshops⁷, Horizon Scanning⁸ and Policy Fellows and Associates Programme⁹ we organised four online debates accessible for the wider audience. The main purpose was to pay public attention to energy issues identified as important, actual and sometimes controversial for citizens. Additionally, we wanted to see how these issues resonate with wider audience of internet users.

In this section we introduce the objectives and target of the debates, the questions driving each of them, the opening statements by impactful policymakers, politicians, researchers who presented different aspects of discussed issues and represented the diverse position. In the next parts, we characterise the forum for citizens who were encouraged to react, comment, and discuss the questions. We provide details about the topics, and then briefly report the discussions. At the end, we conclude discussing some limitation of the tool and presenting brief recommendation for further dialogue.

Although the online debates were based on self-recruitment and did not represent the whole society, we treated them as a chance to stimulate Internet-users' interests in energy issues and make them more familiar with Social Sciences and Humanities (SSH) perspectives. Being informed and interested are the first steps for engaging. In the report, we analyze comments and discussions that took place on the Debating Europe platform in four debates. More than 60,000 citizens took part in them, and about 100 comments were published in response to our questions.

2.1. Objectives and Targets

The objective of Citizen Debates was to engage Europeans into debating contemporary societal challenges linked to energy transition. While energy issues are discussed in the national media and within different communities, organising a pan-european public sphere

7 <https://energy-shifts.eu/activities/scoping-workshops/>

8 <https://energy-shifts.eu/activities/policy-fellowships-associates/>

9 <https://energy-shifts.eu/working-groups-guidelines-horizon-scanning/>

where collective consideration of them among inhabitants of different countries could take place, remains a challenge. *"The development of post-national democracy in Europe depends on the emergence of an overarching communicative space that functions as a public sphere"* (Eriksen, 2005, p.341).

Internet offers a chance for creating such a deliberative space, however there is noted that many discussions are limited by the bubble filter¹⁰ or take place in groups that consist of people with similar views and interests (Fuchs, 2014). These groups are often invisible to each other which makes the exchange of arguments impossible. Even if there are fora more inclusive and heterogenous, they are often infected by misinformation.

Therefore our ambition was to offer conditions for informed debate which would be open and easily accessible for a wide audience. The intended target was 1000 young Europeans (18-30 years), with the primary intention of having them exposed to a diverse range of expert views on the topic, as well as provide them with an opportunity to comment and reflect on those topics. Going beyond the academic and policy makers environments we decided to collaborate with Friend of Europe and use their tool: Debating Europe platform, which was created for developing the public dialogue among European citizens. They supported us in composing the information basis for the debates (communicative language, balanced spectrum of experts views) as well as promoting the debates through their communication channels, which allow target more diverse audience (students, young professionals, representatives of different countries).

2.2. Topics: key questions and justification

Each of the four debates was organised around a thought-provoking question to engage people in discussing. They were composed of the introductions, and experts' comments. The questions driving the debates, were intended as stimuli for thinking about and discussing topics that are important and connected with

10 <https://www.techopedia.com/definition/28556/filter-bubble>



SET-Plan, while experts' contribution provided the fact-based information.

Debates were fed with the outcomes of Energy-SHIFTS activities (Scoping Workshops, Horizon Scan, Policy Fellows and Associates) that was divided into four main SET-plan topics: renewables, smart consumption, transport, energy efficiency. They were presented through the lens of everyday reality and practices.

Debating on renewables we encompassed how social, institutional, behavioural, and political science insights can help construct renewable energy transition scenarios that address alleviating energy poverty, health issues and ensure democratic inclusion, burden-sharing, and citizen engagement. The question we put in the debate was: **Should the economic recovery plan prioritise renewables?** We refer here to the questions posed by our renewables' Horizon Scanning exercise (von Wirth et al., 2020) and discussed during one of the scoping workshops (Amon and Wagner, 2019), which suggested that justice is the key aspect that should be considered in a conversation about renewables.

In terms of smart consumption, we focused on the impacts of (digital) information provision on behaviors, and the learning processes of going beyond cognitive 'know-what' to develop practical 'know-how' with regards to new technologies. The question here was: **Should poor families be given energy-saving technologies for free?** This topic referred to the Energy-SHIFTS' scoping workshops, in particular the workshop on *Social Innovation in the Energy Transition* (de Geus and Wittmayer, 2019) and the smart consumption Horizon Scanning exercise (Robison et al., 2020). Specifically, we were inspired by questions that *"discuss issues of ethics, just transitions, equality, deprivation and vulnerability with a clear focus on how to avoid exclusion from future smart energy initiatives"* (Robison et al. 2020, p.3). To make the audience more involved, we decided to incorporate COVID-19 as it was (at the time we did our research) a key topic all around the world.

In terms of transport and mobility, we focused on the overlapping roles of technological innovation, change of practice, and policies in the transport sector. Sharing economy models, electrification and autonomous driving will all reshape the way people/goods move, raising issues such as the future of 'the car', inclusivity, democracy, diversity, and openness. We put the question: **Should Europe invest in electric vehicle-based public transport?** The background rationale to this question came from the Scoping Workshop entitled 'Inclusive engagement in energy with special focus on low carbon transport solutions' (Suboticki et al., 2019) and the Horizon Scanning exercise – the part devoted to transport and mobility (Ryghaug et al., 2020). The topic introduced issues related to the transport in the cities:

costs, social inequalities, traffic congestion, air pollution. Pandemic (and health issues) is another thing to be considered as the social distance is difficult to keep in the public transport.

Finally, in terms of energy efficiency, we noted the importance of rebound effects, the everyday life changes that come from efficiency measures, and the relationship between energy use and energy efficiency. As SSH researchers, we try to find the link between smart technologies and everyday life. Development in this area could also mean, for instance, the loss of privacy and the needs for policy and political action to prevent the **Would you mind if an algorithm switches off your light?** This question linked to our energy efficiency Horizon Scanning exercise (Foulds et al., 2020), and in particular to its questions both on citizenship, engagement and justice mentioned above, as well as on everyday life and social practices linked to energy.

2.3. Organisation: communication tools, dates, participants.

The Citizen Debates were launched by Debating Europe¹¹, which is a platform that links citizens' ideas to the leaders of Europe. This forum helps Friends of Europe¹² to foster the debates around the sustainable, more inclusive, forward-looking Europe. They have an experience of interviewing more than 2000 policy-makers and experts from across the political spectrum since 2011. We recognised the potential of this platform as a tool for social dialogue which is urgently needed nowadays.

Online debates are asynchronous computer-mediated discussion forums that give a chance to read and comment on other Internet-users opinions. We defined Internet-users as citizens, even though we understand the limitations of this tool (not everybody has access to the Internet, not everybody understands the English language). The topic was introduced on the platform. Some ideas were presented based on the Internet-user's opinions and responses of policymakers, politicians, researchers that were interviewed. To make the debate more lively and engaging all perspectives were presented.

Basing on the Energy-SHIFTS outcomes described in section 2.2, we proposed four topics connected with SET-plan (Table 1). The debates were launched every 3 weeks and stay open 3+ years post project. The debates

11 <https://www.debatingeurope.eu>

12 Friends of Europe is Brussels-based, not-for-profit think-tank for European Union policy analysis and debate. More information available at: <https://www.friendsofeurope.org>



were open for everybody but we especially encouraged young¹³ Europeans to participate. We invited the Early Stage Researchers – participants of Energy-SHIFTS programme¹⁴ to discuss the topics and asked them to share information about debates on their social media.

The debates were promoted via Debating Europe mailing lists and social media, in particular the Facebook and Twitter profiles, on LinkedIn. The consortium team disseminated the information about the Citizen Debates using the Energy-SHIFTS media, scientific networks

(Energy & Society Network, European Sociological Association Research Network 12, Polish Sociological Associations, Dialogue for Policy and others). Information about the debates was published on Jagiellonian Universities' social media, NGO partners and students were encouraged to participate.

As we planned to analyse not only statistics but also comments, following the legal rules we asked participants for their consent¹⁵.

Table 1. Citizen Debate overview

DATE	TITLE	SPEAKERS	PARTICIPANTS
21.09.2020	Should the economic recovery plan prioritise renewables?	Kristalina Georgieva , Managing Director of the International Monetary Fund (IMF) Miguel Herrero , Policy Advisor at Solar Power Europe Paula Abreu Marques , Head of Unit in Renewables and Carbon Capture and Storage (CCS) Policy at the Directorate-General for Energy of the European Commission Wendel Trio , Director of the Climate Action Network Europe	Page views = 5,773 Social media reach: 426 Comments collected: 50 Number of experts involved: 4
12.10.2020	Should poor families be given energy-saving technologies for free?	Dr Catherine Butler , Senior Lecturer in Human Geography at the University of Exeter Monica Frassoni , former Green MEP and currently President of the European Alliance to Save Energy (UE-ASE). Bent Madsen , President of Housing Europe, the European Federation of Public, Cooperative and Social Housing	Page views = 6,713 Social media reach: 627 Comments collected: 18 Number of experts involved: 3
3.11.2020	[Can public transport recover from COVID-19?] ¹⁶ Should Europe invest in electric vehicle-based public transport?	Miloš Mladenović , Assistant Professor of Transportation Engineering at Aalto University in Finland Daniel Moser , Transport Policy Advisor at the Transformative Urban Mobility Initiative (TUMI) of the German development agency GIZ	Page views = 34,434 Social media reach: 1,395 Comments collected: 10 Number of experts involved: 2
26.11.2020	Would you mind if an algorithm switches off your light?	Claudia Gamon , Austrian MEP with the Renew Europe Group, and a member of the European Parliament Committee on Industry, Research and Energy Roland Tual , Project Manager at REScoop.eu, the European federation of citizen energy cooperatives Michael Villa , Head of Policy at the business association smartEn (Smart Energy Europe)	Page views = 11,239 Social media reach: 201 Comments collected: 14 Number of experts involved: 3

13 According to Eurostat, young people are defined to be between 15 and 29 years old, <https://ec.europa.eu/eurostat/web/youth>, but following legal rules meant that we targeted only those older than 18 years.

14 <https://energy-shifts.eu/meet-our-early-stage-researchers/>

15 Specifically, we used the following text: "This debate is part of the Energy-SHIFTS project. By participating you are confirming you are 18+. Contributions to the debate may be directly quoted (anonymously) in the Energy-SHIFTS reports. If you do not want your contribution to be used, send us an email within two weeks of posting your comment."

16 After three weeks, observing the low response rate we decided to change the title and reframe the promotion of the



2.4. Debating energy: European solidarity, stable energy system, efficient public transport and controversial algorithms

In this section, we summarise all four debate discussions, starting from that one focused on renewables, then smart consumption, transport and mobility, and finally, energy efficiency. Each of them is supplemented with a brief comment referring to the organisers' goals.

The first debate was devoted to the topics of **renewables**. We put the question: 'Should the economic recovery plan prioritise renewables?' Asking this question, we followed President von der Leyen pledge for a 'true recovery', with the European Green Deal at its heart. Herein, renewables is promised to boost investment and modernisation to make Europe cleaner and more sustainable and our discussants were worried about the economic cost of this modernisation. Kristalina Georgieva (IMF) and Paula Abreu Marques (EC) nevertheless offered reassurance that it will not be a problem. Specifically, Gergieva argued that research and development would allow the EU to deliver a just transformation, while Marques gave economic arguments, saying that renewables are not as expensive as they were before. Additionally, Wendel Trio (Climate Action Network Europe) and Miguel Herrero (Solar Power Europe) commented on the question about recovery from COVID-19. Both of them were certain that this recovery should be green and will actually be green. Both of them also emphasised the role of the European Commission to monitor EU spending on the recovery (Trio), calling for high standards for a proper distribution of funds (Herrero), which political agreement would assist with. Focusing on renewables was noted as being especially important, and in particular solar energy was said to be the key. Indeed, Herrero introduced some very concrete recommendations where the solar energy system is the leading renewables.

Questions that were put and speakers' comments stimulated 50 Internet-users to participate in the debate. Among them, there were those who saw the EU's future in renewables:

"Yes indeed. I knew that for years", (CD_1_24)

"Absolutely! Not investing in renewables will be bad for the economy in the long run – let alone the planet. I really hope that the EU and more importantly its member states will actually achieve the targets of the Green Deal. They have to for humanity's sake" (CD_1_5)

"Totally agree, energy coming from coal needs a lot of water and water is something we need to think about" (CD_1_29)

"Renewables? Yes, please!! The coal exit also means new jobs. Decarbonization is a challenge, the challenge drives us towards innovation. Time to implement them." (CD_1_28)

Some of them also emphasised the need of fairness in green transformation:

"Prioritise renewables but make the energetic transition fair and just for communities that still economically rely on the coal industry (like in the Silesia region in Poland for example). We need a fair-reaching strategy not only to recover from the COVID-19 crisis but also to adapt to the climate crisis, let's not forget about that – it's the biggest challenge that we're facing right now." (CD_1_41)

"the EU should care about EU citizens, about their health and well-being. So many regulations, but still no common charter to obtain responsible sustainable ethical socially acceptable standards for quality short and long-term leadership" (CD_1_18)

"We really need renewables but what we really need the most is #EuropeanSolidarity!" (CD_1_32)

This rising demand for justice in energy transition is coherent with the priorities for research agenda flagged by the SSH scholars in the Energy-SHIFTS' Horizon Scanning exercises.

Interestingly, the question about renewables also evokes responses around the use of nuclear energy technologies:

"If you really are trying to help the environment, nuclear is the way to do it right now" (CD_1_12)

"The only efficient green energy is nuclear energy. Wind mills are not efficient and cause a lot of damage with non-recycled parts and concrete basis..." (CD_1_8)

debate accordingly.



Among the 50 comments, there were also some voices against renewables (few of them), which emphasised the devastating aspects of wind turbines (“dying birds”) and rational calculation (as renewables were perceived as a short-term solution, e.g. regarded as being impossible to recycle):

“Renewable Energies are non-sense. Hectares of forests are flattened to raise those awful inefficient wind-mills. Wildlife and birds are killed in the process. They are intermittent, require tons of concrete and iron for the basement, last for max 15 years, are impossible to recycle because of their structure, and need back up from coal or gas electricity production facilities. They push electricity prices sky high, putting more and more people in very precarious positions. Ursula Von Der Leyen and her “green new deal” is killing Europe and its citizens. Shame on those over paid disconnected technocrats.” (CD_1_43)

Besides the obvious observation that there were differences in defining renewables and its challenges for society, we can assume that the position taken by participants corresponded with the issues discussed often in media. Among renewables enthusiasts, there were also those who were afraid of losing jobs, cost of transformation, or not having a stable energy system. At the same time, no-one focused on the research and development aspects mentioned by Georgieva and Marques. The discussion was a bit fragmented and the weak points of it was dialogical, referring to other speakers. It seemed like citizens who commented had not listened (nor read) attentively to the spokespersons before or to other participants' posts. Even if someone disagreed or asked the clarifying question to other person, the latter had never responded. Thus, participation in the debate was rather based around expressing opinions, than involving a dialogical openness to change it or indeed even as part of a persuasive exercise to convince other people.

The second debate was linked to **smart consumption**. This therefore related to new (usually internet-connected) technologies that, in this context, aimed to help save energy and save money over the long-run, but were not necessarily available for families on lower incomes. The question that was asked to Catherine Butler (University of Exeter), Bent Madsen (Cooperative and Social Housing) and Monica Frassoni (UE-ASE) was: ‘Should poor families be given energy-saving technologies for free?’ Butler was enthusiastic and listed smaller-scale installation tasks (e.g. energy-saving bulbs) as well as large-scale equivalents too (e.g. solar PV, new forms of heat). According to her, helping households in investing in energy-saving technologies could help in the transformation to a low carbon society. Alongside

this, Madsen focused more on innovation that could help to fight with energy-poverty. Frassoni focused on the poor (and poorer families) who live in a low-quality environments, with e.g. lower salaries, in old houses, etc. She explained how a major renovation plan is needed to tackle such issues, and she claimed that the poor needed healthy environments and healthy houses – this involved a solid plan that moved beyond simple checks, to changing the way of thinking about social buildings.

In acknowledging the reality of moving from theory (of e.g. energy-saving technologies being effective) to actual lived experienced (of e.g. such technologies not being used or rolled out as per expectations), we put forward the following question: ‘Can the government afford to give energy-saving technology to poor families?’ Having access to energy is crucial for contemporary society, especially in the COVID-19 Era. Butler suggested that it was about priorities and allocation of money. Frassoni added that it was important that the government invest directly in the thing that helps people live healthier.

Not all citizens contributing (18) agreed that it was good for everyone if governments were to help poor families to save energy, but many of the comments were broadly supportive, including:

“It is in the interest of everybody!” (CD_2_8)

“Popieram. To wpłynie nie tylko na byt tych rodzin, ale też na zmniejszenie zanieczyszczenia środowiska.” [I agree. It will influence not only the economic situation of these poor families but also reduce the climate change] (CD_2_9)

“I agree, with the last sentence – if the technology can make the cost of energy cheaper for individuals – it should be treated as an investment, so there was not be extra money for these families to install that, should be given any kind of long-term credit for purchasing these appliances” (CD_2_12)

There were very short negative statements like “nope”. Some of participants were also slightly skeptical of the real possibilities of financing the idea of supporting poorer families:

“I generally agree with Dr C. Butler. It is always the issue of priorities; but I am not fully convinced that government can afford such an investment; and first off, all, many things depends from a knowledge and social practices...so the first step is a change of awareness; education in the field of energy-saving technologies” (CD_2_14)

Some proposed other solutions like Unconditional Basic Income (Rene) or proper salaries.



“Admitting that there are still poor people at all is an embarrassing policy. Start with an Unconditional Basic Income for Everyone NOW” (CD_2_17)

“Full employment by underpayment is not better than unemployment” (CD_2_5)

Critical perspectives were introduced by statements such as:

“It depends what we mean – whether to help poor families or to reduce energy consumption. Poor families do not seem to be the ones that spend the most on energy, so savings may be small here. If such devices are installed, they should only be partially refunded, part of expenses should be paid by families as an investment for future.” (CD_2_15)

“Government should give any kind of long-term credit for poor families to be easier to purchase that. It is different things than with changing the furnaces, because after the furnaces changing the expenses of using will increase. In case of appliances to reduce energy, the reduction I hope mean also reduction of cost of energy for individuals, so it is investments for household rather, so no reimbursement should be given. But government should think also about installing some devices in new social houses, in social space. In Poland some housing association installed solar panels on the roof of building to reduce the common cost of using other common appliances, not for individual and it is good direction” (CD_2_16)

Such statements showed that participants were not against the idea of energy-saving, but they did not agree with the way of applying it.

Subsidising energy-saving technologies could help to save the climate, but there were still many questions that need to be answered (e.g. who are the low-income families, what kind of help do they need, what and how it should be subsidised). It seemed that the great challenge was not only an economics issue, but also educational in e.g. building awareness about energy-saving possibilities.

The debate about **transport and mobility** referred to a vivid discourse about mobility and inclusive engagement (Suboticki et al., 2019). The pandemic made this discourse even harder, with risks of COVID-19 pushing public transport systems into a ‘death spiral’. We considered ticket sales, but also social distance and lower capacity, as a pandemic requirement. We asked Miloš Mladenović (Aalto University) and Daniel Moser (TUMI) question: ‘Will the pandemic have a devastating effect on public transport?’ Mladenovic emphasised that the COVID-19 Era was difficult and that public transport struggled considerably, but opportunities existed for

the future depending on our creativity and imagination. Moser argued that public transport was not an infection cluster and could be safe (he referred to research done by Douche Bahn), but the problem was in finance and how the government reacted to public transport-related financial problems. Relatedly, one citizen commented on this aspect, adding:

“Should make all city public transport free at point of use.... fund by major increase in car charges & tourist tax (hotels)” (CD_3_1)

For the question whether Europe should invest in electric vehicles-based public transport now, Mladenovic claimed that, as we were late, we definitely should go for electric transport instead of petrol equivalent systems. Moser added that governments needed to push development in technology; he gave the example that electric buses were now cheaper than “traditional” ones.

Even though it seemed that transport issues were interesting for citizens (the biggest audience among the four debates), only 10 Internet users actively participated in the debate. They focused on hydrogen cars – the possibility, advantages, and disadvantages of such a solution. While some of them seemed to view hydrogen car very favourably (e.g. “Better go straight to hydrogen” (CD_3_2)), others noticed some disadvantages, such as:

“why? Hydrogen is less energy efficient and is most of the time a byproduct of natural gas. Burning H2 with O results only in H2O emission (water vapor). Standard vehicle 12V battery required. The overall pollution emitted is less than cells or electric car building”. (CD_3_3)

This debate is based on the nuanced materials of this interesting topic but without a great response, a feeling of insufficiency was caused.. We probably need to talk more about public transport in the public sphere, to make people more familiar with this topic. The significant audience can be an indicator of the public interest and demand for more information, while the passive participation can suggest an early stage of forming the opinion.

Energy efficiency is treated as a key strategy to fight against climate change. Smart technologies (AI) could help to save energy; however its use is presented in public discourse as controversial. The topic for the debate was: ‘Would you mind if an algorithm switches off your light?’ Nowadays, lots of us decide how long the light can be on, but a “good idea would be the compulsory installation of smart electricity meters that indicate in real-time the usage and the cost of electricity for each household”. Three speakers were invited to comment: Claudia Gamon (European Parliament Committee on



Industry) Michael Villa (Smart Energy Europe) and Roland Tual (REScoop.eu)

Gamon claims that smart electricity meters will be available for households but they would not be compulsory. But it implicates the security question. For the question: Should I worry about a smart meter? Villa answered that e-privacy is very important and the legislation is discussed on the European level.

We have collected fourteen comments on this topic. They were not enthusiastic about the ideas about being controlled by the algorithm. It evoked, to some, a loss of individual freedom(s), e.g. “I’d prefer to switch off my own lights, thank you” (CD_4_8).

It reminded some people of the communist period, socialist ideas, and ecological dictatorship

“In communism everyone got the lights out at 9 at night” (CD_4_11)

“Yes. I don’t want an ecologic dictatorship... You do a lot of stupid things on behalf ecology. For example, you ban gas heating then on winter we Don t have enough electricity. And what are you doing? You reopen coal generator. So stupid. Some city settles loafing electrical point for car which runs with diesel... So stupid... To close nuclear plant so stupid... And examples are many... Stop bothering us with ecology dictatorship... And put pressure on China Brazil USA India... Which pollutes much more. All your norms make our industries close and then we import products from China which has no pollution norms... What a disaster... Stop this nonsense” (CD_4_2)

“First it will be light, then they will start ration food, who knows what socialist wonders will come after!” (CD_4_4)

There are however people more opened for “algorithms” that help save energy and water.

“yeap, why not? necessary not compulsory... saving energy as saving water will be a standard”. (CD_4_5)

“It may be a good solution. We are used to have energy at any moment we need it. And we waste a lot of energy. Being used to some limits can be good for all of us.” (CD_4_10)

Algorithms seemed to be something that people were scared of. Even though they accepted some facilitates and noticed some advantages of smart energy they were worried about privacy. They would accept some smart solution of energy efficiency, but they wanted to be left with the possibilities of controlling it themselves.

“In my home lights are switched (and music and TV and the heater and...) are turned off when I leave and

on a when I enter. It’s nice, but the application I use is managed by me, no information (more than the location of my phone) is send to someone else. If people want their homes to be ‘smart’ to save energy (or out of convenience) they may choose for this themselves. BUT, it shouldn’t be something which is forced upon them” (CD_4_12)

Energy efficiency was claimed as the key strategy in fighting for climate neutral world. Many scientists, researchers, and engineers all around the world are working on developing AI solutions in the energy fields. The specialisation and quick progress in the science cause the gap between the advanced technological knowledge and its public understanding. Therefore, it needs to be explained and discussed. Citizens knew that it was something that can affect their lives significantly and can expose them to new yet unrecognised threats. Even though the EU is giving privacy a high priority, there are still lots of questions about how it could work, the clue is self-determination protecting privacy.

2.5. Conclusions and citizen dialogue implications

Four debates engaged relatively big audience of Internet users. The most engaging debate was that one about transport and mobility (more than 34,000 of citizen were involved, see Table 1), while the most commented one was that about renewables (the topic gained 50 comments, see Table 1). One of the explanations could be that the discourse of renewables is older and more recognisable for the users. The transport issues are at people’s interests, but they need to be more familiar with the current state of debate and accessible possibilities. If this conclusion is true, the organised discussions contributed to popularising this topic as an important aspect of decarbonisation. Generally, participants of our debates see the importance of transformation to the low carbon society and saving the climate is the shared value, but what should be discussed is the inequalities, energy-poverty, and the further development of technologies. The question that should be answered is also about privacy and responsibility.

The organised debates suffer from all limitations linked to on-line deliberation which are: self-recruitment, particular profiles of the audience, who usually are already the followers of energy and climate issues, risk of over-representing the interest groups. On the other hand, numerous studies confirmed the benefits of on-line deliberation are similar to those achieved in the face-to-face process. However, in this particular case,



Debating Europe did not fit the characteristic of facilitated, small groups in online deliberations. It was open and widely promoted forum, where people tend to post brief comments rather than engage deeply in debating, exchanging arguments, and reflexive consideration, including being open to changing their positions.

Debating Europe was launched to support the European identity and help to shorten distance between European officials and citizens. As such it was helpful to achieve the desired goal of making the social aspects of energy issues more visible for the young Europeans. On the other hand, we weren't able to conclude on how these issues resonates among them, because the collected and analysed responses mainly illustrated one-way communication. They took a form of a direct answer on the main question rather than sharing the experience or developing the argumentation. The interaction between participants was poor in all four debates. It confirmed the previous analyses of Debating Europe discussions (Cmeciu and Cmeciu, 2012). It suggests a conclusion that this form of deliberation led by experts may be not sufficient model of engaging younger citizen into the debate on public issues and a new form for it should be proposed.

It was difficult to encourage people to take part in the debates, which were not simultaneously facilitated by organisers. The majority of viewers just read

and watched videos, but only some of them actively commented and discussed. The word “debates” can be thus misleading here. In fact, it is rather presenting the actual public debates and inviting people to the process of expressing an opinion, than discussing, exchanging the statements and a time-consuming process. For lots of potential participants also language could be the barrier. We invited the citizens to participate in their mother tongues (some participants did it), but all materials were prepared in English.

It should be noticed that all debates started in the pandemic time. Uncertain citizens spending much more time than usual in front of the screen, tired of the COVID-19 situation could have been less willing to devote additional time for on-line debates.

Last but not least, the Debating Europe platform offers modern tools for support the opinion-shaping process by providing reliable and nuanced information reflecting the different points of view, encouraging people to take a voice (which is simple and safe - the posts must be approved by organisers, which allows protecting the users from hostile or offending comments). In the time of fake news expansion, it is a real value. Moreover, some comments posted by users inspire the questions for the next debates, which support the empowerment of participants.



3. Masterclasses: the series of online events and web training

The Energy-SHIFTS project addresses one of the main challenges of contemporary science development, which is interdisciplinarity, with a particular focus on integrating social and natural sciences, as well as co-producing knowledge in collaboration with key stakeholders. It means continuous effort to bring research insights effectively into practice. This requires searching for optimal techniques to develop mutual learning, experiences exchange and reflecting on collaboration across different domains which are often operating in different languages, perspectives, and different methods. Thus, the first and necessary condition is understanding of these. It could lead to training in practical skills. For instance, incorporating knowledge from other disciplines or sectors into one's own work (policy work, research project design, media reports, etc.) can result in proposing optimal solutions to the analysed problems.

A modern masterclass is a form of learning that allows the combination of transfer of expertise, workshop-based techniques of practical training, and critical reflection on that, in order to foster the process of co-production of useful knowledge.

This section 3 provides a description of how this process was organised as well as discusses its outcomes. We start with the presentation of the objectives and targets, then present the idea of an online event and web training. In the next paragraphs we provide details on each masterclass and web training for a particular target group. We report the theme, place and schedule of online events, the participants, and their recruitment. Finally, the main points and conclusion of discussions. The structure and content of web training is provided as well as the place of publication and the way of promoting them among stakeholders.

3.1. Objectives and targets

The series of masterclasses designed for Energy-SHIFTS were aimed at 4 different groups of stakeholders: environmental Nongovernmental Organisations (NGOs); Policy workers from primarily Brussels-based communities; experts on energy issues with background in technology; and journalists and media workers.

The proposed form of masterclass sought to give them a better understanding of Social Sciences and Humanities (SSH) perspectives on energy issues, as well as to improve their ability to incorporate SSH insights into their crucial day-to-day professional activities. The series of masterclasses consisted of presenting the synthesis of the relevant project results in addition to various resources created as project outcomes (which are accessible for stakeholders), together with training activities on how to use them in practice.

We began from the starting point that it was important and necessary to create a space for interactive discussion, as part of ensuring a shared and contextualised (learning) experience among participants; this would thus depend on the facilitated group work as well as an individual reflection on one's particular needs. Therefore, the series was designed as 4 pairs of masterclasses, each of them consisted of a virtual event, and web training (legacy resources for training and general information purposes). Each virtual event focused on the group's intensive training facilitated by experts from SSH, while the second () was intended as a rather individual learning experience fed by the outcome of previous virtual events. Thus, this kind of online lesson transformed the experience of the first one into teaching materials available to the wider audience.



3.2. The form: online events and web training general characteristics and demands

All four masterclasses were organised between 18 November and 11 December 2020 as two- or three-hour long events, only for invited participants. While participants had different roles of key-note speakers, panelists, moderators, or discussants, they were selected due to their professional experience relevant to each group. Detailed characteristics of participants can be found below.

Each of the masterclass had its own schedule fitted to specific target demands, but the foci were put on using the knowledge exchange-project outcomes were presented and the effective ways of incorporating them into the practice of work in each community were discussed. They were fully interactive meetings with active engagement of participants. All events were organised on the Zoom video-conferencing platform, which enabled plenary discussion with multimedia presentations, using breakout groups, sharing screens for all participants, and synchronically commenting on

the chat. All meetings were recorded for the purpose of reporting.

Web training designed for the targeted audiences are published on the project website and accessible for free. They are intended as teaching materials for individual use. But to make them more interactive and clearer, each web training consisted of three sub-themes reflecting the key messages (co-produced during the previous masterclass event). Speakers presented the sub-themes as condensed lessons based on the discussion within relevant stakeholders' groups. The project outcomes were promoted as useful resources in particular fields of activity. Additionally, participants of the previous masterclasses shared their perspective on how the presented knowledge could be useful in their work. Each web training contained an interactive quiz, that allowed self-evaluate and made the learning experience more interactive.

Following the recommendation, we got from different groups, the web training avoided jargon and long theoretical discussion or elaborated empirical evidence. Instead, they have the form of a brief guide on how and why to incorporate the SSH perspective in each field of activity, where the relevant information can be found and how to use them.



Contact person: Aleksandra Wagner, Jagiellonian University

Image 1. The web training menu on the Energy-SHIFTS website



3.3. Masterclass 'Putting citizens and consumers at the heart of EU energy policymaking: priorities for the new Commission term'

3.3.1. online event

This online event was held on the 25 November 2020 and targeted EU energy policy workers (European Commission, trade associations, European Parliament and NGOs). It was organised by E3G. The expert workshop underlined how crucial social knowledge is to deliver the energy transition, including, but not limited to, public participation and ensuring socially just outcomes. The aim was to identify and present concrete recommendations on how to better integrate social

dimensions into future European energy policies. We had an open discussion among policy workers on the role of SSH in their work, to share Energy-SHIFTS learnings and to put energy-SSH on the map of the Horizon Europe upcoming programming.

The main message we wanted the participants to take away was how crucial social knowledge is to better EU energy policymaking. Participants were given concrete recommendations on how to advance and better design future European energy policies.

The three-hour event started with a plenary discussion, with speakers from the European Commission, the European Parliament, civil society, and academia identifying key priorities to integrate social knowledge in delivering the energy transition. Participants were then split into three breakout rooms to explore how to concretely apply the practical considerations discussed to specifically policy files: the renovation wave, offshore wind strategy and Horizon Europe cities mission. The following tables offer an overview of the masterclass, its key messages, and participants (Table 2) as well as the basic data on their role in the event and the gender balance (Table 3).

Table 2. Masterclass for policy workers




 DATE 25 November 2020, 10:00-13:00 CET	 THEME Putting citizens and consumers at the heart of EU energy policymaking	 KEY MESSAGE Highlighting the importance of social knowledge in delivering the energy transition, identifying, and presenting concrete recommendations on how to better integrate social dimensions into upcoming European energy policies
<div data-bbox="172 1402 293 1509"> </div> ORGANISERS (HOST AND CO-HOSTS) Host: E3G Facilitators: Manon Dufour, Johanna Lehne, Eleonora Moro		
SPEAKERS (NAMES, AFFILIATIONS) Chris Bolesta EUROPEAN COMMISSION, DG ENER Piero De Bonis EUROPEAN COMMISSION, DG RTD Monica Frassoni FORMER MEP AND CURRENTLY EUASE Theresa Griffin FORMER MEP Adrian Hiel ENERGY CITIES Rosie Robison ANGLIA RUSKIN UNIVERSITY	OTHER PARTICIPANTS-REPRESENTATIVES OF: Gilda Amorosi EURELECTRIC Elena Beianu EIT INNOENERGY Almut Bonhage ENERGY COALITION Hendrik Bruns EUROPEAN COMMISSION, JOINT RESEARCH CENTRE Myriam Castanie RESCOOP	Bram Claeys REGULATORY ASSISTANCE PROJECT Lisa Fischer E3G Thomas Garabetian EGECE Pedro Guertler E3G Matteo Guidi EUASE Eugenia Mansutt EURO CITIES Stavroula Pappa RESCOOP Thomas Pellerin-Carlin JACQUES DELORS INSTITUTE Simon Skillings E3G Katie Treadwell WWF EPO Michael Villa SMARTEN



Table 3. Basic characteristics of participants

ROLES	SPEAKERS/PANELISTS	FACILITATORS	OTHER PARTICIPANTS	TOTAL
	6	3	16	25
GENDER	FEMALE	MALE	NON SPECIFIED	
	14	11	-	

Due to the COVID-19 pandemic the masterclass was held via Zoom instead of a face-to-face event. However, all participants had the opportunity to ask questions and take part in the joint discussion, both in the plenary and the breakout rooms. Participants were identified through existing networks and contacts. The registration process was done via email, and all participants were informed on the use of the data derived from the masterclass, in compliance with the GDPR rules. The meeting was recorded, for documentation purposes.

Discussion:

The masterclass allowed for a lively discussion. The panel speakers highlighted the importance of social knowledge in delivering an energy transition for citizens and consumers, and shared perspectives and best practice examples from the Commission (DG ENER and DG RTD), the city level, former MEPs and academia.

Key topics addressed by the panelists included the need for social as well as technological change to decarbonise the energy sector, the importance of community energy, and the need for correct incentivization to accelerate the energy transition. Policymakers shared experiences and exchanged best practice, in particular with examples from the Clean Energy Package. Chris Bolesta, representing DG ENER, spoke of the importance of integrating behavioural economics into their work in the department. He talked about the insufficiency of simply lining up the financing and the key technologies – and about the richness gained from also understanding how people interact with technologies and the policies put in place. He also highlighted the challenges faced in doing this adequately: *“the task is still huge.”* Monica Frassoni, a former MEP and the President of EUASE, highlighted key examples from Italy of the mismatch between policy intentions and the reality when the right incentives are not in place: *“If we only have regulation that is difficult to implement and does not have the right incentives, we will not have an energy transition.”* Adrian Hiel, from Energy Cities, focused on the practical realities of putting an energy community into place

– emphasizing that this is very much a social rather than a technical change: *“Community energy is very much in the social sphere, as much if not more so than the energy sphere.”* Former MEP, Therese Griffin, highlighted the fact that *“The Clean Energy Package was the Clean Energy package for all European citizens – it should have in its implementation people at its core, and we should look through the viewpoint of what it means for citizens.”*

Following panelist interventions, there was a Q&A, where the main topics covered were around the difficulty for consumers and citizens to understand where opportunities for the energy transition lie, the role of the European Commission in sharing best practice and ensuring lessons learned are shared, and the importance of social science and humanities in ensuring a just transition.

Having focused on the importance of social knowledge in delivering the energy transition, the discussion then turned to how to put this into practice in everyday policymaking. Rosie Robison presented key lessons from the Energy-SHIFTS project, breaking down in tangible terms: How policy makers can access SSH skills and expertise? How to convince colleagues to better utilise SSH? And how to go beyond the status quo, drawing on cutting-edge SSH research? (Image 2).

This was followed up by presentation by Johanna Lehne on the policy fellowship programme which ran as part of the Energy-SHIFTS project – bringing together academics from different social science and humanities disciplines with policymakers at the cutting edge of European energy policymaking.

We discussed three key shifts in thinking policymakers can expect from better integrating SSH into their decision-making-process:

1. Relating policy dilemmas to larger shifts in thinking around energy transitions. Beyond business-as-usual thinking, questioning the meaning of certain concepts, e.g. reframing energy poverty.
2. Seeing complexities. Seeing energy transitions embedded in complex social (or socio-technical) systems. E.g. the multi-dimensionality of energy poverty. These opened up a richer array of possible policy options.



Energy-SHIFTS

How do you access SSH skills and expertise?

- Be specific about the programme of work you are seeking advice on.
- Consider different/new SSH expertise: Behavioural Studies, Business, Communication, Development, Economics, Environmental Social Science, Ethics, Gender, History, Human Geography, International Relations, Law, Marketing, Philosophy, Planning, Politics, Psychology, Public Administration, Religious Studies, Science and Technology Studies, Social Anthropology, Social Policy, Sociology, Theology, Transition Studies
- However be open-minded about the framing. Often, identifying the question you want answered is an outcome!
- Mailing lists, twitter, university departments, SHAPE ENERGY database of 600+ researchers, Energy-SHIFTS
- You will be in demand!

Energy-SHIFTS

Energy Social Sciences & Humanities Innovation Forum Targeting the SET-Plan

Energy-SHIFTS

2. How do you convince/support colleagues to better utilise SSH?

- How will it help them deliver the programme of work?

Paola Fassin	Secure power	Joyce Leslie	Starting with historical analysis to improve participation
Gerardo Chacón	Social input into technological energy forecasting	Andreas Schneider	Consulting on energy poverty indicators
Gideon Friedman	Increasing public participation mechanisms	Molly Walsh	Supporting the transposition of the Clean Energy Package
Bojan Gabi	Redefining a core policy goal: Eradicate Energy Poverty	Miriam Buisio Lorenzini	Intervening in new policy package on climate and energy
Göran Gungör	Integrating social narratives into models	Adel El Gammal	Set up of new SSH collaboration agreements
Andreas de Rudder, Charlotte Kunt and Marlene Ottens	Facilitating a national Citizens Assembly process	Efthymios Piteves	Initiating regular meetings with energy-SSH project coordinators
Jan Magna Bae	Changing language to reject the 'NIMBY' concept	Holly Jeffries	Developing dialogue on the roles of heat installers
Viktor Marcos Marell	Zooming in on local contextual knowledge	Agata Kulmnicka	Translating SSH insights for policy outreach
Hanna Uhl	Key takeaways for wind power regulation		
Gert De Block	Feeding into position papers on marine renewables		

Energy-SHIFTS

Energy Social Sciences & Humanities Innovation Forum Targeting the SET-Plan

Image 2. Key lessons from the Energy-SHIFTS project

- Evaluating issues of social justice throughout all elements of energy transitions vs. just thinking about social justice as related to citizen acceptance/participation.

After a short break, participants returned to three breakout rooms, applying the topics discussed to specific policies – particularly the renovation wave, the offshore wind strategy and the Horizon Europe cities mission. Breakout rooms were given three guiding questions:

- How are SSH currently used in the [Renovation wave/offshore wind strategy/cities mission]?
- What insights could SSH offer the Renovation wave/offshore wind strategy/cities mission]?
- How could SSH gain a more prominent role in the [Renovation wave/offshore wind strategy/cities mission]?

The main issues discussed in each breakout group are as follows:

- **Renovation wave¹⁷**
This group discussed that the SSH dimensions of the renovation wave seem very clear, as it is a policy that impacts citizens' homes and daily experience. The importance of physical proximity to policymakers implementing this strategy was highlighted, given the importance of ensuring renovation wave initiatives are adapted to different contexts when being implemented in practice. Participants discussed how they incorporate social science and humanities considerations into their everyday work and identified a tension between the importance of this topic and its application in practice.

¹⁷ https://ec.europa.eu/commission/presscorner/detail/en/IP_20_1835

- **Offshore wind¹⁸**

This group recognised the fact that SSH may seem less relevant for a topic such as the offshore wind strategy, but as the system boundaries are widened it has a lot to do with people, both at the project level (fishing, coastal communities, local communities), as well as through the placement of transmission lines. Understanding and mapping the connections to social sciences and humanities was identified as a key aspect, as well as the need to do further bottom-up work in identifying what communities want. The group also highlighted the need for social science and humanities to make the case of how insight from the discipline can be used to deliver the energy transition at speed.

- **Cities mission¹⁹**

This group discussion started with recognising the level of ambition required to achieve the cities mission and underlining the importance of SSH insights, especially in achieving success in such an ambitious policy. The participants highlighted the potentially negative consequences of a tradeoff between mass deployment of clean energy and an inclusive participatory process, and participants discussed successful examples such as the initiatives taken by the city of Leuven to develop a governance plan for its transition to climate neutrality. Within the SSH, the group discussed the importance of communication science, for example in distilling concepts in a way that is appealing to both citizens and policymakers.

¹⁸ https://ec.europa.eu/commission/presscorner/detail/en/IP_20_2096

¹⁹ https://ec.europa.eu/info/horizon-europe/missions-horizon-europe_en

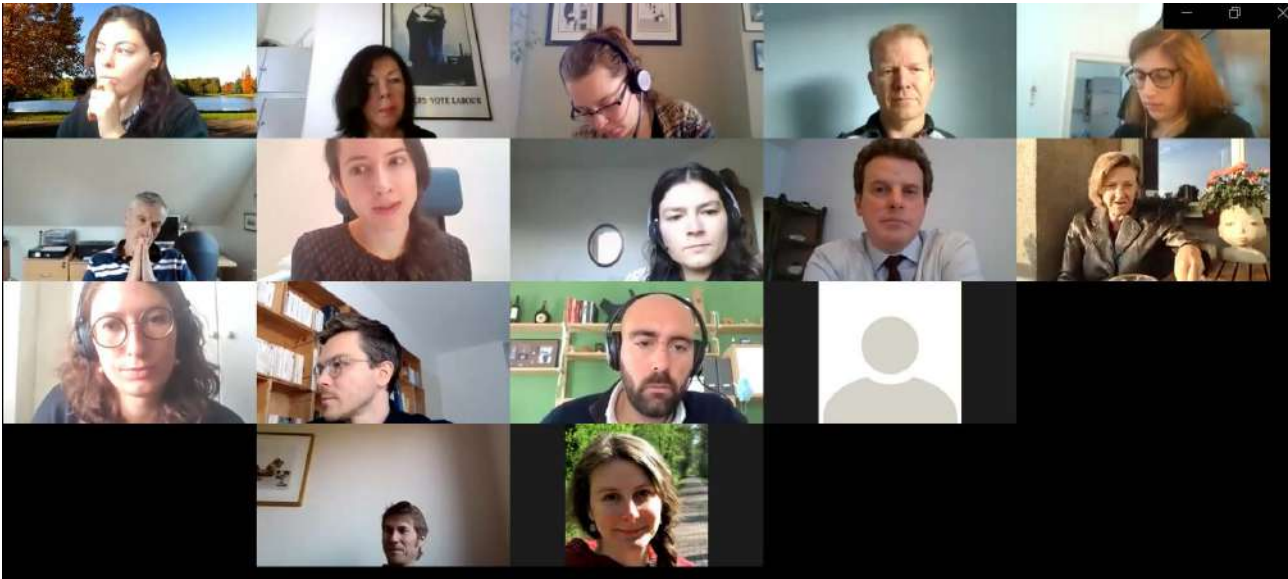


Image 3. A discussion during online event: masterclass for policy workers

Conclusions:

Participants agreed that there is a strong case for better use of Social Sciences and Humanities (SSH) in policymaking, and signaled a strong appetite to try and put that into practice in their everyday work. An element that struck a key note in the discussion across a number of breakout groups was the importance of physical proximity to the people affected: the need for policymakers to properly understand the local complexity to be able to effectively respond. This message was picked up by a number of the participants in interactions after the masterclass, indicating that it had really struck a chord. A further key take away that many of the participants seized upon, was the need to let go of social acceptance as an outcome for policy, instead focusing on ensuring a good decision-making process in which the context is thoroughly acknowledged.

One key conclusion from the workshop was an identified tension between the importance of integrating SSH insights into policy and the difficulty in practically applying them to participants' daily work. Policymakers face all sorts of stresses on their time, distractions and other imperatives which can stand in the way of their desire to consider social evidence in their decision-making processes. A clear need for easier access to tools and ambassadors to promote the use of SSH in policymaking was identified.

On the practical level, there were limitations to the interaction between participants due to the online nature of the event. However, the break-out room component allowed participants to engage more directly in smaller groups.

3.3.2. web training

The online web training²⁰ has the same aim as the masterclass: to underline how crucial social knowledge is to delivering the energy transition, as well as to identify and present concrete recommendations on how to better integrate social dimensions into future European energy policies.

The web training was split into two targeted mini-training resources, each with its own dedicated webpages (Image 4). The first training focuses on the importance of social knowledge in delivering the energy transition, specifically by highlighting areas where SSH insight can be integrated into policy making. The second training applies these areas to a specific policy, the Horizon Europe cities mission. The intended target is European policymakers, as well as civil society actors engaging with the policy process, particularly at the EU level. The use of knowledge comment was provided by Theresa Griffin. The tool used to record this was Zoom.

²⁰ <https://energy-shifts.eu/activities/masterclasses/masterclass-for-policyworkers/>

Masterclass for Policy workers

Putting citizens and consumers at the heart of EU energy policymaking: priorities for the Commission



Image 4. The web training for policy workers published on the Energy-SHIFTS website

3.4. Masterclass 'How to embed SSH in technical energy projects?'

3.4.1. online event

This online event was held on 1 December 2020 via Zoom and was targeted at the energy-research community, focusing on how to embed SSH concepts and methodologies in technical energy projects. Organised by ARU and EERA, the three-hour-long event was composed of two parts: (i) a set of brief presentations from different speakers on the importance of SSH for energy transition and on how to integrate it on technical energy projects, and (ii) a practical exercise on how to incorporate specific SSH topics into different funding calls taking as an example the Green Deal funding call.

The recruitment strategy was limited to the EERA members, particularly the members of the more technical-oriented Joint Programmes (JP Bioenergy, JP Concentrated Solar Power, JP Energy Storage, JP Energy Systems Integration, JP Geothermal, JP Nuclear

Materials, JP Ocean Energy, JP Photovoltaic Solar Energy, JP Smart Cities, JP Wind Energy and JO Digitalisation) and the BRIDGE²¹ community, in order to ensure the participation of more technically oriented audience rather than the SSH audience. One person per Joint Programme was invited. And, as for the BRIDGE community, the coordinators and WP leaders of the projects involved in this community were invited. The selection procedure was created to preserve the geographical and gender balance of organisations and participants. The registered participants were 47, including invited speakers. Among those speakers, relevant members of the European Commission, such as H  l  ne Chraye, Head of Unit Clean Energy Transition at DG Research & Innovation, emphasised on the importance of SSH research and its integration in technical energy projects for contributing to clean energy policies. The following tables (Table 4) offers an overview of the masterclass, its key messages, and participants. In Table 5, one can find the information about the role of participants and the gender balance.

21 BRIDGE is a European Commission initiative which unites Horizon 2020 Smart Grid, Energy Storage, Islands, and Digitalisation Projects to create a structured view of cross-cutting issues which are encountered in the demonstration projects and may constitute an obstacle to innovation



Table 4. Masterclass for energy technologists




 THEME Preparing for Horizon Europe: Embedding Social Sciences and Humanities in technical energy project proposals	 DATE 1 December 2020, 10:00-13:00 CET	 KEY MESSAGE 1. Social Sciences and Humanities (SSH) is essential for addressing energy transition challenges 2. SSH needs to be integrated in technical energy projects in order to deliver socially meaningful innovation 3. Technical energy projects need to integrate SSH from the concept to the design and impact activities.
 ORGANISERS (HOST AND CO-HOSTS) Host: ARU Co-host: EERA SPEAKERS (NAMES, AFFILIATIONS) Liliane Banczyk EUROPEAN COMMISSION DG ENERGY Hélène Chraye EUROPEAN COMMISSION, HEAD OF UNIT CLEAN ENERGY TRANSITION, DG RTD Stanislas d'Herbemont RESCOOP.EU, CHAIR OF CITIZEN AND CONSUMER ENGAGEMENT WORKING GROUP Chris Foulds ENERGY-SHIFTS, ANGLIA RUSKIN UNIVERSITY Joël Graf EU RESEARCH, SWISS NCP FOR SSH Adas Pangonis EUROPEAN COMMISSION INNOVATION NETWORKS EXECUTIVE AGENCY Mark Van Stiphout EUROPEAN COMMISSION, DEPUTY HEAD OF UNIT INNOVATION, CLEAN TECHNOLOGIES AND COMPETITIVENESS, DG ENERGY Gerd Schönwälder POLICY OFFICER -ECOLOGICAL AND SOCIAL TRANSITIONS UNIT, DG RTD		OTHER PARTICIPANTS-REPRESENTATIVES OF: ACENTO COMUNICACIÓN ANGLIA RUSKIN UNIVERSITY CEMOSA CIEMAT CLUSTER DIGITAL CATALUNYA CNR ICMATE CONNECTIVITY ALLIANCE CONSIGLIO NAZIONALE DELLE RICERCHE DEEP BLUE ITALY DELFT UNIVERSITY OF TECHNOLOGY DISTRIBUICAO DTU EDP EERA ELES, D.O.O. ENEL ENTSO-E ETRA I+D EUROPEAN SCIENCE COMMUNICATION INSTITUTE HYPERTECH ENERGY LABS HYPERTECH SA IMEC INEA INNOVATION CENTER NIKOLA TESLA NTNU REALAIZ D.O.O RESCOOP.EU RINA CONSULTING SANT'ANNA SCHOOL OF ADVANCED STUDIES SUSTAINABLE INNOVATION AB TECNALIA R&I TNO UBITECH ENERGY UNIVERSIDAD LOYOLA ANDALUCÍA UNIVERSITY OF BOLOGNE UNIVERSITY OF EDINBURGH UNIVERSITY OF ZAGREB VTT

Table 5. Basic characteristics of participants

ROLES	SPEAKERS/PANELISTS	FACILITATORS	OTHER PARTICIPANTS	TOTAL
	8	7	32	47

GENDER	FEMALE	MALE	NON SPECIFIED
	24	23	-

Due to the COVID-19 pandemic the Masterclass was held as a Zoom meeting instead of a face-to-face event. However, all participants had the possibility to ask questions and take part in the joint discussion and

practical exercises planned. The registration process was made through Google Forms and all participants were informed on the use of the data derived from the masterclass, in compliance with the GDPR rules.



is not to talk about climate disasters, it is more about delivering new services they appreciate. Therefore, in HEU, citizens' engagement will go beyond energy even though energy transition will be the key question.

The panel discussion was chaired by Tiina Koljonen and the two panelists were Joël Graf and Stanislas d'Herbement. Joël Graf represented the Net4Society H2020 project, which is a network of National Contact Points for SSH integration in particular focusing on the Societal Challenge 6 ("Europe in a changing world: inclusive, innovative and reflective societies"). He also works at the Swiss NCP, representing SSH interests there. Stanislas d'Herbement is the chair of the BRIDGE working group for consumer and citizen engagement. This group brings together more than 60 H2020-funded projects on smart grids aiming at providing solutions for European research and innovation projects in the energy sector to better engage with end-users and European citizens. Stanislas is also part of the team at REScoop.eu, the European federation of citizen energy cooperatives.

The panelists were asked two questions: 1) How is energy-SSH seen by the stakeholder communities you represent? and 2) Why does energy-SSH matter? Joël responded that first of all, it is very important to note that the SSH community is huge. He recognised that when we are talking about research and innovation projects, like in H2020 projects, it is often a challenge for stakeholders of the SSH community to get involved in collaborative research in general as the stakeholders might not be experienced to work in bigger teams and disciplines. He raised an example of energy consumption, where it is not only an interdisciplinary question but also a transdisciplinary, where we also include non-academic stakeholders.

Stanislas fully agreed with Joël's point that the topic is very large. Based on his experience on smart grid projects, the role of consumer and citizens' engagement is becoming more active in building new energy systems. On the other hand, the topic is very new for many projects and researchers are becoming more and more interested in these non-technical aspects. However, we still need to discover the collaboration between SSH and energy technology communities and we really need to root our analysis in research. Joël agreed with Stanislas's point and recognised that all the SSH researchers might not be so experienced in engaging citizens, NGOs or stakeholders in the projects. On the other hand, Stanislas also raised that because of the fuzziness of the concept a lot of people are talking that they are doing citizens' engagement even though it really isn't, if you are looking at the facts (e.g. are you really allowing citizens' to be part of your project).

Part 2 – Breakout rooms

During the second half of the fourth Energy-SHIFTS Masterclass, the audience was divided into different breakout rooms. Within these separate breakouts, the goal was to carry out an exercise, developing a plan to embed Social Science and Humanities issues and strategies in technology-based projects.

Seven different breakout rooms were created, each working within one of the following two calls: 1) LC-GD-2-1-2020: Innovative land-based and offshore renewable energy technologies and their integration into the energy system; or 2) LC-GD-4-1-2020: Building and renovating in an energy and resource efficient way. The groups were chaired by SSH experts with expertise within these particular call areas. All masterclass participants were also asked before on their preference between the two funding calls.

Specifically, the breakout groups were asked to consider the 'expected impacts' section of these funding calls, as part of exploring the novel and often overlooked ways in which SSH could contribute to delivering these impacts (as well as other indirect impacts too). To give the breakout group discussions sufficient depth and focus, each was given a different 'challenge' to consider. These four challenges aligned with existing EC priorities, and included: 1) Focus on citizen engagement and participation; 2) Ensure consideration of professionals or intermediaries (not just end users); 3) Incorporating Humanities perspectives; and 4) Particular consideration of vulnerable groups.

We now briefly detail some of the reflections that came out of the breakout group discussions, as per these challenges – which we cover in turn.

The focus of breakout rooms 1 and 7 was on **how to integrate or consider vulnerable groups in a potential project proposal related to energy-efficient building and renovation**.

A first consideration was around the including of professional categories within the so-called vulnerable groups, and not only final consumers. The idea is to look along the value chain and investigate the impacts also on professionals and intermediaries, mapping well-rounded societal needs.

The participants reached the conclusion that the best way to consider vulnerable groups into projects was to include them as partners in the consortium and try to include the organisations that are closest to these groups. This reflects the relevance of reaching local level governance and participation in the proposals and tailoring the activities of the project to the needs of different types of vulnerable groups (which are different in different cities, regions and/or member states). In this sense, the vital role and potential project participation



of municipalities, local authorities and/or neighborhood building organisations were mentioned.

It was also acknowledged the difficulties to reach vulnerable groups and to have them involved at project level. One solution for this barrier is the possibility to use projects that are already working with vulnerable groups, as building trust takes a lot of effort and time. Previous work with these groups is key in order to understand their needs and have them involved in different projects. Another important point raised was the need to approach these groups engaging them through other sectors that might be closer to them, such as the cultural or sports sector. By doing so, these groups are not stigmatised, and their participation is supported by positive messages.

Finally, it was mentioned that projects need to reflect on how to compensate the costs of a potential intervention for vulnerable groups and to consider that this compensation does not always entail a monetary compensation, that other considerations need to be taken into account.

Following, the focus of breakout rooms no. 2 and was on **citizen engagement and participation**.

In order to ensure citizens' participation, the contributors envisioned a number of co-creation and capacity-building activities, workshops, citizen-labs, questionnaires to encourage their engagement. In the past, the involvement of citizens was a way to lower their resistance to the project. However, they should be involved since the beginning of the project, in the design of the solutions. One question raised was how much people can say about very technical solutions, such as offshore turbines.

It was also stated that there is often a conflict of interest between local citizens and society at large. An example is the construction of new power lines, which local communities prefer to have done underground, but this increases the cost to society by a factor of two to five if all communities make this demand. Similarly, they would call for lower wind turbines, whereas higher ones have a much better economic performance, requiring less public subsidy. Moreover, it was also proposed to set schemes of incentives and rewards for sustainable behaviour, together with the development of an online mobile platform to render the project development more accessible.

Other two breakout rooms (3 and 5) instead revolved around the issue of **ensuring consideration of professionals or intermediaries and not just end-users**. The participants discussed the creation of an advisory board of professionals (policy makers, psychologists, urban geographers, etc.) and how to best use this asset. They proposed solutions such as having clear mechanisms to engage or clearly stating how the advisory group/board

are to be used in setting objectives & KPIs & methodology. It is also important to define and integrate the advisory board from the very beginning -need to meet more than once a year and they need to be clear on the engagement process (while possibly leaving room for new members from cross projects and EC links) and ensuring that SSH professionals are included.

Moreover, the creation of a collective community scheme was also envisaged, involving different actors along the value chain collaborating to encourage the replicability of the considered technology. More specifically, for example the groups contemplated the participation of schools, municipalities, and system operators within a technical project for Solar PV instalment.

One crucial issue that was detected by the participants was how to accurately measure the involvement and participation of these professionals and intermediaries when planning the impacts of a certain project. Indeed, the inclusion of SSH implies a more qualitative analysis than a quantitative one, which is usually the preferred approach for technical project impacts' measurement.

Finally, room 4 focused on **Incorporating Humanities perspectives focused on concepts such as philosophy, ethics and law**. The participants reflected about the importance of having ethics upfront, more than normative. They also suggested bringing in philosophers to help in clarifying some definition of concepts and how to consider them in research projects. Nevertheless, topics, such as health and safety outcomes and quality of life should be also taken into account in research projects, as well as legislation and privacy issues.

Another point of discussion was how to adopt and use the multidimensional poverty index and the societal readiness level (SRL) since researchers still lack practical methods for implementation and assessment of SRL in concrete research and innovation projects.

Conclusions and remarks

All things considered the virtual format of the master-class did allow many more stakeholders to attend, nevertheless it did constrain the interactive nature of the event. Indeed, the discussion would have been much more fruitful had it been possible to hold an all-day physical event in Brussels.

A general conclusion to be drawn from this master-class is that the appetite for actually delivering on the EC's commitment to mainstreaming SSH within technical (energy) projects was clearly apparent. The participation rate was extremely high, so much so that the Energy-SHIFTS team had to adopt an invitation-only strategy for the masterclass. Moreover, the commitment



on the part of the European Commission was also evident with several speakers representative of DG RTD and DG ENER.

However, there is a lot more to learn on how to practically embed Social Sciences and Humanities issues and ideas within technical project planning. Unfortunately, SSH is a very wide field, and there is no blanket approach that can be adopted. One strategy that the masterclass implemented in this sense, within its breakout rooms, was to call for a specific analysis, using call texts, on how to include SSH within projects with a case-by-case approach. This method allowed for a more in-depth and concrete understanding of how to link SSH with technology.

3.4.2. web training

The web training entitled 'How to include SSH thinking in your technical energy project EU H2020 / Horizon Europe proposal'²² consists of three presentations (Image 6): 1) guideline with practical advice on how to embed SSH into technical energy proposal made by Chris Foulds; 2) the mini-lecture on how to go beyond the social acceptance in the energy project published by Rosie Robison; and 3) the presentation on how to ensure citizen engagement into technical energy projects by Melanie Rohse. All speakers are from the Global Sustainability Institute, Anglia Ruskin University, leader of the Energy-SHIFTS project consortium.

Additionally, Monica Fabrizio from the Italian National Research Council shared her professional experience of incorporating SSH into technical project, and how that connected to her learnings from the masterclass. The viewers can also find a brief quiz to check their knowledge on the topic.

This practice-oriented, condensed lesson will be useful for all experts working beyond the SSH field who are going to apply for the H2020 Europe funds for research.

Masterclass for EU projects

How to include SSH thinking in your technical energy project EU H2020 / Horizon Europe proposals'



Image 6. Web training for energy technologists/EU projects published on the Energy-SHIFTS website

²² technologists <https://energy-shifts.eu/activities/masterclasses/masterclass-for-eu-projects/>



3.5. Masterclasses, 'Energy for Citizens – how to build engagement and action?'

3.5.1. online event

The masterclass was designed to create a platform for disseminating the knowledge and tools produced during Energy-SHIFTS within the NGO community. The masterclass aimed to answer the question on how Social Sciences and Humanities can help in the work of NGOs, in particular in building citizen engagement. As Energy-SHIFTS is designed to contribute to the European Energy Union, the recruitment strategy was limited to the European NGOs. A selection procedure was created to preserve the geographical and gender balance of organisations and participants. For example, each NGO had to be directly involved in supporting citizens engagement and energy transition at local and European levels to discuss the possibilities of using the project outcomes by the knowledgeable audience.

Significant added-value to this masterclass was ensured by the active participation of Gerd Schönwälder (Policy Officer, Directorate-General for Research & Innovation, European Commission). The presence of an EU policy officer was designed into the programme to provide a EU Commission perspective on collaboration between scholars, NGOs and policy institutions (such as the Commission itself). Another panelist, Robert Wade (Early Stage Researcher from Energy-SHIFTS), presented the MISTRAL²³ project's results on how the knowledge producers are getting traction with knowledge recipients. Both Molly Walsh (representing Friends of the Earth Europe) and Zuzanna Sasiak (representing Polish Green Network) shared the perspective of NGOs working in the field of the energy transition. The following tables (Table 6) illustrates the details of the masterclass, while Table 7 provides basic information on the roles of participants and the gender balance.

Circumstances caused by the global pandemic of COVID-19 resulted in transforming live masterclass into a Zoom meeting with a possibility for all the participants to ask questions and join the discussion. The registration process was made through the Microsoft Forms platform to be sure that all the data requirements needed by the project were preserved. All participants were obliged to be familiar with the GDPR rules.

²³ MISTRAL (Multi-sectoral approaches to Innovative Skills Training for Renewable energy & social acceptance) funded as an Innovative Training Network from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie actions (Grant Agreement No 813837); <https://mistrall-itn.eu>



Table 6. Masterclass for NGOs

 THEME How to use Social Science and Humanities research to build citizens' engagement and action?	 DATE 18 November 2020, 13-15:15 CET	 KEY MESSAGE <ol style="list-style-type: none"> 1. Social Sciences and Humanities (SSH) research outcome can be useful in everyday practice related to energy projects 2. Energy-SHIFTS project offers free data basis, summaries of leading publications, methodological guidelines, and scoping reports to support building citizens' engagement and actions. 3. SSH research outcomes should be communicated effectively
 ORGANISERS (HOST AND CO-HOSTS) Host: Jagiellonian University Co-host: Friends of the Earth Europe Support: Polish Green Networks	SPEAKERS (NAMES, AFFILIATIONS) Chris Foulds ENERGY-SHIFTS ANGLIA RUSKIN UNIVERSITY Tessa de Geus ENERGY-SHIFTS, DRIFT Zuzanna Sasiak POLISH GREEN NETWORK Gerd Schönwälder POLICY OFFICER -ECOLOGICAL AND SOCIAL TRANSITIONS UNIT, DG RTD Robert Wade SCHOOL OF NATURAL AND BUILT ENVIRONMENT, QUEEN'S UNIVERSITY BELFAST Aleksandra Wagner ENERGY-SHIFTS, JAGIELLONIAN UNIVERSITY Molly Walsh FRIENDS OF THE EARTH EUROPE	
OTHER PARTICIPANTS-REPRESENTATIVES OF: <div> <div> BANKWATCH ROMANIA ASSOCIATION CAN EUROPE FOOD COOPERATIVE 2CELSIUS.ORG INSTITUTE OF SOCIOLOGY JU CLIENT EARTH INSTRAT FOUNDATION CRACOVIAN SMOG ALERT CEER NON ASSOCIATED ACTIVISTS </div> <div> CLIMATE SCHOOL WORKING GROUP SAMENLEVINGSOPBOUW WEST-VLAANDEREN FUNDACJA SOCIOMETR LABORATORIUM ROZWIĄZAŃ SPOŁECZNYCH FOUNDATION LABORATORY OF SOCIAL INSPIRATION COMETS </div> </div>		

Table 7. Basic characteristic of participants

ROLES	SPEAKERS/PANELISTS	FACILITATOR	OTHER PARTICIPANTS	TOTAL
	6	1	19	26

GENDER	FEMALE	MALE	NON SPECIFIED
	14	12	-

Discussion

The first part of the masterclass was designed to share the knowledge and the project outcomes with the targeted audience. Gerd Schönwälder shared his thoughts from a European Commission perspective on the citizens' engagement in the energy dialogue and the NGO's role (Image 7).

In particular, Gerd noted three significant problems that needed to be solved in engaging the citizens into the energy dialogue:

1. Lack of effective communication (which is often one-way)
2. Public consultations and dialogue often lack continuity
3. Deliberative democracy exercises, however promising, need more citizen engagement and promotion.
4. This part of the masterclass brought the conclusion on how NGOs can be helpful for the policymakers and especially the EU Commission in supporting energy dialogue. The Commission needs to know



Image 7. Keynote lecture provided by G. Schönwälder during online event: Masterclass for NGOs

more about the local cultural, social, and economic contexts. That is why an NGO has to think globally but act locally. Moreover, Gerd Schönwälder was calling for giving the policymakers an answer on what kind of dialogue is useful both for policymakers and citizens. Another critical remark was to begin the real dialogue and cooperation between policy-making institutions and NGOs to support and build real constructive citizen dialogue.

The second presentation by Tessa de Geus, a researcher from DRIFT presented why SSH can be useful for policymakers and how the NGOs can use this fact to facilitate the *citizens' engagement*. Tessa provided insights from Energy-SHIFTS policy fellowship programme (de Geus et al., 2020) which helps to understand the citizen engagement concept, by analysing cooperation between policymakers and research fellows. The main conclusion of the report is the change of the *citizen engagement* concept understanding. New trends show that citizens should be well informed about the policymaker's decisions and be a part of those decisions, in some cases, even stakeholders.

Apart from presenting the project results, Tessa shared some tips on how NGOs and policymakers can collaborate with the scientists:

1. **Researchers are willing to share knowledge and collaborate** – connect with them, using, for example, SHAPE-Energy database²⁴
2. **Learn how to work between different institutions** – read Energy-SHIFTS reports which could be easily downloaded from the project website
3. **Understand your local context**, and share it with the researchers and policymakers

The third presentation by Robert Wade from Queens University Belfast introduced the preliminary results from the MISTRAL project on the knowledge exchange between research providers and users (Image 8). The outcomes show that:

1. Researchers need to train their abilities of knowledge exchange
2. Research Impact means not only dissemination but translation, assimilation, and knowledge exchange.

More Robert Wade provided a list of potential facilitators of knowledge exchange and impact. He showed that the main issue for effective knowledge exchange is relationships between different stakeholders. Cross-sector collaboration between policymakers, NGOs and researchers can be a significant factor in creating successful policies.

²⁴ <https://shapeenergy.eu/index.php/researcher-database/>



Image 8. Presentation by Z. Sasiak during online event: Masterclass for NGOs

The last presentation was made by Zuzanna Sasiak from Polish Green Network, an NGO working on supporting the energy transition (Image 7). One of the critical points of that presentation was stressing that the energy transition's main factor is social engagement. Transition, according to Zuzanna, is more than technologies, resources, and infrastructure.

The main issues posed here were in line with Gerd's personal view of a Commission perspective. The NGO needs to know what makes the governments listen to the citizens, what regulations stimulate the development of civil energy, and how to seek new partners within the policymakers, researchers, and other stakeholders.

Considering the presentations and discussion during the first part of the masterclass, we can identify three core issues:

1. **Communication problems** – there is a need to develop new tools for engaging citizens. Policymakers need more feedback from local communities, and local communities had to be directly involved in decision-making processes. A new citizen engagement concept needs to be supported and developed.
2. **Knowledge exchange** – scholars, policymakers as well as NGO's had to work together to connect the research producers with an audience. A coherent language understandable for a different type of stakeholders has to be preserved.

3. **Networking** – to develop communication between policymakers, NGOs and other stakeholders.

With regard to these issues, Energy-SHIFTS has provided numerous tools and resources that may provide helpful, including:

- **The communication problems** – results from the Policy Fellows programme and scoping workshop report.
- **Support for knowledge exchange and networking** – through masterclasses as well as unique project database.

Conclusions

The discussion led to important conclusion on how to improve the collaboration between NGOs and academia scholars. In particular, participants identified what kind of research can be useful for policymakers and what kind of the data is needed by the NGOs. Moreover, in the discussion they underlined that the mutual collaboration can take place not only at the stage of dissemination of the project results, but it could be started before, – at the stage of identifying the research questions and designing a study. It would help to reflect on what knowledge is produced and how.



Research useful for policymakers:

1. One that provides the understanding of different local contexts
2. Developing practical tools for improving social engagement
3. Supporting decision making, which is based on science, not ideologies

Research needed for NGOs:

1. Written in the understandable language
2. Develop tools that will help persuade people for specific changes
3. Create a platform to join forces between NGOs and scholars together throughout the research process.
4. Research must be relevant for society; "NGOs need 'good ammunition' when they are postulating changes" (Molly Walsh).
5. NGOs do not have money to pay the researchers to conduct research and provide the results that are needed by them.

Due to the pandemic and the necessity of transforming masterclass into the online meeting, the group work time was limited. However, taking all the limitations of the online webinar policymakers, scholars and

NGO's developed interesting conclusions that deserve further consideration.

3.5.2. web training

The online web training²⁵ is composed of three themes: 1) Why and how to use SSH data in NGO work by Seweryn Krupnik, 2) How to overcome the communication barriers by Aleksandra Wagner and 3) How to build effective collaboration with SSH scholars by Maria Świątkiewicz-Mośny. All speakers were from Jagiellonian University.

Similar to the others, also this web training was designed as a special landing page using the Energy-SHIFT's website (Image 9) and specially created videos by scholars and practitioners. To fulfil the objective of knowledge sharing, the special section providing tools and resources was designed, and a quiz to check whether participants get all the key messages.

The intended target and scope are designed using the same criteria that live masterclasses, but the online version will be promoted to the broader audience. Throughout the project communication channels, the online masterclass was broadcasted throughout the energy-related NGOs.



Image 9. Web training: Masterclass for NGOs published on the Energy-SHIFTS website

²⁵ <https://energy-shifts.eu/activities/masterclasses/masterclass-for-ngos/>



3.6. Masterclass 'The Energy-SHIFTS – supporting public dialogue on energy issues'

3.6.1. online event

This online event was organised for the European media and journalists community. Under the general topic of 'Energy-SHIFTS-supporting public dialogue on energy issues', we offered the practice-oriented lesson on how to use SSH research outcomes in general and the Energy-SHIFTS project outcomes in particular to support the public dialogue on energy issues in Europe. The over two-hour-long learning activity was composed of two parts: the set of brief presentations of Energy-SHIFTS outcomes and experience related to reporting social aspects of energy issues (1) and the discussion panel on how SSH can contribute to media debate on energy and climate issues (2). The event took place on

11 December 2020 via the Zoom platform with 27 registered participants (including invited speakers).

Participants were invited personally according to the criterium of professional profiles. Some of them were asked to prepare the opening statements for a panel discussion, while others were invited to comment and share their experience. Attendees represented different types of media (press agencies, newspapers, thematic websites), and organisations linked to communication: associations of environmental journalists, the foundation for environmental communication, and organisations for youth press. Additionally, we invited media scholars from European universities and people responsible for disseminating the research results.

The aim of the event was twofold: first, promoting the social perspective on energy issues as important in reporting energy issues, educate the media workers and journalists on how to use the SSH research outcomes, in particular, the Energy-SHIFTS database and reports available for free; second, to discuss the practical problems and challenges for engaging and trustworthy media communication, that can help to foster the energy transition. The discussion was moderated by the organisers. Table 8 presents some details of the organised masterclass, while Table 9 provides some information on the participants' roles and gender balance.

Table 8. Masterclass for media and journalists

 THEME The Energy SHIFTS - supporting public dialogue on energy issues	 DATE 11 December 2020, 11-13:15 CET	 KEY MESSAGE 1. SSH can contribute to supporting public dialogue on energy and climate in Europe 2. Social aspects on energy issues should be reported in an attractive and credible way to get readers' /viewers' attention and build their engagement.
 ORGANISERS (HOST AND CO-HOSTS) Host: Jagiellonian University Co-host: Acento Comunicación Support: Spanish Association of Environmental Journalists SPEAKERS (NAMES, AFFILIATIONS) Presenters: Inma Garrido ENERGY-SHIFTS, ACENTO COMUNICACIÓN Seweryn Krupnik ENERGY-SHIFTS, CEAPP, JAGIELLONIAN UNIVERSITY Tadeusz Rudek ENERGY-SHIFTS, JAGIELLONIAN UNIVERSITY Aleksandra Wagner ENERGY-SHIFTS, JAGIELLONIAN UNIVERSITY Panelists: Rosa María Arráez Betancort MIGUEL DE CERVANTES EUROPEAN UNIVERSITY Carlos Fresneda EL MUNDO, BRITISH CORRESPONDENT Eva González EUROPA PRESS AGENCY Jakub Górnicki OUTRIDERS.RS Koen Verhels DUTSCH FINANCIAL TIMES, NORDIC & BALTIC CORRESPONDENT		OTHER PARTICIPANTS-REPRESENTATIVES OF: CENER COMUNIDAD DE MADRID CROATIAN NEWS AGENCY DIPUTACIÓN DE GRANADA ESCUELA ANDALUZA DE SALUD PÚBLICA EUROPEAN YOUTH PRESS FRENCH ENVIRONMENTAL REVIEW GRAVITE FESTIVAL IBERCAMPUS.ES INSTITUTO DE ASTROFÍSICA DE ANDALUCÍA – CSIC JAGIELLONIAN UNIVERSITY PRESS OFFICE LA SAPIENZA UNIVERSITY OF ROME SOM ALIMENTACIÓ YOUNG REPORTERS FOR THE ENVIRONMENT FOUNDATION FOR ENVIRONMENTAL EDUCATION AND JOURNALISTS –FREELANCERS



Table 9. Basic characteristics of participants

ROLES	SPEAKERS/PANELISTS	FACILITATORS	OTHER PARTICIPANTS	TOTAL
	4	5	18	27
GENDER	FEMALE	MALE	NON SPECIFIED	
	9	18	0	

Discussion:

According to the above goals, the first part of the event was focused on knowledge transfer: Energy-SHIFTS representative presented the project outcome and resources available on the website (energy-shifts.eu). They explained why and how they could be useful in journalists' work. In particular, the SSH perspective was introduced and illustrated by chosen examples by Tadeusz Rudek from Jagiellonian University. He presented the richness of SSH approaches and explained how it could help to deal with the complexity of energy issues. Using the examples from research reports he underlined how differently some issues were understood by policymakers, activists, or business actors. In the end, he put light on the alternative ways of thinking about energy illustrating it with contemporary art projects (Image 10).

The challenges of impactful communication were discussed then by the Energy-SHIFTS communication specialist. Inma Garrido from Acento Comunicacion shared her experience of informing citizens about the different events and initiatives related to energy via

Social Media (Image 11). She paid attention to the significance of providing the relevant context of the news, tailored channels of communication, language adapted to the target groups, and the best ways of providing the data: statistics, charts, or infographics. She underlined the necessity of explaining the benefits that users could get from presented data and studies. What important is building the new narratives of energy issues in mainstream communication channels to achieve a common understanding of energy transition? This opens the discussion on political conditions of communication, which can be limited in some countries. Finally, the relations between global and local aspects were considered.

The third presentation was focused more on the future of energy transition. Seweryn Krupnik from the Center of Evaluation and Analysis of Public Policies JU presented the innovative Horizon Scanning Exercise realised under Energy-SHIFTS. It was the starting point to the discussion on the energy future and the role of science and journalism in shaping the collective imaginaries.



Image 10. Presentation by T. Rudek and discussion during online event: Masterclass for media and journalists

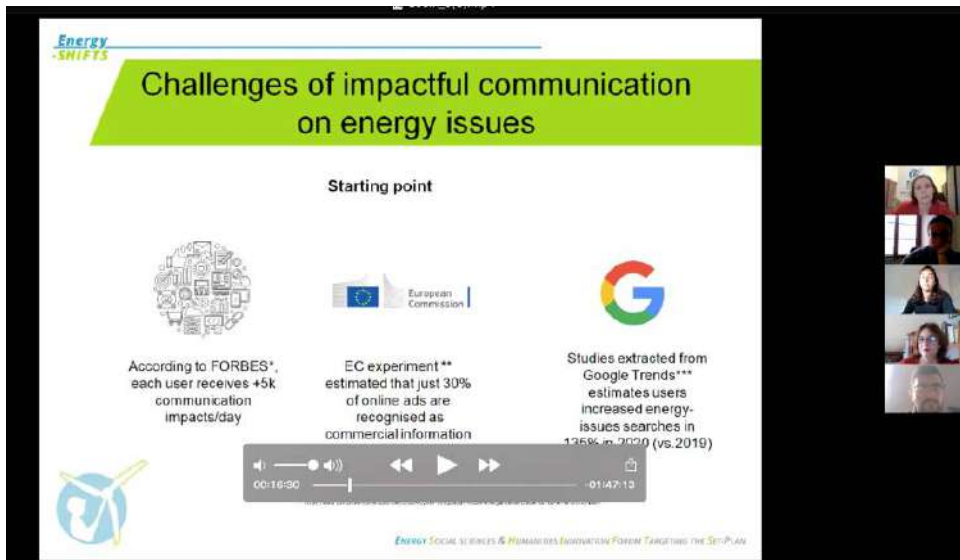


Image 11. Presentation by I. Garrido during online event: Masterclass for media and journalists

He discussed the possible implication of the COVID-19 pandemic, social acceptance, and energy democracy themes (Image 12). Together with participants, we were trying to understand the differences in perception and understanding these issues between the SSH scholar group (according to Horizon Scanning exercise) and media (according to the media coverage). This part ended with a short movie illustrating the Energy-SHIFTS project outcomes.

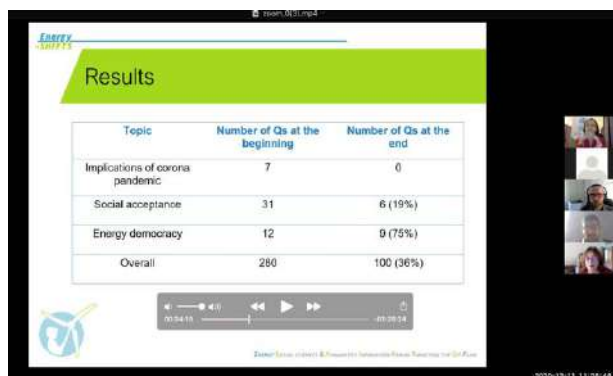


Image 12. Example of the Energy-SHIFTS project outcomes presented during online event: Masterclass for media and journalists

The second part of the Masterclass was intended as the mutual exchange of knowledge with a focus on flagging the crucial problems of reporting the energy issues to a wider public and discussing the possible solutions. The discussion was preceded by a short introduction reflecting on the kind of focus on energy and climate in environmental journalism provided by the communication scholar-prof. Rosa María Arráez Betancort. Among the most important problems affecting environmental communication, she listed: the crisis of credible journalism, fake news, populism, climate denialism, and ecological radicalism. She recalls the mutual dependence of journalism and democracy.

In the panel, discussion participants referred to the consequences of social media communication for the public sphere and mutual visibility of multiple homogeneous groups concentrated around specific topics. The pressure of time in the news production and accessibility of the sources of information (including experts), were assumed as crucial. The important role of media is to help in knowing the past, understanding the present, and imagining the possible future.

"Sometimes it is important to give people the historical perspective... and our first commitment is to put energy into context". (M_4_1)

Participants noticed that on the European level there are significant differences in how the energy issues are reported by media, thus the question of what the role of media and journalists is in informing about the energy transition is vital. It was said there was a necessity of providing more training and education for young journalists to make them more interested in energy topics and understanding their complexity.

The significant difficulty is finding relevant information in a world full of fake news or propaganda content.



Image 13. Discussion during online event: Masterclass for media and journalists

“Sometimes it is difficult to recognise what is green-washing or false green culture... the priority is to present the energy transition in the way they can understand. And it means we need to connect society to that issue, use their own language and show how it can affect their own lives...It needs good accessibility to quality information.” (M_4_2)

The difference between media and journalism was also flagged up.

“[Press agency] Selling information we have to be as neutral as possible and avoid any subjective comments” (M_4_2)

“As a journalist, we have freedom of choice about what would be published or not.” (M_4_2)

“The pandemic also proved that many people need a reliable source of information and good media brand and good journalism... Good journalism and media can co-exist and help each other when it comes to credibility. It is important to energy transition in particular”. (M_4_6)

“The pandemic allowed us to redefine the agenda and to start speaking about the environmental issue in a novel way. It opened the space to discuss the Green Deal in connection to other issues: economy, energy transition, recovery after the pandemic” (M_4_8)

Journalism provides the proper language to describe the energy transition– the metaphors, icons, and heroes to make some abstract problems more visible:

“We need catchy stories that make people see how things are changing[..]for example, here in the UK we have a first carbon-neutral football team, its name is Forest Green Rovers F.C. It is very committed to the environment. And for decades the football has been related to the oil ... sponsorship, etc. It is very visual to people that even football makes an energy switch.” (M_4_3)

However, sometimes, there is a need to find a new language to build a powerful message.

“The polar bear drifting on the ice float symbolises the climate change... but we don't have polar bears in Poland nor Spain... we need new symbols of it.” We need some examples from our countries showing that it is not a problem far away, but is something happen” (M_4_5)

Participants underline the different political and cultural contexts of European countries and the different demands of the audiences.

“In Poland, as we think, there are still too many stories that are either raising awareness or very scary. Like the world is gonna end if you do not do this... While awareness is undoubtedly an important factor in bringing the matter into public debate, once it is done [...] you need to give people relevant information. The first step is eliminating the fake news, the second issue is that energy has been a politicised topic for years. In consequence, it is polarizing society and linked to politicians' narratives. We are trying to understand what, specifically, people are afraid of, when it comes to climate change or energy



transition... We need to find a new language to discuss environmental issues". (M_4_5)

The relations between media and politics remain the problem of energy reporting across the media sphere.

The discussion led us to the conclusion that the media can be very inspiring and provide more positive examples of how to be part of a change.

"Explaining energy transitions we tried to present it as a huge revolution for themselves - how to save money, how to start to be energy producers". (M_4_6)

"We need a set of stories, what would be not only scary but giving choice and examples. We need constructive solution journalism after raising awareness." (M_4_5)

The crisis of journalism or credibility of the media is disputable. Participants noticed that there is a decrease of trust in many democratic institutions and the so-called "crisis of journalism" is nothing extraordinary while journalism from its beginning has fought to survive.

What does matter is finding a proper language in changing circumstances to be understandable and useful for the audience?

Media and journalism can be a transfer of experience between communities and countries.

"There are already several countries that went through the energy transition we can show how they managed it." (M_4_6)

"At the end of the day, journalism should make society stronger". (M_4_5)

Conclusions

The final evaluation (anonymised survey with open questions) provided positive feedback from participants who appreciated the useful project resources and the structure of the event, securing both the transfer of scientific knowledge as well as the exchange of different perspectives in the open discussion.

Participants declared their willingness to continue such an exercise with breakout groups giving more space for focused discussions. We observed the attentive interest to each other within the group, and the attendees positively evaluated the networking possibility. In the future, it would be good to secure more time for introducing to give participants a chance of presenting his/her professional profile.

Participants expressed their demand for more training on how to report the energy issues for European journalists (including students and beginners). The professional knowledge of how to build a powerful story, create a hero, or be conscious of the language is crucial in contextualizing energy issues. It is a reservoir of skills and knowledge resources for future training.

The importance of understanding the audience, underlined by participants, can be addressed by SSH scholars, who can provide more research on local communities in their cultural diversity. Psychological and social studies on how people think, act, imagine the future, what they are afraid of, but also the language and discourse analyses are useful in creating trustworthy and impactful media content.

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Masterclass for Media

Masterclass for Journalists and bloggers: The Energy Shift - supporting public dialogue on energy issues

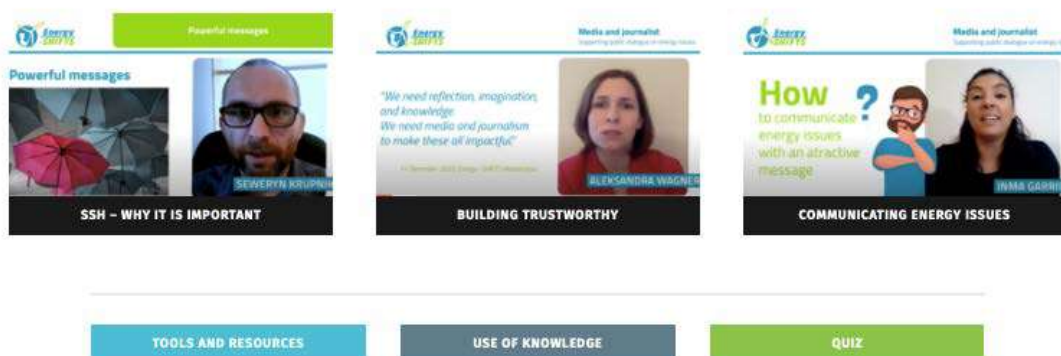


Image 14. Web training for media and journalists published on the Energy-SHIFTS website



3.6.2. web training

We addressed the web training²⁶ to journalists, science popularisers, bloggers, educators, media workers interested in reporting energy issues.

To cover the main topic – ‘How to support public dialogue on energy issues’ – we offered three mini-lectures (up to 5 minutes long):

- “SSH – Why it is important” by Seweryn Krupnik, Jagiellonian University
- “Building trustworthy” by Aleksandra Wagner, Jagiellonian University
- “Communicating energy issues” by Inma Garrido, Acento Comunicación

Mini-lectures were based on Energy-SHIFTS project outcomes, relevant literature, and conclusions of the previous discussions with journalists and the media community (11th Dec. 2020).

The intended target and scope were designed using the same criteria that live masterclasses, but the online version was promoted to the broader audience. Published on the project website (Image 14) and YouTube channel it was widely promoted via social media, universities press offices and consortium networks.

3.7. The lessons learnt

While all of the organised masterclasses have got positive feedback from participants, we have to assume there were some limitations linked to the form of online events. First, we made the meetings shorter than we had planned previously. The pandemic situation that made most people work online and disturbed the work-life balance caused that devoting time for the full day event would be impossible or at least, very difficult for many. Online activities are more demanding in terms of concentration and engagement, therefore we decided to follow our co-hosts’ suggestion to organise

the meetings as 2-3 hours long. The exchange of knowledge which usually is supported by networking and informal contacts during coffee breaks and group exercises were more difficult to achieve. The breakout – groups turned out to be a proper tool to maximise benefits from the exchange in online events, and plenary discussions during those events, that have smaller numbers of participants, had a similar effect. However, we recommend rather organising such meetings in the face-to-face mode in the future.

Second, for the efficiency of mutual learning, there is also a dilemma whether to organise an event with a bigger number of participants that could contribute with more diverse experience and perspectives and make the lessons accessible for a wider group or work in a smaller group of profiled that allows us to better control the composition of the group. The masterclasses composed as a pair: one real-time meeting (online event) of the deliberative type and the second – condensed, practiced oriented lesson (web training) being a result of the former, seem to be a Solomon like solution.

The masterclasses organised for different groups of stakeholders, having specific demands and professional experiences allowed us to focus on these aspects that are crucial for them. In that sense, the invited participants co-designed the events and contributed significantly to design the web training. The project outcomes confronted with the professional and experiential knowledge let us reconsider the mode of the application, including such aspects as effective communication, long-term and purposeful collaboration, tailored activities.

That reflexive process helps us to create more open science that provides adequate and applicable knowledge. Having better insight into the stakeholders’ perspectives we promote SSH studies as providing tools for a better understanding of the social environment and for coping with its diversity and complexity. The tailored project outcomes were presented as useful resources for creating impact in the different domains.

²⁶ <https://energy-shifts.eu/activities/masterclasses/masterclass-for-media/>



4. Acknowledgements

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