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Shifting the energy debate forward: Innovations in the Social Sciences and Humanities for Green Deal delivery

Energy-SHIFTS Virtual Final Conference

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March 2021

Energy -SHIFTS

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

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Executive summary

The Energy-SHIFTS Final Conference took place in mid-January 2021, as the COVID-19 recovery plans and EU legislation for greater climate ambition were being defined. The legislative files and the decisions taken around these will have a profound impact on the lives of Europeans.

In this context, the objective of the Energy-SHIFTS Final Conference was to debate the key issues, identify challenges and think through the changes needed to further integrate Social Sciences and Humanities (SSH) in the future of European energy policymaking by bringing together high-level policymakers and senior stakeholders with researchers linked to Horizon 2020 projects from across Europe.

The Energy-SHIFTS Final Conference was also an opportunity to highlight the outcomes of the Energy-SHIFTS project, which has run over 2019-2021, to key European Commission officials, including giving concrete recommendations drawn from the project's work on how to advance and better design future European energy policies in the context of the Horizon Europe launch. **These included the urgent need for greater integration of social insights, the demand for a bridge between policy and research and evidence of the strong appetite on both sides to strengthen that bridge, as well as demonstrating the direct impact of SSH on the ground and the need for SSH disciplines to help set research agendas.**

Key takeaways that emerged from the Final Conference discussions included:

- *Greater integration of social insights is urgently needed to deliver and accelerate the energy transition.* We are only at the very beginning of the energy transition. Social insights are needed both to accelerate the energy transition and to ensure that delivery is inclusive and fair.
- *Researchers and policymakers agree that although citizen engagement is an important part of Energy Social Sciences and Humanities (SSH), energy-SSH goes far beyond citizen engagement.* Citizens can play a much bigger role in the energy transition and ensuring citizen involvement is going to be crucial for achieving energy and climate goals. Alongside this, important SSH themes such as social innovation and energy justice require significant policy attention.
- *Greater efforts are needed to encourage collaboration between policymakers and academia.* There is strong appetite for further interaction between policymakers and academia. There is a need to develop frameworks that encourage and incentivise this interaction.

The Energy-SHIFTS Final Conference exceeded expectations in terms of attendance, with over 370 attendees plus speakers on the day from across the world (including 30 European and 14 additional countries). This was in part enabled by the change to a virtual format which was necessitated by the COVID-19 pandemic, but which allowed the Conference to impact at local, national, EU and international level. This offers lessons for increasing the engagement of future European activities beyond those who can attend events physically.

The Energy-SHIFTS Final Conference showed us just how far the debate over better integrating SSH in EU energy policymaking has come in 2021. There was a widespread recognition from policymakers, researchers and representatives from business alike of the urgent need for greater integration of social insights. Representatives from the European Commission emphasised the central and increasing role they see for social knowledge in delivering the climate neutral transition alongside technological innovation. However, it was also clear from the discussion that there is still a long way to go to ensure a more diverse set of disciplines and voices have a seat at the table to shape the energy transition. More efforts are needed to encourage collaboration between policymakers and academia, including developing frameworks that encourage and incentivise this collaboration in a longer-term, sustained way.

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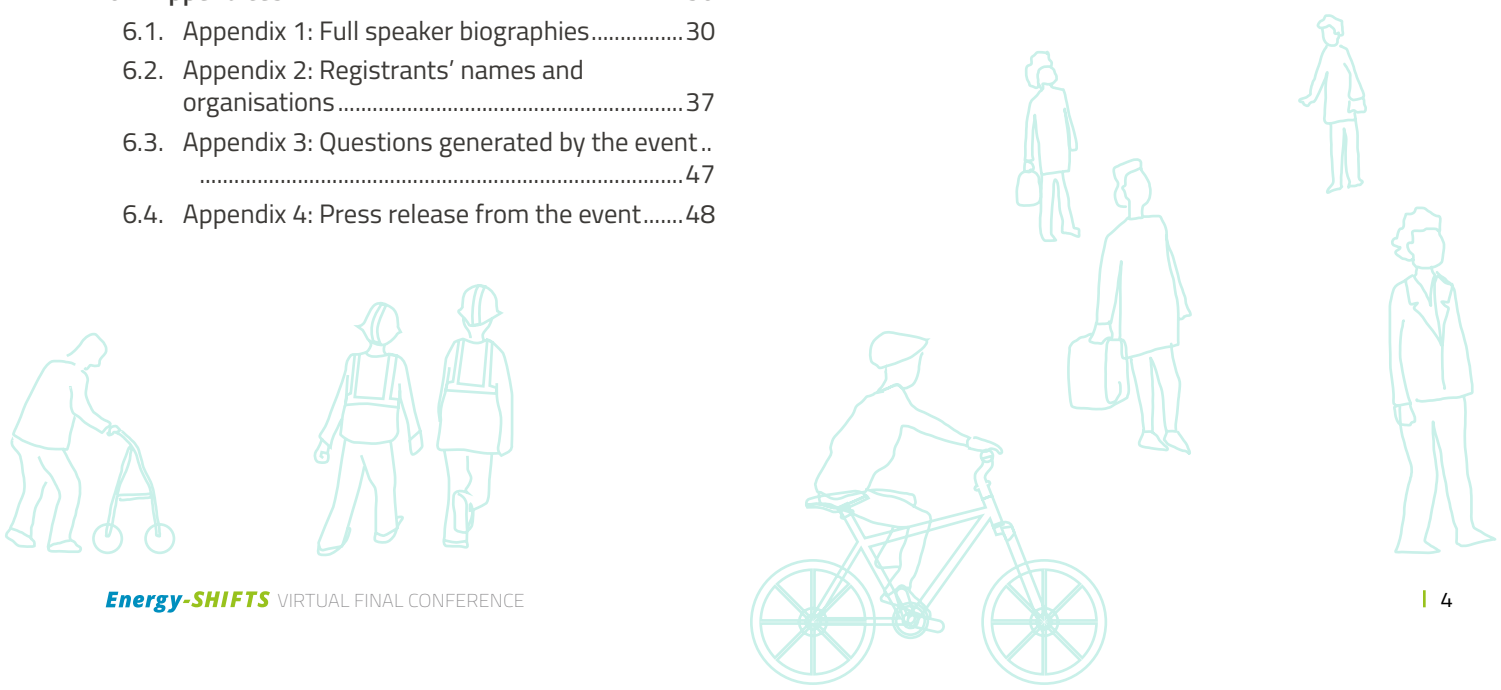

1. Background: objectives and organisation of the Energy-SHIFTS virtual conference

This section gives an overview of the political context, objectives and organisation of the virtual final conference of the Energy-SHIFTS project. Energy-SHIFTS – *Energy Social sciences & Humanities Innovation Forum Targeting the SET-Plan* – is a Horizon 2020 project running from 2019 to 2021 which has contributed to a European Energy Union that places societal needs centrally, by further developing Europe's leadership in using and applying energy-related Social Sciences and Humanities (energy-SSH).

1.1. The political context – European Green Deal and Horizon Europe

The Energy-SHIFTS Final Conference took place at the start of 2021, at a time when European Commission political priorities included the recovery from the COVID-19 pandemic, increased EU climate ambition and – in the research and innovation sphere – the launch of the new EU framework programme Horizon Europe. Thus:

- Preparations were underway to align EU legislation with increased climate ambition following the EU updating its 2030 emissions reductions target in December 2020. The legislative pipeline for 2021 was packed with files to be revisited in the context of increased climate ambition – legislation on renewables, energy efficiency, and sustainable products.
- The EU's new research & innovation framework programme Horizon Europe was due to be launched in the weeks following the conference, to be followed by the first strategic programming agenda setting out priorities over the course of the 7-year programme.
- Alongside this, key decisions were being made in terms of the EU post-COVID recovery, particularly centred around the Recovery and Resilience Plans being prepared by member states.

A key risk was that these major priorities would not be aligned, creating a tension between the need for economic recovery and the urgent transition to climate neutrality, as well as the social knowledge required to integrate the two agendas being put on the backburner just when it was most needed.

The recovery plans, the legislative files and the decisions taken around them are set to have a profound impact on the lives of Europeans. Energy policy affects not only the ways people heat their homes and move around, but also their jobs, family relations and well-being. In this context, social knowledge is key to ensuring policies deliver socially just outcomes and are centred around public participation. Nevertheless, social knowledge is currently often overlooked and the debate around how to best achieve the climate transition has remained, by and large, a technical and economical debate.

Recognising this, the Horizon 2020-funded Energy-SHIFTS project – a collaboration between academic institutions, research networks, think tanks and communications experts from across Europe – has worked to develop Europe's leadership in using and applying energy-related Social Sciences and Humanities (energy-SSH) to contribute to an EU that places societal needs at its centre. Its programme of work has included two large scale activities: Policy Fellowships connecting those working at the front-line of energy policy with SSH researchers, and a set of Working Groups using horizon scanning methods to identify priority energy-SSH research questions for future funding programmes. Together these activities have involved over 500 researchers and policyworkers.

1.2. Objectives of the event

The objective of the Energy-SHIFTS Final Conference was to debate the key issues, identify challenges and think through the changes needed to further integrate social sciences and humanities in the future of European energy policymaking by bringing together high-level policymakers and senior stakeholders with researchers linked to Horizon 2020 projects from across Europe. In addition, the Final Conference was an opportunity to highlight the outcomes of the Energy-SHIFTS project to key European Commission officials, including from DG Research and Innovation (RTD) – who oversee the Energy-SHIFTS project – and DG Energy (ENER).

The Final Conference therefore included succinct showcasing of results from the Energy-SHIFTS project by presenting concrete recommendations drawn from the project's work on how to advance and better design future European energy policies in the context of the Horizon Europe launch. These included the urgent need for greater integration of social insights, the demand that exists for bridges between policy and research, and indeed the strong appetite on both sides to strengthen these bridges, as well as the direct impact of energy-SSH on the ground and the need for SSH disciplines to help set energy research agendas.

However, the conference was deliberately designed as a space to stimulate discussion and debate, not simply a detailed presentation of the project. In this context, the following questions were posed to frame the event:

- Why does Social Sciences and Humanities (SSH) evidence matter for energy policymaking?
- What are the consequences when social insights are not adequately considered?
- How do the latest SSH innovations align (or not) with the policy priorities of the European Green Deal?
- What energy-SSH themes need to be urgently funded, and why?
- How should transdisciplinary uptake of SSH be pursued? And what can Horizon Europe do to cater for this?

1.3. A virtual conference

Due to restrictions from the COVID-19 pandemic, the Energy-SHIFTS team took the decision in July 2020 to maintain the conference timeline but to run it virtually via Zoom webinar. The team concluded that this gave us more certainty on being able to deliver the event and would also allow us to broaden our reach and ensure a wide set of stakeholders. There were some concerns that it would be more challenging to engage policymakers in a virtual conference but, ultimately, we decided that this risk could be mitigated by thinking carefully about the format, reaching out to speakers early on and ensuring a dynamic and interactive event.

The shift from a physical to a virtual event also meant changing the format. We opted for a three hour policy conference with a break to allow for engaged, concentrated participation – as opposed to the full day conference we would have run had it taken place in person.

In terms of communication and dissemination, holding our final conference virtually broadened the potential audience, including to non-technical audiences (citizens, NGOs, media) as well as including a much wider range of participants from outside Brussels. Dissemination actions through the selected online channels (social media updates, produced promotional videos) were accompanied by an informal communication tone. The trade-off of course was the limited opportunities for 1-1 and small group interaction which a face-to-face event offers. A setting more conducive to small group discussion was provided through a side event for Early-Stage Researchers held on the previous day, including visual tools, mind maps, break out rooms and ice-breaking activities.

All conference speakers were briefed before the event to minimise the risk of technical malfunctions. Participants were able to interact with speakers both through a chat and a Q&A function and were able to submit questions in advance of the conference.

1.4. Organisation

Organisations involved

The main organisations involved in organising the Energy-SHIFTS Final Conference were E3G, Acento Comunicación and Anglia Ruskin University. This combination of organisations brought together expertise, skills and contacts in the fields of EU policy, communication and academia respectively.

E3G (Brussels, Belgium) is an independent climate change think tank, aiming to translate climate politics, economics and policies into action. In the Energy-SHIFTS consortium, E3G's main role is to ensure that outcomes are relevant and tied to EU policy. In the conference preparation, E3G was responsible for the

content side. This included identifying topics to cover and their relevance to current EU policy, as well as key stakeholders and panel speakers, and chairing sessions.

Acento Comunicación (Granada, Spain) specialises in the creation of digital content and dissemination of results for companies and institutions. The team is made up of professionals and experts in the following areas: journalism, social media, graphic design, computer programming, video production and translation. Acento Comunicación develops projects for public institutions and private companies from various sectors. In the conference preparation, Acento Comunicación produced and disseminated the following materials: formal invitation, formatted agenda, social media updates, newsletter special edition, promotional videos.

The Global Sustainability Institute (GSI) at Anglia Ruskin University (Cambridge, UK) is the coordinator of the Energy-SHIFTS project. The GSI is an experienced coordinator of interdisciplinary sustainability projects, having also led the EU's pilot platform for energy-related Social Sciences and Humanities, SHAPE ENERGY[1]. In the conference preparation, ARU worked with E3G on speaker strategy (identifying academic speakers in particular), as well as coordinating input from project partners and participants, and chairing sessions.

Speaker selection

Speakers were selected to represent a range of EU nationalities and stakeholder groups, including representatives from the Commission, the European Parliament, academia, civil society organisations, the private sector and consumer groups. Particular attention was paid to ensuring gender balance on panels. We also sought to include active participation of those involved in earlier project activities, e.g. our Energy-SHIFTS Policy Fellows, as well as sister energy-SSH Horizon 2020 projects, e.g. PROSEU and SMARTEES, via interventions during the panel discussion.

1 shapeenergy.eu

2. Conference Programme

2.1. Conference at a glance: key messages and headline figures

Key messages:

Greater integration of social insights into energy policy is urgently needed: both to deliver 2030 and 2050 climate targets and to ensure that delivery is inclusive and fair, but also because of the challenges of such integration meaning time is needed to achieve successful outcomes.

We are only at the very beginning of the energy transition. Citizens can play a much bigger role going forward and ensuring citizen involvement is going to be crucial for achieving climate goals.

There is huge demand on all sides for stronger bridges between energy policymaking and energy-SSH research.

Whilst researchers and policymakers agree that citizen engagement is an important part of what energy-SSH can support, energy-SSH goes far beyond citizen engagement, including developing new social innovations to support the energy transition, and ensuring that policies account for diverse institutional and individual needs.

There is a big difference between seeking 'acceptance' and 'acceptability'; we need to move towards the latter which entails including societal insights at an early stage.

Greater efforts are needed to encourage collaboration between policymakers and academia, including developing frameworks that encourage, incentivise, and properly resource this collaboration.

Headline figures:

The Energy-SHIFTS Final Conference ran via zoom webinar, on the morning of Tue 19th Jan 2021

Featured 12 speakers from: DG Research and Innovation; DG Energy; European Parliament; SolarPower Europe; Federation of German Consumer Organisations; University College Cork; E3G; Anglia Ruskin University; Norwegian University of Science and Technology; Dutch Research Institute for Transitions

Attracted 359 attendees from 44 countries

Very active social media engagement, with over 38k Twitter impressions

Full conference available to view again on YouTube

Press release following the event available in English, German, French, Italian, Polish, Spanish

Side event for Energy-SHIFTS Early Stage Researchers held on Mon 18th Jan 2021

Key quotes:

"... this transition must be just and inclusive. It must put people first"

European Commission, 2019. The European Green Deal. p.2.

"Without social innovation, the EU will not be able to scale up the energy transition."

Vincent Berrutto, Head of Unit 'Innovation, clean technologies and competitiveness', DG Energy

"Policies tend to be one size fits all, but they won't fit everyone"

Isabelle Buscke, Head of the Brussels Office of the Federation of German Consumer Organisations

"Technology is a tool; it is not a goal in itself. We need the human dimension, the social dimension to increase our understanding."

Lina Gálvez Muñoz, MEP

Niall Dunphy, Director of Cleaner Production Promotion Unit at University College Cork

"There has been a very techno-centric/economic-centric view of the energy system (...) only now are we slowly inviting social scientists to take part in these deliberations."

"I ... hope that the outcomes of the Energy-SHIFTS project are picked up and that we can, with these outcomes, really accelerate the transition to climate-neutrality."

Jean-Eric Paquet, EC Director-General for Research and Innovation

"People are experts of their own lives, and we should respect their expertise and try to integrate it as much as possible with the help of researchers"

Hélène Chraye, Head of Unit 'Clean Energy Transition', DG Research and Innovation

2.2. Conference agenda

10:00-10:15 **Welcome and keynote speech**

Jean-Eric Paquet, Director General, DG RTD

10:15-11:15 Panel 1 The urgency of integrating social dimensions into the European Green Deal

Chair: Manon Dufour, Head of Brussels Office, E3G

We discuss the value of, and urgent need for, integrating human and social dimensions into energy policymaking. Building on key lessons from Energy-SHIFTS, fundamental questions in this panel include: why does Social Sciences and Humanities (SSH) evidence matter for energy policymaking? What are the consequences when social insights are not adequately considered? How do the latest SSH innovations align (or not) with the policy priorities of the European Green Deal?

Key lessons from Energy-SHIFTS

Rosie Robison

CO-LEADS OF THE ENERGY-SHIFTS PROJECT, GLOBAL SUSTAINABILITY INSTITUTE, ANGLIA RUSKIN UNIVERSITY

Chris Foulds

10 MIN

Stakeholder perspectives

Vincent Berrutto

HEAD OF UNIT 'INNOVATION, CLEAN TECHNOLOGIES AND COMPETITIVENESS', DG ENERGY

Lina Gálvez Muñoz

MEMBER OF EUROPEAN PARLIAMENT, S&D, SPAIN, VICE-CHAIR ITRE COMMITTEE

Walburga Hemetsberger

CHIEF EXECUTIVE OFFICER, SOLARPOWEREUROPE

30 MIN

Panel discussion including questions from Energy-SHIFTS Policy Fellows

11:15-11:30 Break

11:30-12:30 Panel 2 Lessons for EU Research and Innovation: Where do we go from here?

Chairs: Chris Foulds and Rosie Robison, Global Sustainability Institute, Anglia Ruskin University

During 2020, Energy-SHIFTS worked closely with 100+ SSH experts to develop 400 priority research questions to support Horizon Europe across renewables, smart, energy efficiency and transport. Building on these priorities and the experiences in developing them, an expert panel will reflect on questions such as: What SSH themes need to be urgently funded, and why? How should transdisciplinary uptake of SSH be pursued? What can EU Horizon Europe do to cater for such considerations?

Energy-SSH research agendas for the 2020s

Timo von Wirth

ASSISTANT PROFESSOR, DUTCH RESEARCH INSTITUTE FOR TRANSITIONS

Marianne Ryghaug

PROFESSOR OF SCIENCE AND TECHNOLOGY STUDIES, NORWEGIAN UNIVERSITY OF SCIENCE AND TECHNOLOGY

10 MIN

Responses from the panel

Isabelle Buscke

HEAD OF BRUSSELS OFFICE, FEDERATION OF GERMAN CONSUMER ORGANISATIONS

Hélène Chraye

HEAD OF UNIT 'CLEAN ENERGY TRANSITION', DG RESEARCH AND INNOVATION

Niall Dunphy

DIRECTOR, CLEANER PRODUCTION PROMOTION UNIT AT ENVIRONMENTAL RESEARCH INSTITUTE UNIVERSITY COLLEGE CORK

30 MIN

Panel discussion including questions from members of leading energy-SSH H2020 projects PROSEU/SMARTEES/ECHOES/ENCHANT.

12:30-12:45 Closing remarks

Final reflections from **Hélène Chraye**, Head of Unit 'Clean Energy Transition', DG Research and Innovation, including how Energy-SHIFTS' findings can inform their work and next steps for Horizon Europe

Each individual session is now described, and can be re-watched in full via the Energy-SHIFTS YouTube channel[2]. Short biographies of all speakers are included here, with fuller biographies available in Appendix 1.

2.3. Keynote speech

The conference started with a keynote speech from Jean-Eric Paquet, EC Director-General for Research and Innovation, who highlighted how important the Energy-SHIFTS project outcomes are for EU energy policymaking particularly in this moment of increased EU, and international, climate ambition.

> *"What will allow Europe to meet its 55% emissions reduction target, will be to combine technologies with much greater ownership and changes within society itself. That is the challenge, the political challenge – one which the Energy-SHIFTS projects has explored over the last few years: to connect social sciences with technological development and awareness so that the roll out in society of technologies is much more impactful."*

Paquet noted that the project was very much in sync with the preparation of Horizon Europe. In defining the work programmes for Horizon Europe, the Commission is including dedicated funding for SSH research (which Energy-SHIFTS have helped to support on) with the aim of increasing the possibility to promote social innovation and citizen engagement. The Commission is keenly aware of the potential for bringing technological deployment together with changes in society to enhance the impact of policymakers and that of private actors. To that end, he noted that the outcome of the Energy-SHIFTS project was timely and very useful.

Paquet also specifically highlighted the 400 research questions identified as part of the Energy-SHIFTS project[3] as supporting closer interaction between policymakers and researchers.

> *"This needs to be nurtured and we hope to do more of this in Horizon Europe. I believe that is something we are looking at in the Commission with great interest. It allows us to identify additional research questions at the intersection of societal change and technology. We will see how we pick them up as we go forward."*

JEAN-ERIC PAQUET

Director-General Research and Innovation, European Commission

Jean-Eric Paquet is currently the Director-General of DG Research and Innovation; however, his career at the European Commission started in 1993 by contributing to shaping EU policy in various fields (DG Transport, DG Enlargement, as a Deputy Secretary-General of the European Commission in charge of Better Regulation and Policy Coordination, among others). In addition to that, he was also EU Ambassador in the Islamic Republic of Mauritania from 2004 to 2007.

However, he also underlined the need to move from these questions to reality and implementation in the real world. SSH research can provide solutions, tools and instruments to engage citizens. It will also be key to ensure that research outcomes are quickly translated into practical, on the ground, delivery so that they immediately translate into societal outcomes and accelerate clean tech deployment to bring us towards the EU's 2030 55% emissions reduction target faster. The Commission also sees the EU Missions playing a powerful role here in deploying social knowledge to drive forward the climate-neutral transition in cities and on climate adaptation.

> *"This is a challenging process – and one which is more important than ever. We have lost a lot of time globally. I would very much hope that the outcomes of the Energy-SHIFTS project are picked up and that we can, with these outcomes, really accelerate the transition to climate-neutrality."*

2 The following four videos are available: *Keynote speech* (14m); *Panel 1: The urgency of integrating social dimensions into the European Green Deal* (1hr8m); *Panel 2: Lessons for EU Research and Innovation: Where do we go from here?* (58m); *Final reflections* (8m); see https://www.youtube.com/playlist?list=PL4pDMtozimqcSKbOsOiwM6zsnZzQOGW_I

3 These were outcomes of the four Energy-SHIFTS Working Groups on the SET-Plan priority topics of renewables, smart consumption, energy efficiency and transport and mobility, which were also discussed at the start of Panel 2 of the conference. See subsection 2.5 and footnote 5 for further details.

KEY TAKEAWAYS

- The European Commission sees a central and increasing role for social knowledge in delivering the climate neutral transition alongside technological innovation.
- Including and enhancing the role of SSH in delivering the climate neutral transition is a key priority of the EU's new research & innovation framework programme Horizon Europe, reflected in its work programmes and in the commitment for mainstreaming SSH within the programme.

2.4. Panel 1 – The urgency of integrating social dimensions into the European Green Deal

The first panel, chaired by Manon Dufour, Head of E3G's Brussels Office, focused on the need to better integrate social knowledge into European Green Deal policymaking. Speakers highlighted existing gaps in SSH integration, focused on the current state of play in EU policymaking and real-world examples of the social implications of the energy transition playing out today.

Rosie Robison and Chris Foulds, Principal Research Fellows at Anglia Ruskin University and co-leads of the Energy-SHIFTS project kicked us off by taking us through five key insights from the project:

1. **Greater integration of social insights are urgently needed:** both to deliver 2030 and 2050 climate targets and to ensure that delivery is inclusive and fair but also because of the challenges of integration. It takes time to integrate SSH ideas and, therefore, the sooner we start to do so more comprehensively, the better.
2. **There is huge demand for this, from both policy and research.** Throughout the Energy-SHIFTS project, we have been excited to see the level of appetite on both sides for more interaction. There is material, there is appetite, we just need to create more bridges for integration.
3. **SSH has real impacts on the ground.** The project has showcased how powerful putting social aims at the centre of policy programmes can be. Our Fellowship Programme linked up 21 Policy Fellows from across Europe for one-on-one dialogue with SSH researchers, and we saw clear impacts on how these Fellows thought about their policy challenges after these interactions.
4. **Our work is helping SSH set agendas.** The project brought the SSH community together, focused on showcasing diversity, richness and breadth of SSH and highlighting the fact that SSH goes far beyond social acceptance outcomes. A key message throughout has been the need to move towards embedding SSH at the beginning of projects as opposed to as an afterthought to ensure participation at the end.
5. **Success is not guaranteed! But this project shows there are tools to improve the chance of success.** Integration takes work and continued work. There need to be institutional commitments to integrating social knowledge. Social solutions need to be given visibility and a central place. The Energy-SHIFTS project has showcased several tools and means of ensuring integration continues.

The first panel discussion which followed this short presentation picked up on a number of these strands with a central focus on the first insight: the need for greater integration of social insights. Vincent Berrutto, Head of Unit 'Innovation, clean technologies and competitiveness', DG Energy, noted that SSH is receiving growing attention in EU energy policy

Manon
DUFOUR

Head of Brussels Office

Manon Dufour is head of E3G's Brussels office and an expert in European climate policy and politics. She manages E3G's reputation, reach and impact in Brussels.
Dufour works with European policy-makers, civil society and businesses to establish the necessary policies and alliances to reach climate neutrality. She has shaped energy, competition and industry policy to drive decarbonisation. Her current work focuses particularly on the European Green Deal.

CHRIS FOULDS

Principal Research Fellow, Global Sustainability Institute, Anglia Ruskin University

Chris Foulds has significant expertise in EU framework programmes as he is co-lead of both EU H2020 funded projects Energy-SHIFTS and SHAPE ENERGY. He was Principal Investigator of the EU COSME Energy in Water project (2016-2017) and Co-Investigator of H2020 Responsible Research and Innovation Network Globally project (2018-2021) leading a global review concerning the current state-of-the-art on energy-related information. He has a keen interest in how people (households or professionals) respond to interventions that target reductions in how much they consume.

ROSIE ROBISON

Principal Research Fellow, Global Sustainability Institute, Anglia Ruskin University

Rosie Robison is co-lead of the €1m Horizon 2020 project Energy-SHIFTS (2019-2021), working closely with DG RTD at the European Commission. She previously co-led the high impact €2m Horizon 2020 project SHAPE ENERGY. With a track record in smart technologies, Rosie was also Principal Investigator of the EPSRC Balance Network (2015-2017), exploring how digital technologies are changing how we live and work. Robison researches how sustainable lifestyles - the ways we consume energy, food, goods, and travel experiences - fit within society.

developments but set out three areas where he sees a need for SSH to play a bigger role in the coming years:

1. **Energy Efficiency** – Many EU initiatives which aim to increase energy efficiency in homes and buildings (notably the review of the Energy Efficiency Directive and the Energy Performance in Buildings Directive) have a clear social dimension. SSH research can help the Commission to better understand how labelling will influence purchase decisions, how to shape policy and metering and billing and how best to help owners and tenants assess the energy performance of their buildings.
2. **Renewable energy and energy system integration** – The Commission is working to break the siloes within which our energy system is currently organised. There will be a strong focus, going forward, on creating a stronger link between the energy system carriers, planners and operators, on the one hand, and consumers, on the other. Greater electrification across all sectors will enable consumers to take a more active role in the energy transition and to be offered new, more innovative, services. The Commission will need SSH research and insights to help manage that transition and to exploit the potential for digitalisation to enhance citizen

VINCENT BERRUTTO

Head of Unit 'Innovation, clean technologies and competitiveness', DG Energy

Vincent Berrutto was previously the Head of the Energy Unit at the European Commission's Executive Agency for Small and Medium-sized Enterprises (EASME). He has been responsible for the energy efficiency priorities under the Energy Challenge of Horizon 2020, the EU Programme for Research and Innovation (2014-2020). Berrutto has contributed to sustainable energy issues in other services of the EC, as well as in the French government. He holds a PhD in science and more than 25 years of professional experience.

LINA GÁLVEZ MUÑOZ

Member of European Parliament, S&D, Spain, Vice-Chair ITRE Committee

Lina Gálvez Muñoz is a Spanish historian and politician, serving as member of the European Parliament since 2019. She was Minister of Knowledge, Research and University of the Regional Government of Andalusia from 2018 to 2019. In 2019, she has been serving on the Committee on Industry, Research and Energy of the European Parliament. In addition to her committee assignments, she is a member of the delegation for relations with the United States.

WALBURGA HEMETSBERGER

Chief Executive Officer, SolarPowerEurope

Walburga Hemetsberger is the Chief Executive Officer of SolarPower Europe. Walburga has been working in Brussels for more than 18 years. Her previous experience includes roles as Head of the EU Representation Office at VERBUND; Advisor of Financial and Capital Markets at The Association of German Public Banks and Association of Public Banks (VÖB / EAPB); Competition lawyer at Haarmann Hemmelrath. Hemetsberger holds a degree in Law and Business Administration.

engagement while mitigating and managing unintended social consequences.

3. **Research & Innovation** – The Commission is intent on seeing more ambitious innovation targets at EU and member state level, also touching on social innovation. The LIFE programme has a new strand for activities related to market uptake of energy solutions (~€1 bn). They are seeking projects to help support policy implementation, with a strong contribution from SSH research and inclusion of SSH experts from the start. In Horizon 2020, the Commission supported around 20 projects, amounting to close to €30 million, on socio-economic factors surrounding energy efficiency, helping policymakers to better understand the behaviour of consumers and overcome barriers to households adopting better solutions.

Berrutto concluded with a strong call to action to mainstream SSH in energy transition policymaking:

> *"We need technological innovation, but we also need social innovation. Without social innovation, the EU will not be able to scale up the energy transition. (...) For this to succeed, we need the mobilization of all actors, including consumers, citizens, and this is why I think social knowledge is so crucial and why we have to use it more and more."*

Our second panellist, Walburga Hemetsberger, Chief Executive Officer at Solar Power Europe, picked up on the second of these three pillars – renewable energy – emphasising that this area already gives us very clear examples of the close interaction between citizens and the energy transition.

> *"Solar is very much the energy of people. You can install solar on your own roof, on schools, on public buildings. It is truly something people can own in the energy transition. It also makes you better off. Solar, today, is very cost competitive. All of that means that public acceptance is very high (...) Three out of four Europeans support more action on solar."*

She noted, however, that we are only at the very beginning of the energy transition. Citizens can play a much bigger role going forward and ensuring citizen involvement and acceptance is going to be crucial for achieving climate goals. Large-scale solar projects, for example, require a lot of land and, therefore, need to engage with communities that will be affected. Solar Power Europe is also seeing a large expansion of projects involving local cities and communities and giving these stakeholders new forms of ownership in the transition. She concluded by cautioning that not all citizens and

regions will 'win' from the energy transition and the need to underline social knowledge and understanding to ensure an inclusive and just transition.

Our third panellist was Lina Gálvez Muñoz, Member of the European Parliament (MEP), of the Socialists & Democrats Parliamentary group, and Vice-Chair of the European Parliament Committee on Industry, Research and Energy (ITRE). Manon Dufour introduced her as a stakeholder who clearly bridges the policy and academic worlds as an economic historian still active in her university alongside her role as an MEP. She started out by picking up the point made by Robison in the opening presentation on the richness and diversity of SSH.

> *"We need multidisciplinary. What we are dealing with is very complex. With complexity, no one science can have the answer. Technology is a tool; it is not a goal in itself. We need the human dimension, the social dimension to increase our understanding. We really need economists, sociologist, psychologists who can shed light on behaviours and on sustainable energy behaviour. But we also need historians to tell us what happened in other important transitions. We need geographers, philosophers…"*

Gálvez Muñoz went on to highlight a social lens and a transversal aspect of that diversity that is critically important to her work: gender. By focusing on natural science, on STEM disciplines, this still predominantly means that we are listening to men.

> *"We also need women to shape this transition. Talent is equally distributed, but opportunities are not at all equally spread. (…) Women only represent 2% of the workforce in renewable energy and only 15% of the oil and gas workforce."*

The floor was then opened up to questions. Katarzyna Dulko-Gaszyna, Sustainability Manager at IKEA and an Energy-SHIFTS Policy Fellow[4], asked: "*What do you think would be most effective to secure access to green transitions (like solar energy or sustainable products) for those consumers with lowest means and incomes?*" In response, Berrutto emphasised the role of energy communities in helping lower income households to consume energy more efficiently. He also noted that all policy solutions should be accompanied by accessible and tailored advice and training from trusted intermediaries on the behavioural changes that consumers need to make to reap the full benefits of the transition. Hemetsberger acknowledged that despite huge leaps in solar affordability in recent years, costs are still a major barrier to adoption for low income households. She, however, noted the development of new, innovative business models to help households bridge gaps and improve their efficiency to lower bills.

Charlotte Koot, Senior Policy Officer at the Dutch Ministry of Economic Affairs and Climate and an Energy-SHIFTS Policy Fellow, asked: "*Social effects of climate policy and social science insights are sometimes considered secondary to other elements that are currently key in the transition, such as cost-effectiveness, governability and speed. How do you see this yourself?*" Robison noted that we see this play out in how energy targets are often divided up along technology lines (wind, solar etc.) and that this comes back to the question of 'purpose' and the overarching goal of the transition:

> *"What is this actually about at the end of the day? We want to make society a better place and, therefore, these questions around inequality and democracy are so central. What if energy targets, instead of being organised around different types of technology, were organised around energy poverty, energy democracy, gender issues? You might have quite different programmes. Whenever it is divided up by technology, you run the risk of social issues becoming secondary."*

Key takeaways

- Greater integration of social insights into energy policy is urgently needed: both to deliver 2030 and 2050 climate targets and to ensure that delivery is inclusive and fair, but also because of the challenges of such integration meaning time is needed to achieve successful outcomes.
- We are only at the very beginning of the energy transition. Citizens can play a much bigger role going forward and ensuring citizen involvement is going to be crucial for achieving climate goals.
- Energy transformations are intrinsically linked to people (rather than technologies). Decision makers, therefore, have think about what future we want for people and not technologies.

4 The Energy-SHIFTS Policy Fellowship scheme involved 21 individuals who work in policy facing roles across Europe being each matched with between 3 and 6 energy-SSH researchers for one-to-one dialogue. Via virtual meetings they discussed issues related to the Policy Fellows' current work programmes and the social dimensions of the challenges they face within these. The final reports from all the Fellowships can be accessed here: https://energy-shifts.eu/impactful-research-policy-insights-fellowship/

MARIANNE **RYGHAUG**

Professor of Science and Technology Studies, Norwegian University of Science and Technology

Marianne Ryghaug, holds a PhD in Political Science and is full Professor of Science and Technology Studies at the Norwegian University of Science and Technology (NTNU) and leads the Center for Energy, Climate and Environment at the Department of Interdisiplinay studies of Culture, NTNU. She was Co-Director of Centre for Studies of Sustainable Energy (CenSES), a national centre for environment-friendly energy research from 2009-2019.

ISABELLE **BUSCKE**

Head of Brussels Office, Federation of German Consumer Organisations

Isabelle Buscke is head of the Brussels Representation Office of the Federation of German Consumer Organisations (VZBV) where she is in charge of the organisation's advocacy work directed at EU institutions. In this capacity, she is a member of the European Consumer Consultative Group, an advisory group to the European Commission. The focus of her work lies on the digital transformation of different consumer markets.

TIMO **VON WIRTH**

Assistant Professor, Dutch Research Institute for Transitions

Timo von Wirth is currently Assistant Professor at the Erasmus School of Social and Behavioral Sciences and the Dutch Research Institute for Transitions (DRIFT), Erasmus University Rotterdam. His work addresses innovation diffusion, transformation of human-environment systems with a focus on well-being and quality of life in cities.

2.5. Panel 2 – Lessons for EU Research and Innovation: Where do we go from here?

In the second panel session, speakers delved into concrete recommendations on how to advance and better design future European energy policies including in the context of the upcoming research and innovation framework: Horizon Europe.

Chris Foulds and Rosie Robison chaired the session, with Foulds first discussing opportunities and challenges for Horizon Europe to more fully utilise SSH expertise through conversation with Timo von Wirth, Dutch Research Institute for Transitions, and Marianne Ryghaug, Norwegian University of Science and Technology. Foulds, Robison, von Wirth and Ryghaug chaired the four Energy-SHIFTS Working Groups (combined membership of over 130 energy-SSH experts) which used Horizon Scanning methods to identify 400 priority SSH research questions across renewables, smart consumption, energy efficiency and transport and mobility[5].

5 The final reports for each Working Group are available open access via: https://energy-shifts.eu/research-questions-horizon-europe/

HÉLÈNE CHRAYE

Head of Unit 'Clean Energy Transition', DG Research and Innovation

Hélène Chraye has 27 years of experience at the European Commission, having held managerial roles in administration and finance in DG RTD, and within the set-up of the ERC Executive Agency in 2008. Previously, she worked on topics related to transport, dealing with policies in international relations, military sky and intermodal transport.

NIALL DUNPHY

Director, Cleaner Production Promotion Unit at Environmental Research Institute University College Cork

Niall Dunphy is the Director of the Cleaner Production Promotion Unit in the School of Engineering at University College Cork, which he joined in 2001. He conducts research on the sustainability of socio-technical systems (e.g., built environment, energy); sustainable consumption; governance for sustainability; and the broader human aspects of sustainable development.

Von Wirth spoke about how one key theme that emerged from the richly diverse Horizon Scans and cut across topics was the importance of transformative governance. In addition, the Working Groups agreed on citizen engagement being a key component of energy-SSH, while underlining the point that energy-SSH also goes far beyond citizen engagement. A question submitted by Cecilia Katzeff from KTH Royal Institute of Technology in advance of the conference asked how the role of energy-SSH can be stepped up to a more proactive role. In response, Ryghaug noted the importance of energy-SSH taking a leading role in energy research and highlighted the fact that this needs to be tackled from all angles and cannot be achieved by the efforts of SSH researchers alone. For example, intermediaries between academia and policymaking must play an important role.

Robison then brought our three external panellists into the conversation. Firstly, Isabelle Buscke, Head of the Brussels Office of the Federation of German Consumer Organisations, emphasised the fact that each individual takes on many different roles (consumer and citizen but also worker or parent) in their day to day life, and the importance of tailoring policies to recognise this:

> *"being a consumer is not a full-time job (…) It is a role assigned to us because we live in a market economy."*

She noted the need for fundamental SSH research to look at different types of consumer groups and how best to reach them: *"because policies tend to be one size fits all, but they won't fit everyone."*

Hélène Chraye, Head of Unit 'Clean Energy Transition', DG Research and Innovation, and Chair of the SET-Plan Steering Group, expanded on this theme:

> *"Acceptance is a word I hate, for me it should be acceptability. Are we going to match the real needs of the citizen? Are we listening to the right citizens? We have a tendency to listen to the citizens who speak the loudest but (…) we should not forget anyone."*

Chraye also underlined how integral social knowledge is to EU policymaking:

> *"We should be citizen-oriented by design because the treaty asks us to do so. The approach towards citizens should reflect our values."*

Niall Dunphy, Director of Cleaner Production Promotion Unit at University College Cork, picked up on the point on acceptability and focused on what that means for policy processes:

> *"Acceptability means that you include societal aspects at an earlier stage – you bake it in, rather than bring it in after the fact."*

He also emphasised the great diversity in Social Sciences and Humanities disciplines and the role

policymakers have in determining which disciplines get access to policy processes:

> *"There has been a very techno-centric/economic-centric view of the energy system (...) only now are we slowly inviting social scientists to take part in these deliberations."*

The insights from panellists were complemented by contributions and questions from the audience, including sister energy-SSH Horizon 2020 projects including representatives from the PROSEU and SMARTEES projects. Key questions addressed included, how can the EU ensure citizens have a more active role in the energy system, while ensuring cooperation with incumbent players. In response to this question, Buscke highlighted the importance of ensuring policy is tailored to different citizen/consumer groups. Niall Dunphy added to this point by underlining that energy usage is often quite invisible in people's lived experience and emphasising the need to recognise the expertise that people have on their own lives.

A further question touched on how energy-SSH researchers can ensure that SSH research resonates with policymakers. In response to this question, Chraye gave the policymaker perspective, emphasising the importance of a co-creation process to ensure multiple different types of expertise are taken into account and that there is two-way communication between researchers and policymakers. From the academic perspective, von Wirth, Ryghaug and Foulds underlined the need for academia to encourage and incentivise inter- and trans-disciplinary work, as academics that choose to work on interdisciplinary topics are often penalised in terms of career advancement. This was a topic that was also addressed in the Energy-SHIFTS Working Groups, where a constructive tension was identified between research taking place in existing frameworks to resonate with policymakers, versus raising issues that were perceived as not being prioritised.

KEY TAKEAWAYS

- Whilst researchers and policymakers agree that citizen engagement is an important part of what energy-SSH can support, energy-SSH goes far beyond citizen engagement, including developing new social innovations to support the energy transition, and ensuring that policies account for diverse institutional and individual needs.
- There is a big difference between seeking 'acceptance' and 'acceptability'; we need to move towards the latter which entails including societal insights at an early stage.
- Greater efforts are needed to encourage collaboration between policymakers and academia, including developing frameworks that encourage, incentivise, and properly resource this collaboration.

2.6. Closing remarks

The closing remarks were made by Helene Chraye, Head of Unit of the Clean Energy Transition Unit in DG RTD. She started by recognising the general agreement from the discussions throughout the conference that SSH is crucial to energy policy but noted that there still remain some fundamental questions around how to better integrate social knowledge in policymaking. She was also concerned that there still seemed to be some distrust of policymakers in their attempts to take this forward.

She gave an overview of the two panels, highlighting two key conclusions from the conference:

1. Policymakers, academia and industry need to work together to develop a citizen-focused approach to energy policy.
2. Citizens need to be involved in both energy-related research and decision-making.

Chraye also gave a brief overview of the EU Strategic Energy Technology Plan (SET-Plan) as the process to guide EU research & innovation priorities. She underlined the importance of technology-focused policies such as the SET-Plan incorporating SSH knowledge, given its ultimate goal of improving the daily lives of people. Chraye concluded with a call for participants to recognise that people are experts of their own lives, and the need to respect this expertise and integrate it as much as possible through SSH knowledge.

"Citizen engagement by design is – or should be – a mantra for policymakers. It is more an approach than only building on research projects, although of course research projects will help a lot for that."

2.7. Where does this leave us? Reflections on the political conversation

The Energy-SHIFTS Final Conference showed us just how far the debate over better integrating SSH in EU energy policymaking has come in 2021. There was a widespread recognition from policymakers, researchers and representatives from business alike of the urgent need for greater integration of social insights. This need was linked to the accelerated delivery of climate goals and ensuring that the delivery of those goals is done in ways that are inclusive and fair. This urgency was also noted given how much time has already been lost both in delivering the climate transition and in ensuring social goals are met. It takes time to integrate SSH ideas and, therefore, the sooner we start to do so the better.

A dominant focus from all three speakers representing the European Commission was on the progress seen to date within the institution in creating a central and increasing role for social knowledge alongside technological innovation. Participants from both DG ENER and DG RTD highlighted key examples of where they are moving past a focus on technical and natural science-led solutions and starting to incorporate examples from society. Crucially, they also noted that this approach is paying dividends in better policymaking with enhanced social outcomes. All three also noted the increasing number of funding opportunities for SSH research under the LIFE program and in the commitment for mainstreaming SSH the EU's new research & innovation framework program Horizon Europe.

However, it was also clear from the discussion that there is still a long way to go to ensure a more diverse set of disciplines and that voices have a seat at the table to shape the energy transition. New funding opportunities and increased focus are hugely important, but for SSH to really deliver the impacts promised it needs to be more deeply embedded. There was still a sense that SSH continues to be an afterthought, a lens brought in to smooth established policy processes or ease the deployment of a new technology – rather than one which can be transformative in how we consider the means and ends of the energy transition. This was articulated most clearly in the questions asked by the audience – noting challenges in ensuring an energy transition "for all" and the lack of social indicators and social goals to ensure we are on track. It was also reflected in the debate over the terms 'acceptance' and 'acceptability' and in the closing remarks where Chraye noted her concern that participants seemed to have express doubts over how policymakers were taking this agenda forward.

A significant appetite exists for greater interaction between policy-facing organisations and energy-SSH experts. This was indicated both by the level of interest in the event with 359 people (not including speakers and organisers) joining over the course of the three-hour conference, and the engaging debate generated at the event[6]. But more efforts are still needed to encourage collaboration between policymakers and academia, including developing frameworks that encourage and incentivise this collaboration in a longer-term, sustained way.

6 For further details of the questions the event stimulated, see Appendix 3.

3. Coverage and audience

This section presents detail on the audience for the Energy-SHIFTS Final Conference, including who registered, who attended, and who talked about the event, as well as the channels and tools used for promotion. This work was based on Energy-SHIFTS project strategies outlined in an earlier open access report[7].

In particular, the communication strategy for the conference was based on the following objectives:

1. Maximise audience participation.
2. Present the Energy-SHIFTS Final Conference as a unique opportunity to discuss forthcoming European Union frameworks (i.e. European Green Deal, Horizon Europe)
3. Leverage Social Science and Humanities and its key role in upcoming EC energy policies

To achieve these objectives, a detailed conference communication plan was implemented, described next.

3.1. Pre-conference communication materials

As described in subsection 1.4, the virtual nature of the conference allowed the possibility of breaking down geographical frontiers and opening up the event much more widely to those who may not have travelled to a Brussels conference, including attendees from non-European countries.

With this in mind, registrations were encouraged through the use of a number of online materials including a professionally designed event agenda, social media video, and webpage (see Figure 1). These were all designed based on the following principles: they should be easy to circulate by consortium partners, sister projects[8] and third parties through their networks; with a strong call to action i.e. to enable easy registration; and containing concise information that demonstrates the relevance of the conference to our target audiences.

The pre-conference communications were targeted at four specific audiences – academic community; SET-Plan stakeholders and industry; policyworkers at local, national and EU level; NGOs and civil society – with tailored approaches as described in Table 1 and illustrated in Figure 2.

Figure 1. All promotional materials were designed to be circulated via online channels. They included: Official event PDF agenda, with strategic registration button and confirmed panellists; 41 second Final Conference presentation video; Webpage with detailed information and registration link.

7 Garrido, I., Torres-Senés, M., Moreno, S., Gómez, G., Jones, A. and Foulds, C., 2020. *Updated plan for dissemination, exploitation and communications.* Cambridge: Energy-SHIFTS.

8 Horizon 2020 projects funded within the energy-SSH area, and with which Energy-SHIFTS has built strong connections; a number of these are listed in Table 1.

Table 1. Prior to the conference, outreach was tailored to different audiences

Audience	Outreach strategies
Academic community - particularly but not limited to Energy-SSH researchers, and including Early Stage Researchers (ESRs)	▪ Advertised via our 86 Policy Associates and over 130 Working Group members, some of whom also then promoted the event ▪ Sent details to sister Horizon 2020 projects and asked them to circulate via consortia and/or newsletters, as well as tagging specific EU energy projects on twitter (e.g. SHAPE ENERGY; PROSEU; SMARTEES; ENERGISE; SONNET; ECHOES; ENABLE; NEWCOMERS; SOCIALRES; COMETS) ▪ Invited representatives from specific projects to actively participate on the day as questioners ▪ Held a side event the day before the conference for Early Stage Researchers who had been involved in project activities, organised by Energy-SHIFTS partner Jagiellonian University, on how to increase research impact ▪ Conference information included in the project's bi-monthly newsletter, as well as a special edition on 16 Dec 2020 ▪ Consortium partners advertised via their websites, e.g. DRIFT ▪ Promoted via academic mailing lists, e.g. EASSN
SET-Plan stakeholders and Industry	▪ Circulated conference details via our Project Officer at DG RTD, as well as having key SET-Plan stakeholders presenting at the event ▪ Promotion by relevant projects such as *Multiple benefits of energy efficiency* ▪ Added event to the eceee.org event calendar ▪ Consortium partners advertised via their websites, e.g. EERA ▪ EERA circulated details to their Joint Programme Coordinators ▪ Promoted to attendees of an Energy-SHIFTS Masterclass event for energy technologists
Policyworkers (EU, national, regional and local government; Energy authorities; Think tanks and Lobby groups)	▪ Advertised the conference via our 21 Policy Fellows, some of whom promoted the event before and during; invited representatives from the Policy Fellowship programme to participate as questioners on the day ▪ Included the event in the EU agenda of events, which led to more than 200 visits to the conference webpage, as well as the linked Twitter handle @euagenda sharing the event in its Twitter timeline ▪ Promoted to attendees of an Energy-SHIFTS Masterclass event for policyworkers
NGOs and civil society (energy and policy-related)	▪ Tagged on social media relevant NGOs and civil society related organisations (e.g. handles with +2k followers; example retweet by Climate Strategies to +5.5k followers) ▪ Promoted to attendees of an Energy-SHIFTS Masterclass event for NGOs

Figure 2. Example promotions from Energy-SHIFTS Working Group members Claire Dupont and Maria Kola-Bezka, Energy-SHIFTS Policy Fellow Joyca Leplae, the EU agenda weblisting, and not-for-profit research network Climate Strategies

3.2. Attendance and Twitter coverage during the live conference

The number of registrations and attendees at the Final Conference were significantly higher than expected. The originally planned face-to-face final event for the project had a target of 130 attendees, however ultimately 552 registered for the online event, with 359 attending (not including speakers and event organisers) – see Appendix 2 for further details of registrants. This translates to a 65% attendance rate (well above the 2020 average for webinars with over 100 attendees of 53% attendance[9]).

Attendees came from academia, private and public institutions at local, national and EU level, across 44 different countries (30 European and 14 other countries including Australia, South Africa, China – see Figure 3). Many participants were senior experts within their field, including representatives from at least 12 national goverments/governmental organisations and 7 local authorities, numerous EC institutions (DG RTD, DG ENER, DG MARE, DG Mobility and Transport, DG AGRI, European Parliament, EASME, JRC, and other European Commission representatives), and academics from at least 97 universities – see Table 2.

9 ON24, 2020. ON24 *Webinar Benchmarks Report: COVID-19 Special Edition*

Figure 3. Map showing the locations of attendees' organisations

Figure 4. Timeline of official tweets from the conference

Table 2. Institutional affiliations of attendees, by type

Type of Institution	No. institutions represented at Conference
European Commission / European Parliamentary institution	8+
National government departments and organisations	12
Local, regional and municipal authority and representatives	7
University or other research institution	143
▪ *Of which University*	*97*
▪ *Of which Other (non-university) research institution*	*45*
NGO or Think-tank	27
Private sector organization, association representing private interests, or mixed organisation	33
Media and publications	3

Twitter can have significant live event communication impact and is a channel where Energy-SHIFTS has steadily built its following (1,323 followers as of March 2021). To gather all the related information under a distinctive and recognised element, a hashtag (#EnergySHIFTS21) was included in all live event publications.

During the event, specific tweets were created highlighting a key intervention from each panellist using the Twitter threads function – see Figure 4. Facebook and LinkedIn were updated as well, with summaries of each panellist's contribution.

In terms of engagement, there were social media interactions (retweets, comments and likes) for an average of 1.9% of all posts, above the average social media engagement rate of 1%. Since the launch of the Final Conference dissemination strategy (10th December 2020) Energy-SHIFTS gained more than 40 new Twitter followers, 25% of these during the Final Conference itself. Further details on social media impacts are given in subsection 3.4.

Many senior stakeholders and other EU projects who attended the conference engaged live during the event by tweeting. After the event, several of the panellists and social media community members shared their impressions using the official hashtag in their personal profiles, increasing the Final Conference impact and contributing to gaining more followers consequently. Figure 5 shows tweets from some of the most relevant handles and profiles, from those with over 1k followers.

Marine Cornelis (@MarineCornelis) Followers: +2k

CESSDA project (@CESSDA_Data) Followers: +2.5k

Jean-Eric Paquet (@JEPaquetEU) Followers: +12k

Walburga Hemetsberger (@SolarWalburga) Followers: +1.5k

Lina Gálvez Muñoz (@linagalvezmunoz) Followers: +8k

Thomas Koenig (@th_koenig) Followers: +1.5k

Figure 5. A selection of tweets from external parties with significant twitter followings

Figure 6. Post-conference materials included: updated webpages and full videos made available; a press release translated in different European languages (here in German); projects such as H2020 NEWCOMERS highlighting the event in their communications

3.3. Post-conference: further promoting event highlights

Following the conference, a number of materials were produced to showcase highlights of the event – culminating in this report.

These activities aimed to further leverage the Final Conference outcomes and highlights as useful and easily shared material, to be valuable at local, national and European level (e.g. the press release was translated in 5 non-English languages), as well as highlighting insights from the Final Conference speakers and the discussion generated by attendees.

The following four streams of content were therefore developed – see accompanying Figure 6 for illustrations:

1. The Final Conference webpage was updated with highlights from the event as well as links to other materials (videos, press releases).
2. The Zoom session was edited into four videos of each section of the event, these have gained over 100 YouTube views in the two months following the event; 70% of users visiting the conference webpages after the event click on the videos.
3. A press release was produced and translated into German, French, Italian, Polish and Spanish – the English version is available in Appendix 4. This was circulated via Consortium partners' press officers to leverage the Final Conference results at local and national level. It has been downloaded over 30 times direct (up to March 2021) and has been published on partner websites (e.g. EERA); 10% of users visiting the conference webpages after the event click on the press release button.
4. Other projects featured the outcomes of the conference in their regular newsletters, e.g. NEWCOMERS and PROSEU.

3.4. Overall social media and online impacts

This final subsection on communications around the conference summarises the overall social media and online reach of the event.

The **conference webpage**, which included tailored calls to action (e.g. via registration button, download agenda, and videos) had high traffic, becoming the second most visited Energy-SHIFTS webpage – see Table 3 for further details. More than 60% of this traffic came from direct sources e.g. users clicking directly on the Final Conference URL. In part, this can be attributed to the crucial work of targeted sharing of the event information to specific groups via e-mail, as per earlier Table 1.

Table 3. Monthly Final Conference webpage traffic, alongside benchmark indicators

Final Conference webpage traffic
1,739 visits per month, average visit 48 seconds *(benchmark for average Energy-SHIFTS page = 1,389 visits per month)*
Traffic sources per month
Direct: 1,110 Organic: 311 Social media: 235 Newsletter: 46 Others: 37
Clicks on Conference buttons (registration, press releases)
19 per month *(benchmark for regular Energy-SHIFTS buttons = 10 per month)*

In terms of **social media** impacts, Twitter was the most significant and most engaged social media channel to communicate and disseminate the Final Conference. With more than 50 publications over 39 days, the Twitter impressions reached more than 35k – see Table 4 for further details.

Regarding the interactions, the engagement rate was almost 2%, double the social media average engagement rate of success, with 10 new Twitter followers on the day as well as many more in the lead up to the event. Here, **multimedia material** e.g. videos, animations and photos, helped increase engagement, as well as the use of the #EnergySHIFTS21 hashtag.

Finally, the **email dissemination strategy,** including newsletter mailouts, translated to more than 50% of the special edition newsletters being opened by subscribers (higher than the Energy-SHIFTS newsletter average of 27.1%). The hyperlinks related to registration actions accounted for 25.3% of newsletter editions clicks (higher than the Energy-SHIFTS average of 21.8%).

Table 4. Social media impressions and engagement

Impressions related to the conference[10]
38,495 *(Twitter analytics average for an event 25k-30k)*
Engagement rate[11]
1.9% *(social media algorithm average 1%)*
Social media engagement breakdown
Social media updates: 51 Retweets: 50 Replies: 15 Likes: 159 Profile link click: 59 #EnergySHIFTS21 hashtag click: 19

10 Impressions are the number of times the social media content is displayed.

11 Engagement means any interaction (likes, shares, retweets, comments or click links) a follower has with social media content that shows they are interested.

4. Lessons for future events

In summary, the Energy-SHIFTS Final Conference exceeded expectations in terms of engagement and attendance, as well as offering an opportunity to showcase and strengthen the European Commission's commitment to the Social Sciences and Humanities within energy policy development generally and the European Green Deal and Horizon Europe programmes specifically – as previously discussed in subsection 2.7.

The event – which had to be redesigned as an online gathering – also offered lessons for future large-scale online engagement activities from European projects, which we summarise briefly here:

- Keep it interactive, especially with big groups (polls for the audience, etc.)
- Meet all panellists beforehand for a speaker briefing and ensure technology is working
- Good to have a high-level name to attract audience
- Actively involve those linked to the project activities, for example as questioners
- Holding the Conference virtually can increase the impact at local and national level
- Internal communication between partners is essential to leverage impact through their networks

Ultimately, the difficult circumstances of the COVID-19 pandemic – whilst changing the nature of the event – did open a new path to celebrate European events with a wider, and potentially more inclusive, audience.

5. Acknowledgements

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6. Appendices

6.1. Appendix 1: Full speaker biographies

JEAN-ERIC PAQUET

Director-General
Research and Innovation,
European Commission

Social media handles: @JEPaquetEU

Jean-Eric Paquet was appointed Director-General of DG Research and Innovation of the European Commission on 1 April 2018.

Paquet began his career in the European Commission in 1993 in the Directorate-General for Transport, in the International Relations area, and later as assistant to the Transport Director-General, Coleman. In 1999 he joined the office of Verheugen (Member of the European Commission in charge of enlargement).

In 2002 he became the deputy head of the office of Busquin, a member of the European Commission in charge of Research policy. Paquet was EU Ambassador in the Islamic Republic of Mauritania between 2004 and 2007. He returned to transport in 2007 where he led the development of the Trans-European Transport Network policy. As Director for the European Mobility Network he was responsible for Europe transport infrastructure policy and investment strategies, the single European rail area, inland waterways and port policy.

He joined DG Enlargement in November 2013 where he took over the Directorate in charge of relations with Albania, Bosnia & Herzegovina, Serbia, Kosovo. In January 2015 he became Director for Western Balkans, adding Montenegro and the FYROM to his portfolio.

In November 2015 he was appointed Deputy Secretary-General of the European Commission responsible for Better Regulation and Policy Coordination (economic governance, internal market and competitiveness, resource efficiency and employment, education and social policies).

MANON **DUFOUR**

Head of Brussels Office, E3G

Social media handles: @manondf

Manon Dufour is head of E3G's Brussels office and an expert in European climate policy and politics. She manages E3G's reputation, reach and impact in Brussels.

Dufour works with European policy-makers, civil society and businesses to establish the necessary policies and alliances to reach climate neutrality. She has shaped energy, competition and industry policy to drive decarbonisation. Her current work focuses particularly on the European Green Deal.

Prior to joining E3G, Dufour worked for Bloomberg New Energy Finance in London and New York, where she helped conceive the company's service offering on global carbon and European power markets, and participated in their ongoing analysis.

Dufour has a MSc in Environmental Technology specialising in energy policy from Imperial College London and an engineering degree from the French 'Grande Ecole' Supelec.

ROSIE **ROBISON**

Principal Research Fellow,
Global Sustainability Institute,
Anglia Ruskin University

Social media handles: @rosie_robison

Rosie Robison explores both personal journeys of change towards lower consumption, and policy interventions to facilitate societal-level change. Having led a number of interdisciplinary networks, she looks at how different communities can work together. She has led several EU funded projects like SHAPE ENERGY and Energy-SHIFTS.

Robison is a senior member of permanent academic staff at the Global Sustainability Institute. She has led the Consumption & Change research theme at the GSI since 2011. She draws primarily on social science approaches (psychology, science & technology studies, psychosocial studies, human geography), informed by her technical training in applied mathematics.

With a track record in digital sustainability and smart technologies, Robison was Principal Investigator (2015-2017) of the £193k EPSRC Balance Network, exploring how digital technologies are changing how we live and work. She was also Co-Investigator (2013-2015) of the EPSRC Digital Epiphanies project, researching digital tools to increase reflection and help support self-directed changes in behaviour including web-based tools which allow householders to track their energy use.

Robison has a strong interest in science communication, and accessibility of research. Before joining Anglia Ruskin, she was an EPSRC-funded fellow at the Parliamentary Office of Science and Technology where she focused on sustainable travel, and in particular electric vehicles. Robison carried out her postgraduate (Masters and PhD) research in Applied Mathematics at the University of Cambridge. Whilst a PhD student, Rosie co-founded the Young Researchers in Mathematics conference.

CHRIS FOULDS

Principal Research Fellow,
Global Sustainability Institute,
Anglia Ruskin University

Social media handles: @DrChrisFoulds

Chris Foulds has a background in environmental sciences, and in particular climate change, sustainable energy, buildings, and digital economy. He completed his PhD in the School of Environmental Sciences at the University of East Anglia. He co-leads the Consumption & Change theme of the GSI.

Foulds' research tends to centre around energy and built environment, sustainable consumption and socio-technical change, interdisciplinary and theoretically informed methods and the role of the researcher, having also substantial experience of academic event organisation, including organising several conferences and workshops, as well as convening specific conference sessions.

He has a strong interest in the framing of social problems, for example his Nature Energy paper analysed how EU level funding programmes favour certain research approaches over others. Chris led in 2017 the EU-COSME Energy in Water European Strategic Cluster Partnership project, and is WP lead and overall co-lead of the H2020 SHAPE ENERGY Platform and Energy-SHIFTS Forum.

VINCENT BERRUTTO

Head of Unit 'Innovation,
clean technologies and
competitiveness', DG Energy

Social media handles: @VincentBerrutto

Vincent Berrutto has more than 25 years of professional experience working on energy efficiency field. He worked in several companies and organisations including the European Association for Creativity & Innovation (EACI) developing research and programmes to increase the impact of sustainable energy issues.

His involvement in the European Commission has been critical including previously as Head of the Energy Unit at the European Commission's Executive Agency for Small and Medium-sized Enterprises (EASME) an executive agency of the European Commission which manage significant parts of Eu projects like COSME, LIFE, Horizon 2020 and EMFF. This agency ensures that actions funded by these programmes deliver results and provide the Commission with valuable input for its policy tasks.

Nowadays he is widely involved in developing the priorities policies of the European Green Deal.

LINA **GÁLVEZ MUÑOZ**

Member of European Parliament, S&D, Spain, Vice-Chair ITRE Committee

Social media handles: **@linagalvezmunoz**

Lina Gálvez Muñoz holds a PhD from the European University Institute in Florence and has taught at the Universities of Reading, Seville and Carlos III, and as a Visiting Professor at the University of Oxford. She directs the equality observatory GEP&DO and the university master's degrees in Gender and Equality and Human Rights, Interculturality and Development.

Her research has focused on the analysis of inequalities, especially gender inequalities; the analysis of times and jobs in markets and families; as well as the gender effects of economic crises and austerity policies.

She is Vice-Chair of the ITRE Committee on Industry, Research and Energy of the European Parliament. She was the first Spanish MEP to be elected to STOA, the EP's working group for "Scientific and Technological Options Advice"

She is also a full member of the Committee on Women's Rights and Gender Equality (FEMM) and of the D-US Delegation of the European Parliament for relations with the United States, and an alternate member of the Committee on Employment and Social Affairs (EMPL), and in the Delegation for relations with the countries of Southeast Asia (DASE) and the Association of Southeast Asian Nations (ASEAN)

WALBURGA **HEMETSBERGER**

Chief Executive Officer, SolarPower Europe

Social media handles: **@SolarWalburga**

Walburga Hemetsberger is the Chief Executive Officer of SolarPower Europe. She is responsible for the overall performance of the association. She has been working in Brussels for more than 18 years in different positions, most of the time in the energy sector.

Her previous experience includes her roles as Head of the EU Representation Office at VERBUND for nine years; Advisor of Financial and Capital Markets at The Association of German Public Banks and Association of Public Banks (VÖB / EAPB); Competition lawyer at Haarmann Hemmelrath. Hemetsberger has also been a Board Member of Hydrogen Europe.

She holds a degree in Law and Business Administration from Leopold-Franzens Universität Innsbruck.

She has also held positions at the European Parliament (Assistant to Austrian Member of Parliament) and the European Commission (Internship at DG Competition, Merger Control Task Force).

TIMO VON WIRTH

Assistant Professor, Dutch Research Institute for Transitions

Social media handles: https://www.linkedin.com/in/timo-von-wirth-7492a9a8/

Originally trained in Economics and Geography at the University of Technology (RWTH) Aachen, Germany, Timo von Wirth completed his PhD at the Swiss Federal Institute of Technology (ETH) Zurich focusing on well-being and innovation in transforming cities.

His research focuses on innovation diffusion and co-creation in environmental governance; Local identity and the role of place in global, dynamic networks; Well-being and quality of life in the digital age; and Trust and values in long-term change processes.

Beside his research work, he supervises PhD theses as well as gives keynotes for science and practice audiences.

He aims at leveraging the theoretical and empirical understanding of socio-spatial changes and socio-technical transitions for a livable and prosperous future.

MARIANNE RYGHAUG

Professor of Science and Technology Studies, Norwegian University of Science and Technology

Social media handles: @MRyghaug

Marianne Ryghaug has been engaged in energy and climate related research since 1999 and has published widely on these topics in top international journals. Her areas of expertise include energy and climate policy, sustainability transitions and innovation policy, and studies of users, practices and public engagement.

Ryghaug has a long track record for scholarly as well as practical experience with interdisciplinary research and research collaboration with industry and public authorities, both nationally and internationally.

In recent her research has particularly been focused on research related to sociotechnical transitions in the areas of smart grids, smart homes and cities, electric vehicles, transportation and sustainable mobility. Her research interest is in the interface between public participation and engagement, innovation and technology development and energy and climate policy.

ISABELLE **BUSCKE**

Head of Brussels Office, Federation of German Consumer Organisations

Isabelle Buscke has over 10 years of experience as an EU Public Affairs professional based in Brussels in charge of EU strategy and advocacy, line managing a team of 5 in two different locations for the Federation of German Consumer Organisations (Verbraucherzentrale Bundesverband, VZBV).

Buscke represents vzbv in BEUC's board (the European Consumer Organisation), in TACD's (Transatlantic Consumer Dialogue) Steering Committee and in the Finance Watch General Assembly.

Prior to working for VZBV, she advised corporate, non-profit and public sector clients on EU policies. She holds a Master's degree in political science and French philology from Albert-Ludwig University in Freiburg, Germany.

HÉLÈNE **CHRAYE**

Head of Unit 'Clean Energy Transition', DG Research and Innovation

A French State Civil Engineer by education, Hélène Chraye graduated then in Economics and Public Law at Sciences – Po / Paris.

After a stay in the French Administration to build the Energy Observatory and then on State Aids to the industry, she joined the European Commission and worked successively on various domains of the European Transport policy.

After a few years as Head of Operations in the EU Delegation to Belarus, Moldova and Ukraine, she joined DG RTD where she built the European Research Council Executive Agency and then managed financially and legally the EU programme NMBP, part of FP7 and H2020.

Since 1st June 2019, Chraye heads the unit in charge of designing and implementing the European Research policy for the Clean Energy Transition within the Directorate Clean Planet.

NIALL DUNPHY

Director, Cleaner Production Promotion Unit at Environmental Research Institute University College Cork

Social media handles: @NPDunphy

Niall Dunphy holds a BSc (Hons) Environmental Science from the Faculty of Science, University of Limerick and an MSc (Government) from the Faculty of Commerce, UCC. His PhD research in the School of Engineering UCC was a transdisciplinary exploration of value within building energy renovation projects - exploring project delivery configurations for satisficing renovation activities.

Dunphy leads a team encompassing a diverse range of disciplines, working on the human aspects of sustainability, with a particular emphasis on people's relationship with energy and the energy system. He has been Coordinator and Principal Investigator of numerous EU- and national-funded research projects.

His research focus lies at the intersection of the social sciences with science and engineering, he conducts engaged research focused on the theme of society, sustainability and energy.

Dunphy's research interests include: sustainable communities; environmental policy integration; energy practices and behaviours; energy poverty; attitudes to energy infrastructure; sustainability of the built environment; sustainable business models.

6.2. Appendix 2: Registrants' names and organisations

**Registrants were asked to explicitly confirm if they agreed to have their name and organisation listed in this publicly-accessible report on the conference, with 488 out of 552 registrants agreeing.*

First Name	Last Name	Organization
Cigdem	Adem	Middle East Technical University
Jaione	Agirre	TEKNIKER
Sanne	Akerboom	Utrecht University
Yagmur	Aksu	Istanbul Technical University
Presas i puig	Albert	Pompeu Fabra University Barc elona
Nora	Allavoine	European Commission
Andrea	Amri-Henkel	Institut für Zukunftsenergiesysteme IZES
Andrzej	Ancygier	Climate Analytics
Stathis	Arapostathis	National and Kapodistrian University of Athens
Micol	Argentin	KPMG Italy
Anne Sofie Møller	Askholm	Aalborg University Denmark
Marc	Ayoub	AUB IFI
Ahmed	Badr	Global Sustainability Institute
Anna	Banaszczyk	world bank
Liliane	Banczyk	European Commission
Aparajita	Banerjee	University College Dublin
Marie-Laure	Baron	ISEL-Université Le Havre Normandie
Matteo	Barsanti	EPFL
Riccardo	Basosi	Italian Ministry of University & Research/Unisi
Susana	Batel	Cis, University Institute of Lisbon
Carla	Benauges	European Commission
Claire	Bergaentzlé	Denmark TU
Simona	Beschia	3s Consulting Services
Joscha	Betke	University of Amsterdam
Zareen	Bharucha	Anglia Ruskin University
Liliia	Bilous	V. N. Karazin Kharkiv National University
Nena	Bode	Dutch Research Institute for Transitions
Oana	Bodron	European Commission
Andrea	Bogi	Eurocrowd
Anna	Bosshard	Open Now
Ebo	Botchway	Katholieke Universiteit Leuven
Florin	Botonogu	Policy Center for Roma and minorities
Jean	Boucher	George Mason University
Robert	Boyle	Information Technology and Innovation Foundation (ITIF)
Ralf	Brand	Rupprecht Consult GmbH
Claudia	Brandus	Enel
Clemens	Brauer	Fraunhofer ISI
Kathrin	Braun	University of Stuttgart
Barbara	Breitschopf	Fh-ISI
Jess	Britton	University of Exeter

Terry	Brotherstone	University of Aberdeen
Claire	Brown	University of Manchester
Talia	Brun	EASME
Rickard	Bucksch	European Commission
Otilia	Bularca	SIMAVI
Richard	Bull	Nottingham Trent University
Danielle	Butler	National Energy Action
Juraj	Buzalka	Comenius University
Jonas	Bylund	KPMG CIS
Silvia	Caneva	WIP
Flaminia	Capelli	EERA JP Wind
Maria	Carbone	European Commission, DG Mobility and Transport
Omri	Carmon	Been Gurion University
Vanesa	Castan Broto	University of Sheffield
Andrzej	Ceglarz	Renewables Grid Initiative
Chiara	Certomà	University of Turin
Gersende	Chaffardon	rte
Giulia	Champion	University of Warwick
Prateek	Chandrawanshi	Tata Institute of Social Sciences
Mohamed	Charhbili	Université Le Havre-Normandie
Naomi	Chevillard	SolarPower Europe
Justyna	Chodkowska-Miszczuk	Nicolaus Copernicus University
Dmytro	Chumak	KPMG-Ukraine
Bram	Claeys	RAP
Jed	Cohen	Energy Institute at Johannes Kepler University
Marin	Constantin	raten
Marine	Cornelis	Next Energy Consumer
Alejandra	Cortes	Department of Architecture, Universidad de Chile
Marco	Costa	AESS
Nigel	Cotton	Brentwood Tech
Peter	Cox	University of Chester, Faculty of Social Science
Danijel	Crnčec	University of Ljubljana
Ami	Crowther	University of Manchester
Predrag	Cvetkovic	University of Nis, Faculty of Law
Veronika	Czako	European Commission Joint Research Centre
Alessia		European Commission - ENER
Morgan	Da silva	None
Desmond	Dapah	Student
Abhishek	Das	Indian Institute of Science
Zane	Datava	NTNU
Rosie	Day	University of Birmingham
Tessa	de Geus	DRIFT
Jaqueline	de Godoy	Aalborg University
Esther	de Jong van den Brand	European Commission
Mónica	de Juan González	EERA
Francisco	de la Torre	European Commission
Emy	De Nardi	SolarPower Europe
Eveline	de Smalen	Rachel Carson Center
Pau	de Vilchez	UIB
Nicky	Dean	Nature Energy
Daniel	del Barrio Alvarez	The University Tokyo

Debora	Del Piano	
Nives	Della Valle	European Commission - Joint Research Centre
Melike	Demirbag-Kaplan	HWTK/Victoria
Pauline	Destree	University of St Andrews
Samira	Dibaj	Aalto University
Louis	Dietvorst	Enexis
Viktoria	Dimitrova	SOAS
Dušana	Dokupilová	Slovak Academy of Sciences
Christophe	Dromacque	Geco Global
Sergiej	Druchyn	Center for Technology Assessment
Thierry	Druot	ENAC
Katarzyna	Dulko-Gaszyna	IKEA Deutschland
Ana-Maria	Dumitrescu	University Politehnica of Bucharest
Stephane	Dupas	Energy Cities
Claire	Dupont	Ghent University
Peter	Eecen	TNO Energy Transition
Veikko	Eeva	Lumoin
Adel	El Gammal	EERA
Lene	Elkjær	Technical University of Denmark
Yelda	Erden	UPM& METU
Gonzalo	Esteban	Diputacion de Granada
Monica	Fabrizio	CNR
Ana Rita Boino Godinho	Farias	HEI-Lab: Digital Human-environment Interaction Lab
Luisa	Fernandez	EERA
Vera	Ferreira	Institute of Social Sciences, University of Lisbon
Andrea	Figulova	IESIR Comenius University
Itay	Fishhendler	hebrew university
Suzanne	Fitzpatrick	Codema - Dublin's Energy AGency
Monica	Florea	Software Imagination & Vision
Javanshir	Fouladvand	TU Delft
Nick	Fouracre	ARU - Student
Tim	Foxon	SPRU, University of Sussex
Christos	Fragakis	European Commission
Céline	Frank	European Commission
Marco	Franza	ENEA
Marina	Frolova Ignatieva	University of Granada
Elizabeth	Frost	SOAS
Nivar	Fuchs	Choed
Daniel	Gabaldón-Estevan	University of Valencia
Bojan	Gajić	The City of Niš
Inma	Garrido	Energy-SHIFTS
Olga	Garzón	FACUA Granada - Consumidores en Acción
Sandra	Geiger	University of Amsterdam
Marco	Gemignani	Universidad Loyola
Francesco	Gerali	IEEE History Center
Martin	Gieb	European Commission
Agnieszka	Gieroszka	Marshal's Office of the Silesian Voivodeship
Mary	Gilmore-Maurer	University of Aberdeen
Chiara	Giustra	unimib
Ganna	Gladkykh	EERA
Petr	Globočník	Green party

Thais	Glowacki	GCU
Sarah	Glück	Zeppelin Universität
Gary	Goggins	NUIG
Oleg	Golubchikov	Cardiff University
Gustavo	Gómez Gozalo	Acento Comunicación; Granada4Energy
Alberto	Gonzalez	Odit-e
Boris	Gotchev	IASS Potsdam/ Tum School of Governance
Catherine	Grandclement	EDF R&D
Rachel	Grant	Freelance Curator
Mary	Greene	Wageningen University
Baldeep	Grewal	Universitaet Potsdam
Mirna	Gržanić	Fakultet elekrotehnike i računarstva
Oliwia	Gudyno	UMK
Xavier	Guillou	EC- DG MARE
Görkem	Güngör	Middle East Technical University
Alicia	Gutting	KTH-Royal Institute of Technology
Robert	Guzik	Jagiellonian University, Krakow, Poland
Karolina	Gyurovszká	Frank Bold
Hai	Ha	Freelancer
Mari	Habicht	Estonian Research Council
Sarah	Hafner	ZHAW School of Engenieering
Alison	Halford	Coventry University
Douglas	Halliday	Durham University UK
Tom	Hambley	Anglia Ruskin University
Tom	Hargreaves	University of East Anglia
Katie	Harrington	Codema
Mustafa	Hasanov	Wageningen University
Maria Annaq	Hecher	EPFL
Sara	Heidenreich	NTNU
Ida marie	Henriksen	Ntnu
Karen	Henwood	Cardiff University
Caren	Herbstritt	German Environment Agency
Yolanda	Hernandez-Albujar	Universidad loyola Andalucia
Agnete	Hessevik	University of Bergen
Adrian	Hiel	Energy Cities
Andrés	Higuera	European Parliament (EPRS-STOA)
Arthur	Hinsch	ICLEI European Secretariat
Julie-Anne	Hogbin	Climate Strategies
Christina	Hoicka	York University
Maria	Holm	Aalborg university
Aimie	Hope	UEA
Silvia	Hostettler	EPFL
Aster	Hoving	University of Stavanger
Wit	Hubert	Institute of Sociology of the Jagiellonian University
Rebecca	Hueting	Deep Blue
Sebastian	Husein	DESY Synchrotron
Katarzyna	Iwińska	Collegium Civitas
Tullia	Jack	Aalborn University
Thomas	Jackwerth-Rice	Fraunhofer ISI
Majd	Jayyousi	University of Manchester
Lu	Jiang	Guangzhou Institute of Geography

Izaskun	Jimenez	TECNALIA R&I
Christopher	Jofeh	Jofeh, Partners: Engineering
Gudni A	Johannesson	Orkustohfnun Iceland
Katinka	Johansen	Aalborg University
Neil	Jones	Possible
Anant	Joshi	iiec
Emily	Judson	University of Exeter
Varun	Jyothiprakash	Indian Institute of Science
Poppy	Kalesi	EDF
Kubra	Kalos	Istanbul Technical University
Farid	Karimi	University of Greifswald
Spyros	Karytsas	CRES
Ülo	Kask	Tartu Regional Energy Agency
Cecilia	Katzeff	KTH Royal Institute of Technology
Anna	Kaxira	University of Westminster
Roeland	Keersmaekers	stad Gent
Anna	Keller	University of Central Lancashire
Katrin	Kello	Estonian Research Council
Johannes	Kester	University of Oxford
Rihab	Khalid	University of Cambridge
Christopher	Kinally	University of Manchester
Ferenc	Kis	Central European University
Veronika	Kiss	EcosystemEvaluation; Corvinus University of Budapest
Lena	Kitzing	DTU
Vivien	Kizilcec	University College London
Rita	Klapper	Manchester metropolitan University
Valeriya	Klementyeva	NTNU
Christian	Klöckner	Norwegian University of Science and Technology
Maria	Kola-Bezka	Nicolaus Copernicus University in Toruń
Tiina	Koljonen	VTT Technical Research Centre of Finland Ltd.
Andrea	Kollmann	Energy Institute at the Johannes Kepler University Linz
Thomas	König	IHS
Charlotte	Koot	Dutch ministry of Economic Affairs and Climate Policy
Olga	Koretskaya	Erasmus University Rotterdam
Maria	Kottari	European University Institute
Jana	Kottmeier	Hochschule Bochum
Pantelis	Koukos	DIPA Business Solutions Ltd
Giorgos	Koukoufikis	JRC
Dimitra	Koumparou	Hellenic Open University
Charlotte	Krack	University of Amsterdma
Annica	Kronsell	University of Gothenburg
Seweryn	Krupnik	Jagiellonian University
Sophia	Küpers	ISCTE-IUL
Marika	Kuschan	WECF Germany
Marlene	Kuschmann	Climeworks
Julia	Kusznir	Jacobs University Bremen, Germany
Pia	Laborgne	European Institute for Energy Research
Max	Lacey-Barnacle	Sussex University
Alma	Lamberti	EERA
Andrea	Lampis	Institute of Energy and Environment, University of São Paulo
Simon Peter	Larsen	Aalborg University

Michael	Laubenheimer	European Commission DG RTD
Dino	Laufer	DGS German Society for Solar Energy Section Berlin Brandenburg
Isa	Laurent	Erasmus University Rotterdam
Valeria	Lautizi	European Commission
Cristiana	Leandro	ANI
Johanna	Lehne	E3G
Markku	Lehtonen	Universitat Pompeu Fabra
Makoma	Lekalakala	Earthlife Africa Jhb
Breffní	Lennon	Univerity College Cork
Joyca	Leplae	City of Ghent
Johan	Lilliestam	IASS Potsdam
Javier	Liñan-Chacon	Universidad de Granada
Aleksandra	Lis	Adam Mickiewicz University in Poznań, Poland
Tapio	Litmanen	University of Jyväskylä
Sam	Lloyd	University of cambridge
Bradley	Loewen	NTNU Department of Interdisciplinary Studies of Culture
Maarten	Loopmans	KU Leuven, Departement of Earth & Environmental Sciences
Derk	Loorbach	DRIFT
Marta	Lopes	IPC-ESAC, INESC Coimbra
Dagmar	Lorenz-Meyer	Charles University in Prague
Mate	Lorincz	University of Reading
Carmit	Lubanov	Association of Environmental Justice in Israel (AEJI)
Sergiu-Matei	Lucaci	European University Association
Luis	Luengo	CIRCE
Huidi	Ma	Chinese Society for Dialectict of Nature
Senni	Maatta	Queen's University Belfast
Stefano	Magariello	Anglia Ruskin University - Global Sustainability Institute
Chiara	Magoni	UNIMIB
Lindsay	Mai	SPRU, University of Sussex
Silvia	Mandai	University of São Paulo
Diana	Mangalagiu	Oxford University
Marcela	Mantilla	RTE
Hug	March	Universitat Oberta de Catalunya
Marta	March	Spanish Ministry for Science and Innovation
Pedro	Marques	EDP Distribuicao
Tanja	Martin	IREES
Stanislav	Martinat	Czech Academy of Sciences
Ivan	Matejak	EERA aisbl
Frende	Mathiesen	Mid-Norway European Office
Julian	Matthews	University of Leicester
Johanna	Matzat	Universität Hamburg
Camille	Maury	WWF EPO
Rafael	Mayo-García	CIEMAT - EERA 'Digitalization for Energy' Coordinator
Paola	Mazzucchelli	CIRCE
Brenda	McNally	UCD
Prakhar	Mehta	Friedrich-Alexander University of Erlangen-Nuremberg
Gokce	Mete	Stockholm Environment Institute
Lucie	Middlemiss	University of Leeds
Alessandra	Mignogna	Amaranto Holding SpA
Dimitris	Milakis	Institute of Transport Research, German Aerospace Center (DLR)
Emma	Milroy	ARU

Matúš	Mišík	Comenius University in Bratislava
Milos	Mladenovic	Aalto University
Tuija	Mononen	University of Eastern Finland
Carlos	Montalvo	TNO
Mariana	Morais Sarmento	Univeristy of Amsterdam
Sonia	Moreno Molinero	Granada4energy
Maja	Morgan	Fcdo
Eleonora	Moro	E3G
Timothy	Moss	IRI THESys, Humboldt University of Berlin
Sylwia	Mrozowska	University of Gdańsk
Susan	Mühlemeier	Swiss Association Of Electricity Companies
Ingrida	Murauskaite-Bull	European Commission
Bonnie	Murphy	GECO Global
Saco	Nakamae	CEA
Efi	Nakopoulou	National and Kapodistrian University of Athens
Audris	Narbutas	Kaunas University of Technology
Michael	Neaves	ECOS
Kathy	New	Lancaster University
Leila	Niamir	Mercator Research Institute on Global Commons and Climate Change (MCC)
Agatino	Nicita	CNR ITAE
Pia	Niessen	Fraunhofer Institute for Innovation and System Research ISI
Angel	Nikolaev	BSERC
Marcela	NorenaOspina	WECF
Andrej	Nosko	Matej Bel University, Slovakia
Iwona	Nowakowska	no organization - freelancer
Pedro	Nunes	ZERO
Veronika	Oravcova	Comenius University / Bratislava
Nathalie	Ortar	ENTPE
Jan	Osicka	Masaryk University
Juan Carlos	Osorio Aravena	Universidad Austral de Chile
Menno	Ottens	Ministry of Economic Affairs & Climate Policy
Babajide	Owoyele	Hasso Plattner Institute- HPI Stanford Design Thinking Research Programme
Sem	Oxenaar	REScoop.eu
Gül	Ozerol	University of Twente
Manfred	Paier	AIT Austrian Institute of Technology GmbH
Nea	Pakarinen	ICLEI Europe
Zoe	Pallis	University of Nottingham
Aristeidis	Panagiotou	The American College of Greece
Louiza	Papamikrouli	GSRT
Antonis	Papanikolaou	Hypertech
Dimitrios	Pappas	University of Manchester
Mercedes	Pardo Buendia	University Carlos III of Madrid
Karen	Parkhill	University of York
Simone	Pasquini	Personal
Viera	Pechancová	Tomas Bata University in Zlín, CZ
Ângela	Pereira	European Commission
Laura	Pérez-Sánchez	ICTA-UAB
Xaquín S.	Pérez-Sindín	University of Copenhagen
Juliet	Phillips	E3G
Outi	Pitkänen	NTNU
Tudor	Pitulac	OpenSky Data Systems

Giulia	Pizzini	EASME
Axel Bastián	Poque González	State University of Campinas
Federica	Porcellana	ENEA Italian Agency for new technology energy and sustainable ec develop. Head of Institutional, EU and International Relations
Helen	Poulter	university of edinburgh
Christoph	Priebe	University of East Anglia (UEA)
John	Prime	Amp X
Ruben	Prins	the Netherlands Ministry of Economic Affairs and Climate Policy
Antonia	Proka	REScoop.eu
Jaco	Quist	TU Delft
Florian	Rabitz	Kaunas University of Technology
Bojan	Rantasa	Sustainable Initiatives
Giacomo	Ravaioli	InnoEnergy
Johannes	Reichl	Energieinstitut an der JKU Linz
Katharina	Reindl	The International Institute for Industrial Environmental Economics (IIIEE)
Margarete	Remmert-Rieper	Tutech Innovation GmbH
Sara	Renström	RISE
Luisa	Revilla	CDTI
Koen	Reynaerts	Bond Beter Leefmilieu
Luc	Richaud	Odit-e
Eva	Richter	Charles University
Olga	Rio	EC. DG Research and Innovation
Natalia	Rocha Lawton	Coventry University
Adeline	Rochet	ECF
Adilia	Roda	Gemeente Amsterdam, afdeling Duurzaamheid
Paul	Rodenburg	prive persoon
Francisco Javier	Rodríguez Segura	Universidad de Granada, España
Julie	Rostan	University of the Highlands and Islands
Alexia	Rouby	EC AGRI, European Commission
Jean-Pierre	Roux	University of Exeter
Sarah	Royston	ARU
Tadeusz	Rudek	Jagiellonian University
Anja	Rühlemann	WECF e.V.
Silvana	Rupprechter	
Thomas	Rushby	University of Southampton
Franco	Ruzzenenti	RUG
Marianne	Ryghaug	NTNU
Sasan	Saadat	Earthjustice
Monika	Sadkowska	ClientEarth
Lakshmi	Saheer	Anglia Ruskin University
Goksen	Sahin	Climate Action Network (CAN) Europe
Muhammad Atiullah	Saif	Aalto University Finland
Catarina	Sales	UBI; CIES_Iscte
Emilia	Samuelsson	AirClim
Cosimo	Sbano	Chemical Engineer
Aline	Scherrer	Fraunhofer ISI
Niklas	Schmalholz	POLIS Network
Andreas	Schneller	adelphi
Gerd	Schönwälder	European Commission
Thomas	Schubert	European Commission
Alena	Schüren	Hochschule Bochum

Libby	Schweber	University of Reading
Sally	Semple	Heriot Watt University
Elif	Sen	Skill&Proof Consulting
Ben	Shafran	CEPA
Aviva	shemesh	The Interdisciplinary center
Fionnguala	Sherry-Brennan	University of Exeter
Yao	Shi	university of sussex
Mohamed	Shumais	Korea Polytechnic University
Frank	Siebern	European Commission
Antti	Silvast	Nordic Energy Research / NTNU
Surabhi	Singh	CEEW
Tomas Moe	Skjølsvold	NTNU
Emilka	Skrzypek	University of St Andrews
Stephan	Slingerland	SPA Sustainability
Emilia	Smeds	University College London
Owen	Smith	University of Manchester - Tyndall Centre
Eleanor	Smith	CESSDA
Karen	Smith Stegen	Jacobs University
Mattijs	Smits	Wageningen University and Research
Houyem	Snene	ITU
Matthijs	Soede	European Commission
Helena	Solman	Wageningen University
Marco	Sonnberger	h CenteUniversity of Stuttgart - Researcr for Interdisciplinary Risk and Innovation Studies (ZIRIUS)
Priska	Sonntag	PtJ im Forschungszentrum Jülich
Barbora	Spalová	Charles University
Agata	Stasik	Kozminski University
Gracia	Stephan	Eolise
Fred	Steward	University of Westminster
Sarah	Strachan	ARU
Igor	Struyf	Department of Environment and Spatial Development (Government of Flanders)
Joanna	Suchomska	Technology Assessment Center at the Research Network Łukasiewicz
Timothy	Suljada	Stockholm Environment Institute
Beni	Suryadi	ASEAN Centre for Energy
Diana	Süsser	Institute for Advanced Sustainability Studies (IASS)
Maria	Świątkiewicz-Mośny	Jagiellonian University
Kacper	Szulecki	University of Oslo
Rafał	Szymanowski	Adam Mickiewicz University in Poland
Victoria	Tait	ARU
Joshua	Tan	Jagiellonian University
Victoria	Taranu	UHasselt
Nick	Tatchell	Anglia Ruskin Uni
Audronė	Telešienė	Kaunas University of Technology
Gareth	Thomas	Cardiff University
Andrew	Thompson	Anglia Ruskin University
Marina	Topouzi	University of Oxford
María	Torres	Granada4Energy
Maj	trong	The University of South Denmark
Kelly	Tsao	Environmental Science Technology Consultants Corporation
George	Tsobanoglou	University of the Aegean
Owen	Tutt	SOAS

Tauri	Tuvikene	Tallinn University
Andreas	Uihlein	European Commission - Joint Research Centre
Shamas	Ul deen	Oregon State university
Ece	Ulkat	University of Amsterdam
Herwig	Unnerstall	Umweltbundesamt
Paul	Upham	Sussex Energy Group, Science Policy Research Unit, University of Sussex Business School
Cristina	Urrutia	Öko-Institut e.V.
Pieter	Valkering	VITO - EnergyVille
Thea Marie	Valler	NTNU
Rob	Van der Stel	Circle NRG
Esther	van der Waal	Rijksuniversiteit Groningen
Anke	van Hal	Nyenrode Business Universiteit
Zoë	van Otterloo	Zet
Mara	van Welie	ESCI
Anais	Varo	University of Girona
Rita	Vasconcellos d'Oliveira Bouman	Norwegian University of Science and Technology
Elis	Vollmer	University of Tartu
Robert	Wade	Queen's University Belfast
Aleksandra	Wagner	Jagiellonian Univeristy
Samuel	Wakuma	Environment for Development
Keyne	Walker	Royal Academy of Engineering
Ross	Wallace	ISCTE
Doireann	Wallace	Trinity College Dublin
Grégoire	Wallenborn	Université Libre de bruxelles
Emily	Waterfield	Platts
Dobroslawa	Wiktor-Mach	Cracow University of Economics
Marta	Wilczynska	Bank
Sonja	Wilhelm	WIP Renewable Energies
Sioned	Williams	Bangor University
Sheena	Wilson	University of Alberta
Rebecca	Windemer	Cardiff University
Pippa	Winship	University of Bath
Inne	Withouck	University of the Highlands and Islands
Maarten	Wolsink	University of Amsterdam; DebWo Independent Research
Daniel	Wuebben	University of Rey Juan Carlos
Yingkui	Yang	University of Southern Denmark
Kejia	Yang	SPRU, University of Sussex
Jon Mikel	Zabala-Iturriagagoitia	Deusto Business School
Matej	Zajc	University of Ljubljana
Olga	Zaslavskaya	IACC/NAKKA
Rosita	Zilli	EERA
Claudia	Zwar	Hertie School of Governance

6.3. Appendix 3: Questions generated by the event

The Energy-SHIFTS Final Conference stimulated much discussion and debate, including through the submission of questions before and during the event. Whilst not all of these could be answered directly on the day, we include them here as a record of current dialogue on these issues. We would point parties interested in exploring these questions further to the wider work of the Energy-SHIFTS project (and in particular its numerous open access reports, available via energy-shifts.eu) which have sought to address, or begin to address, many of these challenges. All sessions can also be re-watched in full via YouTube (see details in footnote 2 of the main report).

Questions submitted prior to the event

- "*A barrier to deployment of RES [Renewable Energy Sources] is a lack of public support; what are the needs of social sciences to help with it?*" Adeline Rochet, ECF
- "*Beyond research on energy technologies and transition, what will be the role of research on changing consumption behavior?*" Julie Rostan, University of the Highlands and Islands
- "*How can academics try to ensure they engage fully with policy makers? What kind of activities?*" Karen Parkhill, University of York
- "*How can findings from the SSHs be combined (in an ideal?) or interpreted alongside insights from technical energy modelling?*" Sarah Hafner, ZHAW School of Engineering
- "*How can governments be persuaded to implement effective policies which account for peer effects in green technology adoption?*" Prakhar Mehta, Friedrich-Alexander University of Erlangen-Nuremberg
- "*How can social sciences smoothen the uptake of innovative energy technology?*" Poppy Kalesi, EDF
- "*How can SSH help better consider the geography of energy policy i.e. differences between places (rural, remote, urban etc.)?*" Alexia Rouby, EC AGRI, European Commission
- "*How can we most effectively instigate social innovations via energy policy to change the way we consumer energy in the future?*" Michael Neaves, ECOS
- "*How could developed countries and small island countries cooperate for mutual benefit on energy even though there are differences?*" Mohamed Shumais, Korea Polytechnic University
- "*How do we incorporate social sciences and humanities into systems modelling for decarbonisation?*" Keyne Walker, Royal Academy of Engineering
- "*How do you envision SSH could help the energy transition in the area of built environment retrofitting?*" Rebecca Hueting, Deep Blue
- "*How do you think the role of social science may step up from having a critical role to take more leading and proactive role?*" Cecilia Katzeff, KTH Royal Institute of Technology
- "*How does energy policy utilise humanities research towards handling of obsolete energy infrastructure like nuclear power plants?*" Baldeep Grewal, Universitaet Potsdam
- "*In what ways can SSH perspectives be incorporated - from the outset - in strategic / policy planning and project development?*" Igor Struyf, Department of Environment and Spatial Development, Government of Flanders
- "*How can SSH help in stimulating social innovation in, and funding for, sustainable building renovation?*" Sem Oxenaar, REScoop.eu
- "*What actions can SSH researchers do immediately to strengthen the role of SSH in energy policy making?*" Breffní Lennon, University College Cork
- "*What is the impact of social acceptance on the Green Deal delivery?*" MohamedCharhbili, Université Le Havre-Normandie
- "*What is the Strategic plan for Energy Shift without to leave far behind the weakest links of the society?*" Carmit Lubanov, Association of Environmental Justice in Israel

Questions submitted in the live text chat during the event

- "*How [do you connect] disciplines that are perhaps less used to engaging with policy? For example, historical research is by definition not directly related to practical questions that governments and organisations face today. How did you forge these connections practically?*" Eveline de Smalen, Rachel Carson Center
- "*In the past few decades, all kinds of human development plans have become bigger and bigger, and the growth has become more and more limitless. So, how will European humanities and social scientists face*

to this reality? How to evaluate the 'small is beautiful' now?" Huidi Ma, Chinese Society for Dialectict of Nature

- *"Should absolute reduction of energy production and demand/needs not be the first principle/priority [rather than energy efficiency]?"* Igor Struyf, Department of Environment and Spatial Development, Government of Flanders
- *"I [undertake] research on solar in the Czech Republic. Any suggestions of how to include lower income people? And how to address resistance from the energy utilities?"* Dagmar Lorenz-Meyer, Charles University in Prague
- *"Can you share any idea or example on how to specifically involve ethnic and cultural minorities (Roma, Kurds, refugees, asylum seekers, etc.)?"* Marco Gemignani, Universidad Loyola
- *"Can you share successful examples of engaging women [in energy initiatives]?"* Adilia Roda, Gemeente Amsterdam, afdeling Duurzaamheid
- *"Part of the human and social dimension is spatial. SSH is also geography. Challenges and potentials differ between different types of places: rural have more space for renewables but quite challenging social situations in many cases: what are the best approaches to combine energy and social progress in rural territories, to make energy a source of income and resilience for communities?"* Alexia Rouby, EC AGRI
- *"Why, do you think, are so many reluctant in making money by installing solar power on their houses? Do you [think] the fragile power relations [mentioned in the panel discussion] also are gender differentiated? Where is the gender dimension and poverty dimension of acceptance? Why is scientific power more legitimate than economic power in agenda setting and manipulate the society?"* Herwig Unnerstall, Umweltbundesamt (questions submitted at different times in the event)
- *"To what extend do the panelists think scientific culture and norms play a role in stimulating SSH research on the energy transition (e.g., lower appreciation of applied or interdisciplinary research)?"* Charlotte Koot, Dutch ministry of Economic Affairs and Climate Policy

Only questions from registrants who explicitly agreed to be named the in the report are included above.

6.4. Appendix 4: Press release from the event

The press release was also translated into five non-English languages (DE: *Die Sozial- und Geisteswissenschaften werden für die Erreichung der Ziele des European Green Deal ausschlaggebend sein*; IT: *Le scienze sociali e umane saranno cruciali per arrivare al Green Deal europeo*; FR: *Les sciences sociales et humaines seront cruciales pour tenir les promesses du Pacte vert pour l'Europe*; PL: *Nauki społeczne i humanistyczne będą kluczowe w zapewnieniu Europejskiego Zielonego Ładu*; ES: *Las ciencias sociales y humanidades se postulan imprescindibles para alcanzar los objetivos del Pacto Verde europeo*) and launched on 5 Mar 2021. See section 3.3. for further details.

Social Science and Humanities are going to be crucial to delivering the European Green Deal

Policy-makers, researchers and representatives from business agreed to better integrate Social Science and Humanities in EU policymaking as part of the transition to climate-neutrality in 2050.

Social Science and Humanities (SSH) are going to be critical to delivering the EU transition to climate-neutrality.This was stated by the EC Director-General Research and Innovation Jean Eric Paquet at the H2020 funded project Energy-SHIFTS final Conference held on 19 January 2021.

“EC institutions and member states expect from SSH to help policies to move to reality, providing instruments to engage citizens and to help society to be climate agents and help to achieve climate-neutral continent goal”, affirmed Paquet during the event, with more than 500 registrations to attend the discussion.

Paquet also highlighted how important Energy-SHIFTS project outcomes were for energy policies, in particular the identified 400 research questions coming from the liaison between academia, policy makers and researchers. He defined the project results as a “promising starting point to the new and challenging goals the EU set at the beginning of 2021 via Green Deal programme”.

For its part, Vicent Berruto, DG Energy Head of Unit ‘Innovation, clean technologies and competitiveness’, set “the three pillars in which SSH will have a crucial role:(1) energy efficiency by offering alternative cost- efficiency measures and solutions easily available to citizens and companies; (2) renewable energies and energy system integration by funding initiatives like electric vehicles or exploit digitalisation; and (3) research and innovation. And to achieve these actions, “SSH will help to understand how citizens and consumers behave in energy purchase and their need to taking them more active.”, conclude Berruto.

In this context, Hélène Chraye, Head of Unit ‘Clean Energy Transition’, DG Research and Innovation provided a view point on the citizens' behaviour. “Citizens acceptance is a word I hate. It should be *acceptability* because we use to listen just to the citizens that speak loudly but it doesn’t mean that’s the common citizens' needs. We need to approach the need at human being level not leaving any value (poverty, human rights to access to supplies, mobility…) behind. That should be citizens as the real centre of our policies”, stated Chraye.

If citizens are the centre of EU policies and SSH research, deep knowledge of society will be essential to success and therefore, Lina Gálvez Muñoz, member of European

Parliament, S&D, and Vice-Chair of ITRE Committee indicated a perspective that should be not forgotten: gender. "The talent is equally distributed but opportunities are not, therefore SSH should shape and design inclusive perspectives in modern societies.", she asserted.

About Energy-SHIFTS

Energy-SHIFTS "Energy Social sciences & Humanities Innovation Forum Targeting the SET-Plan" is a project aiming at provide immediate insights for the short-term directions of EU energy policy as well as foundations for longer-term mechanisms that will enable evidence-based energy-SSH insights to reach the 'policy front line.

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

energy-shifts.eu

Energy -SHIFTS

Energy Social sciences & Humanities Innovation Forum Targeting the Set-Plan

a.r.u. Global Sustainability Institute

drift for transition

EERA European Energy Research Alliance

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Jagiellonian University in Kraków

NTNU Norwegian University of Science and Technology

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