ENPOR

Actions to Mitigate Energy Poverty
in the Private Rented Sector

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Climate Alliance

D5.1 Exploitation and Dissemination Plan

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EXECUTIVE SUMMARY

Deliverable 5.1 is related to WP5 Exploitation, dissemination and policy recommendations. This document is concerned with developing the dissemination concept for ENPOR detailing the objectives and planned activities for the duration of the project. The idea of the concept is to ensure a targeted, continuous and structured flow of information to stakeholders in order to increase and maintain stakeholders' interest and awareness. Dissemination is a continuous activity during the whole project. All relevant results will be distributed in accordance with the dissemination concept.

This deliverable is structured in 3 chapters. The first chapter, dissemination concept, outlines the purpose of dissemination, the target groups for dissemination, the key messages tailored to target groups, the responsibilities of all the involved partners and the main channels. The second chapter gives an overview about how the project intends to implement the dissemination concept, giving an overview on the materials for dissemination, dissemination methods and activity plan as well as the ethical requirements and data protection procedures. The third chapter gives a detailed view on the expected impacts of dissemination based on KPIs and the methods of monitoring the dissemination activities. The main objective of all activities is to increase the expected impact among the target audience, to engage with additional stakeholders and to put energy poverty on the agenda of policymakers and relevant stakeholders. The main objectives of ENPOR are:

- To gain better understanding of the factors that trigger or prevent energy efficiency;
- To monitor dimensions of energy poverty in the private rented sector (PRS);
- To support the set-up and implementation of energy efficiency policies to alleviate energy poverty in the private rented sector (PRS.

The target audience unites a variety of different stakeholders on which we focus like international & national policymakers, local & regional politicians, officers and experts (municipal, academic, business), local community and activists. Chapter two also provides an overview of the supporting dissemination materials like style guide and corporate design, templates, posters, etc. Furthermore, it presents the used dissemination methods with focus on the purpose of dissemination. We will use methods e.g., newsletters, press releases or social media to raise awareness, to inform the target audience, to engage with target groups and to promote the project. The dissemination activity plans illustrate the tools used to disseminate the ENPOR project results like presentations, demonstrations, networking activities. In the last section of this chapter, the dissemination plan provides the roadmap to achieve the following impact by month 36 (an excerpt from present deliverable):

- 6 ENPOR newsletters distributed to over 5.000 recipients
- Ca. 15000 recipients of ENPOR news through newsletters from partners
- To 50 (estimated) networks, the ENPOR news distributed
- Presence in up to 30 external events and conferences
- Up to 50 co-operation partners like networks and organizations which are

multipliers of the ENPOR project.

The steps to increase our outreach by using all our dissemination methods are described according to dissemination channels, giving a detailed picture on how each dissemination and communication material is planned to reach its relevant target groups to generate followers.

The third chapter, monitoring and evaluation, illustrates how dissemination impact is planned to be measured and which important factors have been identified to support its dissemination. Especially our extensive use of different methods and the networking co-operation with the partners involved in the EU Energy Poverty Observatory as well as the Covenant of Mayors are important factors for our dissemination activities. By nature, dissemination, communication and engagement are closely related and as a consequence, D4.1, D5.1 and D5.2, as well as D6.1 are well aligned with each other. Work package and Task leaders for Engagement activities have been consulted. Measures for communication and engagement also support dissemination (and vice versa). As a consequence, some overlapping between the two documents cannot be avoided completely, but are reduced to a minimum.

1
INTRODUCTION

Overall, the purposes of dissemination are:

- to raise awareness e.g., with press releases, postcards, videos and social media in order to let others know what we do and to ensure maximum visibility of project key facts, objectives, activities, etc.

- to inform e.g., through newsletters, journal articles, reports, in order to educate the community,

- to engage e.g., through workshops, policy events, meetings with stakeholders and liaising activities in order to get input and feedback from the community

- to promote e.g., ENPOR website, conference presentations, events in order to showcase our outputs and results (European Commission, Elaborating a Dissemination Plan, 30.01.2012).

The dissemination plan was prepared under management of WP5 leader Climate Alliance. The strategy has been developed in consultation with the coordinator and Work Package 6 Leader as well as Task leaders. Project Partners were invited to contribute. Key performance indicators (KPIs) are defined in order to measure the effectiveness and impacts of the dissemination tools. All partners contribute to the dissemination strategy and plan through:

- input in the discussions in the kick-off meeting,
- input to the dissemination plan with own dissemination channels,
- review and comments on the draft papers,
- participating and organising REACT group meetings, events, and policy meetings for dissemination and multipliers per country,
- participating actively in training sessions and workshops,
- contributing project results through social media, project partners' websites and newsletters and scientific articles,
- contributing with relevant information to the Energy Poverty Dashboard tool,
- contributing to press releases, and distributing Postcards and brochures to interested parties,
- participating at external events presenting relevant ENPOR results.

2
DISSEMINATION CONCEPT

Dissemination makes the results/outcomes of a project visible to the target groups and the stakeholders that can implement its use. Dissemination means rendering comprehensible all the activities and main results associated with a project close to all interested key actors.

Dissemination raises awareness and informs about the results and activities that should occur throughout the project. This process is planned and organised in the beginning of the project through the Dissemination Plan that orientates the whole consortium. Dissemination activities aim at publicizing the project outputs to raise awareness about ENPOR, to encourage participation and to contribute to the development of the state-of-the art in the field. The Dissemination Plan contains detailed activities and methods of dissemination described. Slight adjustments, coming from external conditions and circumstances unforeseen will be applied without missing the achievement of the initial goals and deliverables set: to achieve this aim, the document will be reviewed on a six-monthly basis. The document is drawn **in accordance with the Communication plan (D6.1)**, specifying the communication channels to be used for each of the target groups identified, the interests of each of the target groups, and the messages and the outputs to be sent to each of them; including the specific communication strategy in terms of awareness raising and specific promotion of each of the project's exploitable results, along with scientific publications and policy briefs.

This deliverable contains not only a dissemination strategy but also the specific steps dedicated to workplans, distribution of responsabilies, definition and timeplan of channels with dedicated tools and stakeholder-tailored messages. This plan assigns specific tasks to partner institutions or individuals who represent them, lists the dissemination tools to be used, such as the newsletters, events or communication channels, defines dissemination monitoring, collecting quantitative and qualitative indicators of the dissemination activities and lists activities, that encompasses a timing of the activities, as well as events organised by the consortium and events in which the consortium participates.

2.1
Target groups

It is indispensable to know how to reach and provide material understandable and wanted by the target groups. In fact, successful dissemination starts from the needs of the target groups. Each dissemination material will be developed taking into consideration its stakeholders. The best strategy results can be reached when the development of the project dissemination materials involve the target groups' representatives after the project is launched. The materials will aim to give hints about what best catch the attention of the people for whom the tools are developed.

This document supports the project to meet the defined targets by engagement action plans for each partner and a project-wide plan for engaging the followers. For this, the target audience, the message to deliver, the relevant methods and finally the value for

the target audience is defined.

Table 1 Target group-oriented dissemination of the ENPOR project

Target audience	Message	Channels/ Method	Value for the target audience
Politicians	Awareness raising for the problems which are associated with the identification of energy poor households in PRS: bureaucratic hurdles for energy poor households to receive state support, targeted community engagement programmes, insights on vulnerable groups and their spatial distribution, information /statistics on economic burdens	Policy fiches, Policy Forum, ENPOR newsletter, Partner newsletters, Articles, Postcards, Workshops / meetings, EPD (Energy Poverty Dashboard), Social media, Final conference, Project website. **In REACT Groups:** Direct engagement via targeted policy fiches, feedback and co-creation, Invitation to workshops/capacity building measures.	Policy engagement, Increase political legitimacy, Direct and trustworthy information, Awareness raising on the key issues, (e.g. landlord-tenant-dilemma), Knowledge exchange, Replication possibility. **In REACT Groups:** Able to meet the needs of their citizens and answer questions from them, Expert engagement to influence support policy decisions, Knowledge exchange, replication possibility, Increase awareness about the importance of reducing energy poverty Input for the development and implementation of local sustainable energy and climate plans (SECAP), Gain insights how to effectively consider energy poverty concerns within building retrofitting support measures.
Governance systems: Municipal employees	Energy poverty as a critical issue when dealing with burocracy, Understand the challenges of energy poverty issues in long term legislative and infrastructure, Good cooperation between different	Newsletters, Articles, EPD, Videos, Social media, Workshops/events. **In REACT Groups**: Direct engagement via targeted briefing notes,	Best practices of the 10 energy efficiency policies, Share best practice within their field of expertise, Opportunity to communicate with other target groups, Platform to learn about and share best practice,

	municipal departments are necessary.	Invitation to workshops /capacity building, Feedback on the ENPOR EPD and policy fiches, Direct contact and education to citizens during the consultation hours in the office.	Opportunity to achieve urban energy poverty goals /provide targeted assistance to energy poor households in the PRS, Defragmentation of initiatives. **In the REACT Groups:** Improvement of service delivery for different aspects of city management e.g. city planning, infrastructure development, retrofitting, energetic modernisation; Reinforce trust of citizens towards energy poverty services; Input for the development and implementation of local sustainable energy and climate plans (SECAP); Gain insights how to effectively consider energy poverty concerns within building retrofitting support measures.
Experts, Energy Agencies/con sultants	Understand and act to the challenges of energy poverty. Support on renovation of their stock. Identify tenants at risk of energy poverty. Enabling fair cost distribution of renovation to maintain trustful relationships with existing tenants, i.e. look beyond profit optimization.	Project newsletter, Postcards, Event presentation, EPD and website, Videos, Social media. **In REACT Groups**: Engagement in the co-creation to validate the feasibility of policies.	Increase awareness and preparedness, Share best practice, services and products, Find out information about energy poverty issues and engage with topics and targets specific to their needs, Help to achieve their own sustainable development goals. **In REACT Groups:** Better understanding of behavioural aspects of citizen's use of energy; Increase awareness about the importance of reducing energy poverty; Assisting municipalities in the development and implementation of local

			sustainable energy and climate plans (SECAP)
Landlords /co-owners' associations	Understand and act to the challenges of energy poverty; Support on renovation of their stock; Identify tenants at risk of energy poverty; Enabling fair cost distribution of renovation to maintain trustful relationships with existing tenants, i.e. look beyond profit optimization. Free access to information and knowledge	Project newsletter Postcards Event presentation EPD and website Videos Social media **In REACT Groups**: Engagement in the co-creation to validate the feasibility of policies	Increase awareness and preparedness, Share best practice, services and products Find out information about energy poverty issues and engage with topics and targets specific to their needs Promote their members' interests / needs / concerns at national level Help to achieve their own sustainable development goals **In REACT Groups:** Improving profitability and environmental credentials as well as social responsibility. Gain new insights into renovation strategies in the rented sector – how to effectively address energy behaviours and energy efficiency among tenants
Tenants Associations	Understand the connection between renovation, energy savings and health impacts Understand the effect their actions to ensure energy saving Achieve consensus among majority of tenants in a building to support energy saving activities City councils helping citizens to address energy poverty issues Free access to	Project newsletter, Postcards, EPD, Videos, Social media, Presentations. **In REACT Groups**: Council or utility website, Direct engagement at events, Direct engagement with new householders via municipalities' initiatives.	Increase awareness and preparedness, Find out information about energy poverty issues and engage with topics and targets specific to their needs, Understand policy context of energy poverty, Promote their members' interests / needs / concerns at national level, Build transnational networks for knowledge transfer / exchange, Promote customer relationships, Improve public relations / CSR strategies

	information and knowledge		**In REACT Groups**: Enable citizens to save money and contribute to saving natural resources locally, Improved understanding of local energy issues, Reduce energy consumption by promoting the use of energy saving tips, Reinforce trust of citizens.
Utilities	Understand the connection between renovation, energy savings and health impacts Understand the effect their actions to ensure energy saving Free access to information and knowledge	Project newsletter, Postcards, EPD, Videos, Social media, Presentations. **In REACT Groups**: Council or utility website, Direct engagement at events, Direct engagement with new householders via municipalities' initiatives.	Increase awareness and preparedness, Find out information about energy poverty issues and engage with topics and targets specific to their needs, Understand policy context of energy poverty, Build transnational networks for knowledge transfer / exchange, Promote customer relationships, Improve public relations / CSR strategies. **In REACT Groups**: Enable citizens to save money and contribute to saving natural resources locally, Improved understanding of local energy issues, Reduce energy consumption by promoting the use of energy saving tips, Reinforce trust of citizens , Learn about effective ways to tackle energy poverty and thus avoid costs of debtor management / fulfil their energy efficiency obligation.

Citizen groups/NGOs	Understand the connection between renovation, energy savings and health impacts Understand the effect their actions to ensure energy saving Achieve consensus among majority of tenants in a building to support energy saving activities City councils helping citizens to address energy poverty issues Free access to information and knowledge	Project newsletter, Postcards, EPD, Videos, Social media, Presentations. **In REACT Groups**: Council or utility website, Direct engagement at events, Direct engagement with new householders via municipalities' initiatives.	Increase awareness and preparedness, Find out information about energy poverty issues and engage with topics and targets specific to their needs, Understand policy context of energy poverty, Promote their members' interests / needs / concerns at national level, Build transnational networks for knowledge transfer / exchange Promote customer relationships, Improve public relations / CSR strategies. **In REACT Groups:** Enable the citizens to save money and contribute to saving natural resources locally, Improved understanding of local energy issues, Reduce energy consumption by promoting the use of energy saving tips, Reinforce trust of citizens.
Charitable and social work associations	Lobbying with City Councils to promote energy poverty related topics. Support in reducing complicated procedures and bureaucracy problems. Positive effect of targeted community engagement programs. Opportunity to shape national policy framework	Project website, Project newsletter, Postcard, Poster, Events, EPD, Social media.	Exchange of expertise, Increase awareness and learn about best practices, Multiplying information, Platform to increase awareness of their role, organisation and the projects that they are involved with. **In REACT Groups:** Opportunity to contribute to the EPD, providing another channel for their message, Opportunity to shape

			policy design in the interest of the groups they advocate for => improve the situation of affected households.
Fair transition regions	Risks of energy poverty and strategies to mitigate the negative impact for the vulnerable groups	Scientific papers, Events & conferences, Social media, Project newsletter, Project website.	Transition regions are having double the effect: losing their main economic driver (coal, lignite, oil-shell) AND also the local subsidies on energy carriers many these regions have been implementing for compensating the environmental destruction. These regions are looking for suggestions on mitigating the potential energy poverty.
The EU H2020 community and the international scientific community	Scientific activities in a collaborative format where formal and informal teams and networks promote sharing of best practices and experiences on energy poverty.	Scientific papers, Events & conferences, Social media, Project newsletter, Project website.	State-of-the-art progress through sharing of scientific knowledge and synergies through cross-project cooperation.

2.2

Objectives

The overall objective of the ENPOR dissemination concept is to increase the impact of the project among the target audiences. These target audiences and the expected impacts of the project development are detailed hereafter. To raise interest for the project, dissemination activities are extremely relevant for this project during its whole lifecycle (for general information please see Table 2 Overall ENPOR dissemination objectives).

Table 2 Overall ENPOR dissemination objectives

Project objectives	Types of objectives What can dissemination do to reach a project objective?	Dissemination objectives
Deepen understanding on energy poverty policies for the private rented sector (PRS)	Increase knowledge	Dissemination will increase knowledge of target local, regional, national and EU authorities and sector agencies about setting up partnerships

		beyond administrative borders though EPD integrated to the project website, capacity building activities and communication tools such as the newsletters.
	Influence attitude	Dissemination will influence policymakers and bodies responsible for legal framework to allow for flexibility negotiating on solutions within and outside the existing legal and regulatory framework though providing policy fiches, bilateral and multilateral meetings, events and workshops.
Monitor dimensions of energy poverty in the private rented sector (PRS)	Raise awareness	Dissemination will raise the awareness of public authorities, energy agencies, landlords and their tenants as well as NGOs about feasible solutions for the main challenges of the 10 piloting policies.
	Increase knowledge	Dissemination will increase knowledge of specialists and energy consumers of energy-poor households and their landlords.
Support the set-up and implementation of energy efficiency policies to alleviate energy poverty in the private rented sector (PRS)	Influence attitude	Dissemination will influence policymakers and bodies responsible for the legal and regulatory framework to adopt identified changes for the future in order to increase implementation of the 10 policies identified.
	Change behaviour	Dissemination aims to achieve the target number of 10 policies in EU countries aiming to replicate them in various policy levels.

The dissemination of project results must be harmonised not only with the delivery of the complete (or at least strongly drafted) ENPOR results but also with the activities of the target group they have been developed for, e.g., when aiming at university staff, busy exam periods and summer breaks should be avoided for getting in contact**. The audience should not be overloaded**, but always kept informed about the project progress to maintain their interest. At the same time, the dissemination approach per target group should consider the specific dissemination goals when designing their own dissemination steps. To support a harmonised but still multicolored dissemination roadmap to all partners actively disseminating on local, regional, national and European level, the main dissemination approaches were assigned to the ENPOR dissemination goals.

Table 3 Dissemination approaches by dissemination goal category

ENPOR Dissemination Goals	Dissemination approach
1. Clear and agreeable definition for Energy Poverty in the private rented sector (PRS) in the EU	- Digital publications and engagement in social media via website, the EPD and social media. - Generating discussions via engaging events, workshops and capacity building events in REACT groups and Policy Groups thus offering a forum for community knowledge sharing. - Deliverables widely circulated via ENPOR communication channels according to an action plan for communication and engagement. The plan aims to attract users to the EPD for the entire project period and implement a first set of communication actions (described in detail in D6.1). - Policy papers - Academic writings / science papers
2. Successful pilot activities of the ten policies in ENPOR countries	- ENPOR will apply a collaborative approach to ensure stakeholder involvement in the ENPOR EPD and in the dissemination of ENPOR results through engagement strategies (WP4), policy recommendations, validation seminars and workshops, and feedback via the REACT groups as well as, awareness and visualization techniques such as videos and infographics. We will disseminate our experiences and results from this approach to the wider ENPOR community of experts and stakeholders in scientific publications, presentations and by publishing success stories on the ENPOR website and social media. - Pilot fiches will support a better understanding of suggested policy recommendations for sharing best practices and community contributions from the ENPOR EPD through existing social networks (Facebook, Twitter, etc.) will be provided in the EPD. - Policy reports exploring gender dimension, energy efficiency policies and an overview of inspiring cases will be disseminated exploring new strategies.
3. Activities of European, National and Regional institutions in acknowledging the effect of energy poverty in the private rented sector	- At European, national and regional levels, project partners will advocate ENPOR as a coherent platform within their networks. At European level, the lead partner Climate Alliance will use its network of cities and municipalities, e.g., the networks will be used to disseminate information about the project and organise public events targeting local and regional authorities. The Covenant of Mayors (CoM) initiative will be involved not only as a dissemination channel, but also will be invited to contribute via the policy forum and if interested via the REACT groups. The collaboration with the Covenant of Mayors and its dissemination platforms/channels will help to

reach a vast number of municipalities.

The developed strategy, the models and the replication scheme are important elements for the communication of the key messages and especially for the roll-out of project solutions. Infographics and good-practice examples will be edited in an appropriate way in order to tackle the stakeholders for energy poverty in the private rented sector via the established local, regional, national and European communication channels. - Dissemination of newsletters, articles, scientific papers, press releases etc. through networks the networks of listed in the GA and beyond

- Presentation of ENPOR results at scientific conferences, political meetings, professional networks and associations.
- Capacity building workshops with policymakers, citizens, experts, NGOs, municipal representatives etc.

- Exchange with other energy poverty-related projects through newsletters, networking meetings at EU events and conferences.

- Promotion of best practices and good work through the EPD.

Related to the partners' local activities, each partner will update their dissemination activity plans every 6 months to adjust actions according to evolving activities of the partner's organisation. As the follow-up of the project activities, it shall be ensured that **access to project results is granted to target groups and transfer of results to new target groups/ new sectors is enabled**. Results shall be easy to be adapted and shall be available on various languages. Social media and the project website will ensure passing of results to decision makers/ key stakeholders. The partnership decided, that the partnership will share the **Intellectual Property Rights-IPR** to project outputs and uses Creative Commons Licencing to enhance exploitation of results.

2.3
Key Messages
Key to the ENPOR approach is the involvement of four target groups, making it:

Top-Down: Politicians and mayors will be supported in the mitigation and implementation of EU fair transition policy → International and national policymakers, local, regional Politicians, European associations and organisations active in energy poverty, EU sister projects

Middle-Out: Professionals will share knowledge and experiences to keep up to date with current best practices → Officers and experts (municipal, academic, NGOs, energy agencies, energy experts)

Bottom-Up: Households and landlords will use the ENPOR services to find out about

energy poverty issues affecting them and be enabled to change behaviours to manage energy poverty issues → Local community participants, activists and business (in case landlord consists of a company). The partnership will discuss in further detail **'how to talk about energy poverty'**. The words **vulnerability** and **insecurity** are good substitutes for poverty.

Additional important key actors in this WP are network partners of the public sector, such as communal or city networks or associations. All these actors have already an interest or should be motivated to support their members or customers to overcome barriers in energy poverty-related governance systems.

Having usually a large network as background, environmental associations can ensure a broad communication to important stakeholders. Environmental online and offline (printed) media has to be mentioned as well as they have a wide range for dissemination e.g., Bund für Umwelt und Naturschutz Deutschland – BUND e.V., Friends of the Earth, Habitat for Humanity., World Wildlife Fund WWF, Greenpeace

Another actor is the Covenant of Mayors Office (CoM), it is responsible for the coordination and the daily management of Covenant of Mayors. Covenant of Mayors' objective is to increase the capacity of local authorities to deal with sustainable energy planning and support the preparation of Sustainable Energy and Climate Actions Plans SECAP. Energy poverty topic has been added to SECAP methodology.

2.3.1
Main project message

To achieve their common goal, all partners will dedicate much effort to disseminating project results at all levels, be it internally by the participating organisations and the consortium, as well as on regional, national, European or international levels. The overall message to be communicated to all target audiences is:

Energy vulnerability (formerly: poverty) is a critical factor to consider
within a fair energy transition, which must be addressed with
adequate policies.

Keywords : Energy poverty, energy vulnerability, private rented sector, hidden impact, fair transition, fair energy transition, capacity building in the energy sector, split incentives, policy co-creation, quality of life, living comfort
On Social Media: #ENPOR, #fairenergy, #energypoverty, #energyefficiency #climatechange #greenenergy #energyconsumption #energypolicy #energyresearch #energysaving #financialaid #householdconsumption #marginalisation #fairness #regional #local #urbangoals #energyvulnerability #energysecurity #energyinsecurity

2.3.2

Messages per target group

Policymakers:	**Energy vulnerability (former: poverty) is a critical factor for a fair transition and requires addressing with the proper policy.** **ENPOR designs and implements ten policies for addressing the energy vulnerability in private rented sector (PRS) for the European Union** **The European community is providing significant effort, energy and investments to support regions tackling with energy poverty.**
Governance systems, Experts:	**Alleviating the impact of energy poverty in the private rented sector is a challenge because it can be hidden (not visible through social data) and the tenants lack the knowledge or possibilities for action to overcome the split incentive barrier.** **With proper planning, the impacts of energy poverty can be mitigated** **ENPOR is increasing the capacity of decision makers for understanding and mitigating the effects of energy vulnerability.**
NGOs, private households:	**ENPOR partners are in dialogue with local communities about the specific aspects of vulnerable households in private rented housing sector. ENPOR supports policies that protect the rights of energy poor households.**

The support from the H2020 programme of the European Commission will be acknowledged in all communications.

2.4
Responsibilities and Project Partners' Involvement

In ENPOR, project partners play a key role in reaching the project's audience. It is of major importance that partners with direct contact to the project target groups dedicate effort and time to disseminate project results.

Table 4 Partner Tasks and Responsibilities

WP Leader – WPL CA	Task Leaders - TL IEECP / ENEA	Project Partners – PP CA, IEECP, UoM, UPRC, DOOR, CRES, ENEA, TREA, AEA, HU, WI, UIPI
Coordinates the activities in collaboration with task leaders and project partners.	Coordinate and monitor the Task 5.3 - Best Practices replication guidance activities in collaboration with project partners. Provides the necessary tools, methods and indicators to measure impact.	**WI** is responsible for *D5.2 Pilot Outcome fiches – Analysis of the policies' outcomes* (M31) and *D5.3 Overview of key findings and inspiring cases* (M31)
Coordinates feedback on the contacts with the stakeholder groups (across the partnership).	**IEECP** contributes to the drafting of the policy recommendations (T5.2 and *D5.4 Policy recommendation paper on setting up energy efficiency policies* -M32)	**UoM** is responsible for D5.5 Policy report on the gender dimension in energy efficiency policy support and means to address it (M32)
Maintains a mailing list to reach stakeholders through the 6-monthly newsletter, gathers content from partners and publishes the newsletter every 6 months.	**ENEA** is responsible for *D5.6 Replication Plan on the possible ways of upscaling best practices* (M30) and *D5.7 Recommendations for replicating best practices for energy poverty in the private rented sector* (M33)	**UIPI** reviews the draft policy recommendations (*D5.4 Policy recommendation paper on setting up energy efficiency policies* - M32) and provides feedback on their alignment and relevance to respective EU policies.
CA is responsible for T5.1 and D5.1 *Exploitation and Dissemination Plan* (M3 and 25) and for T5.2 Synthesis of outcomes and policy recommendations leading to D5.4 *Policy recommendation paper on setting up energy efficiency policies* (M32)		**ALL:** customize Policy recommendations to their national PRS sectors
Identifies dissemination opportunities and ensure partners contribute through networking, presentations and publications.		**ALL:** Organise/ Participate and report on events, conferences, workshops, (digital and/or online), campaigns, publications. Partners are in charge of organising outreach activities at

		national and local level. Organise and participate in REACT Group meetings
Ensure all partners contribute actively to the social networks		**ALL:** Identify dissemination opportunities (external events, publications) and contribute through presentations and publications and report on participation/contribution
Content management of the social media platforms.		**ALL**: Contribute to ENPOR website, newsletter and social media, and disseminate newsletters, website, social media in their own channels and in networks potentially interesting for ENPOR.
Collects data from partners and write a reports on dissemination activities		ALL: Inform the European energy poverty community of project activities.
Provide report templates and collect reports on dissemination activities of project partners		

2.5
Tools and channels

The partnership implements classic communication tools mixed with contemporary communication to reach a variety of goals:

Visual Identity – image building

Online Public Relations – building knowledge, building up publicity

Classic Public Relations – networking, building up target group relations

Direct marketing – dialogue, networking, providing information

With the combination of local engagement events and online media PR, ENPOR plans to reach a wide spectrum of target groups. At relevant milestones of the project, partners will contact their contacts to provide ENPOR related content. While the main content will be stored on the ENPOR website as a reference point, online PR will be interactive to promote dialogue and consultation with the stakeholders of the project through blogs, microblogging and other relevant online content, such as professional networking sites like LinkedIn. Social online community building will support the content delivery promoting the idea of peer support and involvement of stakeholders. For more information visit Social Media Guide.

The tools and channels selected take into consideration the targets groups, their characteristics; mailing lists for the project newsletters will be created and an action plan for all partners to follow: e.g., dates, deadlines, responsible person. **The communication channels will be adjusted to the target groups and are in detail described in the Deliverable 6.1 Communication Plan.** The promotional material will have a clear concept and consistency. Professional design and PR approach are being implemented. The project branding will be specialised, including cultural dimension and social online media strategy. Dissemination requires concrete actions with concrete products. The term "product" may mean a wide variety of project results. In the case of ENPOR, the following comprehensive list applies:

- Project visual identity,
- Policy fiches containing policy recommendations,
- Policy papers, online and offline policy documents,
- Promotional videos,
- Interviews, testimonials with stakeholders,
- Online and offline databases,
- Capacity building and training manuals and guidelines,
- Information platforms (website, Energy Poverty Dashboard),
- Trainings/workshops/seminars/webinars,
- Surveys and analyses,
- Cooperation processes and methodologies,
- Lessons learned,
- Know-how and good practices,
- New forms of cultural expression and policy dialogue,
- New transnational partnerships and cooperative ventures,
- Press releases, press conferences,
- Blog posts / microblog posts,
- REACT meetings / policy visits,
- Newsletter articles,
- Reports and analysis papers,
- Scientific publications,
- Scientific presentations
- Replication methods and tools.

A detailed description of communication materials is available in the D6.1 ENPOR Communication Plan. ENPOR provides information to convey the project's key messages through a variety of dissemination channels using digital and printed materials, based on the ENPOR corporate design with a specific logo, colors and fonts. To present ENPOR to the outside world project partners have the option to use postcards, newsletters, social media channels, infographics, websites, press releases as well as templates in MS Word, MS Powerpoint. There will also be a template for the newsletter. Table 5 Overview of dissemination methods (see D 6.1 for details) presents the overview of dissemination methods we use to raise awareness, inform the audience, to engage with target groups and to promote the project. This will be followed by explanatory subsections with roadmaps and KPIs.

Table 5 Overview of dissemination methods (see D 6.1 for details)

Activity	Type	Objective	Target
Website (IEECP)	DIS/ COM	Increasing knowledge on the project topic / Making information easy-to-understand	Global and targeted
Partner Websites (PP)	DIS	Present ENPOR activities and results to project partners' networks	Targeted – Project target groups
Energy Poverty Dashboard (WP2)	COM	Providing qualitative and quantitative data on policies and energy poverty groups	Policymakers, REACT groups, actors dealing with EP households
Digital Newsletters (CA)	DIS	Making information easy-to-understand & communicate to the different stakeholders in EU and globally	Global and targeted
Partner Newsletters (PP)	DIS	Present ENPOR activities and results to project partners' networks	Targeted – Project target groups
Social Media channels (CA)	DIS/ COM	Creating awareness and familiarity with the project topic, objectives and results	Global and targeted
Partner Social Media Channels (PP)		Present ENPOR activities and results to project partners' networks	Targeted – Project target groups
Videos (five) (PP)	DIS/ COM	Creating awareness and familiarity with the project topic, objectives and results	Global and targeted
Project business card (CA)	DIS	Creating awareness and familiarity with the project topic, objectives and results	Global and targeted
Webinars (CA & PP)	DIS/CO M	Webinars on co-developing the EPD, validating the findings of the recommendations, capacity building purposes and a final one presenting the overall project linking with other relevant projects (6 in total)	Global and targeted
Infographics (IEECP)	DIS/ COM	Translating the project topic, objectives and results into a non-scientific language and in a clear and impactful way	Policymakers, community groups, households, research community
Blog posts/ articles / press releases (IEECP)	COM	Creating awareness and familiarity with the project topic, objectives and results	Target groups and beyond project community
Digital networking and clustering activities with EU projects (CA)	COM	Creating awareness and familiarity with the project topic, objectives and results	Target groups and beyond project community
Final conference	DIS	Present the project topic, objectives and share the results	All target groups

(UIPI)			
Participation at external events	DIS	Present the project topic, objectives and share the results	Policymakers, scientific community
Scientific Publications	DIS	Present the project topic and share the results	Scientific Community

3
IMPLEMENTATION

The Table 6 Primary ENPOR dissemination activities, deliverables and checkpoints according to the 3 phases defines the checkpoints during the project duration. These phases are subdivided into **phase 1: Initial awareness raising phase (m1-m12), phase 2: Engagement phase (m12-m24) and phase 3: Replication phase (m24-m36)**. As time passes, more project results will be available for dissemination, thus the hottest phase will be phase 3 with all channels implemented.

Table 6 Primary ENPOR dissemination activities, deliverables and checkpoints

Phase	Objective	Activities	WP5 Deliverables	Dissemination checkpoints
m1-m12	Inform Create Awareness	Project website Project partners websites Social media Project newsletters CA newsletters Postcards Articles Event presentations First REACT group meetings	D5.1: It provides the plan for the project dissemination of results, including channels, activities and materials.	ENPOR Web Platform running; Connect ENPOR with all project partners; Establish social media channels for ENPOR dissemination; Create communication materials; Publish the first scientific publication; Start of ENPOR newsletter activities; Disseminate ENPOR on events and conferences; Establish networking co-operation.
m12-m24	Inform Engage Discuss Learn Co-design	REACT Group meetings Project website Social media Project newsletters CA newsletters Postcards Articles Press releases Events Videos Workshops and capacity building events, Policy meetings		Feed the ENPOR website and social media with ENPOR information; Publish further newsletters; Publish press releases (running EPD and best practise repository); Intensify networking co-operations; Publish further scientific publications; Disseminate ENPOR on events and conferences; First workshop capacity building activities; Motivate stakeholders and local authorities filling content into

				policy support actions.
m24-m36	Engage Promote Replicate	Project website Social media Project newsletters CA newsletters Postcard / Infographics/Pres entations Articles Press releases Event presentations Videos Workshop trainings, Policy meetings Conference participations Networking events	D5.2 Pilot Outcome fiches D5.3 Overview of key findings and inspiring cases D5.4 Policy recommendation paper D5.5 Policy report D5.6 Replication Plan D5.7 Recommendation s for replicating best practices	M5.4 ENPOR final conference realised; Feed further the ENPOR website and social media with ENPOR information; Publish further newsletters; Publish press releases; Intensify networking co-operations; Publish further scientific publications; Disseminate ENPOR on events and conferences; Offer EPD demonstrations; Second workshop trainings, social hub activities, industry panels; Motivate local authorities creating her own EPD within the ENPOR project.

Concrete dissemination activities focus on delivering project results via various dissemination and communication materials in a given timeframe or in a cycle (such as the newsletters or social media). Dissemination activities include communication materials as well as communication methods such as infographics or policy events. Both the materials as the events are considered as the backbone of dissemination activities. See the structure of the dissemination activities below:

Activity	Responsibility	Timeframe
Promotional materials – via WP6		
Postcards to inform about the project	TL 6	Month 3-6
Infographics	WPL 6 with input from PP	Month 12-36
Standard project presentation for talks	TL 6	Month 3
Digital tools and activities – via WP6		
Through internet (website, LP/PP websites, social media channels)	WPL 6, PPs	Month 3-36: Regular updates about project,

		progress of activities, events
Digital newsletter using the LP and PP networks	TL 6 in English with input from PPs	Every 6 months
Video clip or similar attractive tool to promote and inform about ENPOR outcomes	WPL 6 with contribution of TL and PPs	Month 20-36
Social media channels to promote and inform about ENPOR outcomes	TL 6 with contribution of PPs	Month 2-36
Public events and policy meetings		
REACT Groups, Policy Forum events and Final Conference with all target groups	PP, TL 4 and 5 with contribution of all PPs	Final Conference: 2022
Public workshops	TL 5 and PPs	Yearly conferences, European Sustainable Energy Week, Energy Community events, etc.
Policy validation events at PP sites	PPs with policy pilots showcase interim results and discuss with local interest groups and PPs	According to WP4 timeplan
Policy workshops (1 targeting regional authorities and policymakers, 1 targeting national and EU level authorities)	TL 5	Month 30 and Month 36
Publications		
Publications in general, technical and scientific journals	PPs	From Month 12 on
Factsheets and/or Policy briefs	To be launched by LP and PPs: Summarising starting points/joint midterm/final results, digital	From Month 24 on
Participation and stands at national and international conferences and events to promote and transfer findings	PPs	Continuous

3.1
Dissemination Activities

3.1.1
Websites

A project website is being developed from the early project stages, to be available at the latest on month 4. It will contain all project information (topic, objectives, partners' information), information about the energy poverty topic (definitions, support schemes in the private rented sector, good practices, policy recommendations), access to and information on the Energy Poverty Dashboard and all project deliverables. Graphical material will also be shared, as well as links to sister projects, news and events.

The website is an important dissemination tool as it links to all project material and allows sharing our research. For more information about the project website, see section 2.6 of the Communication Strategy (D6.1), and visit http://www.enpor.eu.

All public deliverables will be available for download on the project website:

D2.1 Report on Energy poverty in the PRS- overview and framework first version (M3)
D2.2 Analysis and assessment of existing policies in the private rented sector - first version (M5)
D2.3 Matrix on structural factors impacting energy poverty policies (M7)
D2.4 Energy Poverty Dashboard Tool (M12)
D2.5 Guidance on the Energy Poverty Dashboard draft (M12)
D2.6 Report on Energy poverty in the PRS- overview and framework updated version (28)
D2.7 Analysis and assessment of existing policies in the private rented sector final version (M30)
D2.8 Final Matrix on structural factors impacting energy poverty policies (M32)
D2.9 Guidance on the Energy Poverty Dashboard final (M33)
D3.1 Working Document with guidelines on setting up policies according to best practices and country-specific circumstances (draft) (M8)
D3.2 Report on individual energy efficiency policies for energy poverty (M10)
D3.3 Monitoring framework (M7, 25)
D3.4 Working Document with guidelines on setting up policies according to best practices and country specific circumstances (final) (M26)
D3.5 Report on individual energy efficiency policies for energy poverty final (M30)
D3.6 Monitoring outcomes final version (M32)
D4.1 Engagement strategies of the REACT groups for each support scheme (M4)
D4.2b Documentation and guidelines for replicating REACT groups (M24)
D4.3 Capacity building material first version (M8)
D4.4 Proceedings on the capacity building activities (M27)
D4.5 Proceedings and material from the EU level events and policy support actions (M12)
D4.6 Engagement strategies updates of the REACT groups for each support scheme first version (M12)
D4.7 Engagement strategies updates of the REACT groups for each support scheme final version (M18)
D4.8 Capacity building material final version (M15)
D4.9 Final proceedings and material from the EU level events and policy support actions

(M36)

D5.1 Exploitation and Dissemination Plan (M3)

D5.2 Pilot Outcome fiches – Analysis of the policies' outcomes (M31)

D5.3 Overview of key findings and inspiring cases (M31)

D5.4 Policy recommendation paper on setting up energy efficiency policies (M32)

D5.5 Policy report on the gender dimension in energy efficiency policy support and means to address it (M32)

D5.6 Replication Plan on the possible ways of upscaling best practices (M30)

D5.7 Recommendations for replicating best practices for energy poverty in the private rented sector (M33)

Beyond the project website, all project partners will publish key ENPOR results via their own digital frameworks:

Project Partner Websites	Websites in project partners' outreach
https://smartsustainablecities.nl/nieuws/default.aspx	https://jma.nl/ https://energiebox.org/
https://wupperinst.org/en/news/	
https://www.mui.manchester.ac.uk	http://www.fuelpovertyresearch.net http://www.engager-energy.net
www.enea.it www.efficienzaenergetica.enea.it www.italiainclassea.enea.it	http://oipeosservatorio.it/ https://www.povertaenergetica.it/
https://www.climatealliance.org/home.html https://www.klimabuendnis.org/home.html	https://www.covenantofmayors.eu/news-and-events/news.html https://www.score-h2020.eu/ https://climate-adapt.eea.europa.eu/about
https://www.trea.ee/	www.tartu.ee
http://door.hr/	https://www.zez.coop/ https://balkangreenenergynews.com/ http://odraz.hr/en/home
http://www.ieecp.org/project/enpor-actions-to-mitigate-energy-poverty-in-the-private-rented-sector/	SocialWatt website, ONPE (French EP Observatory)
https://www.energyagency.at/aktuelles-presse/news.html	https://www.umweltberatung.at/presse
http://www.cres.gr/cres/index.html Observatory of Energy Poverty	
https://teeslab.unipi.gr/	Technical Chamber of Greece Energy Observatory;

Table 7 KPIs for dissemination – websites

Dissemination KPIs	Phase 1 m1-m12	Phase 2 m12-m24	Phase 3 m24-m36
Number of websites with ENPOR news	**10**	**15**	**>25**

3.1.2

Newsletters

The ENPOR newsletter is a dissemination and communication method. In the dissemination activity, the newsletter serves as a tool to distribute results and interim results, whereas in D6.1 it serves as a communication and public engagement tool.

The ENPOR newsletter will be published every 6 months starting with M6. The responsible partner (CA) will ask project partners for information and articles to compose and publish in the newsletters. The information will also be available on a regular basis as posted on social media and the website, the newsletter is a way to gather all news and publications into a single dissemination tool. The project partners are required to forward the ENPOR newsletter to their networks and multipliers or include it as link or with news in their own newsletters, and share proof in the monitoring tool. Stakeholders and multipliers will be informed about the project objectives and measures, relevant legislation or political initiatives, good practice cases, tools, events, and experiences through electronic newsletters.

For the ENPOR newsletter, we will be establishing a stand-alone solution in Mailchimp CMS, based on a layout oriented to the styleguide and include an unsubscribe and subscribe section which is connected with a database. The content is based on several deliverables, project news and news coming from co-operation partners. To promote an open approach, we use for the newsletter a Creative Commons license (CC BY). We will follow the general EU data protection law reasoned by running the project newsletter: subscribers register on the website and tick a box confirming they want to be registered and have read the privacy policy available on the website. . An option to unsubscribe at any time will be included in every newsletter.

We will make sure that the newsletters content will be published on the ENPOR website as well on the international level, the electronic newsletter eClimail of CA will be used to disseminate current results of the project (articles according to project progress, at least 6). All project partners will publish articles in their newsletters (according to project progress, at least 6). Central elements for dissemination will be the offers of ENPOR like e.g.:

- Formation of REACT groups in each pilot country (M6)
- Initiation of the policies and national meetings kick-offs (M8)
- Capacity building materials (M 8, M12)
- Energy Poverty Dashboard (M12)
- Annual meetings for the policies (M12, 24, 36)
- Proceedings and material from EU level events and policy support actions (M12, 36)

- Engagement strategies updates of the REACT groups for each support scheme
- Evaluation of the monitoring outcomes of the policies(M26)
- Webinar for validating policy synthesis (M30)
- Replication Plan on the possible ways of upscaling best practices (M30)
- Pilot Outcome fiches – Analysis of the policies' outcomes (M31)
- Overview of key findings and inspiring cases (M31)
- Workshop for validation of recommendations and replication plan (M32)
- Policy recommendation paper on setting up energy efficiency policies (M32)
- Policy report on the gender dimension in energy efficiency policy support and means to address it (M32)
- EU level policy recommendations (M36)
- The public events and public REACT Group meetings (like networking events with policymakers, sector representatives, academic researchers, knowledge mobilisation workshops; social activities; policy events; capacity building sessions (according to implementation stage).

Media Work with press releases to reach mass media is described in D6.1 Communication plan. The Table 8 Dissemination roadmap for newsletters gives an overview about the ENPOR newsletters, which are going to be used to disseminate results of the ENPOR project, followed by the table of partner newsletters. Table 9 KPIs for dissemination – newsletters identifies the KPIs for the newsletter.

Table 8 Dissemination roadmap for newsletters

Date	Newsletter	Communication	Related External Newsletters
M6	Nr 1	Project introduction, Formation of REACT groups in each pilot country, Announcing: Initiation of the policies and national meetings kick-offs, D2.1 and D2.2, D4.1	Project Partner newsletters, Sister project newsletters such as SocialWatt Newsletter, Identified partner network newsletters
M12	Nr 2	Energy Poverty Dashboard, Capacity building materials, Annual Policy Meetings, Materials from the EU level events and policy support actions, D2.3, D2.4, D2.5, D3.1, D3.2, D4.3, D4.5, D4.6	eClimail, Climate Alliance Newsletter (3 distribution lists), Project Partner newsletters, SocialWatt Newsletter
M18	Nr 3	Annual Policy Meetings, Materials from the EU level events and policy support actions, REACT Group meetings, D2.4, D3.2, D4.8	eClimail, Climate Alliance Newsletter (3 distribution lists), Project Partner newsletters, SocialWatt Newsletter, Die Umweltberatung Wien Newsletter, Energiekommune Magazine, SK:KK-News, ODRAZ Newsletter, Green Energy Cooperative Newsletter, Balkan Green Energy News, Manchester Urban Institute newsletter (tbc), POWERTY project newsletter, Umweltberatung Newsletter.
M24	Nr 4	Annual Policy Meetings, Materials from the EU level events and policy support actions, REACT Group meetings, Evaluation of the	eClimail, Climate Alliance Newsletter (3 distribution lists), Project Partner newsletters, SocialWatt Newsletter, Die Umweltberatung Wien

		monitoring outcomes of the policies, D4.2b, D4.7,	Newsletter, Energiekommune Magazine, SK:KK-News, ODRAZ Newsletter, Green Energy Cooperative Newsletter, Balkan Green Energy News, Manchester Urban Institute newsletter (tbc), POWERTY project newsletter, Umweltberatung Newsletter
M30	**Nr 5**	MS 11 Webinar for validating policy synthesis, Inspiring Cases, Announcing WP5 Workshop for validation of replication plan, D2.7, D3.4, D3.5, D4.4, D5.6	eClimail, Climate Alliance Newsletter (3 distribution lists), Project Partner newsletters, SocialWatt Newsletter, Die Umweltberatung Wien Newsletter, Energiekommune Magazine, SK:KK-News, ODRAZ Newsletter, Green Energy Cooperative Newsletter, Balkan Green Energy News, Manchester Urban Institute newsletter (tbc), POWERTY project newsletter, Umweltberatung Newsletter
M36	**Nr 6**	final conference, final policy recommendations, final deliverables, D2.8, D2.9, D3.6, D4.9, D5.3, D5.4, D5.5, D5.7	eClimail, Climate Alliance Newsletter (3 distribution lists), Project Partner newsletters, SocialWatt Newsletter, Die Umweltberatung Wien Newsletter, Energiekommune Magazine, SK:KK-News, ODRAZ Newsletter, Green Energy Cooperative Newsletter, Balkan Green Energy News, Manchester Urban Institute newsletter (tbc), POWERTY project newsletter, Umweltberatung Newsletter

Partner	Newsletter	Subscribers
HU	Centre of Expertise Smart Sustainable Cities newsletter, Newsletter network JMA	2000 tbc
UoM	Manchester Urban Institute newsletter (tbc) POWERTY project newsletter	200 100+
ENEA	ENEAinform@	3000
CA	eClimail (English & German)	1800
DOOR	DOOR_newsletters	1800
IEECP	IEECP newsletter	240
AEA	Newsletter of the Austrian Energy Agency	4600
WI	WI-News	7.000 Ger; 3.000 En

Dissemination KPIs	m1-m12	m12-m24	m24-m36	Overall
Number of recipients of newsletters with ENPOR news	**5000**	**9,000**	**15,000**	**15,000**
Number of ENPOR newsletters	**2**	**2**	**2**	**6**

3.1.3

Networking activities

Networking activities are an important action to disseminate and communicate ENPOR project information and results to our target audience. For this reason, networking activities are mentioned in both deliverables D5.1 and D6.1 with a different focus (dissemination vs. communication).

One aim of ENPOR dissemination activities is to develop a transnational policy network effect. Networking events with qualified participants including REACT Groups, policymakers, energy sector and landlords' organisations' representatives, researchers, NGOs will be attended by the ENPOR consortium and links to existing initiatives by implementing cross-projects collaboration will be exploited as much as possible.

There will be strong networking activities with other institutions on national and EU level (networks of cities like Energy Cities, FEDARENE European Federation of Agencies and Regions for Energy and the Environment, Covenant of Mayors, EU Energy Poverty Observatory etc.) to support activities with a ENPOR approach. Their members will be informed through different forms of communication (newsletters, news, etc.) about ENPOR opportunities. CA has a large database with 4,500 contacts to municipalities in Europe. Information will be disseminated over various other newsletters (see first list under "Newsletters".

International dissemination beyond the EU borders can be realised by our scientific project partners through participating to international conferences and events or by publishing scientific papers or by all project partners by co-operating with networks like Eurocities or Caritas and by publishing articles and news in the world-wide social media.

ENPOR will also build on the Sustainable Energy and Climate Action Plans of EU cities (SECAP) and the benchmark of the Covenant of Mayors. It will address the energy poverty related aspects in energy transition related policy actions of the Covenant of Mayors but also through networking activities with national ministries, energy agency networks and municipalities as well as interest groups such as the Right to Energy Coalition. The networking activities will be established through the whole duration of the project (M1-36) with intense focus on phase 2 and 3. Already established network co-operations are:

- **EU ENERGY POVERTY OBSERVATORY**
- **Covenant of Mayors Europe**
- **SOCIALWATT (Supporting Obligated Parties under Article 7 to adopt schemes to alleviate energy poverty)**

- **EnergyMEASURES (Tailored measures supporting energy vulnerable households)**
- **ComAct (Community Energy Actions for Energy Poverty Mitigation)**
- **EMPOWERMED (Empowering women to take action against energy poverty in the Mediterranean)**
- **STEP (Solutions to Tackle Energy Poverty)** I
- **POWERPOOR (Empowering Energy Poor Citizens through Joint Energy Initiatives)**
- **SAVES2 (Students Achieving Valuable Energy Savings)**
- **SCORE (Supporting Consumer Ownership in Renewable Energies)**

Following networks and organisations have been identified to be approached:

- EUROCITIES
- Habitat for Humanity
- Civitates
- Energy Cities,
- Covent of Mayors East
- ICLEI Europe – Local Governments for Sustainability
- Caritas
- European Anti-Poverty Network
- BUND-Netzwerk / Friends of the earth network, Right to Energy Coalition , European Federation of Renewable Energy Cooperatives, Council of European Municipalities & Regions (CEMR), Union of Baltic Cities (UBC) (World Health Organisation (WHO) - Healthy Cities, Engager Cost Action Network, Ashoka Romania and Ashoka Central Eastern Europe, Sofia Energy Centre, Fuel Poverty Research Network, German Association of Energy Agencies (CA)
- ADEME / ONPE French observatory and energy agency (IEECP);
- Oesterreichischer Haus- und Grundbesitzerbund (ÖHGB) (AEA) - also as engagement activity: invited to be part of the Austrain REACT group;
- Association of Tenants and Apartment Owners (HUSISZ) - also as engagement activity: invited to be part of the Croatian REACT group, DOOR furthermore identified ODRAZ , Green Energy Cooperative, the Croatian Caritas branch, HEP Opskrba, REGEA (regional energy agency), EIHP (energy consultants), Croatian Ministry of Physical Planning, Construction and State Assets, City Velika Gorica, The Environmental Protection and Energy Efficiency Fund; University of Zagreb, and the Croatian Ministry of Labour, Pension System, Family and Social Policy to establish networking activities with; Green Energy Cooperative - also as engagement activity: invited to be part of the Croatian REACT group (DOOR);
- ENR – European Energy Network, Concerted Action of the Energy Efficiency Directive (ENEA)
- Greater Manchester Combined Authority, European Network for Housing Research (UoM);
- European Council for an Energy Efficient Economy , Consumer's Association, throughout the course of the project, WI will approach relevant organizations related to project results that are part of its extensive research network: https://wupperinst.org/en/the-institute/networks/, such as IPCC – Intergovernmental Panel on Climate Change, LCS-Rnet – Low Carbon Society

Research Network, Sustainable Development Solutions Network (SDSN) Germany, GenderCC – Women for Climate Justice (WI);

— HU identified a list of 50 organisations to get in touch with throughout the project period (HU);

— Throughout the project, TREA will be in touch with Tartu City Government, the Estonian Ministry of Economic Affairs and Communication and SA KredEx (TREA);

— EKPIZO - Certified Consumer Union, Hellenic Property Federation, Panhellenic Association for the Protection of Tenants have been identified by CRES to be involved mostly in REACT Group activities starting from 2021 (CRES);

— The Regulatory Assistance Project (RAP), Heinrich Böll Stiftung, Thessaloniki, Institute of Zero Energy Buildings (INZEB), Technical Chamber of Greece Energy Observatory, City Network "Sustainable City"; Hellenic Ministry of Environment and Energy (YPEN), Several Municipalities around Greece, indicatively: Egaleo Municipality, World Wildlife Fund (WWF) Greece; Greenpeace Greece; Social Cooperative "Wind of Renewal", Public Power Corporation S.A. (PPC); have been identified by the Technoeconomics of Energy Systems laboratory (TEESlab) of the University of Piraeus Research Center (UPRC) to infolve in dissemination activities, furthermore Hellenic Property Federation (POMIDA), General Consumers' Federation of Greece (INKA), Association of Greek Valuers (A.VA.G.), Aegean Energy & Enviromental Agency, Development Agency of Karditsas S.A., Greek Green Cities Network, Central Union of Municipalities of Greece (KEDE) have been identified to get in touch with and explore further networking opportunities (TEESlab UNIPI).

The established co-operations have to be nurtured the whole project duration by having regular contact, sending information, newsletter, sharing events where ENPOR is represented, news etc. It is an intensive process but very effective. We plan to establish regular calls, exchange of emails with interesting project results, tagging each other on social media for reshare and organizing events together.

Table 10 Roadmap for networking activities

Date	Activity	Communication	Related Events
M4	Set up contact list Apply for membership at Right to Energy Coalition	Project introduction, mapping networking and collaboration opportunities, check willingness to be involved in the policy forum	
M6	Send Newsletter nr 1 to identified networks	Announcing: Initiation of the policies and national meetings kick-offs, content summary of D2.1 and D2.2, D4.1	Policy Forum meeting (M7) Capacity building webinars (M10) National meetings Regular Right to Energy Coalition online

			meetings
M12	Invitation to national policy events, Send Newsletter nr 2	Energy Poverty Dashboard, Annual Policy Meetings, Capacity building activities, content summary of D2.3, D2.4, D2.5, D3.1, D3.2, D4.3, D4.5, D4.6	Policy forum meeting (M13), Knowledge Exchange meetings - policy consultations (M13-14), Capacity building webinars (M13, M16), Press release Regular Right to Energy Coalition online meetings External Events, Conferences
M18	Participation at network events, Send Newsletter nr 3, invitation to national policy events,	EU level events and policy support actions, Invitation to engagement activities, content summary of D2.4, D3.2, D4.8	Policy Forum meeting (M19), Knowledge Exchange meetings - policy consultations (M19) EU level events and policy support actions, Capacity building webinars (M22), Regular Right to Energy Coalition online meetings, External Events, Conferences
M24	Co-organizing network events, Invitation to policy events, Participation at network events, Send Newsletter nr 4.	Monitoring outcomes of the policies, renewing invitation to use Energy Poverty Dashboard, discussing policy fiches, discussing collaborative effort of policy initiatives, content summary of D4.2b, D4.7	Policy Forum meeting (M25), Knowledge Exchange meetings - policy consultations (M25), Capacity building webinars (M26) EU level events and policy support actions, external conferences, first project results presented to external networks, Regular Right to Energy Coalition online meetings, External Events, Conferences
M30	Invitation to the final conference, send Newsletter nr 5, invitation to national policy events, Participation at network events, co-organizing network events,	Introducing Inspiring Cases, Announcing WP5 Workshop for validation of replication plan, Invitation to final conference, exploring possibilities for external partners to be involved in the final conference.	Policy Forum meeting (M31), Knowledge Exchange meetings - policy consultations (M31), EU level events and policy support actions, external conferences, first project results

		content summary of D2.7, D3.4, D3.5, D4.4, D5.6	presented to external networks, Regular Right to Energy Coalition online meetings, External Events, Conferences
M36	Send Newsletter nr 6, invite to policy events, Participate at network events, co-organize network events, reporting on the final conference results, replication materials.	Final conference, final policy recommendations, final deliverables content summary of D2.8, D2.9, D3.6, D4.9, D5.3, D5.4, D5.5, D5.7	Final Conference, Regular Right to Energy Coalition online meetings, External Events, Conferences

Table 11 KPIs for dissemination – networking activities

Dissemination KPIs	m1-m12	m12-m24	M24-m36	Overall
Number of external networks to which we forward the ENPOR newsletter	**20**	**30**	**40**	**40**
Number of networks, organization etc. that act as multipliers of the ENPOR project	**5**	**10**	**20**	**20**

3.1.4

Final ENPOR Conference

The results, experiences and recommendations of ENPOR will be presented to and discussed with policymakers and other stakeholders at a final conference within the last six months of the project (M43-M48). The conference will also serve as a networking possibility for policymakers and multipliers as well as an opportunity to demonstrate replicability. It will be linked to a larger event to attract more participants. We will announce this final conference through the ENPOR project website, social media, newsletter and a press release. To ensure the largest reach possible the conference is planned to be held both face-to-face (in Brussels) and digitally.

Table 12 KPIs for dissemination – Final Conference

Dissemination KPIs	No
Number of participants at final conference	**100**

3.1.5

ENPOR events: policy meetings, engagement activities

Engagement activities will be held as policy support actions, presentations, workshops, events or conferences when the EPD is going public and first outcomes of ENPOR roll out. Climate Alliance will organise 2 events to validate the policy synthesis at Climate Alliance conferences and events as well as online in webinar format, where they demonstrate the EPD and its possibilities to a wide target audience as well as validating the 10 policies.

Furthermore, WP4-Engagement activities such as policy meetings, policy events, seminars /webinars (in case the COVID-Pandemic keeps holding its grip in the coming years, face-to-face events will be reduced and online meetings will be arranged) will be implemented. A detailed plan for these events will be established within WP4. In the framework of WP3 – REACT Groups will be created and prepare the ground for co-creating the policy initiatives and validation. Dissemination in this context will happen by engagement of the stakeholders in all activities related. This method will be useful to get feedback from users or experts on particular issues, to generate interest on our ENPOR project and to mobilize followers. To get appropriate feedback from stakeholders early in the project, we will involve stakeholder representatives not only in the REACT Groups but also via the policy forum which gives us feedback on feasibility, potential of implementation and replicability.

Furthermore, as the project evolves and the collaboration with networking partners develops, the suitable networking partners' representatives will be invited to the Policy Forum to co-create relevant policy recommendations. Engagement activities will occur mostly on a local and national level as partner create the REACT groups and invite local networking partners to participate. ENPOR Project events will build the backbone of our dissemination activities and are summarised in the following table:

Table 13 Roadmap for ENPOR events

Date	Content	Dissemination and engagement activities
M4	**Project introduction,** set up REACT Groups	Invitation to REACT groups
M6	**Announcing**: Initiation of the policies and national meetings kick-offs, **Sharing**: content summary of D2.1 and D2.2, D4.1	Invitation to Capacity building webinars (M10) Invitation National meetings, results disseminated via dissemination and communication channels **In the REACT Groups:** First REACT Group meetings (M6, M8, M10)
M12	**Announcing**: Energy Poverty Dashboard, **Inviting**: Annual Policy Meetings, **Sharing**: Content summary of D2.3, D2.4, D2.5, D3.1, D3.2, D4.3, D4.5, D4.6	Invitation to Policy forum meeting (M13), Invitation to Knowledge Exchange meetings - policy consultations (M13-14), Invitation to Capacity building webinars (M13, M16), results disseminated via dissemination and communication channels **In the REACT Groups:** REACT Group meetings (M6, M8, M10) Direct engagement via targeted policy fiches, feedback and co-creation Invitation to workshops
M18	**Announcing** and **inviting** to: EU level events and policy support actions, **Inviting**: Capacity building actions,	Invitation to Policy Forum meeting (M19), Invitation to Knowledge Exchange meetings - policy consultations (M19), results disseminated via dissemination and communication channels

	Sharing: Content summary of D2.4, D3.2, D4.8	Participation and organisation of EU level events and policy support actions, Invitation to Capacity building webinars (M22), results disseminated via dissemination and communication channels **In the REACT Groups:** REACT Group meetings (M16, M20, 22) Direct engagement via targeted policy fiches, feedback and co-creation Invitation to workshops
M24	**Inviting**: Monitoring outcomes of the policies, renewing invitation to use Energy Poverty Dashboard, **Introducing** and **discussing** policy fiches, **Discussing** collaborative effort of policy initiatives, Sharing content summary of D4.2b, D4.7	Invitation to Policy Forum meeting (M25), Knowledge Exchange meetings - policy consultations (M25), Capacity building webinars (M26) EU level events and policy support actions, external conferences, first project results presented to external networks, results disseminated via dissemination and communication channels **In the REACT Groups:** REACT Group meetings (M26) Direct engagement via targeted policy fiches, feedback and co-creation Invitation to workshops
M30	**Introducing** Inspiring Cases, Announcing WP5 Workshop for validation of replication plan, **Invitation** to final conference, exploring possibilities for external partners to be involved in the final conference. **Sharing**: content summary of D2.7, D3.4, D3.5, D4.4, D5.6	**Webinar for validating policy synthesis (M30),** **Workshop for validation and of recommendations and replication plan (32),** Policy Forum meeting (M31), Knowledge Exchange meetings - policy consultations (M31), EU level events and policy support actions, Regular Right to Energy Coalition online meetings, External Events, Conferences Results disseminated via dissemination and communication channels
M36	**Inviting**: to the Final conference, Announcing: final policy recommendations, final deliverables, **Sharing**: content summary of D2.8, 2.9, 3.6, 4.9, 5.3, 5.4, 5.5, 5.7	Final Conference, Regular Right to Energy Coalition online meetings, External Events, Conference results disseminated via dissemination and communication channels

Table 14 KPIs for dissemination – ENPOR Events

Dissemination KPIs	No
Number of participants at Validation Webinar and Workshop	**80**

3.1.6

External Conferences and Events

Presentations and conferences are a very efficient dissemination and communication method. Presentations to create awareness of the importance of the ENPOR EPD and for the policy evaluations by REACT Groups are a central dissemination activity for the whole consortium. The importance of ENPOR with regard to social and environmental challenges to European society and beyond will be visualised at selected events and the project's progress will be promoted demonstrating the project outcomes. To attract the interest of potential stakeholders' project partners will participate to national, European and international events and conferences.

Taking part on this and other events and conferences includes spreading disseminating materials and additionally presentations, scientific publications, conference posters, as well as organising networking activities, in-situ-sessions, workshops or demonstrations. The participation to events and conferences starts from the beginning of the project and will be intensified with the finalized dissemination materials to the end of the project (M36).

Policy events, are meant not only to raise awareness, but also to attract policy makers and provide them with the necessary tools and guidance to implement policies that this project's results indicate are the best to tackle the issue of energy poverty in the private rental sector and help eradicate it. These policy events are to be held either face-to-face and in digital format, and on a regular basis depending on the results available to guarantee relevant contents. Whether they are organised integrally by consortium members or as participations in other existing recognised events will depend on how these external events are adequate to ENPOR's intents, best interests and objectives. Ideally, both approaches should be adopted to maximise reach and help potentiate wide implementation and replication.

We are fully aware of the fact that the global pandemic of SARS-COVID-19 puts an extra burden on partners planning to get involved at various events. Originally it was planned to participate and organise events on a regular basis as project results evolve. With the pandemic European events have been constantly forced to either cancel their scheduled programme for 2020 or postpone and transform a face-to-face event into a digital event. While digital events offer an opportunity to be present with project results in the community nonetheless there is an element of networking missing that is extremely important for ENPOR. Some conferences go digital for the first time in 2020, thus we trust that there is room for improvement in the networking side and we continue to put our trust in participating our identified events (and more) and to mitigate the missing networking element, partners will enhance their interaction efforts with people and organisations that they find interesting and relevant for ENPOR during a digital event.

We will review our target group engagement strategy in Spring 2021 to see if the impact of the pandemic prevents the originally planned ambitious events to be carried out. If so, alternative digital channels will be explored including a combination of online meetings paired with social media campaigns, Facebook livestreams and video-visits.

Table 15 Schedule of external events and conferences planned

Conference/Event name	ENPOR Participation	Expected Timing
Climate Alliance International Conference	Parallel session or panel discussion	8 – 10. 09. 2021 Autumn 2022
Key Energy – The renewable Energy Expo	tbc	Autumn 2021,2022
EU Sustainable Energy Week	Organising ENPOR event for the Energy Days	2021
	Applying to organise a session at the Policy Conference	2022
Smart City Expo	ENPOR online event, tbc	2022
Catalan Energy Poverty Congress	tbc	tbc
Cities & Citizens Energy Forum	tbc	2021
Covenant of Mayors Ceremony	tbc	2021, 2022 (tbc)
Making Decarbonisation Fair	Exploring the relationship between energy poverty and decarbonisation policies in Europe - tbc	1st & 2nd March 2021
ONPE Annual Summit	Link to the project, presentation to ONPE members	September 2021
European Energy Network annual meeting	Presentation of the project	February 2021
The 14th International Symposium Power and Process Plants and 9th International Forum on Renewable Energy Sources	Presentation of the project	May 2021 (tbc)
Event organised to present the Annual Italian Energy Efficiency Report.	Presentation of the project results	June 2021, June 2022 (tbc)
Energy and Climate Transformations: 3rd International Conference on Energy Research & Social Science	A set of sessions or papers	13-16 September 2021 (tbc)
American Association of Geographers' annual meeting	Set of sessions	2021, 2022 (tbc)
European Network for Housing Research Annual Conference	ENPOR Session	2021 (tbc)
Energy Transition Symposium (Hellenic Association for Energy Economics)	Presentation of the project results	2021,2022 (either May or September every year)
World Sustainable Energy Days - European Energy Efficiency Conference	Presentation of the project results	2021, 2022 (tbc)
Sustainable Places 2020	Presentation of the project results	2022 (tbc)

Table 16 KPIs for dissemination - Participation at external events

KPIs for dissemination	Phase 1 m1-m12	Phase 2 M12-m24	Phase 3 M24-m36
Number of participations to events and conferences	5	15	25

3.1.7 Reports and other documents

A major expression of external dissemination is the production of deliverables. Over the entire project duration (M1-M36), the ENPOR consortium will produce several public deliverables. Therefore they will be made publicly available in the project website resources area, social media, if appropriate in the newsletter and press releases in order to spread the project excellence and disseminate knowledge to our target groups.

3.1.8 Scientific and Professional Publications

Results of the project are published in technical conferences and journals, with special focus on the EPD and policy fiches as well as research results related to gender studies and new findings related to the Report on Energy Poverty in the PRS. developed. This action is important for two reasons: (a) new research findings need to be subjected to comments of scientific committees putting it to test in comparison with other similar findings; (b) new policies need to generate feedback and demonstrate their potential early on. Some of the published information may be sensitive and of social interest; the data protection guide will layout guidelines to follow in the cases where the article contains confidential material, or where the technology is in the process of being patented.

The planned scientific and professional publications will be released starting in phase 2, starting in M20 with intense focus of publishing in phase 3. Identified scientific journals:

- Environment and Planning A.,
- Journal of Cleaner Production,
- Energy Efficiency Journal,
- Energy and Buildings,
- Materials for Renewable and Sustainable Energy,
- International Journal of Low-Carbon Technologies,
- International Journal of Sustainable Energy,
- Advances in Building Energy Research,
- Energy Policy (IF 2019: 5.042),
- Renewable & Sustainable Energy (IF 2019: 12.11),
- Energy Sources, Part B: Economics, Planning, and Policy (IF 2019: 1.758).

Table 17 KPIs for dissemination – Publications

KPIs for dissemination	No
Number of articles in external publications (peer-reviewed or professional magazines and press)	>10

3.2 Ethical Requirements and Data Protection for Dissemination

Dissemination activities may involve the collection of personal data (such as email address and other contact details), and the photography and/or recording of individuals. Procedures shall be developed for ethical collection of personal data during WP2-3-4 and for validation purspuses via informed consent by participants. The procedures comply with policies of the participating universities and institutions, together with national and

EU legislation. In particular, they comply with the ethical standards and guidelines of Horizon 2020.

The data management procedures will be applied rigorously, regardless of the country in which the research is carried out. The implementation of the informed consent procedures will be kept under review by the Project Ethics Rules and the Project Management Board for the duration of the project. These rules will be formulated throughout the project and laid down in a 'live document' which will be reviewed and, if necessary, revised during the lifetime of the project.

Participants for REACT groups (citizens) and policy forum are being selected by the project partners. They may be recruited through existing groups or through open invitation/advertisement or notification on the ENPOR website, Twitter or LinkedIn. The participant involvement is essential since the project relies on the interaction of the different groups of stakeholders as an interactive community. Detailed description in the invitation procedures will be outlined in the deliverables of Work Package 4 describing the Engagement strategies. The project's objectives and data collection procedures are explained to all participants.

3.2.1

Consent procedure for events

All participants for the REACT Groups and ENPOR engagement events will be clearly informed that their participation is voluntary. The following aspects shall be included in the consent form of participants:

- Providing participants with full details of the objectives of the research/event
- Explaining the participants' involvement and their freedom to withdraw
- Assuring that appropriate records are kept and information is held securely (e.g. keeping data in locked files)
- Providing them with contacts points (project partners)
- Assuring participants about anonymity and confidentiality in project reports or associated publications
- In case participants decide to withdraw and they request the removal of their data, it is ensured that their records will be deleted or destroyed
  – Informed consents also contain the following information:
    - Details of who is conducting the activity
    - The reasons for research and/or communication activity and how (and in what form) the data is going to be used
    - Details about who is sponsoring the project and what the terms of the sponsorship are (reference is made to the ENPOR project and EU Horizon 2020 funding)
    - Consent to collect photographs, audio or video records and how these will be used (data analysis, illustration purposes, displayed to sponsors/non-public academic audiences, printed in public domain documents, etc.)

- Details about who to contact if questions or problems arise.

The consent forms will be structured so that the participant can keep the participant information, whilst the researchers retain the consent form.

Participants are notified as to the specific purpose of the data collection as part of the recruitment and informed consent procedures. All participants are asked to sign a consent form prior to commencement of the research activities and clear opportunities to ask questions or provide feedback regarding their participation are provided (examples of informed consent forms will be included in the engagement reports). Participant's views on interpretation of findings and subsequent written accounts such as reports and articles will not be sought.

3.2.2

Consent procedure for ENPOR newsletters

Names and email addresses will be collected for the ENPOR newsletter subscriber list, through a registration form on the website. Subscribers register for the newsletter via the registration form, which is accessed from the end of a newsletter or on the ENPOR website directly. Recipients of the newsletter are given the option to subscribe or unsubscribe at any time using the links given at the end of newsletter. When a person unsubscribes, their mail address is deleted automatically from the database as stated in the privacy and cookie policy described hereafter.

3.2.3

Consent procedure and cookie policy for the ENPOR Website

A detailed privacy and cookie policy is available on the project website (when people accept or decline the cookies, when they subscribe to the newsletter and permanently at the bottom of the project website) and in annex of the project Communication strategy (Deliverable 6.1). This section describes, in accordance with the EU General Data Protection Regulation 2019/679, how and when ENPOR, collects, uses and shares information from www.enpor.eu visitors' or ENPOR's newsletter subscribers.

A cookie pop-up is set up to appear when visitors arrive on the website, where they can choose the way (and which of) their information is processed. Consent is required when subscribing to the newsletter, with a box to tick agreeing with the conditions stated in the Privacy and Cookie Policy.

The ethical requirements in the REACT Groups and on feedback mechanisms for engaging stakeholders will be detailed in the D4.1 Stakeholder Engagement plan. The procedures that will be followed, including approval and informed consent for gathering personal data and secure data storage are subject to relevant legislation and guidance.

4
MONITORING DISSEMINATION ACTIVITIES

Monitoring the quantity and frequency of dissemination activities helps to identify opportunities and also acts as an early warning system to any future problems. The project partners will be involving stakeholders who are directly interested in the project results results or are directly influenced by the outcomes of the project and have a vast network of relevant persons in the target group.

At a later stage of the project, our target groups will be asked to give feedback on project results or even post a review as a standard part of our engagement strategy in WP4. This way the more engaged stakeholders identify themselves by their own self-selection. A stakeholder who doesn't care about the project result is likely to be less committed or less emotionally attached. On the other hand, a stakeholder who is engaging is likely to be more emotionally connected. The partners need to know about the opinion and affinity our target groups have towards the project. This is often expressed through repeat participation, visits, downloads, ratings, reviews, blogs, discussion forums and, ultimately, their likelihood to recommend a colleague. Important questions we have to ask regularly:

- Is stakeholder engagement measured?

- Do we identify the engaged stakeholder and use their feedback to improve communication? If yeas, can this stakeholder be engaged through the project lifetime and become a project ambassador?

- Is it possible to increase some stakeholders' level of engagement by moving them up from giving a rating, to writing a review, to joining a discussion, to suggesting ideas, to screening ideas, to testing ideas and eventually to using the ideas when they become policy recommendations? Many of these stakeholders will become ,evangelists' or ,ambassadors' for ENPOR and can be engaged beyond the project lifetime to replicate ENPOR policies.

Involving stakeholders of the project outcomes in these processes is vital for such a specialized initiative. Translating our dissemination efforts in digital activities, stakeholder engagement can be measured online as user engagement: in fact, Nielsen suggests only 1 per cent of website visitors will be involved in direct co-creation of the results; 90 % lurk, 9 % occasionally contribute and 1 % regularly contributes. It is called 90–9–1 rule. But that 1 % is important: hence the importance of identifying engaged stakeholders. This engagement of users required a careful planning.

4.1

Evaluation of the Dissemination Impact

Good dissemination action effectiveness depends on communication effectiveness. The partners can measure the partners' communication by assessing the effectiveness of each tool the partners used. Within the WP5 - Dissemination, partners will keep records of dissemination actions, report them via a monitoring tool developed in collaboration with WP6 - Communication. This monitoring tool is available in the shared data management area and partners will be asked to use it on a regular basis, preferably after each dissemination action but at least every 6 months. Furthermore Project Partners will have the chance to use the Event Template (see Annex 2) to track and monitor their events.

4.1.1

Key Performance Indicators (KPIs)

Before the partners decide to act, it is recommended to launch the partners' communication and dissemination activities on a smaller scale such as in the partners' municipality or direct outreach (depending on the level of activities the partners usually perform). After assessing the results, the partners can start planning a bigger scale action plan in case necessary. In this way the partners have a chance to tailor dissemination actions and save time and money. To check whether target audiences have been reached by the dissemination actions, the project will have to measure the number of recipients, the kind of message they received, and if the message was understood as foreseen. Finally, partners need to consider what is their perception and feedback and provide a dissemination report at every project reporting period. In this report, partners will provide feedback on the impact produced by dissemination measures and will assess the results achieved comparing against those expected or foreseen. This evaluation will be carried out in accordance with the project activities.

In terms of the policy recommendations, it is expected that the policy recommendations shall be quoted in 10 national and EU policy documents, with at least 80 participants validating 10 Policy fiches during 2 webinars, at least 2 experts from each pilot study and 5 invited experts from Policy Forum validating the T5.2 findings. A series of key performance indicators (KPI) have been defined in the Grant Agreement and by D6.1 Communication Plan (see Table 18 Key Performance Indicators in D6.1 Communication Plan), to measure the impact of the dissemination activities carried out by the project consortium:

Table 18 Key Performance Indicators in D6.1 Communication Plan

Activity	Type	KPIs	Monitoring
Website	DIS/ COM	1500 unique visitors per year 1000 downloads /Y An average of 2.5 min stay	Google Analytics account set up when website launched.
Energy Poverty Dashboard	COM	100 unique visitors per year An average of 2 min stay	Google analytics when EPD launched
Newsletters	DIS	5000 recipients 30% opening rate	Emailing system attached to the website
Social Media channels	DIS/ COM	ENPOR hashtag used 1200 times on Twitter 400 followers on LinkedIn 5000 followers on Facebook	Twitter own analytics, Twitonomy
Videos (five)	DIS/ COM	500 views	YouTube statistics
Project postcards / business card	DIS	1000 cards disseminated	Number of copies distributed and where tracked
Webinars	DIS/COM	At least 50 participants in each webinar	Number of attendees and number of questions addressed
Infographics	DIS/ COM	600 downloads	Number of downloads on the website and where tracked
Blog posts/ articles / press releases	COM	Readership expected: about 15 articles and press releases in the project's course	Media monitoring performed regularly. Copies of the articles shared on our website.
Digital networking and clustering activities with EU projects	COM	Project referenced online on about 50 other websites and referenced to at EU-projects' meetings and conferences	Digital monitoring
Final conference	DIS	Audience of 100-120 participants	Number and list of participants if available. Minutes. Photos.

In addition to those and in accordance to the Communication KPIs, the following target values have been identified for dissemination:

Table 19 Summary of KPIs for dissemination – Target values

Tools	KPIs	Target value
Newsletter	Number of recipients of newsletters with ENPOR news	At least 5000
	Number of ENPOR project newsletters sent out	At least 6
	Number of partner's newsletters with ENPOR information sent out	At least 6 per partner
	Number of other networks to which we forward the ENPOR project newsletter (other organizations)	50
Mentions on Websites	Number of ENPOR project news on other websites e.g. project partners website, Covenant of Mayors website etc.	Cca 50
Press releases	Number of press releases	At least 3
Events and conferences	Number of external events and conferences, workshops or webinars, digital events where ENPOR is presented/mentioned (at least 3 per project partner)	At least 25
Networking activities	Number of networks, organizations etc. which are informed about the ENPOR project	At least 50
Dissemination and Engagement Events	REACT Group Meetings	10 participants/country
	National Policy events	15 participants/country
	Annual Policy Meetings	30 participant/year
	Webinars	6 Webinars / 80 participants
	Validation Workshop	2 experts/pilot study 5 invited experts from Policy Forum
	Final Conference	80-100 participants
Scientific and professional publications	Number of scientific and professional publications	10
Energy Poverty Dashboard and Policy recommendations	Number of visits Number of downloads	5,000 1000
10 Policy fiches	Quotations/references	10 national and EU policy documents
	Validated by	2 experts from each pilot study 5 invited experts from Policy Forum

Exploitation activities

Ensuring access to results after end of project: Project results remain reachable on via the ENPOR website. Concrete exploitation activities will be detailed in the D5.6 Replication plan as well as the transfer of localised products to new target groups. An IPR agreement is planned to be signed at the end of project. To ensure a coherent agreement among partners related to the project results, an agreement among partners related to IPR will be developed in the last year of the project.

5
CONCLUSIONS

The first draft of the deliverable D5.1 presents a detailed plan as a precondition for successful dissemination which is important to generate more impact and identify replicators for this initiative. With our transdisciplinary consortium of academic partners, local authorities, and stakeholder representatives and REACT Groups we have a great opportunity to offer fruitful solutions for energy poverty related problems with a unique Energy Poverty Dashboard and not only policy recommendations that are feasible but also good practices and recommendations based on data with scientific value. Various materials will be created to distribute our solutions to the whole target audiences. These materials were and will be disseminated through different methods and activities to the project partners' networks which range from locals to academics to municipality officers. Everyone, from locals to politicians, can participate and benefit from the results of this EU-project. On basis of this, a main focus in this project is dissemination; therefore, an extra task for dissemination was set up. Our **key activities** with the greatest impacts are: our enormous outreach which is important for different methods we use like newsletter, social media, invitations to our workshops/ trainings/ policy events/ REACT Group meetings and networking activities, our presence and activities in numerous events and conferences on which we represent ENPOR and demonstrate its tools.

Key stakeholders are the partners in the EU Energy Poverty Observatory, and the Covenant of Mayors can give an immense impulse for disseminating the project and its ideas to a wide network of cities. A further important factor in doing dissemination is that the Energy Poverty Dashboard will be linked to validating our policy recommendations.

Last but not least, we have to accentuate the importance of the individual actions made by the REACT Groups themselves. These interactive actions with interested parties enable the project consortium to get in a close contact with politicians and municipally officers & experts, locals and activists, to involve them and to disseminate the project message.

This dissemination concept helps the whole consortium to reach the objectives of the ENPOR project and aims to ensure a wide spreading of the ENPOR results and a major impact.

6
ANNEXES

6.1
Annex 1: Event Registration Consent to Processing of Personal Data

The following text is and consent functionality is to be added to event registration forms:

Consent to Processing of Personal Data

ENPOR - ACTIONS TO MITIGATE ENERGY POVERTY IN THE PRIVATE RENTED SECTOR

IMPORTANT:

I consent to the ENPOR Project recording this seminar /workshop/ webinar/ conference/ meeting for documentation purpose and publishing these recordings on the internet (eg. but not limited to: ENPOR website, ENPOR Social media channels).

I understand that some images or recordings may be kept permanently once they are published and be kept as an archive of the ENPOR Project. The ENPOR Project has the obligation to keep its archive until the end of the statutory retention period.

◯ Yes
◯ No

Your rights

You have the right to request to see a copy of the information we hold about you and to request corrections or deletions of the information that is no longer required. You can revoke your consent at any time by sending a letter to the <ENTER ORGANISATION NAME; ADDRESS> or an e-mail to <ENTER E-MAIL ADDRESS>, without affecting the lawfulness of processing executed due to the consent until revocation. In this case your images and recordings will not be used in future publications but may continue to appear in publications already in circulation.

In case you do not consent to being recorded, please discuss your concerns with us.

◯ I have read and accept the privacy statement <LINK TO THE WEBSITE DATA PROTECTION PAGE>.

ABOUT THE ENPOR PROJECT

Energy poverty is a critical factor for fair energy transition. Alleviating its impact in the private rented sector is a challenge because it can be hidden. The ENPOR Project increases the capacity of the decision makers for understanding and mitigating its effects by designing and implementing ten policies.

THE PROBLEMS

Energy poverty remains at high levels in the EU Member States due to increasing energy costs and slow progress on energy efficiency improvements. Despite various policies in place that directly or indirectly mitigate energy poverty in the household level, energy poverty is increasing in the private rented sector (PRS). The PRS also presents quite specific issues that cannot be dealt adequately in the framework of energy poverty linked directly to energy efficiency, such as:

a) difficulty to identify and quantify energy poor households in the PRS; and
b) the delivery of energy efficiency measures to these households is difficult due to structural problems like information deficits, split incentives and others.

THE AIMS

ENPOR aims to overcome both challenges – making energy poverty in the PRS visible and test energy efficiency support schemes to address it. This can increase the effectiveness of policies at a local or regional level, an alignment with structural measures is needed. Dedicated actions are therefore needed that actively contribute to alleviating energy poverty in the PRS by identifying energy poor tenants (and respective homeowners) as well as understanding and addressing their needs.

ENPOR will support the adaption and implementation of ten policies in 7 Member States tailored to the specific needs of the PRS and will integrate them into broader policy objectives.

OUR SOLUTIONS

→ ENPOR will examine in depth energy poverty policies for the PRS across the EU (create policy fiches and elaborate policy suggestions with politicians),

→ Monitor the dimensions of energy poverty in the PRS (create an Energy Poverty Dashboard: online tool mapping energy poverty in Europe),

→ Support tailored policies and will provide guidelines for other countries (organise events for municipalities, energy agencies and energy-poor tenants and their landlords).

WHO WE ARE

We are a Consortium of organisations working together on this project for 3 years:

Institute for European Energy and Climate Policy Foundation (IEECP), Netherlands,
Climate Alliance - Klima-Bündnis - Alianza del Clima e.V. (CA), Germany
The University of Manchester (UoM), United Kingdom,
University of Piraeus Research Center (UPRC), Greece,
Drustvo Za Oblikovanje Odrzivog Razvoja (DOOR), Croatia,
Centre for Renewable Energy Sources and Saving Foundation (CRES), Greece,
Agenzia Nazionale per le Nuove Tecnologie, L'Energia e lo Sviluppo Economico Sostenibile (ENEA), Italy,
Tartu Regional Energy Agency (TREA), Estonia,
Austrian Energy Agency (AEA), Austria,
Stichting Hogeschool Utrecht (HU), Netherlands,
Wuppertal Institut für Klima, Umwelt, Energie gGmbH (WI), Germany,
Union Internationale de la Propriete Immobiliere (UIPI), Belgium.

Project start: 01/09/2020 | Duration 3 years | Financed by: EU Call: H2020-LC-SC3-EE-2019 under the topic: "Mitigating household energy poverty"

6.2
Annex 2 Event Report Template

Event Report - ENPOR

Full name of partner

Please, copy/paste the table below as many times as many events you report in the
Monitoring Tool.

Title of dissemination/networking action	
Date	**dd.mm.yyyy – dd.mm.yyyy**
Related Publication and/or Weblink:	
Number of Participants:	
Target Group:	
Type of Activity:	**Please select, and delete the NOT relevant groups. Add categories if not listed:** Distribution of printed flyers and brochures Presentation/session at external conferences and exhibitions; Synergies with other EU funded projects ENPOR Policy events Workshop Seminar Other Face-to-face project events Seminar Webinar Online meeting Networking event Final Conference Other:
Venue/location:	**Please, add exact venue, or If online action, add the direct web link here:**
Topic:	**Please, describe here the topic of the action (e.g., in case of conferences, the title and domain of the conference)**
Involvement:	**Please, describe the ways how ENPOR is involved in this activity.**
Detailed description:	**Please, give detailed description of this activity.** **In case the activity related to e-mailing, please give details on: type of information (press release, invitation to an event, etc.)**
Feedback:	**Please, describe how you collect feedback, and send a feedback summary for reporting.**