



Local work plans of community work

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1. Executive Summary

In 2019 the European Union revamped its energy policy framework, introducing the Clean Energy for All Europeans package: a set of eight laws that established affordable access to renewable energy as a key priority for Europe.

In line with this revised energy policy framework, the project of Sun4All seeks to redress the obstacles faced by vulnerable households in affording renewable energy installations for self-consumption, and to participate and learn about the energy transition more broadly. Against this backdrop, Sun4All develops a financial support scheme to enable vulnerable households to access renewable energy by becoming co-owners of a PV plant, while also providing beneficiaries with numerous opportunities to learn deeply about a varied range of topics surrounding the themes of the renewable energy transition, and of energy efficiency.

This deliverable constitutes a structured plan of the various engagement strategies, communication methods, events of community-building, and activities to raise the energy literacy of beneficiaries and additional interested households that shall be implemented as part of Sun4All project. Along these lines, it details how each of the four pilots will provide a more comprehensive, enriching and educative experience to beneficiaries, by making available a diverse range of resources and activities to train and empower participants with regard to domestic energy efficiency, renewable energy communities, and energy sustainability. Overall, these activities will seek to close the knowledge gap relative to energy usage and consumption, and to the energy transition, that has so far substantially hindered the involvement of vulnerable households in the efforts to promote a fairer and more clean supply of energy to the population of the European Union.

2. Objectives and Methodology

This deliverable provides a detailed description of the strategies set in place by each pilot for recruitment, as well as the various activities each shall implement throughout the project to promote community-building and the raising of energy literacy.

Both the recruitment strategies and the community workplan have been produced through numerous sessions of collective teamwork among the consortium partners. Further, their elaboration has required a meticulous examination of the national legal framework of each country, the resources available in each pilot site, and a deeper acquaintance with the socioeconomic, housing and geographical conditions of the targeted beneficiaries in the four pilot regions.

The goal of the community workplans developed as part of this deliverable is to ensure that participants to the project do not merely benefit from a discount in their electricity bills, but that they are facilitated the tools to become empowered citizens, capable of making sense of, and participating in the advancement of a fairer energy transition. For this purpose, many of these activities seek to promote simultaneously the sustained interaction between beneficiaries and between beneficiaries and Sun4All officers, as well as to offer them training and learning sessions to better understand how to be more energy-efficient, prevent energy poverty, and to generate and manage renewable energy sources as a collective resource.

As such, this deliverable is structured as follows. Addressing each pilot separately and in alphabetic order, the deliverable documents the strategies of engagement pilots will deploy for recruitment. Subsequently, it introduces their community workplan, which stands for the variegated resources, personnel, approaches to participation, activities and training material developed to sustain engagement and to promote community-building during the implementation of the pilots. The Community Workplan is then subdivided into the communication activities each pilot has devised to inform the wider community about the updates of Sun4All, as well as to interact with beneficiaries, inform them about events and services they shall have available, as well as to solve their doubts and collect their feedback. Finally, the remainder of the community workplan details the activities each pilot will offer to beneficiaries and interested households, including workshops, visits to PV installations, energy advice sessions, and mentoring schemes.

3. Almada

3.1 Strategies of Engagement

Information Campaign throughout the Programme

For the purposes of dissemination and outreach to the wide public, the pilot will rely on digital communication media such as the Facebook and Instagram channels of the Municipality of Almada (CMA), which count with 58,000 followers. Likewise, the webpage of CMA and the website of Ageneal will also participate in wide-reach dissemination activities, publishing regular posts about Sun4All, its content, and its objectives.

Recruitment Actions

The Department of Social Intervention and Housing (DISH) has identified 124 social housing apartments to benefit from Sun4All. The pilot will seek to recruit all beneficiaries for both pilot years between the months of July and October 2022. To do so, the pilot will hold three informative sessions with potential beneficiaries in the Community Centre located in one of the main buildings that will be part of the pilot:

- **1st session | INTRODUCTION TO SUN4ALL - July 2022:** Through sending letters to their mailboxes, the pilot will invite ten households which were previously beneficiaries of the HERB project (Holistic Energy Efficient Retrofitting of Residential Building) in the pilot buildings. Due to their experience in sustained engagement, these households could act later as multipliers and assist the program in building trust, recruiting and communicating with future beneficiaries of Sun4All. In this session there will be a presentation of the project, with a calendar of activities, and an explanation of its objectives.
- **2nd session | INTRODUCTION TO SUN4ALL AND AWARENESS - August 2022:** The pilot will invite forty-five households. Four sessions will be held, one in each of four consecutive days to recruit 10 to 12 households per day. These sessions will be structured as follows: First, there shall be a presentation of the interlocutors by CMA and Ageneal, followed by an introduction to the project, explaining Sun4All's timeline and goals; and finally, the formalization of membership, an outline of key tips for domestic energy efficiency and a detailed description of the next steps of the project.
- **3rd session | INTRODUCTION TO SUN4ALL AND AWARENESS - September or October 2022:** The pilot will invite sixty-nine households. Five sessions will be held, one in each of five consecutive days to recruit 12 to 15 households per day. These sessions will be structured as follows: First, there shall be a presentation of the interlocutors by CMA and Ageneal, followed by an introduction to the project, explaining Sun4All's timeline and goals; and finally,

the formalization of membership, an outline of key tips for domestic energy efficiency and a detailed description of the next steps of the project.

		JUL	AUG	SEP	OCT
Sessions with the community – Recruitment	1 st Session				
	2 st Session				
	3 st Session				

Table 1: Calendar for Recruitment Sessions

For those who may not have been able to attend the informative sessions, a door-to-door information campaign will be implemented. In this way, the pilot plans on making registration easier for those residents to whom participation in in-person events may not be their preferred option, or shall be of difficult access (e.g., due to severe disability or advanced age).

On a total there will be around 10 buildings, corresponding to 124 houses recruited at Rua dos Três Vales including nº 48, 50, 52, 54, 56, 58, 60 and Rua de São Lourenço nº 16, 18, 20.

DISH department will be helping with the necessary support for the involvement with the residents as well as other services of the Municipality of Almada. Other stakeholders might be the community center existing in the building, the primary school, the parish council, among others.

3.2 Community Workplan

3.2.1 Communication

3.2.1.1 Communication with Beneficiaries

To communicate with beneficiaries of Sun4All, municipal personnel as well as Ageneal workers will set up a specific email address (info@ageneal.pt) as well as a phone line, to solve issues, doubts and receive feedback. Generally, the pilot will adopt a trust-based approach: prioritizing close in-person interaction, using local language (Portuguese), with the beneficiaries to promote and create bonds of trust in the implementation of the project.

To advertise the informative sessions effectively, the pilot will also prepare specific notices that will be placed at beneficiaries' mailboxes and posters detailing key information about the conversation topic and inviting participants to attend. Also, beneficiaries will be contacted by phone whenever necessary. In this manner, participants will have various media through which to communicate with Sun4All team, an approach that has been chosen in order to enhance the inclusiveness and user-friendliness of the project.

3.2.1.2 Communication with the Broader Community

In order to inform both beneficiaries and the nearby communities about events and updates of Sun4All, the pilot will establish working partnerships with a Community Centre near the pilot building, and other local associations that will help the project in distributing posters and in providing a room for meetings and informative sessions. Likewise, the pilot will also count with the support of the Department of Social Intervention and Housing, Division of Maintenance of Municipal Equipment and the Department of Communication to reach out to households that may want to be involved or acquainted with the project, informing them about the activities in which they can take part. Likewise, the pilot will be able to book Almada's auditorium, or other large rooms, to fit participants and involved households if necessary.

As dissemination channels, the Almada pilot shall use the social media platforms of the Municipality and the webpage of Ageneal. The approach to social media will seek to publish regularly posts with news about the progress of the project.

3.2.2 Community Strategy: Activities and Calendar

3.2.2.1 Workshops

From September 2022 and throughout 2023, 24 workshops will be held to strengthen the bonds created with the community, to further foster the energy and sustainability literacy of beneficiaries, and to monitor the development of the project as well as the expectations created.

These workshops will address various topics surrounding energy and sustainable livelihoods, including themes such as energy efficiency, sustainable mobility, integrated agriculture, climate change, circular economy, sustainable urban mobility, energy communities. The main objective of these actions will be to provide the necessary tools and knowledge to both Sun4All beneficiaries and to all interested citizen to improve their habits and consumption choices, in order to live more sustainable lives as a community.

Each of these sessions will feature two different themes of around 30 minutes each, with a coffee break between them, in which attendants will be able to network and to socialize, further building community bonds.

The project manager from Ageneal will attend, together with Social Housing officers and Almada municipality technicians, as well as external invited speakers, such as the representatives of regional transportation companies.

The workshop plan for the second year is the same as for the first year, although it will be adjusted according to the participants' feedback resulting from the first year.

The following tables shows the workshops schedule during the first and second year of the pilot:

Thematic Sessions - 1st PHASE 2022/2023			Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	Jun
Session 1	Energy Efficiency	WS1												
	Interpretation of Energetic bills	WS2												
Session 2	Sustainable mobility	WS 3												
	Ways of transport in Almada	WS 4												
Session 3	Energy communities	WS5 & WS6												
Session 4	Integrated agriculture	WS 7												
	Climate change	WS 8												
Session 5	Circular economy	WS 9												
	Waste Management	WS 10												
Session 6	Almada's Climate Plan	WS 11												
	Renewable Energy Park in Almada	WS 12												

Table 2: Almada's workshop plan - Year 1

Thematic Sessions - 2st PHASE 2023/2024			Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	Jun
Session 1	Energy Efficiency	WS1												
	Interpretation of Energetic bills	WS2												
Session 2	Sustainable mobility	WS 3												
	Ways of transport in Almada	WS 4												
Session 3	Energy communities	WS 5 e WS 6												
Session 4	Integrated agriculture	WS 7												
	Climate change	WS 8												
Session 5	Circular economy	WS 9												
	Waste Management	WS 10												
Session 6	Almada's Climate Plan	WS 11												
	Renewable Energy Park in Almada	WS 12												

Table 3: Almada's workshop plan - Year 2

3.2.2.2 Visits to the PV installations

The pilot will organise two sessions for participants to learn in-depth about the functioning of PV installations, which will target two separate segments of participants. The first visit will take place between the months of August and September 2022, depending on the speed of the recruitment campaign. This visit will be offered to previous participants of the HERB programme in Almada. Through this visit, the pilot intends to further acquaint these group with the goals and content of Sun4All, in order to equip them with all the knowledge they need to act as ambassadors and facilitators for new participants.

The second visit will be offered to all the other Sun4All beneficiaries, and it will be hold in January 2023. Both sessions will introduce attendees to the technical functioning of solar panels and the relevance of solar energy for the energy transition in Portugal. The visits will also seek to inform participants of the energy context of Almada, addressing the energy plan of the city, the opportunities that the installations have for hot water productions, and the specificities of hybrid panels.

Given the unsafe access conditions of the solar energy production units used for Sun4All, one of the following options shall be selected to conduct these sessions:

- Because of the impossibility of visiting the roof of the building, drone images will be recorded, and a short video will be created to show the equipment to the beneficiaries.
- A visit to the small-scale solar installation on the roof of the nearby wastewater treatment plant will be organized.

3.2.2.3 Individual Energy Advice Sessions

Upon registration and the signing of the contract, the beneficiaries will be given a leaflet with useful information on reduction and optimization measures for energy consumption, jointly with a survey to obtain a simplified energy audit, to learn about present consumption patterns and habits of beneficiaries. This survey will be completed with direct support offered by the Sun4All team in order to guarantee a high rate of participation, either as in-person sessions or via phone or video calls. Following the submission of these surveys, data will be compiled and anonymized by Ageneal, to learn about the status quo and to be able to then choose the most impactful measures to present to the community in the various workshops.

Later on, a second energy advice session will be available for those who show interest. Although the content will be designed in accordance with participants' needs and interests, Almada is prepared to offer participant training in the reading of bills, and in identifying possibilities for them to reduce expenses, and in evaluating energy retailers. These advice sessions shall take place between the months of September and December 2022.

3.2.3 Mentoring

It is considered that after formalizing the contract with the previous beneficiaries of the HERB project, they will be in excellent conditions to disseminate the experience to the community in order to encourage the remaining residents to join the Sun4All project. Likewise, those participants who may have exhibited the most interest and engagement in the project will also be offered the possibility to become mentors. This activity will take place in August 2022. However, if it becomes clear that more rounds of recruitment have to be organized for the energy community and a mentoring session is needed, it can be done in October 2022.

4. Barcelona

4.1. Strategies of Engagement

Information Campaign throughout the Programme

To inform at least 1500 people from the Barcelona and Catalan citizenry about the existence, objectives and updates of Sun4All, the pilot will rely on regular publications on social media. These posts will be published by the Twitter Account of 'Ecologia Urbana: The Municipality of Barcelona's communication channel for matters of ecology, urbanism, infrastructure, and mobility, which counts with 18,900 followers.

Likewise, relevant information detailing the content of the project, and its development over time will also appear on the dedicated webpage the Municipality of Barcelona has created for Sun4All: barcelona.cat/Sun4All.

Recruitment Actions

Barcelona has chosen an approach to recruitment that prioritises familiarity, making it easy for participants to reach out to Sun4All officers to solve their doubts. To do so, the pilot envisaged that the first introduction to Sun4All ought to be conducted by a person trusted by beneficiaries. In the case of the beneficiaries dwelling in the IMHAB building, this first introduction to the project was done by the director of the building.

Subsequently, the pilot devised various methods to invite potential beneficiaries to the informative session. In June 2022, personnel from Ecoserveis distributed several posters at the pilot site, inviting participants to attend the informative session. Likewise, flyers were sent to the mailbox of all the IMHAB building inhabitants. In addition, for those participants who did not confirm their attendance through the provided form, phone calls were used to make sure that they received the invitation.

In the informative session of June, both personnel from Ecoserveis and ALEB attended and interacted with all interested beneficiaries. This session offered an introduction to Sun4All, a visit to the PV installations on the roof of the IMHAB building, and several snacks to facilitate the socialisation of participants. Further, a new poster was hung on the building, which requested participants to schedule an individual meeting with Ecoserveis' officer representing Sun4All.

These meetings, held both on-line and in-person according to participants' preferences and necessities in June 2022, were used to address remaining beneficiary concerns, to sign the Sun4All contract, and to fill in the Sun4All impact assesment questionnaire. A second round of targeted phone calls was implemented to engage beneficiaries who did not sign up for any time slot during the informative session. Finally, all potential beneficiaries signed the consent form. As far as the

second pilot site is concerned, it is envisioned that a similar recruitment plan will be followed for the engagement of beneficiaries.

4.2 Community Workplan

4.2.1 Communication

4.2.1.1 Communication with Beneficiaries

The pilot will adopt a trust and familiarity-based approach to communicate with beneficiaries, with the goal of allowing beneficiaries to be active contributors to the project, to adapt it to their needs, and to collect their views and knowledge. To do so, direct personal interactions will be prioritised, and a person of reference belonging to the personnel of Ecoserveis will centralise all the communication with participants, to allow beneficiaries to build a long-lasting relation of trust and mutual understanding with the project officers.

The pilot will create a WhatsApp list channel, which will be central to its communication with participants. Through this list channel, Sun4All officers will publish energy efficiency tips, will announce the schedule and content of workshops, and will disseminate the monthly newsletter detailing the energy generated by the shared PV installation, and how much savings this implies on their energy bills. Moreover, this channel shall also allow participants to interact with Sun4All officers to confirm their attendance to workshops, and to pose questions and concerns about the project.

If some beneficiaries express their unwillingness or incapacity to join the WhatsApp channel, posters will be hung on the pilot building walls, to disseminate the same information. Likewise, for posters concerning upcoming workshops, a placeholder will be included, allowing participants to confirm their attendance by filling in their details.

Finally, beneficiaries shall be notified of the mentioned information via email, instead of through the WhatsApp list channel, under request.

4.2.1.2 Communication with the Broader Community

To involve a broader community into the project, and especially the neighbourhoods surrounding the pilot building, working partnerships will be established with nearby schools, civil associations, and community centres. The goal of these partnerships will be to cooperate to hold the workshops: the partners will support the project in advertising the activities, and these may be held in the spaces of the partners involved. As such, Sun4All beneficiaries, and the project, will be better integrated into the local civil and citizenship networks, promoting a wider effort of community-building.

The approach of involving such locally ingrained partners has been proven by both Associació Ecoserveis and ALEB, to be more effective in boosting attendance to workshops about energy and sustainability.

4.2.2 Community Strategy: Activities and Calendar

The following table shows the community workplan schedule during the first year:

Community Workplan -1 st Phase	Oct	Nov	Dec	Jan	Feb	Mar	Ap	May	Jn	Jul	Aug	Sep	Oct	Nov
Pilot Building Borrell Street														
WS 1	Bill Optimisation													
Energy Advice	Bill Optimisation													
WS 2	Energy Efficiency at Home													
Energy Advice	Energy Efficiency at Home + Energy Kit													
WS 3	Sustainability Initiatives													
Visit 1	Building own PV Installation													
Visit 2	Visit to 'TO: Sustainable Home'													

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Community Workplan 2022/2023	-1 st Phase	Oct	Nov	Dec	Jan	Feb	Mar	Ap	May	Jn	Jul	Aug	Sep	Oct	Nov
Pilot Building FAC															
WS 4	Bill Optimisation														
Energy Advice	Bill Optimisation														
WS 5	Energy Efficiency at Home														
Energy Advice	Energy Efficiency at Home + Energy Kit														
WS 6	Sustainability Initiatives														
Visit 3	Building own PV Installation														
Visit 4	Visit to 'TO: Sustainable Home'														
Wider public and interested citizens															
WS 7, 8, 9	Energy Education for Children														
WS 10	Shared self-consumption and Energy Communities														
WS 11	Climate Resilience														
WS 12	Renewables at Home														

Table 4: Barcelona Community Workplan - Year 1

The community workplan plan for the second year will be similar as for the first year, although it will be adjusted according to the participants' feedback resulting from the first year.

4.2.2.1 Workshops

The 24 workshops will be divided in two groups of 12, each being implemented in one of the two working years of the project. Ecoserveis will design and lead the workshops, and its personnel shall always attend and lead the sessions. In addition, ALEB will cooperate with the Directory of Sustainability Strategy and Culture to find and book spaces in public, community, and civil centres, in order to host the various workshops. The workshops will follow the plan here detailed.

Each year, workshops will be divided between those offered only to beneficiaries, and those open to all interested citizens.

The three workshops developed exclusively for beneficiaries will be each held once for the two distinct pilot buildings:

- **Bill optimisation:** The first workshop will train participants in the reading of electricity bills, in the identification of its main components, and will present the main actions that any citizen can perform in order to get a fair-priced bill, in accordance with each household's energy needs. This workshop will be held for the beneficiaries of the IMHAB pilot building in October 2022, and in December 2022 to those of the second building.
- **Domestic energy efficiency:** The second workshop will introduce participants to the most relevant factors affecting domestic energy efficiency. They will learn how to improve comfort at home. Measures that can be taken to improve domestic energy efficiency will be presented, especially with reference to optimising the consumption schedule, and ideas for future reforms will also be discussed. This workshop will take place for the IMHAB beneficiaries in February 2023, and in April 2023 for the rest.
- **Neighbourly initiatives for sustainability:** This workshop will consist of an exposition of local initiatives promoting more sustainable lifestyles in their neighbourhood (e.g., organic consumer cooperatives, urban gardens, climate shelters, bioconstruction, civil society organisations...). This workshop will be held in May 2023 for the IMHAB beneficiaries, and in September 2023 for the second pilot building participants.

On the other side, the pilot will offer a range of workshops that will be open to both beneficiaries, involved households and the general public. The program for these workshops will be as follows:

- **Energy Education for Children:** The pilot will hold three workshops with three schools, in which children will participate in learning activities related to sustainable energy. These workshops will include the telling of energy tales, and the construction of solar ovens and small solar houses. These workshops will be held in September, October, and November 2023.
- **Shared self-consumption and Energy Communities:** A workshop will be held with the aim of introducing participants to shared self-consumption and to the formation of energy communities. It will be explained how these can be

implemented under Spanish legislation, and the formal process to do so will be discussed with attendants in detail. This workshop will take place in March 2023.

- **Climate Resilience:** In this session, key aspects for urban climate resilience will be discussed. The concept shall be explained, as well as the goals of Barcelona's energy and climate plan. Likewise, the workshop will address relevant measures that citizens can adopt to boost individual and societal climate resilience, and up-to-date sources of information to learn about heat waves, and air pollution levels will be presented. This workshop shall be held in June 2023.
- **Renewables at home:** The workshop will address the options available to individual households to install renewable energy systems at home. Options for various housing types will be discussed, and current subsidy programmes for these will be presented. The workshop will take place in July 2023.

4.2.2.2 Visits to the PV installations

At the beginning of each pilot year, beneficiaries will be offered a visit to the PV installation used for their Sun4All pilot. In the first year, two visits will be scheduled, and one or two will also take place in the second year. During these visits participants will learn about the benefits of solar energy, the energy transition plan and goals for Barcelona, and the technical functioning of PV panels.

Sun4All beneficiaries will also be offered a visit to the Polytechnic University of Barcelona project of sustainable housing and living. During this visit, participants will learn about decisive aspects of housing conditions that affect sustainability, as well as the various personal habits that can be adopted to minimise one's environmental impact. The visit will include access to a highly sustainable housing complex built by the university. IMHAB beneficiaries will participate in this visit in September 2023, and beneficiaries of the second building site will do so in November 2023.

4.2.2.3 Individual Energy Advice Sessions

The pilot will offer two individual energy advice session to each beneficiary. These sessions will be led by personnel from Ecoserveis, and they will be held at the home of participants, unless they request an alternative venue.

The first of these sessions will address the optimisation of electricity bills. These sessions will be scheduled with participants so that they take place the month after a collective workshop on the same topic was held: that is, in November 2022 for IMHAB beneficiaries, and in January 2023 for the rest.

The second session will concern the enhancement of domestic energy efficiency. In this session a kit with low cost energy efficiency material will be given to each beneficiary. Similarly, this individual advice shall also be scheduled to take place

one month after a workshop introducing participants to the same topic, in March and in May 2023.

The goal of arranging these sessions after same-themed workshops is to enable beneficiaries to participate more actively in the advice session: attending these with already some thorough knowledge on the topic will give them the chance to learn how to use these skills practically to improve their living circumstances.

4.2.3 Mentoring

In the various workshops, especially keen and engaged beneficiaries will be identified, and they shall be offered the possibility to become mentors. Mentorship will primarily take place at the beginning of the second pilot year in October 2023, when in in-person gatherings mentors will explain to new participants their experience with the Sun4All project. Mentors shall also remain in the WhatsApp list channels to answer beneficiaries' doubts. They will also be invited to the beneficiary workshops during the second pilot year, to collaborate in carrying out the different workshops.

5. Communauté de Communes Coeur de Savoie (CCCS)

5.1. Strategies of Engagement

Information Campaign throughout the Programme

For broad dissemination purposes, the CCCS pilot will rely on its own institutional website and newsletter, on the website and the LinkedIn account of INES, and on publications in local newspapers. These communication activities will announce and describe the workshops and PV plant visits, providing information on the key debates and topics to be discussed. They will also be used to disseminate information on the Sun4All project more broadly. These publications will be released monthly, or every three months.

In addition, a comic is under production with the aim of raising awareness about themes such as the energy transition, housing renovation, energy poverty and solar renewable energy development. It will be finalised by October 2022 and shall be distributed across Coeur de Savoie during Sun4All workshops, as well as to other CCCS or INES events to reach a large audience of vulnerable consumers. The flyer to inform about the project will also be included in the design of the comic.

Recruitment Actions

Following the implementation of Use Case 1¹, the Sun4All flyer will be distributed by social workers to help with the recruitment of potential beneficiaries. This Sun4All flyer will also be distributed by local associations which have well-established relations of trust with the targeted communities, as well as with social local networks. In this manner, when they shall meet a potential Sun4All beneficiary, the social workers will explain the project, and they will notify the CCCS-Sun4All office about all households interested in participating. Then, the pilot will wait for the household to contact them to sign up for Sun4All. If these households do not get in touch with the pilot themselves, CCCS-Sun4All officers will reach out to these households to explain the program. For those having expressed the will to participate, the pilot will send the necessary data the operator of the Operation Programmée pour l'Amélioration de l'Habitat (OPAH) - an agreement between multiple public authorities aimed at rehabilitating existing buildings-, which will assist with the registration process during a first visit at the beneficiary's home.

Nonetheless, CCCS has developed an alternative design for the implementation of Sun4All, should Use Case 1 eventually not be permitted. To implement Use Case 1, CCCS must have its contract with OPAH validated by its elected representatives, which has so far been delayed. In the case where this contract did not go forward,

¹ See for a detailed description of Use Case 1 deliverable 2.1. Some modifications to the use case may be applied, and these shall be compiled in deliverable 2.2.

Use Case 2² would be implemented. To do so, recruitment will build on the fact that people wanting to renovate their homes are widely aware that in Coeur de Savoie there is public funds available to do so. To request access to these funds, interested citizens usually first contact ASDER (a partner association) or CCCS. However, since numerous of these interested citizens belong to vulnerable household (which already qualify for social housing assistance), they will be redirected to OPAH operator. Following the start of the project, OPAH will also introduce to these households the possibility to join Sun4All, and assist those households willing to become beneficiaries in completing the registration process successfully during a first visit at the home of each beneficiary household.

Recruitment will be an ongoing process all along the program. Participants will be engaged one by one, until the limit of participation shall be reached.

5.2. Community Workplan

5.2.1. Communication

5.2.1.1 Communication with Beneficiaries

CCCS will communicate with Sun4All beneficiaries via mailing lists and phone calls. Invitations to workshops, visits to PV installations, and energy advice sessions shall be conducted primarily through email. Furthermore, CCCS intends to appoint one or two main persons of reference (one CCCS project manager, and one OPAH operator employee), whom participants may be able to directly contact. The CCCS employee shall work part time in the project management of Sun4All, and the OPAH operator employee will conduct individual visits (first individual energy advice sessions).

The final selection of communication channels and approaches will depend on the ultimate choice of the use case.

5.2.1.2 Communication with the Broader Community

CCCS intends to reach out and mobilise 400 involved households through inviting them to attend the 24 workshops. These 400 households shall first learn about Sun4All through the wide-reach communication activities detailed above. Subsequently, in these workshops, or in the registration form for attendance, CCCS will collect their email contacts and give them further information about Sun4All. The Sun4All project manager will be the main contact person for this community.

² See for a detailed description of Use Case 2 deliverable 2.1. Some modifications to the use case may be applied, and these shall be compiled in deliverable 2.2.

5.2.2 Community Strategy: Activities and Calendar

5.2.2.1 Workshops

Workshops will be organised on a flexible adaptive basis: their content and necessary resources will be developed in advance, and their scheduling shall be arranged according to the needs of beneficiaries. This flexibility is central to the Community Workplan of CCCS given the geographically dispersed nature of its base of beneficiaries, as well as its intention to maintain recruitment ongoing for as long as needed. Nonetheless, the pilot will seek, where possible, to split workshops in two groups of 12, each being conducted in one pilot year of Sun4All. Further, the two groups should contain the same workshops, as such making sure that participants from both the first and second year can access the same resources and informative events. The following describe a yearly program that will be duplicated on the second year. INES experts will produce part of the content of the workshops and contribute to their organization, which shall start between November 2022 and January 2023.

CCCS and INES are also thinking on filming these workshops in order to allow them to be accessible online to be watched at any time, enabling a wider audience to benefit from them.

- Because CCCS' two use cases are linked to house renovation, the pilot will organise **4 workshops about renovation** each year. Two will be dedicated to informing participants of the opportunities for house renovation that are presently available in CCCS, as well as of the various benefits these have for health, comfort, and environmental sustainability. The other two sessions will be organised in partnerships with craftsmen in order to assist households in building relations and engaging directly with renovation workers in the region.
- Since the core theme of Sun4All is the combat of energy poverty, the pilot will hold **2 workshops about energy sobriety**: introducing participants in possible ways to reduce their bills by reducing their consumption, and by increasing their energy efficiency.
- As Sun4All concerns the generation of photovoltaic energy, CCCS will hold **2 workshops on practical guidelines to install PV panels at home**: in which attendants will be presented with viable technical solutions, legal requirements, and the balance of economic benefits and expenses.
- Since Sun4All is also related with the organisation of energy communities, CCCS will organise **2 workshops about "énergie citoyenne"**, the French legal framework broadly enabling energy communities³. CCCS already organised one workshop addressing this topic in October 2021. In this workshop the film "We,

³ The concept of energy communities has not yet been transposed to French law.

the power⁴ was projected, and subsequently a talk was held detailing the energy community legal framework, and the practical case of La Solaire/Centrale Villageoise in CCCS. This workshop, which shall be taken as the model for these two workshops, lasted for 90 minutes.

- Finally, because the transition is not only a matter of energy, CCCS will organise two meetings about other key topics for sustainability: one about mobility and one about local and organic food production.

Since workshops will be targeted to beneficiaries, as well as to other energy-poor or energy-vulnerable households, workshops will be conducted in-person, and recorded so that they always remain available online. Likewise, the workshops on practical guidelines to install PV panels at home, and on “énergie citoyenne” will be duplicated in different localities to make these accessible to all participants as well as to the broader community of the region: the pilot of CCCS encompasses a wide range of dispersed urban and rural settlements, and vulnerable households cannot always afford to drive to assist workshops.

Likewise, because of the sparse distribution of beneficiaries, all workshops will be open to both beneficiaries and the broader community.

The following tables shows the workshops schedule during the first and second year of the pilot:

Legend	
M	Montmélian
SP	Saint-Pierre d'Albigny
C	Chamoux
R	La Rochette
LC	La Chavanne
PS	Porte de Savoie

Table 5: CCCS Workplan Caption

⁴ Patagonia. (2021). We the Power: the future of energy is community-owned. <https://www.patagonia.com/stories/we-the-power/video-97465.html>

D3.2 Local work plans of community work

Community Workplan 1st Phase 2022/2023		Oct	Nov	Dec	Jan	Feb	Mar	Ap	May	Jun	Jul	Aug	Sep
Workshop	House renovation	M			C		R			SP			
Workshop	Energy Communities					SP		PS					
Workshop	Installing PV panels at Home			M					SP				
Workshop	Energy Sobriety		M, C										
Workshop	Sustainable Mobility												PS
Workshop	Organic Food and Agriculture					PS							
Other	PV Plant Visit							LC					
Community Workplan 2nd Phase 2023/2024		Oct	Nov	Dec	Jan	Feb	Mar	Ap	May	Jun	Jul	Aug	Sep
Workshop	House renovation	PS			C		R			SP			
Workshop	Energy Communities					M		SP					
Workshop	Installing PV panels at Home			PS					SP				
Workshop	Energy Sobriety		R, PS										
Workshop	Sustainable Mobility												C
Workshop	Organic Food and Agriculture					PS							
Other	PV Plant Visit							SP					

Table 6: CCCS Community Workplan - Year 1 and 2

5.2.2.2 Visits to the PV installations

In the spring and autumns of 2023 and 2024, a total of four visits to PV installations will be offered exclusively to Sun4All beneficiaries by CCCS' head officer of renewable energy. In these visits, participants will access a guided visit of the new PV plant developed in 2022, which will generate up to 500kWp and which will also generate energy for the Sun4All project in La Chavanne, gateway to a large motorway.

Alongside introducing beneficiaries to the technical functioning of PV panels, these visits will offer comprehensive, accessible explanation of the energy that is produced and consumed in Savoie, France and Europe: it will detail the energy sources used at these different scales, as well as their respective objectives for the renewable energy transition, and the impacts these will have for environmental sustainability, climate mitigation, the reduction of air pollution, and human health. These sessions will also address CCCS' involvement in the energy transition through PV development and finally how solar energy generation helps alleviating energy poverty with Sun4All.

5.2.2.3 Individual Energy Advice Sessions

Every beneficiary will be visited at home once during the program. This will be the first individual advice session. These visits will be conducted by the same one or two employees (OPAH operator), in order to build relations of closeness and familiarity with beneficiaries. To schedule these visits, participants will be contacted by email and/or phone call, by CCCS and/or OPAH personnel.

The first visit will inform participants more deeply about Sun4All and then address strategies to reduce energy bills. He/she will be able to give some advice to decrease monetary expenditure, focusing on energy sobriety. These visits will be held soon after the recruitment of each beneficiary, and they will also be used to request beneficiaries to fill in the first Sun4All questionnaire.

The second session of energy advice will be conducted collectively. CCCS will invite beneficiaries to meet after a PV visit. It will be the place to talk and advice about domestic energy efficiency, assessing whether home appliances need replacements or upgrades, whether it is necessary to acquire new economic bulbs, and so forth. Individuals will be able to ask for personalised advice, and all questions shall be addressed during the session.

5.2.3 Mentoring

From the recruitment phase, and during individual sessions and workshops of the first pilot, the most motivated and involved beneficiaries will be identified. They will be asked to become a "mentor". Then one or two mentoring sessions will be organized inviting both second-year beneficiaries and these mentors. The pilot plans to organize these mentoring sessions at the end of a PV visit or during a

workshop, in order to take advantage of efforts made by participants to attend at in-person events of the project: CCCS inhabitants are spread out and would already have had to drive to attend these events. The mentors will then share their experience and inform new beneficiaries about Sun4All advantages. They will be ready to answer their questions and address doubts.

Conviviality will be highlighted and pursued in order to make these events more attractive, by including either a small catering or cocktail to be provided and shared with participants.

6. Rome

6.1. Strategies of Engagement

Information Campaign throughout the Programme

As stated in *deliverable 2.3 Implementation Plan*, the communication will be managed in synergy between the Department of Social and Health Policies of Roma Capitale and third sector companies operating in the selected areas. The information campaign will make use of Sun4All materials, flyers, etc. The selected subjects will be contacted via mail and WhatsApp, with a request for availability by telephone appointment in the slots indicated in the questionnaire.

Along these lines, Roma Capitale website will publish a map of the Sun4All communities and PV plants.

Recruitment Actions

Recruitment will start in Rome with the use of the communication channels detailed above to disseminate the launch of a public open call to register for participation in the Sun4All project. This open call will be available for two months, and participants will be selected on a rolling basis. To select beneficiaries, a beneficiary rating system will be established, giving priority to vulnerable households and/or to those close to the PV installations selected to constitute ten energy communities in the city under the framework of the project.

In September 2022 the pilot will start contacting participants, following the order established by the rating system. These contacts will be conducted via WhatsApp, through which registration offers will be sent. These offers will keep on being sent until 100 beneficiaries have confirmed.

Subsequently, with the selected beneficiaries, personnel from Roma Municipality, Sapienza, and three or four Solidarity Corps volunteers who will be recruited specially to boost the engagement and impact of Sun4All, will conduct individual interviews with participants. In these interviews, the Sun4All questionnaire shall be filled, and participants will also be assigned to one of the ten energy communities to be created. All recruitment activities will conclude by December 2023.

6.2. Community Workplan

6.2.1. Communication

6.2.1.1 Communication with Beneficiaries

To support vulnerable and energy-poor consumers to be more efficient – i.e., to reduce their energy bills or to better satisfy their energy needs –, the pilot wants to approach communication with beneficiaries in a manner that shall be both familiar and recurrent. With this approach, the pilot intends to raise the trust of vulnerable beneficiaries in the opportunities Sun4All will make available for them to optimize their domestic energy usage.

To both notify participants of project updates and events, as well as to receive their feedback and solve problems, in the moment of registration, participants will be asked to provide contact details, and they will be allowed to choose their preferred channel of communication. As such, communication with participants will be diversified in order to make it more inclusive, and attentive to participants' preferences and circumstances. Channels for communication that will be proposed to participants will be at least a Whatsapp list or email.

In addition, to communicate with beneficiaries on topics related to the advancement of the program, the pilot will also rely on socio-territorial animation agents, who will be key for the task of knowledge transfer regarding RECs and the resources available for beneficiaries to combat and prevent energy poverty. Likewise, the Department of Social Policies will establish a work agreement with three or four Solidarity Corps volunteers, who will be tasked with the direct engagement with users, managing their needs and complains, and making sure they receive Sun4All communication updates.

Regarding the resources needed to implement the Community Workplan, the pilot will develop informative materials (e.g., roll-ups, flyers, leaflets), merchandising products, and visual promotional materials such as posters, to be distributed in district seats, schools, grassroot associations, and relevant public spaces. Also, it shall be important for the pilot to secure access to spaces near the PV plants where to hold the various workshops (e.g., the District "Sportelli Energia").

6.2.1.2 Communication with the Broader Community

A delivery report illustrating the progress with the direct beneficiaries of the project will be prepared for each phase to be published on the Municipality website and shared through schools.

The pilot plans to hold several of these meetings in schools, as well as in the spaces owned or managed by local associations. One workshop will be held for the students of some of the nearby schools. The pilot will also co-organise activities with Sportelli

Energia, which operate information desks on energy efficiency and on renewables, in over twenty districts.

6.2.2 Community Strategy: Activities and Calendar

The following table shows the community workplan schedule during the first year:

Direct Engagement activities 1st phase			Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Group 1	RES and impact on energy transition	WS1												
	Q&A	WS 2 webinar												
	Visit the PV plant	Visit 1												
	Local Energy Communities: commitments and advantages	WS 3												
Group2	RES and impact on energy transition	WS 4												
	Q&A	WS 5 webinar												
	Visit the PV plant	Visit 2												
	Local Energy Communities: commitment and advantages	WS 6												
Group3	RES and impact on energy transition	WS 7												
	Q&A	WS 8 webinar												
	Visit the PV plant	Visit 3												
	Local Energy Communities: commitments and advantages	WS 9												
Group4	RES and impact on energy transition	WS 10												
	Q&A	WS 11 webinar												
	Visit the PV plant	Visit 4												
	Local Energy Communities: commitments and advantages	WS 12												
Group5	RES and impact on energy transition	WS 13												
	Q&A	WS 14 webinar												
	Visit the PV plant	Visit 5												
	Local Energy Communities: commitments and advantages	WS 15												

Table 7: Rome's Initial Engagement Plan

6.2.2.1 Workshops

As concerns the workshops, the pilot intends to provide useful and comprehensive knowledge to beneficiaries on the topics of the energy transition, renewable energy sources (RESs), renewable energy communities (RECs), and available public funds and incentives for consumption and self-generation of clean energy.

While the exact content of each workshop will be validated in the future, a central topic to be addressed in its various facets shall be the renewable energy community model: the pilot aspires to offer beneficiaries a sound knowledge basis regarding how to create and promote a new REC. To this purpose, the preliminary plan for the workshops will be as follows:

- A first workshop will introduce the theme of the **energy transition, and will introduce Sun4All in relation to it**: renewable energy sources and their environmental and socio-economic impacts. A brief explanation of the project, its goals, the timeline, and its contributions to participants' well-being as well as its positive environmental effects will be explained. Moreover, the beneficiaries will be asked to bring their electric bills in order to learn how to read them, how to improve their consumption habits in order to save money, as well as how to identify differences between suppliers (e.g., costs, energy sources) and eventually choose more convenient suppliers.
- A second workshop will explore the topic of **renewable energy communities (RECs)**: It will address why and how to create or participate in a local REC, with a grant of up to 20 years of benefits for members. The session will communicate the ways in which both energetic and economic benefits depend on the beneficiaries' commitment to adopt or maintain energy-efficient consumption habits as well as why the renewable energy transition necessitates the involvement of citizens.

Depending on the interest of beneficiaries and the capacity of the pilot, the second workshop might be supplemented by a third workshop. If possible, the pilot will seek to implement the three of them. This third workshop will be held after the visit to the PV plant and will involve beneficiaries in the simulation of a new REC, in which all the administrative and technical steps needed to build up a local REC will be shared with participants. Participants will also be asked to discuss the content of previous workshops in order to deepen their knowledge on the topics, to solve doubts, and to understand beneficiary concerns and perspective.

Each of these workshops will be held five times: in each the beneficiaries of two energy communities shall participate. Further, following the first and second workshop, the pilot will offer each time a single webinar open to all in order to solve doubts that may have arisen in the workshop, and to go deeper into aspects of the workshops content of interest to participants.

Overall, both the workshops and additional activities will generally concede priority first to beneficiaries, and then to school students and their families, as they constitute fertile ground for engagement but also for community-building. These

workshops and activities will take place with a periodicity of once every two months approximately. At the end of each workshop the beneficiaries will be asked to take some concrete actions aimed at putting into practice what was shared.

6.2.2.2 Visits to the PV installations

The visit of the PV installation will give to both beneficiaries and involved households the opportunity to go deeper into technical issues such as how a PV plant works, how the community can use its energy in a more efficient way. While priority will be given to beneficiaries, the visits will accept as many participants as possible while complying with safety requirements. Two visits will be scheduled for each of the ten energy communities, one being held in each of the two pilot years. These visits will be led by technical maintenance staff as well as by Sapienza officers who will prepare an explanation of the technical functioning of the plant, municipal representatives, and representatives of the department owning the PV plants.

6.2.2.3 Individual Energy Advice Sessions

Individual energy advice sessions will be led by either municipal personnel from Roma Capitale, with the support of Sportelli Energia. While the final decision regarding the leadership of these sessions will shape their content, these sessions will aim at educating and empowering participants regarding the optimisation and management of their energy bills, the enhancement of domestic energy efficiency, the informed evaluation and change of energy contracts, or available funds to get PV plans or heat pumps.

The pilot will hold the first sessions with beneficiaries soon after their recruitment, scheduling the second within an interval of a year in order to assess whether advice given is applied overtime, and to provide further guidance regarding energy citizenship, sustainability and efficiency.

6.2.3 Mentoring

Roma Capitale will seek to recruit at least 25 mentors, seeking to recruit evenly from all the energy communities. These mentors will be selected on a voluntary basis and prioritising them according to their attendance, engagement and interest in the various in-person workshops. These 25 or more mentors will be tasked with directly engaging with prospective beneficiaries, in order to inform them about what participation in Sun4All entails, and hence they will be key actors for the recruitment of second-year beneficiaries.

In addition, not only will mentors participate in the informative session that shall introduce Sun4All to second year participant, but they will also be invited to workshops. For any given workshop, one or two mentors will be selected and invited, in order to both share their experience on the discussed topic with beneficiaries, but also to give them an opportunity to keep on improving their knowledge.

7. Engagement and Community Workplan: Key Aspects

	ALMADA	BARCELONA	CCCS	ROME
COMMUNICATION METHODS				
Communication with Beneficiaries	Email Address Phone line Posters, flyers	Person of Reference WhatsApp List Channel Posters Email Address Phone calls	1-2 person(s) of reference Mailing list Phone calls	Phone line Mails Flyers, Posters WhatsApp
Citizen Outreach	Municipal Instagram and Facebook Ageneal web Municipal web	Municipal Twitter (Urban Ecology) Sun4All municipal web Partnerships with schools, civil society, community centres	CCCS' web and newsletter' INES' LinkedIn and web Publications in local newspapers Informative comic series	Dipartimento politiche Sociali Third sector, grassroots municipality stakeholders

COMMUNITY WORKPLAN				
Workshop – Number of sessions and themes (one year plan, to be replicated in the second year)	1 – Energy Efficiency 1 – Bill reading 1 -Sustainable Mobility 1 – Transport in Almada 2 – Energy Communities 1–Integrated Agriculture 1 – Climate Change 1 – Circular Economy 1 - Waste Management 1 – Almada’s Climate Plan 1 – RES in Almada	2 – Domestic Energy Efficiency 2 – Bill Optimisation 2 – Local Sustainability Initiatives 3 – Energy education for Children 1 – Shared self-consumption and Energy Communities 1 – Climate Resilience 1 – RES at Home	4 – Housing Renovation 2 – Energy Sobriety 2 – RES at home 2 – Energy Communities 1 – Sustainable Mobility 1 – Orgnaic food production	2 phases First phase: 5 groups with 15 Workshop and 5 visit
PV installation visits	2 visits (either to a unrelated plant, or through video recording)	3-4 visits to the project’s PV panels Visits to the ‘TO: Sustainable Home’	4 visits to the project’s PV panels	5 visits
Energy Advice	2 sessions (individually / collectively after a workshop)	2 individual sessions (at beneficiaries’ home or via videocall)	1 individual meeting 1 personalised advice in a collective meeting	RES and impact on energy transition
Mentoring	1 or more sessions	1 session Mentors to remain in the WhatsApp channel Mentors invited to workshops	1 or 2 sessions	At least 10 mentors, one for each energy community.

Table 8: Comparative Summary of Community Workplans

8. Next Steps

This deliverable offered a comprehensive overview of the various training, socialising, and awareness-raising activities that each pilot shall conduct for the purpose of engagement, community-building and energy literacy promotion in the Sun4All implementation sites.

As denoted above, the activities here described will take place over the years 2022, 2023 and 2024, and they may be iteratively revised if necessary, to the goal of making the Community Workplan attuned with beneficiaries' needs, interests and preferences.

The variations applied during the testing phase shall be documented in Work Package's 4 corresponding deliverables.