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Deliverable 7.5

Newsletters and press and media coverage report

Description: The report summarises communication activities carried out by the project on the project's website and social media platforms both by project centralised efforts and those by individual partners

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Executive summary

For three years (May 2021 - April 2024), the EnergyPROSPECTS project performed extensive and multifaceted and thematically diverse communication. The project informed society in general and various target groups on the project's progress and results, employing various tools and channels of communication.

This is a report about communication channels and content created for the implementation of EnergyPROSPECTS's Communication and Dissemination Plan with the aim:

- to efficiently communicate project scientific and applied results,
- to build broad awareness among the public of energy citizenship,
- to promote interest and collaboration among like-minded professionals,
- to contribute to the overall efforts of various target groups, sister projects and networks in disseminating information related to their activities on energy citizenship-bound themes.

The communication activities were implemented in a systemic and coordinated manner under the lead of WP7: Dissemination and Communication, led by the University of Latvia, with active contribution from all consortium members from the nine European research and academic institutions and input from four other Horizon2020 programme sister projects (GRETA, ENCLUDE, DIALOGUES, EC2) dealing with the same overarching theme of the energy citizenship.

Summarising, the **key achievements** in terms of impact from the communication activities, results are:

- Project website with 4,680 unique followers;
- A total of 110 media outreach materials were publicised;
- Social media platforms (Twitter (X), LinkedIn, Facebook, YouTube) attracted 1907 followers;
- Project newsletter was subscribed by 89 stakeholders;
- Press releases were sent to over 500 media organisations across Europe;
- International networks of multipliers collaborated with includes 22 organisations;
- List of policy makers at the EU level for communication includes 172 addresses (26 countries) with additional of at least 100 addressees of national policy makers in nine project partner countries;
- The business community reach comprises 20,000 (conservative estimate).

Additionally, communication activities were completed by each of the project partners on their social accounts and in nationally specific audiences, using the private accounts of the involved researchers (the latter is not reported in this report). Finally, the report summarises the impact and provides key performance indicators (KPI) resulting from the communication efforts included in this report.

This report and other project documents are publicly available on the project website [HERE](#)

Deliverable 6.4 Four policy briefs with main recommendations per target group

Deliverable 7.4 Project promotional videos

Deliverable 7.6 Conferences, Events and Publications Report

Deliverable 7.7 Project final conference.



1. Introduction

The EnergyPROSPECTS's **Communication and Dissemination Plan** (D7.2) was designed to cover all main communication and dissemination system elements. This includes the project's communication objectives and key messages, target groups, a detailed plan of activities, KPIs and evaluation mechanisms, as well as a list of relevant projects and events with whom EnergyPROSPECTS engaged. The plan (as an internal use document) was twice updated.

Overall communication and dissemination **objectives** of the project are:

- **to raise awareness** of the project and energy citizenship through widespread communication and promotion activities at the regional, national and international levels.
- **to support exploitation activities** through the dissemination of project results to target groups.
- **to maintain effective communication** with external stakeholders and build a support network around the project to ensure impacts extend beyond the lifecycle of the project.

At the very beginning of the project, to ensure its **recognition and visibility** in the public, a visual identity approach was agreed among consortium partners and specific identity elements were designed, including a project logo, colours usage rules, templates etc. Established in the first months of the project, our **website** www.energyprospects.eu was used as a main dissemination interface. Considering the digitalisation of society and the importance of social media, four **social media** accounts were set on Twitter (X), LinkedIn, Facebook, and YouTube.

For communication of scientific results which is a subject of another project report - Deliverable 7.6 Conferences, events and publications report, such open access platforms as Zenodo, Research Gate, and others were used.

Overall, the EnergyPROSPECTS pursued an **impact strategy**, which has emphasised: (i) targeted publication of research findings; (ii) deep and broad collaboration with stakeholders; (iii) wide public engagement and dissemination of project activities across the EU; and (iv) dissemination of practical recommendations for policymakers and practitioners.

2. Website communication

A well-structured project website provided an interface by which to immediately reach the target groups defined in the Communication and Dissemination Plan. The website is available in 8 languages: EN, HU, FR, NL, BG, LV, DE, and ES.

The structure of the website is illustrated in Figure 1. It accommodates such sections as Project Results, Toolkit, Database, Citizen Survey and News. **The News** section was a key interface used for posting the latest project results in its subsections: News, Events, Newsletters, and Blog. EnergyPROSPECTS website is based on the TYPO3 platform.

The update of the website content in English was done every 13.8 days, which completed with updates in national languages, exceeds a **bi-weekly frequency**. The calculation was based on a number of weeks from the launch of the website to the project end (196 weeks) and the total number of new entries which comprises 99 units in English language chapters.



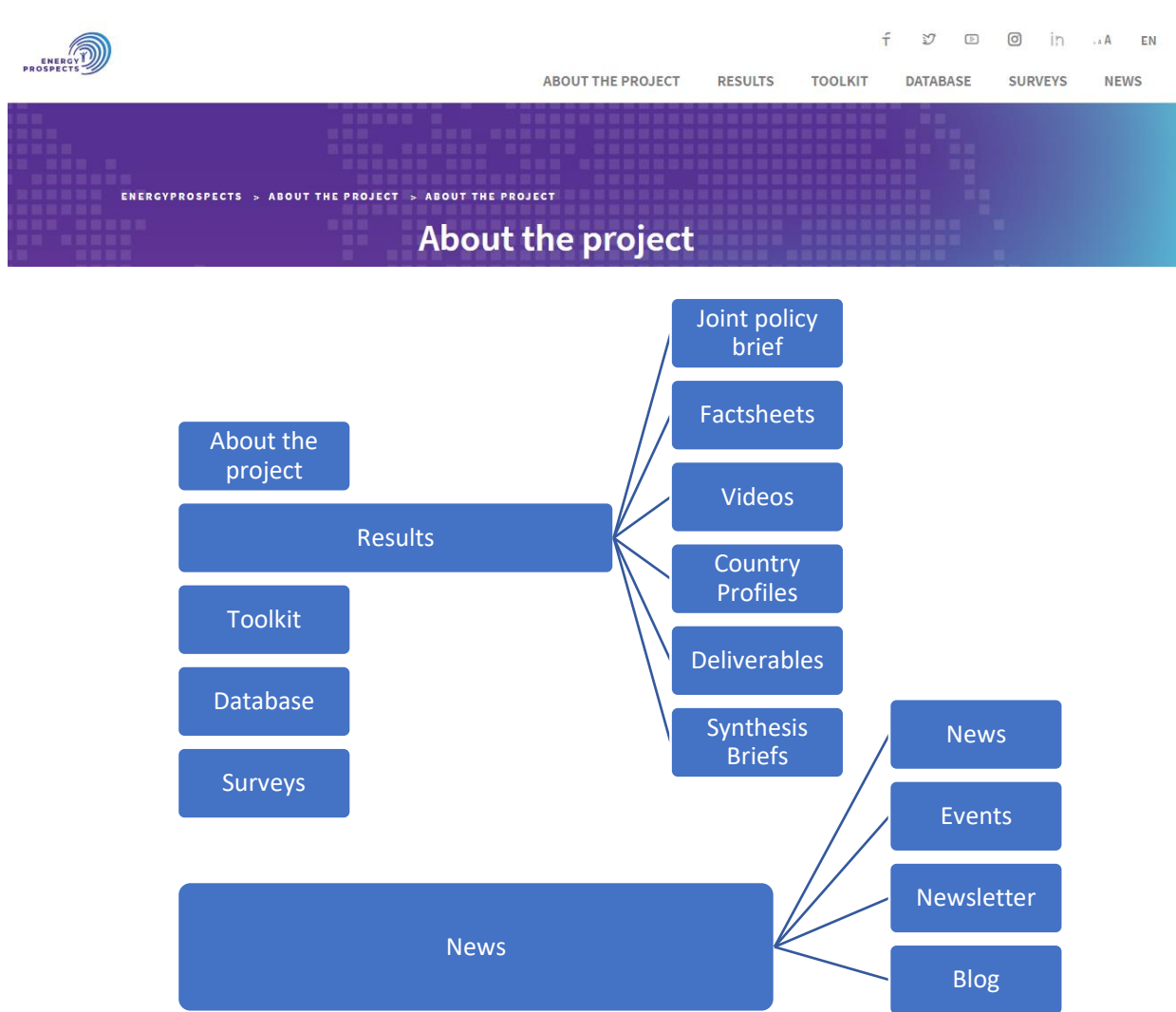







Figure 1. Website architecture (relevant for this communication report)


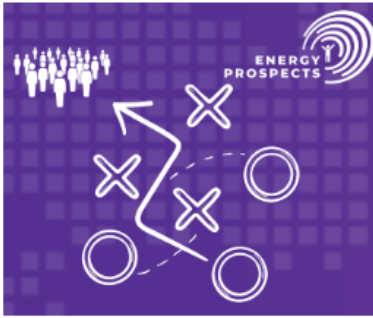
2.1. Newsletters

Stakeholders and a wider audience have been reached through 6 Newsletters published on the project website (see [HERE](#)). The newsletters were published at regular six-month intervals, presenting the project, and its results and findings upon their arrival (**Annex 1**). **89 subscribers** have signed up for the newsletters



Link, date	Sample page
<p>Newsletter 1 January, 2022</p>	<p>The project EnergyPROSPECTS has started</p> <p>This newsletter is designed to provide regular updates on our EU funded H2020 project EnergyPROSPECTS and the many ways in which energy citizenship affects the clean energy transition process across Europe.</p> <p>In addition to providing insights into the team's progress and innovative approaches used throughout the project, this newsletter aims to bring together interesting energy citizenship stories and news on relevant events.</p> <p>We welcome all comments and suggestions! Hope that you enjoy the contents and please share it widely among your networks.</p> <p>Prof Frances Fahy, on behalf of all the EnergyPROSPECTS team.</p> 
<p>Newsletter 2 May, 2022</p>	<p>Translating EnergyCitizenship: What does it mean across different regions of Europe?</p>  <p>First blog of the series focuses on the Walloon (Belgium) Energy Citizenship workshop, held on Friday, 3 December 2021</p> <p>Read more!</p>
<p>Newsletter 3 November, 2022</p>	<p>Cases in-depth: Latvia</p>  <p>After EnergyPROSPECTS project team mapped 596 cases of energy citizenship in Europe, it's important to look at the cases in-depth, analyzing as many dimensions of energy citizenship as possible. We offer you to get to know some of the types of energy citizenship in Latvia.</p> <p>Learn more!</p>
<p>Newsletter 4 June/2023</p>	<div style="display: flex; justify-content: space-between;"> <div data-bbox="597 1409 857 1829"> <p>Regional Perspectives on energy citizenship and citizen participation in the energy transition (Synthesis Brief No.3)</p>  <p>In 1 third brief, we present insights from four regional/national workshops held in Wallonia - Belgium, Galicia - Spain, Germany, and Hungary between December 2021 and February 2022. The former two had a regional focus, whereas the latter two had a national reach.</p> </div> <div data-bbox="906 1409 1166 1829"> <p>The Role of ICT Platforms in Shaping Energy Citizenship (Deliverable 4.2)</p>  <p>This deliverable provides a report on the role of ICT platforms in shaping community-level self-consumption, demand response, and P2P energy trading within energy communities.</p> <p>Learn more!</p> </div> </div>



<p>Newsletter 5 October, 2023</p>	<p style="text-align: center;">EnergyPROSPECTS Workshop on Transformative Agency</p> 
<p>Newsletter 6 April, 2024</p>	<p style="text-align: center;">Deliverable 5.3. Models' scalability and potential strategies to advance energy citizenship</p>  <p style="text-align: center;">The report outlines the most effective business models, social innovation models, and organizational structures suited for promoting energy citizenship (ENCI) across varied contexts. It introduces a novel methodology grounded in detailed case studies of ENCI, employing business and social innovation models (BSIMs) to craft strategies for scaling up and advancing energy citizenship within the nine participating countries of the EnergyPROSPECTS project.</p> <p style="text-align: center;">Learn more!</p>

2.2. Project news

A total of **45 news** items have been posted on the project website from 27 August 2021 till April 23, 2024 (see **Annex 2**).










Figure 2. A sample of posted news on the project website



2.3. Blogs

7 [BLOGS](#) were produced during the project, informing on project results and generating public interest.

Link	Screenshot page
Blog 1	<p>Energy Citizenship's role in the current energy crisis</p> 
Blog 2	<p>Cases in-depth: Latvia</p> 
Blog 3	<p>The EnergyPROSPECTS team mapped 596 cases of energy citizenship in Europe</p> 
Blog 4	<p>Translating Energy Citizenship (IV): Hungary</p> 
Blog 5	<p>Translating Energy Citizenship (III): Berlin (Germany)</p> 
Blog 6	<p>Translating Energy Citizenship (II): Galicia (Spain)</p> 
Blog 7	<p>Translating Energy Citizenship (I): Wallonia (Belgium)</p> 



3. Social media coverage analysis

The project has established accounts on the 3 most popular social media platforms: @EnergyPROSPECTS on LinkedIn, @EnergyPROSPECTS on Twitter (X) and @EnergyPROSPECTS on Facebook. Across these platforms, there are **1907 followers** and a total of **733 posts**. These social media platforms were the first to report project news and to share content from other projects related to energy citizenship. Public engagement in the 2 most popular channels of communication **LinkedIn** and **Twitter** reached a total of **3386 reactions**. There are 13 key thematic categories of posts.

Social media content that has been published included news on project-related activities; news about project partners; announcements on opportunities to participate or get acquainted with the project; information on project results; and information on new research and discoveries in the field of energy citizenship. The consortium partners actively contributed to the social media content and shared news on their institutional platforms.

3.1. LinkedIn

A LinkedIn social media profile had the most effective impact on the targeted audience. During the project period, the LinkedIn account reached **340 followers**. Moreover, the number of likes and shares is still increasing through active (at least 2 times a week) posting. In the final period of the project, we are actively sharing the project results that were summarised in deliverables and other applied products. Compared with mid-term reporting metrics showing 128 followers, this number has increased by 2.6 times. The increased numbers are also due to the active engagement of consortium partners. The number of engagements exceeds **1592 reactions**.



Figure 2. A sample screenshot from @EnergyPROSPECTS LinkedIn account

This section provides a detailed analysis of the LinkedIn engagement metrics. By evaluating the likes, shares, and total interactions for each defined category, we aim to highlight the types of content that garnered the most engagement, offering insights for targeted communication strategies in similar future initiatives. The analysis covered a total of **210 posts (Annex 3)** distributed across key categories, excluding the generalised "Other" category from further analysis. As part of the communication strategy, the project emphasised 13 key content categories. The engagement for each category was quantified by calculating the likes and shares to reflect overall audience interaction. This approach allows us to identify which topics



resonated most with our audience, providing a clear picture of content efficacy in engaging viewers. Below are the highlights of our current strategy and its outcomes illustrating the impact of our tailored content on LinkedIn engagement.

Category by theme	Description of category content	Likes	Shares	Posts	Total engag.	Engag. /post
Environmental Advocacy	Content related to influencing public policy, legislative changes, or advocacy in areas such as environmental regulation, energy policy.	463	86	47	549	11.68
Policy and Advocacy	Posts announcing new research findings, studies, or academic publications relevant to the field.	423	46	39	469	12.03
Research and Publications	Posts announcing new research findings, studies, or academic publications relevant to the field.	111	16	12	127	10.58
Meetings and Forums	Announcements or summaries of conferences, workshops, panels, or other types of gatherings where knowledge exchange occurs, focusing on industry-relevant topics.	114	11	14	125	8.93
Case Studies	Detailed analysis of specific instances or projects that showcase particular strategies, outcomes, or lessons learned in practical applications.	95	7	13	102	7.85
Engagement or Call to Action	Posts designed to engage the community, encouraging them to take specific actions like participating in campaigns, or joining community initiatives.	52	14	6	66	11.00
Project Deliverables	Updates or announcements about specific outputs or results from ongoing projects.	44	9	4	53	13.25
Industry News	Updates on significant events, changes, or news within the industry.	37	3	4	40	10.00
Community Development	Posts focusing on efforts to improve community infrastructure, capacity building, and development projects aimed at enhancing living conditions or economic prospects in local communities.	19	1	3	20	6.67
Project Updates	Regular updates on the progress, status of ongoing projects, highlighting milestones, upcoming events, or completed phases.	13	5	3	18	6.00
Special Announcements	Significant communications that might include organisational changes, partnerships, or important one-off event.	9	1	1	10	10.00
Milestones and Achievements	Celebrations of key achievements, milestones reached, or awards received, either by the organisation or its members.	5	4	1	9	9.00
Educational Content	Informative posts intended to educate the audience on topics related to the industry.	4	0	1	4	4.00
TOTAL*:		1389	203	148	1592	-

Note: * Calculations exclude posts in the category 'Other'.



The category **Environmental Advocacy** leads with the highest engagement recording 549 interactions, including 463 likes and 86 shares. This accounts for 34.5% of the total engagement across all categories, underscoring its significant resonance with the audience. The engagement per post averages at approximately 11.68. This activity indicates that the community is highly engaged in supporting environmental sustainability and ecological improvements, illustrating their commitment to these causes.

Next, **Policy and Advocacy** is garnering a substantial 469 interactions (423 likes, 46 shares) representing 29.5% of the total interactions. Notably, the engagement per post in this category reaches 12.03, which is slightly higher than that of Environmental Advocacy, suggesting that each post in this category tends to engage the audience quite effectively. This category is pivotal in shaping public and industry policy, demonstrating its effectiveness in engaging professionals and highlighting our project's commitment to impactful advocacy.

The Research and Publications and Meetings and Forums categories also show commendable engagement levels with 127 and 125 total interactions, respectively. These categories target a specialised audience, engaging those interested in academic and professional discussions. The per-post engagement rates are competitive at about 10.58 and 8.93, respectively, indicating a solid core audience. They play essential roles in disseminating research findings and facilitating critical discussions, which are fundamental for professional networking and collaboration.

Case Studies and Engagement or Calls to Action receive moderate attention with 102 and 66 total interactions, respectively. Case Studies demonstrate the tangible impact of our project work and offer practical insights, whereas Engagement or Call to Action, with an engagement per post of 11, suggests that these calls resonate well with the audience when they are utilised.

The least engagement in categories: Educational Content, Milestones and Achievements, Special Announcements, Project Updates, Community Development, Industry News, and Project Deliverables, show interactions ranging from a mere 4 to 53. These content types may be too specialised, infrequently posted, or are not being marketed effectively enough to engage the intended audience. These areas might need strategic improvements to enhance visibility and effectiveness in reaching target groups.

As one of the **KPIs** was to reach an average of 10 likes per post, we analysed all post categories. Average number of **likes per post is 8.85**. The ratio of the total number of shares is 0.80 per post. This means that for every post, there is slightly less than one share on average. This ratio provides insight into the overall engagement level in terms of how frequently posts are shared within the LinkedIn audience.

Recurring Keywords. General Terms: Words like "energy", "citizenship", and "transition" are prominent, suggesting these topics are central to the content that performs well. Project Specific: "EnergyPROSPECTS" appears frequently, indicating that posts directly related to specific projects or initiatives have been particularly engaging. Themes: Focus on Energy: The frequent mention of "energy" and "transition" suggests that posts about energy topics, particularly those discussing transformative or innovative aspects, resonate with the audience. Citizenship: The term "citizenship" often points to a strong interest in social or community-related aspects of energy projects.

Time series analysis. To provide a deeper analysis of the dynamics of likes over time on LinkedIn posts and understand trends, fluctuations, or patterns, we have explored time-series trends and peaks in engagement. The analysis of the most common words in the titles of high-performance posts provides



some interesting insights. Posts published on Sundays and Thursdays receive the highest average likes, with Sunday posts slightly leading. Wednesday also shows strong performance, indicating a midweek peak in engagement. Posts on Saturday and early weekdays (except Monday) have relatively lower average likes.

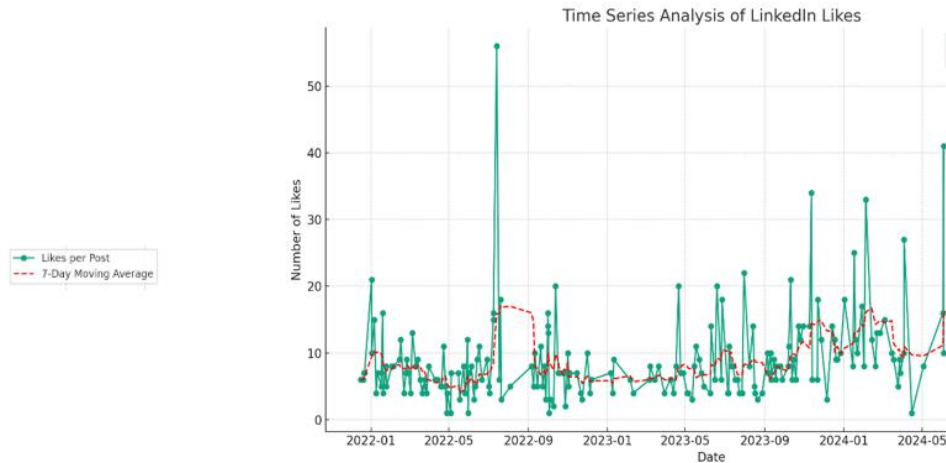


Figure 4. Time series of LinkedIn post Likes (2022-2024)

Target audience analysis. The 3 sectors with the highest representations in the LinkedIn follower community are Industry (20%), Research (16%), Higher education (16%), Government structures (4.5%), and Civil society and non-profits (7.8%). As regards functions, Research, education and consultancy society and Business, operations and engineers prevail over other groups of employees.

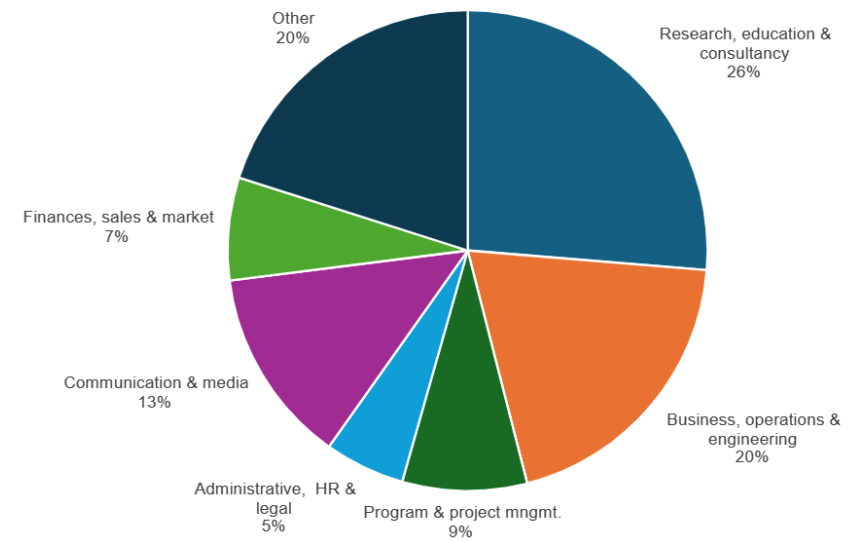


Figure 5. LinkedIn followers by professional functions



3.2. Twitter (X)

The Twitter (X) account currently has **1,083 followers**, with nearly 400 new followers added in the last year. The number of retweets has increased to **5 shares** per post by inviting partners to engage in retweeting social media content to reach a larger audience.

Following the same methodological approach as used for LinkedIn analysis (see section 3.1), this section provides Twitter engagement metrics. The analysis encompasses a total of **345 Twitter posts**. (**Annex 4**).



Figure 6. A sample screenshots from @EnergyPROSPECTS Twitter account

The table below highlights the project strategy and its outcomes, illustrating the impact of the tailored content on Twitter engagement.

Category by theme	Description of category content	Likes	Shares	Posts	Total engag.	Engag./post
Community Development	This category encompasses posts that involve activities aimed at improving the well-being of local communities.	23	229	130	359	16
Meetings and Conferences	Posts under this category are related to formal gatherings	26	123	51	174	7
Publications & Newsletters	This includes posts that share or announce published materials	17	92	60	152	9
European Projects or Initiatives	These posts specifically pertain to projects or initiatives that are based in Europe, funded by European entities.	22	83	43	126	6
Specific Projects or Campaigns	This category features posts about distinct and individual projects or campaigns with a specific goal or purpose.	46	216	106	322	7



Category by theme	Description of category content	Likes	Shares	Posts	Total engag.	Engag. /post
Policy and Advocacy	Posts in this category are concerned with efforts to influence public policy, political decisions, or raise awareness about certain causes.	17	105	34	139	8
Research and Publications	This category highlights posts about scholarly research and academic publications.	25	83	39	122	5
Events and Campaigns	Posts that fall into this category announce or recap specific events or campaigns.	10	65	30	95	10
Discussions and Exchanges	This category involves posts about interactive dialogues and the sharing of ideas or information.	9	61	29	90	10
Surveys and Studies	Posts in this category share information about surveys and studies conducted to gather data, opinions, or insights from a specific population	9	24	16	40	4
Project Deliverables	These posts deal with the outcomes or outputs of the project	7	18	2	20	3
Meetings and Forums	This category includes posts about fewer formal gatherings, where discussions and dialogue are encouraged.	22	92	37	129	6
Support and Collaboration	Posts under this category are about partnerships, joint efforts, and the support provided by or to individuals and organisations.	8	18	8	26	3
TOTAL*:		241	1209	585	1794	-

Note: * Calculations exclude posts in the category 'Other'.

The posts category **Specific Projects or Campaigns** shows the highest engagement metrics recorded at 322 total interactions, including 216 likes and 106 shares. This accounts for 18% of the total engagement across all categories, underscoring its significant resonance with the audience. The engagement per post averages at approximately 7. This high activity indicates that the community is actively engaged in specific initiatives and projects, demonstrating their commitment to these focused efforts.

Community Development garners a substantial 359 interactions, composed of 229 likes and 130 shares, representing 20% of the total interactions. Notably, the engagement per post in this category reaches 15.61, which is the highest among all categories, suggesting that each post in this category tends to engage the audience quite effectively. This category plays a meaningful role in fostering community connections and initiatives, demonstrating its effectiveness in engaging individuals and highlighting our project's commitment to community-oriented development.

The **Meetings and Conferences** and **Research and Publications** categories also show commendable engagement levels with 174 and 122 total interactions, respectively. These categories target a specialised audience, engaging those interested in academic discussions and formal gatherings. The per-post engagement rates are 6.7 and 4.9, respectively, indicating a solid core audience that values information exchange and scholarly discussion. They are essential for spreading new research findings and networking among professionals.



Events and Campaigns receive moderate attention with 95 total interactions. This demonstrates the tangible impact of organised events and coordinated campaigns, which resonate well with the audience, as evidenced by an engagement per post of 9.5.

Categories with lesser engagement are Surveys and Studies, Project Deliverables, and Support and Collaboration, showing interactions ranging from 20 to 40. These figures reveal that these types of content may be too niche, infrequently posted, or not marketed effectively enough to engage the intended audience adequately. These areas might require strategic adjustments to enhance their visibility and effectiveness in reaching and engaging their target demographics.

The analysis of the most **common words** in the titles of high-performance posts provides some interesting insights. **Focus on Energy:** The frequent mentions of "energy" and "transition" suggest that posts about these topics resonate well with the audience. **Community Engagement:** Terms like "citizenship" and "citizens" indicate interest in posts that involve community aspects or social impacts of energy projects.

Engagement Patterns. Tweets with higher reposts often deal with impactful or highly relevant topics such as major energy transitions or community-focused initiatives. **Event-Driven Engagement:** High reposts during periods like European Sustainable Energy Week or around major summits (like the EU Sustainable Investment Summit) suggest that timing your tweets to coincide with relevant events can boost engagement.

Temporary analysis. We observed spikes in reposts which correlate with specific events, product launches, or major announcements. Posts on specific dates tend to have higher engagement, suggesting that timing can significantly impact the performance of posts.

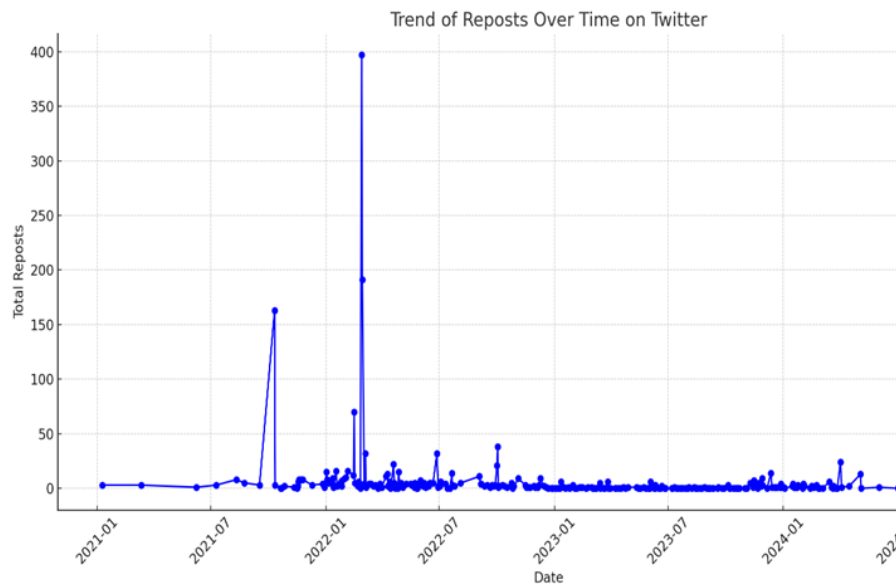
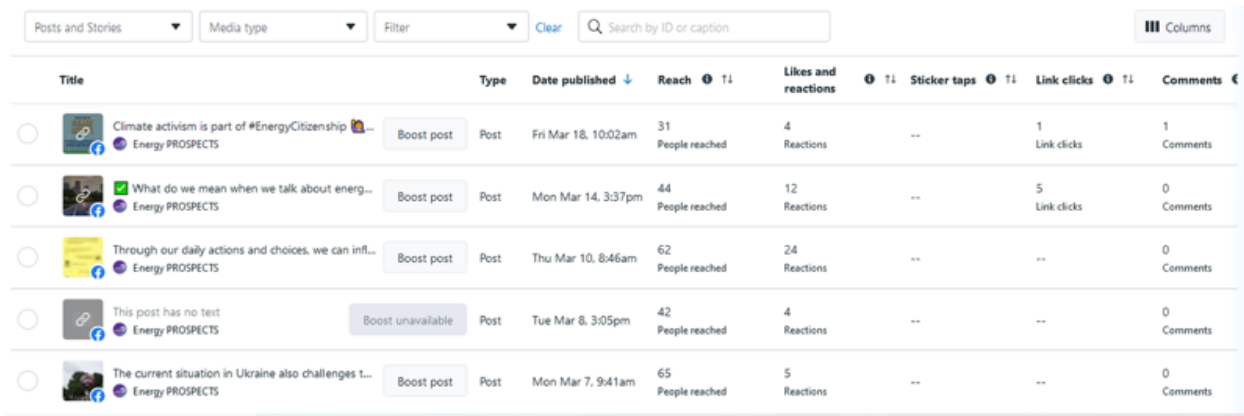


Figure 5. Time series of Twitter reposts (2021-2024)



3.3. Facebook

Communication using a Facebook account was operational until the account was stolen, and its recovery was not possible. By 31 October 2022, there were **484 followers** with **117 posts (Annex 5)**. These were published with a frequency of 2-3 times a week, with at least **5 likes** per post. We sought to increase this engagement by tagging similar projects and organisations in posts, as well as by inviting partners to engage in sharing social media content. Due to incomplete data, this social media account is not analysed in the report.



Title	Type	Date published	Reach	Likes and reactions	Sticker taps	Link clicks	Comments
Climate activism is part of #EnergyCitizenship	Boost post	Fri Mar 18, 10:02am	31 People reached	4 Reactions	--	1 Link clicks	1 Comments
What do we mean when we talk about energ...	Boost post	Mon Mar 14, 3:37pm	44 People reached	12 Reactions	--	5 Link clicks	0 Comments
Through our daily actions and choices, we can inf...	Boost post	Thu Mar 10, 8:46am	62 People reached	24 Reactions	--	--	0 Comments
This post has no text	Boost unavailable	Tue Mar 8, 3:05pm	42 People reached	4 Reactions	--	--	0 Comments
The current situation in Ukraine also challenges t...	Boost post	Mon Mar 7, 9:41am	65 People reached	5 Reactions	--	--	0 Comments

Figure 7. A sample screenshot from @EnergyPROSPECTS Facebook account

3.4. YouTube

The project has **6 subscribers** on the YouTube channel. A total of **322 views** accounted for **3 videos** produced in 2023 and shared on the YouTube channel. These videos were meant to be short promotional video material where leading experts from the project introduce the energy citizenship concept and methodological framework. The highest audience engagement (160 views) was attracted by the first video 'Energy citizenship. What roles for citizens in Europe's energy transition?'. The other two videos to date have attracted 87 and 75 respectively (as listed below).




Energy PROSPECTS
@EnergyPROSPECTS · 6 abonenti

Energy citizenship. What roles for citizens in the Europe's energy transition?
155 skatījumi · pirms 9 mēnešiem

Energy PROSPECTS

10 ideal types of energy citizenship
4:46





Energy citizenship diversity

75 skatījumi · pirms 9 mēnešiem

 Energy PROSPECTS



Energy citizenship. What conditions affect energy citizenship development in Europe? Pestel analysis.

70 skatījumu · pirms 8 mēnešiem

 Energy PROSPECTS

4. Media appearances

4.1. Media analysis

During the project, the total number of registered media appearances is **110 cases** (to date). 104 appearances are in online media (**Annex 6**), 5 - in radio or podcasts, and 1 - in TV. The total estimated reached **audience is 210,950**. 95% of this audience is the general public, 1837 – industry business.

In addition, 20,000 business representatives are expected to be reached by an article due to published in *Engineers Ireland*. The project is also set to feature in the Spring/Summer edition of *Cois Coiribe*, a University of Galway alumni publication. The readership of the publication is in excess of 70,000. The article will also be uploaded as an open access article on the university's website. For more information, see [HERE](#).

Of the 110 publications, 104 are in online media channels, 5 in mass media channels (5 podcasts) and 1 TV appearance. 84 materials are released in national media channels, these are published in 5 languages (59 materials are bilingual - Hungarian and English).



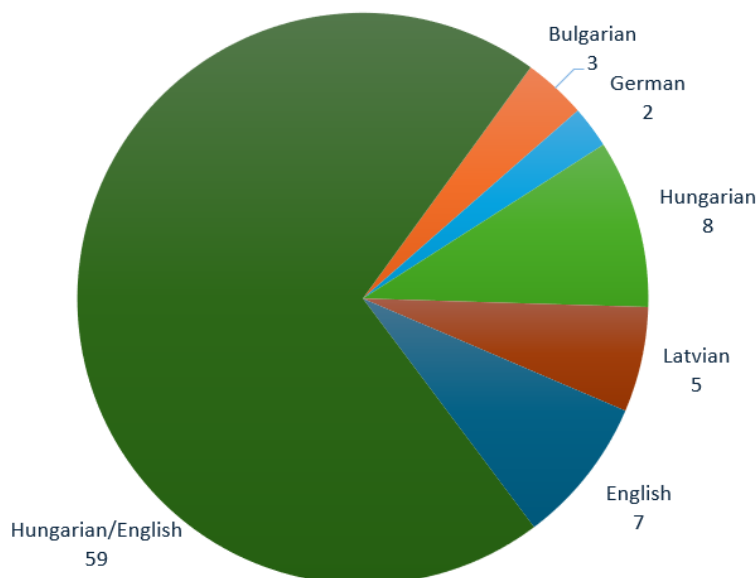


Figure 8. Media outreach at the national level channels by languages

4.2. Press releases

Project KPI envisaged 3 press releases per partner. A total of **6 press releases** were prepared by the WP7 lead partner, University of Latvia (**Annex 7**). They were sent in a centralised manner to **250 media organisations across Europe** and **170 policymakers** from 26 EU countries. All press releases are translated and sent to the national media by the project partners in their respective countries. For example, Latvian partners have sent each press release to 46 news agencies, and 93 regional level media in the country. With high confidence, it can be assumed that **at least 300 other media** sources received the project information.

Press release No., date	The central message of the press release
Press release 1 May 12, 2021	Nine research organisations from across Europe launched project Energy PROSPECTS
Press release 2 January 12, 2024	High-level conference: ENERGY CITIZENSHIP IN MAKING. Embark on a Transformative Dialogue at EnergyPROSPECTS' Culminating Event
Press release 3 February 12, 2024	Empowerment Toolkit Unveiled by EnergyPROSPECTS: A Guide to Navigate the Energy Citizenship Landscape
Press release 4 March 12, 2024	EnergyPROSPECTS Key Insights from the European Survey on Energy Transition
Press release 5 April 2, 2024	EnergyPROSPECTS Final Conference Discusses the Role of Energy Citizenship in Implementing an Inclusive, Democratic, and Sustainable Green Deal
Press release 6 April 26, 2024	EnergyPROSPECTS Project Concludes: Reflecting on Three Years of Research Inquiry into Energy Citizenship



4.3. Radio appearances and podcasts

3 podcasts were produced by the project lead researchers to be channelled into the platform [Next Energy Consumer](#). 2 appearances were in Hungarian national media - 1 on TV and 1 on Radio. On TV, Edina Vadovic took part in the 'Economist Summit round table discussion' in 2022. In Hungarian Radio, she informed the general public about the project ([LINK](#), photo).

Szakemberek a klímasemlegesség kulcskérdéseiről

2022. szeptember 06. - MKT admin



4.3. Newsletters by individual project partners

This chapter summarises communication efforts by partner organisations in selected media channels. A total of **26 newsletters** have been released during the project period reaching an audience of **14,370** people. The share of the scientific community in the overall audience comprises 2% (equivalent to ~3,000 people).

Apart from 6 jointly produced project newsletters (see Section 2.1), an additional 20 newsletters were released by the project partners either for international (6) or for national (14) audiences. The newsletters were written in English (8), Hungarian (7), German (1), and French (4). **Policy briefs** as specific materials were sent out to 22 experts, researchers, NGOs, and other collaborating networks (see Ch. 5).

No.	Newsletter title	Date	Link
1.	Jacques Delors Institute: Newsletter March 2024	6/4/2024	see here
2.	Jacques Delors Institute: Newsletter November 2023	2/11/2023	see here
3.	Jacques Delors Institute: Newsletter February 2024	7/3/2024	see here
4.	Jacques Delors Institute : Newsletter March 2023	1/3/2023	see here
5.	Supporting 1.5-degree living: energy citizenship in Europe	21/08/2023	see here
6.	Expert's workshop about energy citizenship	30/03/2022	see link
7.	EnergyProspects 2 nd newsletter	21/06/2022	See link
8.	596 European energy citizenship cases mapped by the Energy Prospects team	12/08/2022	see link
9.	Announcing the "Healthy forest, sufficient energy" campaign	30/08/2022	see link
10.	News about the EnergyPROSPECTS project	16/12/2022	see link
11.	Sharing the launch of the project	12/05/2021	see link
12.	EnergyPROSPECTS	21/05/2021	see link



No.	Newsletter title	Date	Link
13.	Institut Jacques Delors: Infolettre Mars 2024	6/3/2024	see link
14.	Institut Jacques Delors: Infolettre Novembre 2023	2/11/2023	see link
15.	Institut Jacques Delors: Infolettre Fevrier 2024	7/2/2024	see link
16.	Institut Jacques Delors: Infolettre Mars 2023	1/3/2023	see link
17.	Wie stark setzen sich die Menschen in Europa für die Energiewende ein?	4/24/2024	upcoming
18.	Newsletter with EnergyPROSPECTS main outcomes focus, incl. press releases (Hungary)	30/04/2024	upcoming
19.	University of Galway Geography Led Project Launches Joint Policy Brief	3/24/2024	upcoming
20.	Jacques Delors Institute: Newsletter March 2024	6/4/2024	see link

5. Collaboration with dissemination and communication multipliers

The Communication and Dissemination Plan specified the number of dissemination and communication multipliers (associations, networks, supporting organisations, etc.) to collaborate with.

All members from **23 international networks** received invitations to the project's final conference, all received policy briefs for target groups. The most active collaboration was with ICLEI and SCORAI Europe. For the latter a joint research paper was produced by Vasseur, V., Markantoni, M., Vadovics, E., Szöllőssy, A. (2024) 'Should energy poverty in Europe be saved by energy citizens' initiatives?'. This was an early version of a paper presented at the SCORAI workshop in Wageningen, 5-8 July 2023.

Multiplier networks	
1. SCORAI Europe	13. Right to Energy Network
2. European Roundtable on Sustainable Consumption and Production	14. European NGO networks – EEB, CAN Europe, Bankwatch
3. Future Earth Knowledge-Action Networks (KANs)	15. Hungarian Panel on Climate Change (HuPCC)
4. Climate Innovation Hub	16. Eurocities
5. Sustainability Transitions Research Network (STRN)	17. Energycities
6. Climate Action Network	18. REScoop
7. Energy and Social Science Network (EASSN)	19. Energie Partagée
8. International Association of People-Environment Studies (IAPS)	20. CEMR (Council of European Municipalities and Regions)
9. ICLEI	21. Energy Poverty Advisory Hub
10. Resource Cap Coalition (RCC)	22. SHURA Energy Transition Center
11. Green Deal Think Tank Network	23. Forum Energii
12. Coordinet	24. Fedarene



6. Communication KPI and impact analysis

Kew Performance Indicators (KPI): Communication

Communication tool/channel	Planned KPI	Reached KPI	Progress
Website	Unique visitors: 20,000	Unique visitors: 4,680	↓
	Time spent on website: >2 min.	Average time spent on the website: 2:45 h:m	↑
	No. of downloads: >1,000	No. of downloads: 92	↓
	Update of the website: bi-weekly	Update of website: more often than bi-weekly	↑
Twitter	No. of posts: 3 per week	No. of posts: 2.5 per week	↓
	No. of followers: >500	No. of followers: 1038	↑
	No. of retweets: >3 per post	No. of retweets: 4.9 per post	↑
LinkedIn	No. of posts: weekly	No. of posts: 1,72 (>weekly)	↑
	No. of likes: >10 per post	No. of likes: per post 8.85	↓
	No. of shares: >2 per post	No. of shares: 1.2 per post	↓
Facebook	No. of posts: weekly	No. of posts: 2.13 (>weekly)	↑
	No. of likes: >5 per post	No. of likes: >5 per post*	↑
	No. of shares: >2 per post	No. of shares: >n/a*	
Newsletter	No. of newsletters: 6	No. of newsletters: 6	↔
	No. of subscribers: >400	No. of subscribers: 89	↓
Press releases	No. of press releases: 3 per partner	No. of press releases: 3 per partner, a total of 27	↔
Media	No. of media appearances: >100	No. of media appearances: 110	↑
Mainstream media publications	No. of publications: 27 with an average reach of 20,000+ per publication	No. of publications: average reach per publication of 20,000+ per publication	↔
Blog series	No. of blogs: 4	No. of blogs: 7	↑

Legend: ↔ result reached as planned, ↓ result below target, ↑ result exceeds the target value.

** Facebook results are estimated based on metrics available for a period that covers 67 posts, with an average of 8.6 likes/post. Critical extrapolation allows us to assume 5 likes/posts for the whole period, where data cannot be recovered from the stolen Facebook account. Due to the latter reason, shares cannot be identified.*

Explanations of deviations from planned performance results

Twitter (X) posts per week are slightly below KPI targets as during the early stages of the project in 2021 communication was not frequent. This deviation can be attributed to the limited amount of substantial content to share with the audience. It was essential to maintain the quality and relevance of our communications rather than merely meeting a quantitative target. Thus, the content strategy was adjusted to focus on the significance and impact of the posts rather than the frequency. This approach was intended to build a solid foundation for audience engagement by sharing highly relevant and valuable information as it became available.

LinkedIn results in terms of likes and shares per post, are slightly below targets which may be attributed to the audience development stage. Given that the project was in its early stages during much of the measurement period, the follower base on LinkedIn may not have been fully established. Building a



targeted professional audience takes time, and early posts not reached as wide or as engaged an audience as those made later in the project lifecycle.

Newsletter results in terms of subscribers were set quite ambitious, aiming to build a significant base of engaged stakeholders. However, reaching 89 subscribers points to a number of potential challenges in communicating science results in general (might be attributed to content relevance, frequency, overlapping information, etc.). As the media is saturated with all types of news, people are very selective in committing to regular information flows from others. Since audience attitudes were not evaluated, these considerations are hypothetical.

Impact indicators: communication

Impact factors defined in the Communication and Dissemination Plan (D7.2) are selected for this report to reflect the impact of communication activities. Other impact factors are reported under D7.6 providing an overview of dissemination activities such as conferences, events, and publications.

Impact No	Target value related to communication activities	Reached target	Progress
I1	More than 100 media appearances	110	↑
I1	10,000 citizens engage in citizen science activities	10 071	↑
I1	Database of 500 cases published	576 cases	↑
I3, I5	>5,000 unique visits to the online database	1 089	↓
I4	1 brief with recommendations for businesses (circulated by >20 networks, organ.)	4 policy briefs circulated to 24 networks¹	↑

Legend: ↔ result reached as planned, ↓ result below target, ↑ result exceeds the target value.

Explanations of deviations from planned performance results

While most of the targets were exceeded or met, there were deviations from planned performance results in terms of online database visits. More than 5,000 unique visits to the online database were planned, but the actual number of unique visits to the online database by the end of the project fell short of the target. However, the proactive approach to policy brief circulation suggests adaptability and efforts to maximise impact despite challenges in other areas. Adjustments may be needed to improve online engagement and ensure that targets are met across all aspects of the initiative.

¹ While most of the networks reached out to may not exclusively represent business interests, they often engage with businesses and stakeholders to promote sustainability, energy transition, and environmental protection.

