

# ENERGISE

EUROPEAN NETWORK FOR RESEARCH, GOOD PRACTICE  
AND INNOVATION FOR SUSTAINABLE ENERGY 

## COMMUNICATION AND DISSEMINATION



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This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 727642.

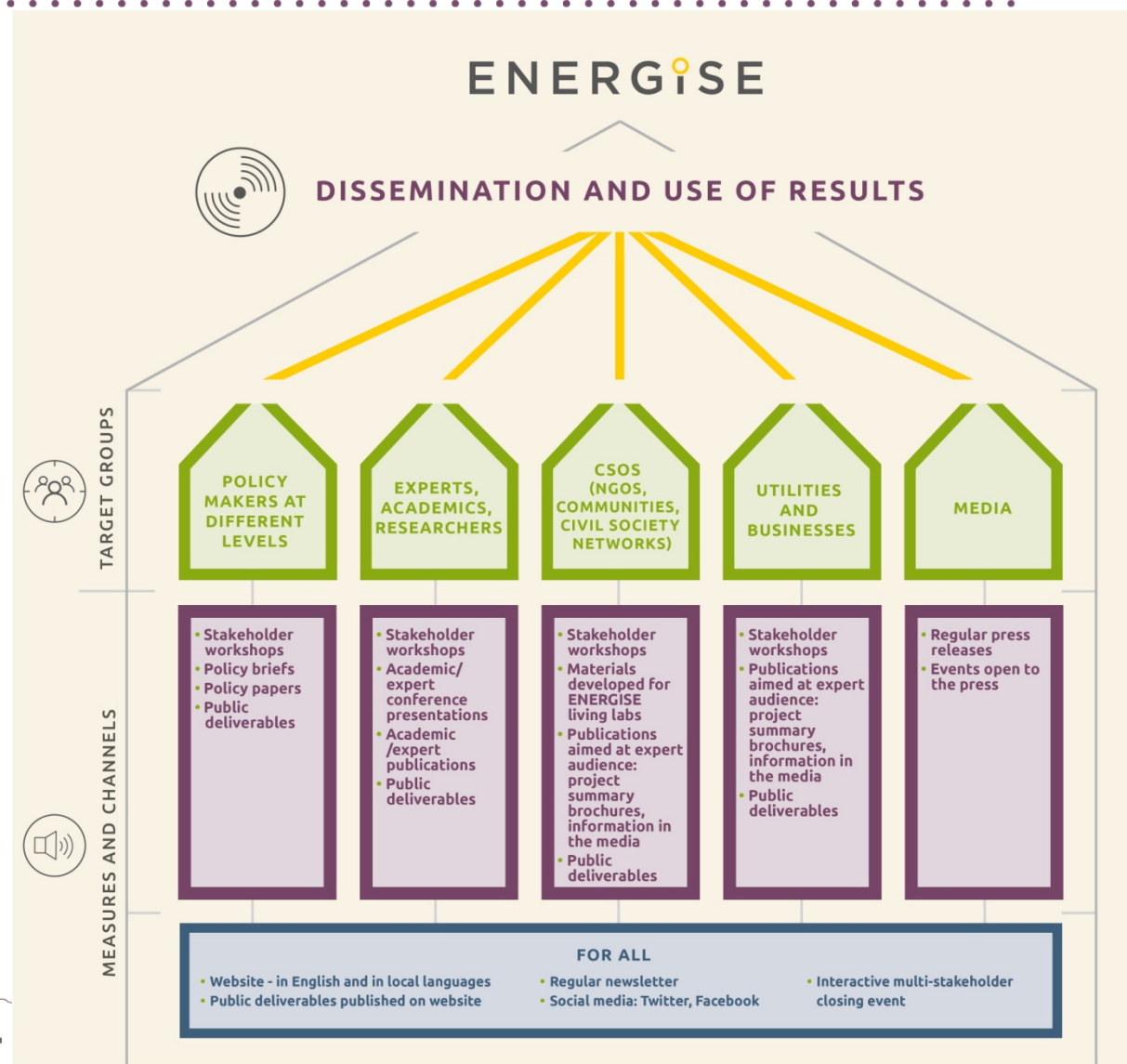
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# COMMUNICATION IS CHALLENGING: VARIED AND MANY TARGET GROUPS

#2

- Varied target groups, many goals, different communication needs:
- Use of many different tools and channels



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# WHAT WE HAVE DONE: SOME HIGHLIGHTS

#3

- **General**

- – website, newsletter, social media accounts (@ENERGISEproject)
- - roll-up, flyers



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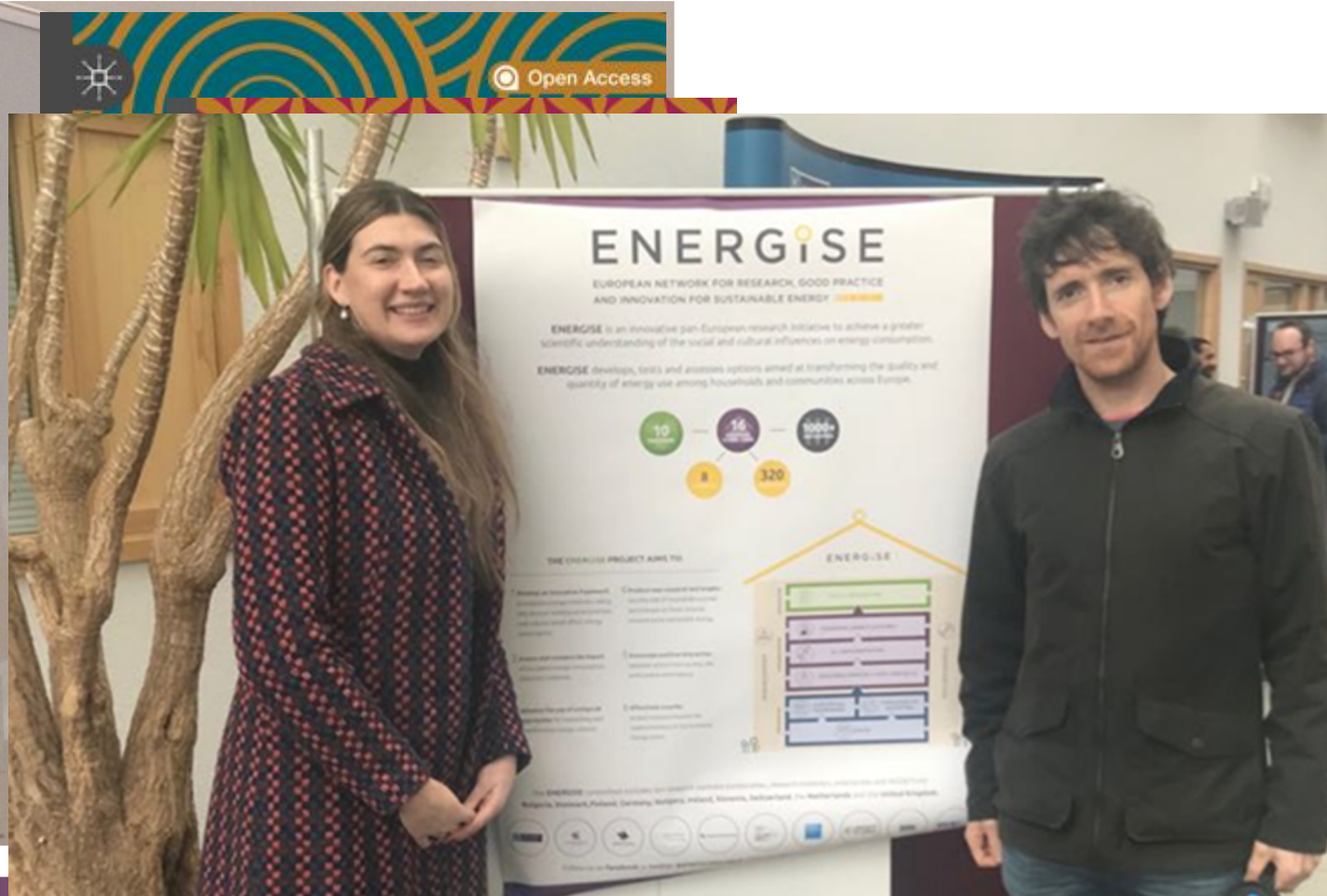
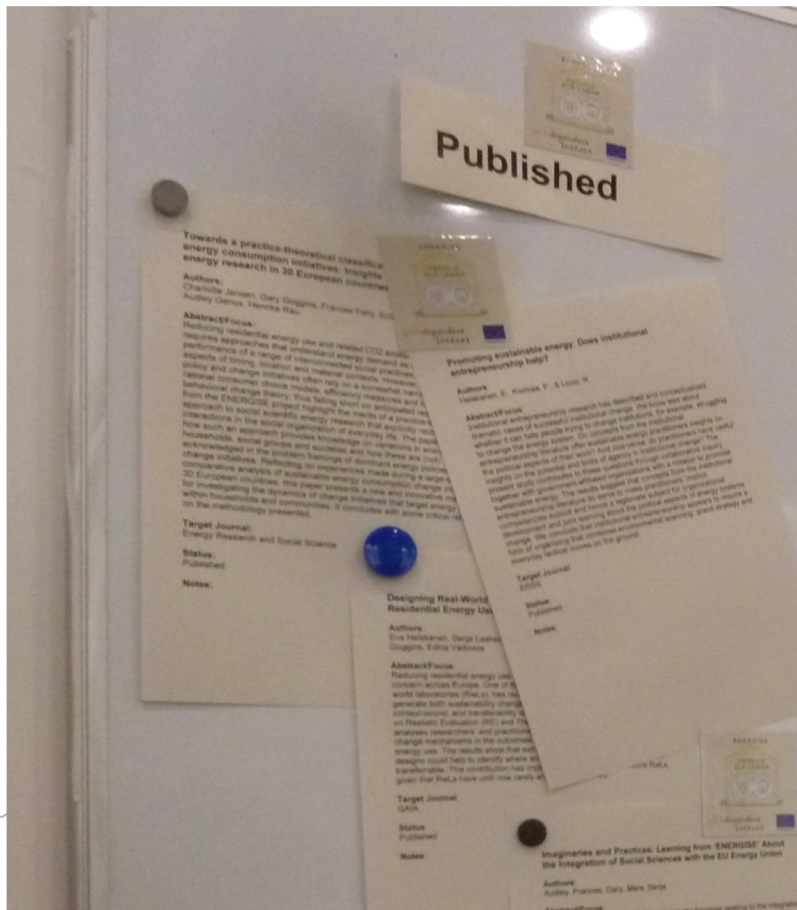
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# WHAT WE HAVE DONE: SOME HIGHLIGHTS

#4

- **Our real strength: academics and experts**

- **Papers** (24 so far), **books** (1 + contributions), **posters, presentations** (>150)



# WHAT WE HAVE DONE: SOME HIGHLIGHTS

#5

- **Our real strength: academics and experts**
  - **special sessions and world café at academic conferences, also with other related projects (e.g. SCORAI, Degrowth, EUSEW, eceee)**
  - **focused local workshops (e.g. Switzerland, Finland, HU)**



# IN THE ERA OF CLIMATE CRISIS, COMMUNICATION **WITH DECISION MAKERS** IS ESSENTIAL

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#6

- **Decision makers: policy and business**
  - **1. invited to be members of ENERGISE Expert Panel**
  - **2. invited to multi-stakeholder workshops**
    - To plan methodology
    - To discuss outcomes
    - To discuss use of outcomes
  - **3. policy decision forum (PDF)**



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# IN THE ERA OF CLIMATE CRISIS, COMMUNICATION **WITH DECISION MAKERS** IS ESSENTIAL

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#7

- **Decision makers: policy and business**
  - **4. local policy makers: invitation to ENERGEISE Living Lab final events and other local events**
  - **5. policy briefs**



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# IN THE ERA OF CLIMATE CRISIS, COMMUNICATION WITH THE GENERAL PUBLIC IS ESSENTIAL

#8

- General public – generate interest, inspire action
  - 1. Social media (page, discussion group)
  - 2. Press releases
    - TV, radio, newspaper articles, online appearances
    - Not just results, also to reach out: database / ELL recruitment



**Press release:** Searching for sustainable energy projects engaging households

**Location:** in 30 countries across Europe, coordinated by [ENERGISe partners](#)

**When:** From 15 March 2017

**ENERGISe US: LET US KNOW ABOUT YOUR SUSTAINABLE ENERGY PROJECT WITH HOUSEHOLDS!**

**Are you involved in a project that seeks to change the way people use and consume energy? Are you promoting energy efficiency and lower energy consumption in households? Whether you are an NGO, an energy agency, a business, or perhaps a group of neighbours or a social club, we would like to hear and learn from you!**

We are a group of dedicated people, researchers and practitioners, who have joined forces in a new EU Horizon 2020 research project called ENERGISe and

**ENERGISe**  
EUROPEAN NETWORK FOR RESEARCH, GOOD PRACTICE  
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# IN THE ERA OF CLIMATE CRISIS, COMMUNICATION WITH THE GENERAL PUBLIC IS ESSENTIAL

#9

- 3. TEDx talk, festivals and cultural events, stall to recruit



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# IN THE ERA OF CLIMATE CRISIS, COMMUNICATION WITH THE GENERAL PUBLIC IS ESSENTIAL

#10

- 4. Unique opportunity: **ENERGISE Living Lab participants**
  - Participant can become „messengers” for low-carbon lifestyles
  - Participants talking to their colleagues, neighbours
  - Participants posting on social media (e.g. DK, HU)
  - Participants speaking to others at various events



# TALKING WITH DECISION MAKERS AND THE GENERAL PUBLIC #11

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- **Important challenges:**

- **Coming up with relatively simple messages that can be acted upon**

- Help: Expert Panel, Partner with previous experience, media agency

- **Using the language of our stakeholders, not our own**

- **Need to ‘translate’ and find local relevance**

- **Get our message through (follow-up?)**

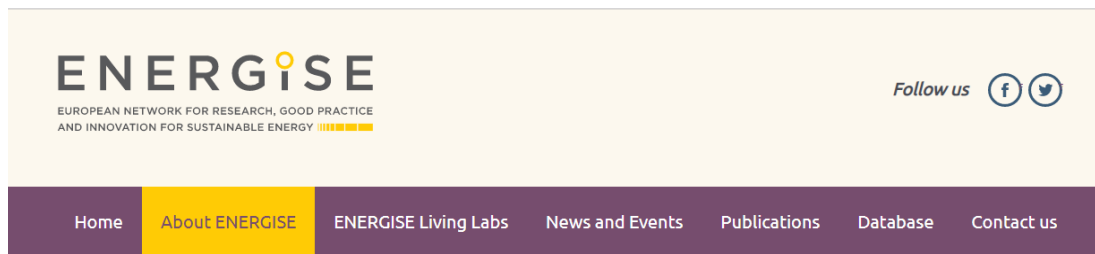
- **Has what we have done been enough?!**



# WALKING THE TALK – BEING CREDIBLE

#12

- Importance of doing a project concerned with low-carbon lifestyles in a low-carbon way...
- Changing the practice of implementing projects...
  - **Dedicated section on website** with checklist and examples
  - **Events** (workshops, project meetings, ELL events) organized in a sustainable way



[About](#) [Work Packages](#) [Walking the Talk](#) [Related projects](#) [Partners](#)

Walking the talk: green(er) events and travel carbon footprint calculation in ENERGI SE

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- Importance of doing a project concerned with low-carbon lifestyles in a low-carbon way...
  - Publications and materials **printed** in an environmentally friendly way
  - **Living Lab materials selected** based on sustainability principles as much as possible
- Experimenting with **travel** (and full) **carbon footprint calculation** for meetings
  - Discussion on balancing footprint with impact



# AND TO CONCLUDE: THE ENERGISE VIDEO

#14

- [Link to the video](#) (online)
- [Link to the video](#) (offline)



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HELSINGFORS UNIVERSITET  
UNIVERSITY OF HELSINKI



THANK YOU FOR YOUR ATTENTION!

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