



# D 5.4 Final Communication & Dissemination Report

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## Disclaimer and acknowledgements

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2	GUIDEHOUSE GERMANY GMBH	GUIDEHOUSE	DE	Company
3	OÖ ENERGIESPARVERBAND	ESV	AT	Regional agency
4	BORG & CO AB	BORG & CO AB	SE	Company
5	FEDERATION EUROPEENNE DES AGENCES ET DES REGIONS POUR L'ENERGIE ET L'ENVIRONNMENT	FEDARENE	BE	Federation
6	ENERGY CITIES ASSOCIATION	ENERGY CITIES	FR	NPA

**Deliverable background**

This final report sums up the communication and dissemination activities of the project. This deliverable builds on the 'Communication and Dissemination Plan' (D5.2) and applies the rules established in the 'Tools for monitoring communication and dissemination activities' (D5.3).



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## Introduction

Energy Efficiency Watch 4 project aims at ensuring the achievements of the targets under the Energy Efficiency Directive (EED) by supporting policy makers in EU MS to successfully implement EU directives on energy efficiency. EEW4 will generate new insights on the link between policies and narratives, develop new narratives and provide policy recommendations. The project will create a forum for discussion and dissemination of the essence of revised EU directive with decision makers and relevant stakeholder community. The project was built upon the successful work and findings of EEW 1-3.

EUFORES as a parliamentary network based in Brussels, is responsible of leading project consortium as well as the planning and overall coordination of communication and dissemination activities and tools.

## Definitions

**Communication** means taking strategic and targeted measures to promote the project and its results to audiences, engaging in a two-way exchange when possible. The communication activities are relevant to reach out to the targeted audience.

**Dissemination** is the public disclosure of the results of the project, an active process of promotion and awareness-raising that starts from the beginning of a project. Dissemination helps to enable the transfer of knowledge and results to the ones that can make use of it.

**Exploitation** is the use of the results during and after the project's implementation for improving policies, tackling economic and societal problems.

**Results** are any tangible or intangible outputs of the action such as data, knowledge and information whatever their form or nature, whether or not they can be protected.

## Communication and Dissemination Plans

EEW4 undertook a comprehensive communication, dissemination and outreach effort. From the first year, the project partners communicated its activities to raise awareness and interest about the project among a wide audience of stakeholders. As soon as the core findings were consolidated, the key output and especially the ten narratives have been disseminated to relevant stakeholders through dissemination tools such as brochure, website, webinars and events.

The dissemination activities started in the initial phase of EEW4 with the upgrade of the visual identity and the production of dissemination material and tools such as leaflets, rollup and the website. In a first stage of the project, we focused on raising awareness on EEW4 itself and engage with the targeted audience such as energy experts, policy makers and the general public. In the second half of the project the focused on communicating results and impact. Specifically, as soon as the core findings were

consolidated, the key output and especially the ten narratives went through a rollout process in the respective countries, regions, on city level and for relevant Brussels stakeholders.

The Dissemination and Communication Plan aims at defining a long-term strategy to pursue the following objectives:

- **Raising awareness on the project EEW4 and stimulating interest among stakeholders;**
- **Disseminating project results and transferring knowledge generated by the project to the broad public and interested users;**
- **Ensuring the proper roll-out of the project output and achievement of impact after the end of the project.**

### Guiding Principles

The dissemination and communication plan has been elaborated following these principles:

- **Identifying target audience:** whom does the project want to speak to?
- **Defining clear messages:** what message does the project want to convey to its audience and **why?**
- **Identifying means and tools:** when and how will those messages be conveyed to the audience?
- **Setting measurable objectives** and control points to ensure the effective implementation of dissemination and communication activities.

#### Key messages and target audience

Examples of identified messages of the EEW4 project are described in the table below:

Messages	Audience
EEW4 improves the degree of successful implementation of policy instruments for energy efficiency	<b>Members of the European Parliament and other EU institutions</b>
EEW4 creates a connection between policy instruments for energy efficiency and supportive narratives	
EEW4 provides policy recommendations giving hints and examples on how to build new narratives	
EEW4 develops new narratives showing the full range of key benefits such as job creation, building up new industries, energy security,	



poverty reduction, improvement of air pollution and strengthening regional economies

A key finding of EEW3 was that successful implementation of EE policies depends to great extent on the existence of an underlying national or regional narrative about key benefits of energy efficiency, accepted and shared by stakeholders and also significant parts of the population. If such narratives don't exist, energy efficiency is often controversially debated or ignored, leading to frequent changes of policies and unambitious implementation of measures.

The EEW4 survey results show that MS's improvements across policy fields remain too slow and dynamics are lacking. The ups and downs continue in the different MS – the levels of ambition in policy development and implementation keep fluctuating. The WHY is often missing, which leads to the lack of strong narratives. Policy ambition is maintained in a specific country or region despite political changes where a consensus has been reached on "it should be done" (and not "we must because Brussels tells us so).

Conclusions from EEW4 survey results suggest: More attention on the positive economic impacts of the energy transition on jobs and competitiveness is needed. New messages, new topics, new stakeholder interactions are vital to speed up acceptance and participation. Different data and knowledge are required to talk about employment, competitiveness and industry as well as for addressing "killer arguments", as opposed to the skills required for developing messages on air quality, housing and public buildings. The buy-in from important influential stakeholder groups are needed at national and local level. Furthermore, the Covid investment programmes present a unique opportunity to





reposition the energy transition as a key recovery strategy: "the fastest recovery is the green recovery". We therefore urgently need much better NARRATIVES.

**The ten exemplary case studies representative of the EU 27, provide key policy recommendations to the EU on how to complement policy instruments by successful narratives. The latter are:**

1. Communication, Dialogue and Participation
2. Independent and transparent data
3. What makes a real business case for energy efficiency
4. The image of technologies
5. 'Good to be a front-runner'
6. Energy efficiency as integral improvement of the production cycle
7. Empowering research and innovation for energy efficiency
8. Education, training and upskilling
9. Transformation in line with social justice
10. 'Just Transition'

**Conclusions from the EEW4 underline that overall policy makers should think and act beyond fragmented traditional policy areas, considering that in the public debate the connotation of change decides about the success or failure of the energy transition.**

**Strategic planning of policy implementation is required from the very start, considering supportive narratives to flank all new and**



**ongoing policy and by promoting measures for participation and dialogue to target specific groups and stakeholders to increase their understanding and potential buy-in.**

The economic relevance of energy efficiency as part of the energy transition must be strengthened, by the evolvement of new business models and the creation of favourable market conditions. There needs to be a broader understanding of economic benefits, specifically the role that audits can play to incorporate their results in the financial key performance indicators of companies. Overcoming the predominance of the supply side is another important point to strengthen the synergies with energy efficiency, to that regard different target groups' patterns of economic behaviour should be analysed, and policy instruments should be tailored accordingly.

The energy crisis related to the Ukraine war shows that energy efficiency has a high potential for energy security. At the beginning of EEW4, to our surprise, the argument of energy security did not make it to the top five topics of the survey. Energy security has not been taken serious in the past, this is caused by a structural predominance of the supply side in the perception of what constitutes energy security, and a deep-rooted belief in economically rational behaviour as guiding principle for international energy relations.

EEW4 supports MS in improving the degree of implementation of policy instruments for energy efficiency

EEW4 creates a connection between policy instruments for energy efficiency and supportive narratives

**Members of national parliaments, national governments and regional/ local authorities**



EEW4 selects case studies and provides a toolbox on how to develop successful narratives in selected MS

EEW4 develops new narratives showing the full range of key benefits such as job creation, building up new industries, energy security, poverty reduction, improvement of air pollution and strengthening regional economies

A key finding of EEW3 was that successful implementation of EE policies depends to great extent on the existence of an underlying national or regional narrative about key benefits of energy efficiency, accepted and shared by stakeholders and also significant parts of the population. If such narratives don't exist, energy efficiency is often controversially debated or ignored, leading to frequent changes of policies and unambitious implementation of measures.

The EEW4 survey results show that MS's improvements across policy fields remain too slow and dynamics are lacking. The ups and downs continue in the different MS – the levels of ambition in policy development and implementation keep fluctuating. The WHY is often missing, which leads to the lack of strong narratives. Policy ambition is maintained in a specific country or region despite political changes where a consensus has been reached on "it should be done" (and not "we must because Brussels tells us so).

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opposed to the skills required for developing messages on air quality, housing and public buildings.

The buy-in from important influential stakeholder groups are needed at national and local level. Furthermore, the Covid investment programmes present a unique opportunity to reposition the energy transition as a key recovery strategy: "the fastest recovery is the green recovery". We therefore urgently need much better NARRATIVES.

The **ten exemplary case studies** representative of the EU 27, provide key policy recommendations to the EU on how to complement policy instruments by successful narratives. The latter are:

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fragmented traditional policy areas, considering that in the public debate the connotation of change decides about the success or failure of the energy transition.

Strategic planning of policy implementation is required from the very start, considering supportive narratives to flank all new and ongoing policy and by promoting measures for participation and dialogue to target specific groups and stakeholders to increase their understanding and potential buy-in.

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<p>EEW4 promotes and fosters the compliance with energy efficiency regulations, as well as promoting the deriving benefits in terms of job creation, building up new industries, energy security, poverty reduction, improvement of air pollution and strengthening regional economies</p>	<p><b>Citizens and stakeholders</b></p>
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**Table 1 Messages**

The table has been updated during project implementation to include all messages that will be conveyed to the audience. By using the statements in table 1 we can draw a graphical presentation of the words used more frequently by the consortium in defining the initial messages of the project.



Figure 1 Words graphic

**Target audience and measures to maximize impact**

EEW4 dissemination and communication activities aimed at reaching the following stakeholders:

Stakeholder	Measures	Results
Members of European Parliament	5 MEPs per EP event (10 in total)	<b>9 MEPs per EP event (19 in total)</b> <b>6 MEPs per Presidency Roundtable (46 in total)</b>
Members of national parliaments	10 MPs reached per national parliamentary workshop (90 in total)	<b>25 MPs reached per national parliamentary workshop (250 in total)</b>
Representatives of government institutions	100 participants at events	<b>122 participants General Assembly FEDARENE</b>
Regional and local authorities	1000 participants at events	<b>117 participants Rendez-vous Energy Cities event</b> <b>168 participants from Covenant of Mayor's event</b>
Citizens and stakeholders	1000 through our network partners	1906 through our network partners  233 participants from municipalities, national government, NGO, associative and scientific community during Energy Cities National webinars  179 stakeholders from commission, industry and Scientific Community during Borg & Co National Policy Seminars  384 participants during the Borg & Co summer studies  1,110 participants (onsite and online) including





		energy experts from various sectors ESV Policy Conference.
Business representatives	25 business stakeholders per business workshop (300 in total)	<b>27 business stakeholders per business workshop</b> <b>Guidehouse &amp; Borg &amp; Co workshop Industrial Efficiency Event (300 in total)</b>

**Table 2 Targeted stakeholders**

The partners reached a broad range of stakeholders and engaged them during the implementation phase by giving them the opportunity to provide an input on project activities. The project impact has been maximized by listening to the stakeholders’ experiences and considering their concerns and needs to be addressed. In particular, the stakeholders have been invited to participate in focus groups during the three phases input, testing and dissemination of narratives. Contacts (email, phone number, addresses, social media accounts etc.) of the different stakeholders has not been shared with partners due to the privacy policy and confidentiality, each network partner had direct contact with their stakeholders.

Organisation type	Organisation name	Network	Type of involvement	Contact	Country
Energy Agency	Tipperary Energy Agency	FEDARENE	Linked third party	Seamus Hoyne	Ireland
Energy Agency	Podravje Energy Agency	FEDARENE	Linked third party	Vlasta Krmelj	Slovenia
Energy Agency	Plovdiv Energy Agency	FEDARENE	Linked third party	Ina Karova	Bulgaria
Energy Agency	Cyprus Energy Agency	FEDARENE	Linked third party	Savvas Vlachos	Cyprus
Municipality	La Métropole de Lyon	ENERGY CITIES		Bruno Charles	France
Municipality	Office for Environmental Protection, City of Stuttgart	ENERGY CITIES		Hans-Wolf Zirkwitz	Germany
NGO	E3G	ENERGY CITIES		Ada Amon	Germany
Municipality	Litomerice Municipality	ENERGY CITIES		Jaroslav Klusak	Czech Republic
Local Energy Agency	Bucharest Energy Efficiency and Environ	FEDARENE	Preliminary interviews		Romania
Regional Energy Agency	Liguria Regional Energy Agency	FEDARENE	Preliminary interviews		Italy
Local Energy Agency	Berlin-Beratungs- und Service Gesellsch	FEDARENE	Preliminary interviews		Germany
Regional Energy Agency	Tartu Energy Agency	FEDARENE	Preliminary interviews		Estonia
Regional Energy Agency	Severn Wye Energy Agency	FEDARENE	Preliminary interviews		United Kingdom
Regional Energy Agency	Greater Stockolm Energy Agency	FEDARENE	Preliminary interviews		Sweden
EU Institution	Joint Research Center, EU Commission	eceee	Linked third party/Preliminary interviews	Paul Hodson	The Netherlands
NGO	The Association for Decentralised Energy	eceee	Linked third party/Preliminary interviews	Joanne Wade	United Kingdom
Energy Agency	Danish Energy Agency	eceee	Linked third party/Preliminary interviews	Peter Bach	Denmark
NGO	The Regulatory Assistance Project (RAP)	eceee	Preliminary interviews	Jan Rosenow	United Kingdom
Consultant company	Anthesis	eceee	Preliminary interviews	Agneta Persson	Sweden
Consultant company	DuneWorks	eceee	To be interviewed 7 Nov	Ruth Mourik	The Netherlands
NGO	The Regulatory Assistance Project (RAP)	eceee	To be interviewed 7 Nov	Samuel Thomas	France
Research institute	Fraunhofer Institute for Systems and Innovation Research ISI	eceee	To be interviewed 5 Nov	Elisabeth Dütschke	Germany

**Table 3 List of network experts involved**

### Standard Acknowledgement and Disclaimer

All communications and publications made by the EEW4 partners about the project, including conferences, or any type of information and promotional material, acknowledged the contribution received from the European Commission under Grant Agreement no. 847153. All communications and publications therefore bear the following clause, followed by the EU emblem:

*This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 847153.*

*The publication reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains*

### Roles and Responsibilities

- EUFORES has been the WP5 Leader and led the project dissemination activities planned according to the dissemination strategy. EUFORES's main responsibilities were to:
  - Set up the most appropriate mechanisms and tools for maximum outreach and impact.

- Coordinating the partners' contribution to the dissemination action.
- Monitoring and evaluating the dissemination results.

Project partners carried out their communication and dissemination activities and informed the Coordinator about the results achieved.

- GUIDEHOUSE developed scientific dissemination material such as a brochure and feedback loop report, publishable PowerPoint, and final publishable report.
- ESV was in charge of promoting the EEW project and its finding at conferences such as WSED.
- FEDARENE supported the dissemination at all stages via their own network.
- Borg & Co supported the dissemination at all stages via eceee's network.
- Energy Cities supported the dissemination at all stages via their own network.

## Tools for Monitoring

The tools for dissemination and communication were used to evaluate the project's impact. The tools such as the website, brochure and events have been developed throughout the project with the contribution of all project partners.

### Visual identity and branding material

Basic project dissemination material includes brochures, a slideshow presentation and roll-up.

The templates for a slide presentation and roll-up to be used in communication activities have been elaborated and used by all project partners during their events.



**Figure 3: Template for PowerPoint Presentation**

## Narrative Brochure

A “Narratives brochure” has been elaborated to illustrate the findings of the project along with good practice examples. It described: the interdependence of policy implementation and narratives in general; the ten case studies on narratives in a condensed way, enriched by pictures and graphical elements; the key policy recommendations in a shortened, reader friendly version; and provided practical guidance in a one page “how to build a good narrative-guide”, also supported by graphical elements. The brochure consisted of a 20-page pdf document in English, translated in other 5 EU languages.

All partners have been provided with the Narrative Brochures and Flyers and have been asked to distribute them at events, workshops and all available opportunities to raise awareness on the project.



Figure 4: Narratives Brochure



The official project logo remained the same as the previous EEW projects (Figure 1) to keep a continuity with previous projects.



Figure 5 Logo Energy Efficiency Watch

### The 10 case studies e-document

The 10 case studies e-documents and policy recommendations and the Narratives brochure has been furthermore disseminated by the project partners more targeted to key stakeholders as a rollout process in the respective countries, regions, on city level and for relevant Brussels stakeholders. All project partners will use their existing communication channels and broad network.



### Key Policy Recommendations

New Narratives to promote better energy policies and energy security

#### Explanation

Energy Efficiency Watch 4 (EEW4) is a Horizon 2020 project aimed at supporting policy makers in EU Member States in enhancing effective implementation of policy instruments for energy efficiency, thereby contributing to reach the target of the Energy Efficiency Directive. Based on multiple inputs from policy makers, business stakeholders and energy experts collected through dedicated workshops and an online survey, EEW4 is identifying and developing argumentative drivers in public discourses that facilitate the adoption and effective implementation of energy efficiency policies in the EU. Based on the ten case studies (D4.4) and the results of the EEW4 survey report (D 3.3), the consortium presents key policy recommendations, on what can be learned from those inputs and how essential findings should be considered in future policy making.



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Figure 7: Case Studies e-document



## Website and social media channels

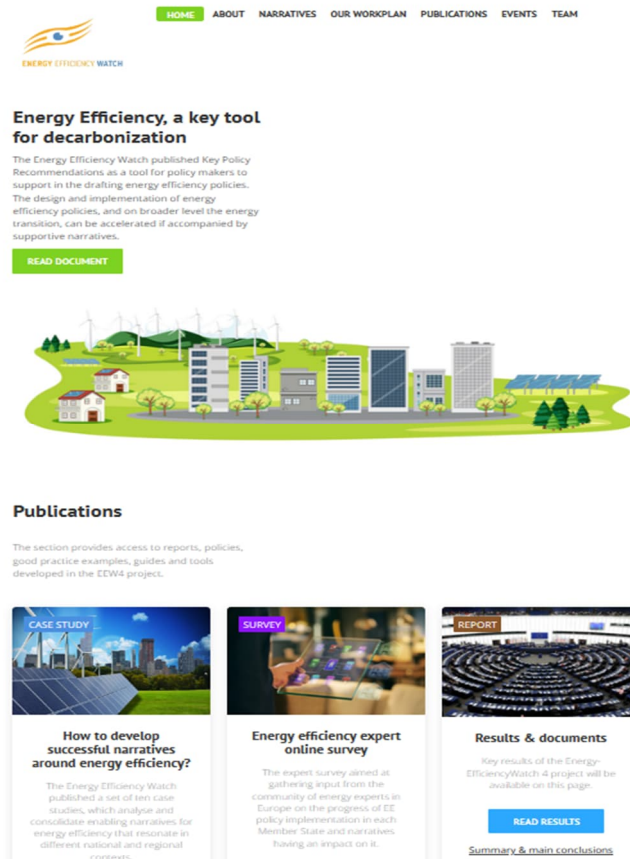


Figure 6 Current Energy Efficiency Watch website

The current project website (Figure 6) has been upgraded to raise awareness about the project’s activities. The content has been public to all users including information about the project, the activities and the mission - why energy efficiency and which is our approach. A section has been dedicated to previous Energy Efficiency Watch projects. The event and publications sections, which are visible on the homepage have been updated regularly by EUFORES with the content provided by all partners. One static subpage (Our mission and approach) has been created giving an overview of the EEW4 project and introducing its major results.

## Social Media

All the major information and project results have been promoted via social media channels (LinkedIn and Twitter) of project partners reaching a high level of interaction and traffic to the website.



**EUFORES @EUFORES\_EU · 5 Oct**

NEW RELEASE: Energy Efficiency Watch publishes the conclusions on the missing "why" and how narratives can improve #energyefficiency and security in Europe.

Read the policy recommendations based on the EEW4 survey and narrative cases [energy-efficiency-watch.org/media/Press\\_Re...](https://energy-efficiency-watch.org/media/Press_Re...)

Energy4Europe and 8 others

4 7

**Tweet Analytics**

**EUFORES @EUFORES\_EU · 5 Oct**

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Read the policy recommendations based on the EEW4 ...

7 4 0

Impressions	Engagements	Detail expands
<b>394</b>	<b>20</b>	<b>1</b>
	New followers	Profile visits
	<b>2</b>	<b>0</b>

**Promote your Tweet**  
Your Tweet has earned 394 impressions so far. Switch to a professional account to broaden your reach. [Switch to professional](#)

**EUFORES @EUFORES\_EU · 30 May**

NEW RELEASE: Energy Efficiency Watch publishes 10 exemplary case studies which provide policy support with enabling narratives in the field of #energyefficiency.

Read more [bit.ly/3asADF1](https://bit.ly/3asADF1)

#ClimateNeutralEU #Fitfor55 #RePowerEu

EISMEA and 9 others

6 8

**Tweet Analytics**

**EUFORES @EUFORES\_EU · 30 May**

NEW RELEASE: Energy Efficiency Watch publishes 10 exemplary case studies which provide policy support with enabling narratives in the field of #energyefficiency.

Read more [bit.ly/3asADF1](https://bit.ly/3asADF1)

8 6 0

Impressions	Engagements	Detail expands
<b>438</b>	<b>34</b>	<b>7</b>
	New followers	Profile visits
	<b>0</b>	<b>0</b>

**Promote your Tweet**  
Your Tweet has earned 438 impressions so far. Switch to a professional account to broaden your reach. [Switch to professional](#)

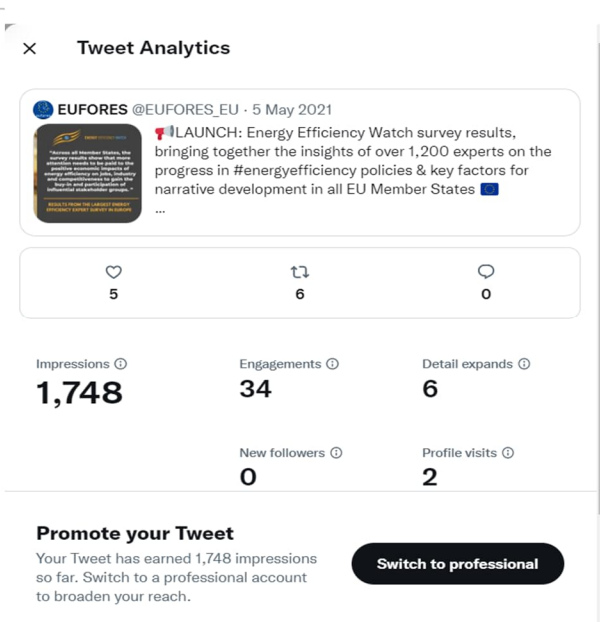
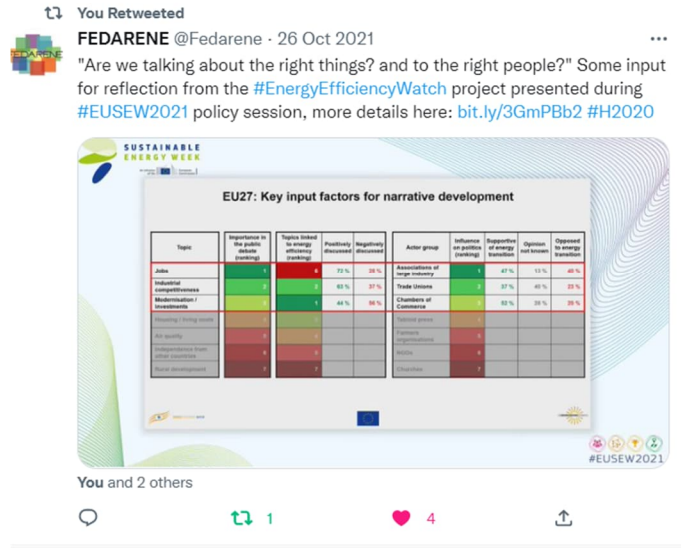


Figure 8 Twitter promotion of EEW4 results

**E-newsletters**

EUFORES disseminated three EEW4-project newsletters that contained the latest information on the project, the results and the upcoming events. All project partners have used their existing communication channels and broad network to reach out with similar messages.





ENERGY EFFICIENCY WATCH

Energy Efficiency Watch newsletter

1st edition - May 2021

Welcome to the Energy Efficiency Watch newsletter!

The Energy Efficiency Watch (EEW4) is a Horizon 2020 project, aiming at supporting policy makers and public authorities in EU Member States in improving the degree of successful implementation of policy instruments for energy efficiency and to implement the Energy Union.

Check out the project on [energy-efficiency-watch.org](http://energy-efficiency-watch.org).

HIGHLIGHT

The missing "WHY" for energy efficiency - EEW4 survey results launched!

The Energy Efficiency Watch presents the results of its new survey, bringing together the insights of over 1,200 experts on the progress in energy efficiency policies and key factors for narrative development in all EU Member States.

The Energy Efficiency Watch project published on Wednesday 5 May 2021 the results of its new EU-wide experts survey [The missing "WHY" for energy efficiency](#). The survey provides valuable information that can help put the EU on the path to climate neutrality.

The study established that the perceived energy efficiency progress remains too slow across the EU27 and policy ambition seems more strongly maintained in the countries where a



ENERGY EFFICIENCY WATCH

Energy Efficiency Watch newsletter

2nd edition - September 2022

The missing 'why' - how narratives can improve energy efficiency and security in Europe

The Energy Efficiency Watch 4 project is a Horizon 2020 project, aiming at supporting policy makers and public authorities in EU Member States in improving the degree of successful implementation of policy instruments for energy efficiency and to implement the Energy Union. Overall, the project outcomes will improve the level of communication on energy efficiency identifying narratives for energy efficiency that resonate in different national or regional contexts.

The Energy Efficiency Watch (EEW), an EU-funded project publishes the conclusions on the missing 'why' and how narratives can improve energy efficiency and security in Europe. The main conclusions have been condensed in a Narratives Brochure in the form of overarching policy recommendations for policy makers from the EEW4 survey and narrative cases, also in view of the 'Green Deal'.

• Overall policy makers should think and act beyond fragmented traditional policy areas, considering that in the public debate the connotation of change decides about the success or failure of the energy transition.

• Strategic planning of policy implementation is required from the very start, considering supportive narratives to flank all new and ongoing policy and by promoting measures for participation and dialogue to target specific groups and stakeholders to increase their understanding and potential buy-in.



ENERGY EFFICIENCY WATCH

Energy Efficiency Watch newsletter

3rd edition - November 2022

Conclusions on - how narratives can improve energy efficiency and security in Europe

The Energy Efficiency Watch 4 project is a Horizon 2020 project, aiming at supporting policy makers and public authorities in EU Member States in improving the degree of successful implementation of policy instruments for energy efficiency and to implement the Energy Union. Overall, the project outcomes will improve the level of communication on energy efficiency identifying narratives for energy efficiency that resonate in different national or regional contexts.

The Energy Efficiency Watch (EEW), an EU-funded project, publishes the conclusions on the missing 'why' and how narratives can improve energy efficiency and security in Europe. The main conclusions have been condensed in a Final Report which gathers all the findings generated during the project allowing readers to obtain an extensive overview of the complete project.

Read the full EEW4 Final Report here.



Figure 9 EEW4 Newsletter

## Press releases

At least three press releases have been published on the website (<http://www.energy-efficiency-watch.org>) after important project results.

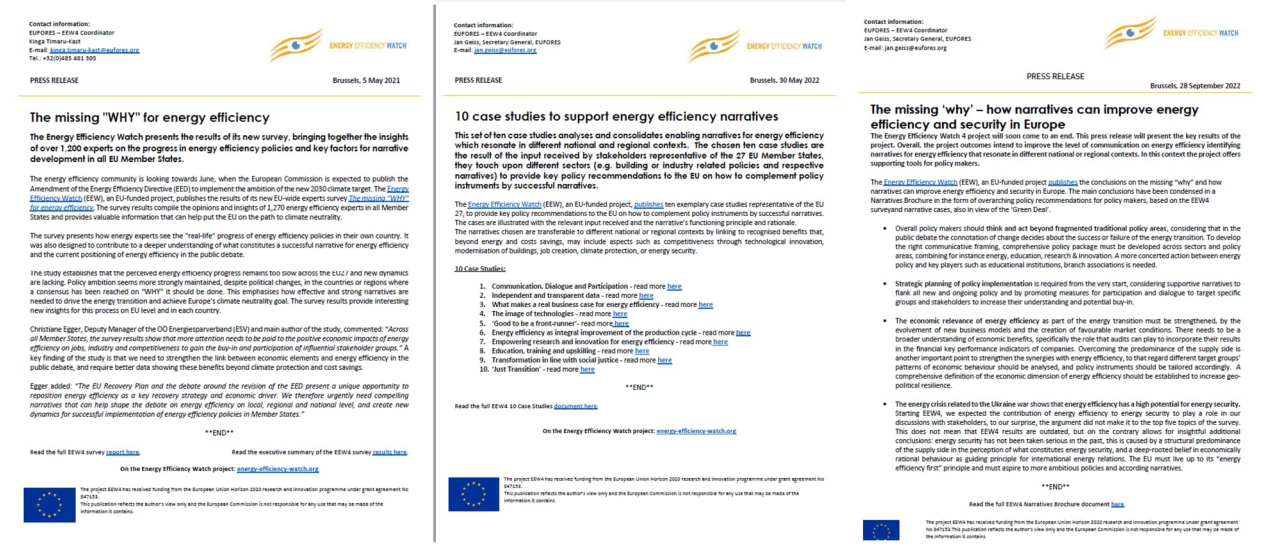


Figure 10 EEW4 Press Releases

## Conferences, workshops and webinars

Project partners have organised conferences and workshops in different locations across Europe involving various stakeholders. Because of Covid-19 measures many workshops took place in the form of a webinar instead of physical events. ENERGY CITIES conducted the Covenant of Mayors EEW4 Webinar and National EEW4 Webinar, EUFORES conducted the national workshops mainly as a webinar so as one IPM. All events have been reported and published on the project website. Table 4 offers an overview of main type of EEW4 events.

Table 4: Events

Project partner	Event
EUFORES	<ul style="list-style-type: none"> <li>High-level event in the EP</li> <li>(Narrative kick-off conference &amp; Final Narrative Outreach conference)</li> <li>IPM session</li> <li>EU Council Presidency breakfast/roundtable</li> </ul>



	<ul style="list-style-type: none"> <li>National parliamentary workshop, with a narrative session led by Navigant</li> </ul>
<b>FEDARENE</b>	<ul style="list-style-type: none"> <li>Workshop at General Assembly</li> <li>Annual Rendez-vous session</li> </ul>
<b>ENERGY CITIES</b>	<ul style="list-style-type: none"> <li>Workshop at Central European Energy Conference</li> <li>National workshops</li> <li>Workshop Covenant of Mayors</li> <li>Round Tables</li> </ul>
<b>BORG &amp; CO</b>	<ul style="list-style-type: none"> <li>Eceee event session</li> <li>Summer studies</li> <li>Policy seminar</li> </ul>
<b>NAVIGANT</b>	<ul style="list-style-type: none"> <li>Business stakeholder workshop</li> <li>Narratives sessions</li> </ul>
<b>ESV</b>	<ul style="list-style-type: none"> <li>EEW conferences (in the framework of the World Sustainable Energy Days)</li> </ul>

**Publications**

All publications are open to access and published on the project’s website. The publications clearly highlight the results and will have a pdf format.

➤ Feedback Loop Report and Final Publishable Report

Results on narratives development and case studies has been presented in a 150-page Feedback Loop Report, each of them with its own chapter, documenting the findings of the various steps of the input phase (National Parliamentary workshops, survey, business stakeholder input etc.) and of the test and roll-out phases of narrative development, leading to the synthesis in the key policy conclusions. Based on the Feedback Loop Report, also a Final Publishable Report of the project has been produced, containing additionally special chapters about the project, its background, mission, dissemination and communication activities, findings and impact. Both reports have been produced in English language and pdf format.

## Conclusions

The Dissemination and Communication of the project successfully raised awareness on the EEW4 findings stimulating interest in the stakeholders, it disseminated project results and transferred knowledge generated by the project to the broad public and interested users. The communication plan also ensured the proper roll-out of the project output and achievement of impacts after the end of the project.

There most successful occasions for dissemination of key project output by the end of the project are:

1. The survey results in form of a PPT presentation and a 3-page summary due in March/April 2021.
2. The 10-case studies e-documents and policy recommendations
3. The launch of the Narratives brochure, as well the Feedback Loop Report and Final Publishable Report

Many essential activities of dissemination took place on the below occasions:

- the publication on the EEW4 website,
- a press release sent to media contacts of the project partners,
- social media posts by the project partners (on Twitter & LinkedIn),
- a dedicated newsletter sent by EUFORES to its contacts database,
- and remaining EEW4 events and the invitation/follow up mailings of these events.