



COMMUNICATING THE SHAPE ENERGY H2020 PROJECT

Strategies for dissemination and
exploitation in the coming year



Authors

Raphaël Danglade, Friends of Europe (Belgium)
Rosie Robison, Anglia Ruskin University (UK)
Lenke Balint, Anglia Ruskin University (UK)
Chris Foulds, Anglia Ruskin University (UK)
Olga Garzón, Acento Comunicación (Spain)
María Torres, Acento Comunicación (Spain)
Nathalie Furrer, Friends of Europe (Belgium)
Dharmendra Kanani, Friends of Europe (Belgium)
Iiris Andre, Friends of Europe (Belgium)
Sarah Bentz, Friends of Europe (Belgium)

January 2018

Suggested citation: Danglade, R., Robison, R., Balint, L., Foulds, C., Garzón, O., Torres, M., Furrer, N., Kanani, D., Andre, I. and Bentz, S 2018. *Communicating the SHAPE ENERGY H2020 project – Strategies for dissemination and exploitation in the coming year*. Cambridge: SHAPE ENERGY.



Executive summary

SHAPE ENERGY – ‘Social sciences and Humanities for Advancing Policy in European Energy’ – aims to develop Europe’s expertise in using and applying energy-related Social Sciences and Humanities (energy-SSH) to accelerate the delivery of Europe’s Energy Union Strategy. The project integrates and builds upon the experience of pre-existing networks and initiatives, including those of its 13 partners.

For it to be successful and well disseminated at a European level, a robust and well-designed communication strategy has been fundamental since the project began in February 2017. The project involves and aims to reach out to a very broad range of stakeholders, represented by academics, policy, industry and communications practitioners. It is therefore important that the project’s communication strategy provides clarity on how to communicate, disseminate and exploit the project objectives and outputs to all members of the consortium and external stakeholders, in order to achieve positive and long-lasting results. Through strategic communication, the project aims to make better use of its results, including by sharing them with e.g. decision-makers to influence policy-making.

This document states the communications objectives and targets at the midway point of the project (end of year 1). During the first year (01Feb 2017 – 31 Jan 2018), SHAPE ENERGY was introduced to the European and national scenes through the creation of a project brand and the launch of an official website. Regular SHAPE ENERGY newsletters, as well as active engagement on our own social media channels, also allowed the project’s followers to stay informed and discover the many project outputs already published – in particular, the first half of 2017 focused on reports from the project’s scoping phase, and the second half focused on an increasing number of videos and blogposts. Furthermore, by making the most of the consortium’s broad geographical outreach, as well as contacts with various stakeholder groups, the project gained traction across several key EU countries. A full review of the extensive communication activities across the project to date is provided in Appendix 8.3. ‘SHAPE ENERGY communications activities to date’. We however want to go even further in the coming year; whilst our outreach to a wide audience has proven to be successful, more can be done to ensure even higher results.

By taking stock of the achieved successes and lessons learned in 2017, this document provides a comprehensive communication, dissemination and exploitation plan for the final year of the project. As such, through providing further guidance and support to all SHAPE ENERGY partners, this document will improve existing methodologies and strategies, as well as provides a new evaluation and quarterly review system to ensure that the strategy remains on track, particularly for end of project outputs. It introduces all appropriate channels for each activity and details how we are using them in a timely manner. Toolkits and strategies for specific activity-types, as well as a timeline for the upcoming international and European energy agenda, together identify further opportunities to promote the project and ensure its success will be disseminated to its fullest potential.

The last year of the project is key for SHAPE ENERGY, as the project’s ‘2020–2030 Research and Innovation Agenda’ (RIA) will be drafted and agreed among consortium partners on the basis of the various insights and learning gained thanks to the project’s activities. Its dissemination will culminate at the final pan-European conference, officially presenting the project results and completing the collection of the 500+ signatories that we are aiming for with the RIA document. Strategic communication will ensure maximum outreach and impact and seek to guarantee a future for the SHAPE ENERGY platform beyond its set end date.

Visual summary of communications activities to date





Contents

Executive summary	2
Visual summary of communications activities to date	3
Contents	4
List of tables	6
List of figures	6
Acronyms	7
1. SHAPE ENERGY's communications objectives and targets	8
1.1. Project objectives	8
1.2. Target audiences: sectors and numbers	9
1.2.1. Consortium members (internal to the project)	11
1.2.2. Universities and energy-SSH research institutions	13
1.2.3. EU, national and local policy-makers	13
1.2.4. EU/National energy authorities	14
1.2.5. Non-Governmental Organisations (NGOs)	14
1.2.6. Business representatives	14
1.2.7. General audience	14
1.3. The deliverables of Work Package 5 'Communication, dissemination and exploitation'	16
1.4. Project visibility - commitments and responsibilities	18
2. Communication strategy: principles and implementation	20
2.1. Principles	20
2.2. Communication roles and responsibilities in SHAPE ENERGY	22
2.3. Evaluation and quarterly review of the communication strategy	24
2.3.1. Evaluation of platform activities	24
2.3.2. Quarterly review of the communications strategy	25
3. Communications resources: channels and tools	26
3.1. Visual identity guidelines and templates.....	26
3.1.1. Logo and branding guidelines	26
3.1.2. Banners	27
3.1.3. Project one-pager (factsheet)	27
3.1.4. PowerPoint template and other one-off resources	27
3.2. Engaging online resources	28
3.2.1. Website	28
3.2.2. Social media	29
3.2.3. News and blogposts	30
3.2.4. Newsletters	32
3.2.5. Videos, animations and infographics	33
3.2.6. Press releases	34
3.2.7. Online debates	35
4. Choosing the appropriate channel for each activity	37
4.1. Publications and online resources.....	37
4.1.1. Publications.....	37
4.1.2. Online resources	40



4.2.	SHAPE ENERGY events	41
4.2.1.	SHAPE ENERGY organisational meetings	42
4.2.2.	Scoping events involving external participants	42
4.2.3.	Multi-stakeholder workshops	42
4.2.4.	H2020 sandpits	45
4.2.5.	Online debates	46
4.2.6.	End of project webinars	46
4.2.7.	End of project conference	47
4.3.	Participatory outputs from SHAPE ENERGY	50
4.3.1.	Early Stage Researcher (ESR) programme	50
4.3.2.	Think pieces and the Research Design Challenge (RDC)	51
4.4.	External related activities to the SHAPE ENERGY project	53
4.4.1.	External events at which SHAPE ENERGY was presented in 2017	53
4.4.2.	External events at which SHAPE ENERGY will present in 2018	54
5.	Linking to the external EU energy agenda	55
6.	Conclusions	58
7.	Acknowledgements	59
8.	Appendices	60
8.1.	Twitter guide for SHAPE ENERGY activities	60
8.2.	SHAPE ENERGY blogpost author guidelines	62
8.3.	SHAPE ENERGY communications activities to date	63



List of tables

Table 1: Target audiences and their interests, impact and opportunities	9
Table 2: WP5 deliverables and timeline	17
Table 3: Type of audiences and their targets in the context of all dissemination and exploitation activities	17
Table 4: List of communication and dissemination activities directly linked to the project	18
Table 5: Communication roles and responsibilities of the SHAPE ENERGY consortium members	23
Table 6: SHAPE ENERGY Facebook analytics	30
Table 7: Suggested communications actions, specifically for the multi-stakeholder workshops	43
Table 8: Suggested communications actions for the sandpits	45
Table 9: Suggested communication actions for online debates	46
Table 10: Suggested communications actions for end of project webinars	47
Table 11: Suggested communication actions related to the end of project conference	49
Table 12: Ongoing communications actions for ESR programme	51
Table 13: Suggested communication actions related to the think pieces and RDC	52

List of figures

Figure 1: Communications, exploitation and dissemination actions	15
Figure 2: Main communications objectives of SHAPE ENERGY's Work Package 5	16
Figure 3: EU logo and project strapline to be included in all project materials	18
Figure 4: SHAPE ENERGY communications framework	20
Figure 5: Communications checklist for success	21
Figure 6: Examples of SHAPE ENERGY activities that carry communication commitments	22
Figure 7: A variation of the SHAPE ENERGY logo	26
Figure 8: SHAPE ENERGY banner	27
Figure 9: SHAPE ENERGY PowerPoint template	27
Figure 10: SHAPE ENERGY website homepage	28
Figure 11: Snapshot of SHAPE ENERGY website demographics	29
Figure 12: Number of SHAPE ENERGY social media followers (as per January 2018)	30
Figure 13: Communications toolkit for publications and online resources	37
Figure 14: SHAPE ENERGY Researcher Database	40
Figure 15: Communications toolkit for SHAPE ENERGY events	41
Figure 16: SHAPE ENERGY multi-stakeholder workshops	44
Figure 17: Communications toolkit for participatory outputs from SHAPE ENERGY	50
Figure 18: Communications toolkit for external related activities to the SHAPE ENERGY project	53
Figure 19: Videos from SHAPE ENERGY Solutions workshop at eceee Summer Study 2017	54
Figure 20: SHAPE ENERGY storytelling training on Twitter Moments	61



Acronyms

ACC	Acentoline Comunicación Editora SL
ARU	Anglia Ruskin University
BSERC	Black Sea Energy Research Centre
CIRCABC	Communication and Information Resource Centre for Administrations, Businesses and Citizens
DOA	Description of the Action
DW	Duneworks BV
ECEEE	European Council for an Energy Efficient Economy
EC	European Commission
ECIT	Energy Cities
Energy-SSH	Energy-related Social Sciences and Humanities
ENTPE	Ecole Nationale des Travaux Publics de l'Etat
ESR	Early-Stage Researcher
EU	European Union
FOE	Friends of Europe
H2020	Horizon 2020
KIT	Karlsruher Institut fuer Technologie
METU	Middle East Technical University
NGO	Non-Governmental Organisation
NTNU	The Norwegian University of Science and Technology
ORDP	Open Research Data Pilot
PhD	Doctor of Philosophy
POLITO	Politecnico di Torino
RIA	2020-2030 Research and Innovation Agenda
SET-Plan	The European Strategic Energy Technology Plan
SHAPE ENERGY	Social sciences and Humanities for Advancing Policy in European ENERGY
SSH	Social Sciences and Humanities
STEM	Science, Technology, Engineering, Mathematics
TBU	Univerzita Tomase Bati ve Zline
WP	Work Package



1. SHAPE ENERGY's communications objectives and targets

SHAPE ENERGY seeks to structure and enhance energy-related dialogue at the EU level, among different energy-SSH stakeholders as well as with other energy-research communities, creating greater interdisciplinarity and fostering knowledge and information sharing among various disciplines. The project consists of seven work packages, each of which has specific objectives. A specific Work Package (WP) has been allocated to communications (WP5) with the objectives of feeding into the project's general ambitions. In this section we first highlight the overall project objectives, before detailing the WP5 objectives.

1.1. Project objectives

The SHAPE ENERGY programme has six main objectives, each of which requires particular accompanying communications activities, as detailed here:

1. **Consolidate and foster the inter-disciplinary interaction among existing SSH research communities in the energy field, building on the reach and depth of the networks that form part of the submission.** For instance, the academic workshop held in Cambridge, UK in 2017 or the think pieces and research design challenge activities which will culminate in a series of interdisciplinary papers in 2018.
2. **Extend and deepen existing networks across different disciplines, involving a variety of stakeholders.** SHAPE ENERGY's various activities allow for these stakeholders to meet either in person through events – notably our 18 European city workshops on local energy needs, and H2020 sandpits – or to debate virtually through Friends of Europe's (FOE) Debating Europe platform that features online debates with citizens and policy-makers.
3. **Reach out to geographic areas in Europe presently not well served in terms of energy-related SSH research and help build capacities there.** To spread results as much as possible and engage in remote regions, communications campaigns disseminated through social media appear to be the most effective. Our researcher database, freely available on our website, has also proven to be an effective communication tool.
4. **Establish links between the new SSH platform and the existing European Technology Innovation Platforms (ETIPs).** As well as specific ETIP involvement in the scoping interviews, a number of key ETIP events have been identified for targeting e.g. through social media. These will allow SHAPE ENERGY to be presented and the platform to get attention.
5. **Better integrate SSH aspects in H2020 energy calls and address the SSH dimension in EU energy initiatives more broadly.** The final conference is a key moment to inform key policy leaders of the existence of the SHAPE ENERGY platform and to ensure they are aware of its end results. It is also the right opportunity to highlight how to better integrate SSH in future energy calls, whether it is under the framework of Horizon 2020 or FP9.
6. **Formulate a strategic research agenda covering SSH related aspects in the energy-research field from an inter-disciplinary perspective, with a view to producing relevant, influential, evidence-based research on SSH related aspects of Europe's transition to a low-carbon energy system.** The end of the project Research and Innovation Agenda 2020-2030 will be a focussed, accessible and engaging output from across SHAPE ENERGY's activities, particularly promoted via the end of project conference.

1.2. Target audiences: sectors and numbers

SHAPE ENERGY's target audiences can be divided into a number of specific subgroups:

- Consortium members (internal to the project)
- Universities and energy-SSH research institutions
- EU, national and local policy-makers
- EU/National energy authorities
- Non-governmental organisations
- Business representatives
- General audience

Here, in section 1.2., we briefly present examples of key players (and their roles) for each of these target audience categories. These descriptions sit alongside a more detailed breakdown of the potential interests, impacts and opportunities for each of these target audiences (Table 1) – this then provides the context for much of what we then go on to discuss in the rest of this document.

Table 1: Target audiences and their interests, impact and opportunities

STAKEHOLDERS	STAKEHOLDERS' INTEREST(S) IN THE SHAPE ENERGY PROJECT	ASSESSMENT OF THE IMPACT (HIGH/MEDIUM/LOW)	INFORMATION / COMMUNICATION NEEDS OF THIS STAKEHOLDER	COMMUNICATION OPPORTUNITIES TO / WITH THIS STAKEHOLDER
Consortium members	Knowing the project in detail: its progress and future plans and to cope with unforeseen obstacles.	High impact: if they contribute to the project extensively and integrate the goals of the project in those of their organisation. The success of the project depends primarily on them.	Regular update on the progress of the work and the future plans of the project (and how to approach them).	Via: consortium meetings; Work Package and Task leads monthly calls; personal communication with the coordinators of the work packages and ARU (through emails and calls); CIRCABC; project website.
Universities and energy-SSH research institutions	Understanding better how their work can feed into EU and national energy policy-making procedures.	High impact: if they successfully participate in the project. Medium impact: if they increase awareness amongst fellow academia, by helping promote the projects' results.	Results of the project and opportunities for interaction with project leaders and participation in the project.	Via: conferences and events; workshops; publications; word of mouth and personal contacts; online and personal surveys; social media; newsletter and website.



STAKEHOLDERS	STAKEHOLDERS' INTEREST(S) IN THE SHAPE ENERGY PROJECT	ASSESSMENT OF THE IMPACT (HIGH/MEDIUM/LOW)	INFORMATION / COMMUNICATION NEEDS OF THIS STAKEHOLDER	COMMUNICATION OPPORTUNITIES TO / WITH THIS STAKEHOLDER
EU, national and local policy-makers	Understanding better how they can efficiently use energy-SSH research in their decision-making procedures on an EU and/or national and/or local level.	<p>High impact: if they successfully participate in the project and apply the outcomes in their own work.</p> <p>Medium impact: if they increase awareness amongst colleagues, by helping promote the projects' results.</p>	Results of the project and opportunities for interaction with project leaders and participation in the project.	Via: conferences and events; workshops; publications; word of mouth and personal contacts; online and personal surveys; social media; newsletter and website.
EU/national energy authorities	Understanding better how they can efficiently use energy-SSH research in their decision-making procedures.	<p>High impact: if they successfully participate in the project and apply the outcomes to their own work. They can also help spread the word across their own networks.</p> <p>Medium impact: if they increase awareness amongst fellow authorities and networks, by helping promote the projects' results.</p>	Results of the project and opportunities for interaction with project leaders.	Via: conferences and events; workshops; publications; word of mouth; social media and website.
Non-governmental organisations	Knowing about the project and the role that energy-SSH can play in energy decision-making.	<p>Low impact: by making other NGOs aware of the project and its outcomes.</p> <p>Medium impact: if they are directly involved in project activities such as the city workshops, and go on to use or reference the outputs.</p>	Results of the project.	Via: conferences and events; workshops; publications; word of mouth; social media and website.



STAKEHOLDERS	STAKEHOLDERS' INTEREST(S) IN THE SHAPE ENERGY PROJECT	ASSESSMENT OF THE IMPACT (HIGH/MEDIUM/LOW)	INFORMATION / COMMUNICATION NEEDS OF THIS STAKEHOLDER	COMMUNICATION OPPORTUNITIES TO / WITH THIS STAKEHOLDER
Business representatives	Knowing about the project results and its possible impacts it may have on the private sector within energy policy-making.	Low impact: by making other businesses aware of the project results. Medium impact: if they are directly involved in project activities such as the city workshops, and go on to use or reference the outputs.	Results of the project.	Via: conferences and events; workshops; publications; word of mouth; social media and website.
Citizens	Knowing about the project and its goals.	Medium impact: by increasing citizens' awareness of the goals of this project and spreading the word about the achieved results.	Information on upcoming activities, opportunities for interaction for engaged citizens e.g. on FOE's Debating Europe citizen's platform and results of the project.	Via: website; Debating Europe online platform; media advisories and press releases; newsletter and social media.
Media	Knowing about the project and its goals.	Medium impact: if media follow the projects activities and spread the news to policy-makers.	Information on upcoming activities for media who may wish to report about them and results of the project.	Via: conferences and events; workshops; website, social media, newsletter, media advisories and press releases.

1.2.1. Consortium members (internal to the project)

Effective communication between all partners involved in the project is the key to SHAPE ENERGY's success. The partners define the project and need to be aware of all relevant information as soon as it comes out. Sharing of information among consortium partners will also be of key importance for the timely and appropriate (e.g. in terms of quality) completion of the project.

Our expert consortium includes seven universities (from the UK, Germany, Italy, France, Norway, Turkey and the Czech Republic) spanning the full range of SSH disciplines. Our university partners are very well connected to energy-SSH networks and initiatives across Europe.

We also include the leading energy network ECEEE (European Council for an Energy Efficient Economy), which boasts an impressive contact list of 4500 academics/researchers across Europe. Due to the central importance we place on considering both the supply of quality energy-SSH research, and its use in implementing technical and social innovation and policy, we also include two policy-focused organisations (FOE and Energy Cities) and three SMEs (from Spain, Bulgaria and the Netherlands).



The SHAPE ENERGY consortium thus includes:

- Anglia Ruskin University, UK ([ARU](#));
- Karlsruher Institut Für Technologie, Germany ([KIT](#));
- Politecnico di Torino, Italy ([POLITO](#));
- École Nationale des Travaux Publics de l'Etat, France ([ENTPE](#));
- Norges Teknisk-Naturvitenskapelige Universitet, Norway ([NTNU](#));
- Middle East Technical University, Turkey ([METU](#));
- Univerzita Tomase Bati ve Zline, Czech Republic ([TBU](#));
- Black Sea Energy Research Centre, Bulgaria ([BSERC](#));
- Energy Cities, France ([ECIT](#));
- Friends of Europe, Belgium ([FOE](#));
- Duneworks, Netherlands ([DW](#));
- Acentoline Comunicación Editora, Spain ([ACC](#));
- European Council for an Energy Efficient Economy, Sweden ([ECEEE](#)).

Through its geographically balanced presence across Europe and its impressive outreach to very diverse stakeholder groups, the SHAPE ENERGY consortium allows for the project to ensure input from a significant number of key energy-SSH players, with broad support of this community to SHAPE ENERGY findings to be released in the Research Innovation Agenda (RIA) document and maximum visibility and attention for its activities and messages. It will also allow the key messages to reach out to EU policy-makers and relevant other stakeholder groups as described further below.

Our partners will engage actively with key energy/SSH networks, including networks of our consortium partners such as:

- European Technology Innovation Platforms (ETIPs) for Energy and Transport
- [European Strategic Cluster Partnership](#) (ESCPs); e.g. via ARU's Energy in Water project
- [Climate KIC](#); e.g. via POLITO involvement in European Institute of Innovation and Technology and ARU's links to the Climate-KIC entrepreneurial lead
- [UNI-SET](#); e.g. via InnoEnergy and European University Association, POLITO membership of both, and ARU's links to their working groups
- [European Energy Research Alliance](#); e.g. via KIT's e3s project
- [European Platform for Energy Research in the Socio-economic Nexus](#) (PERSON)
- [Horizon 2020 Energy Projects](#); e.g. via building on our existing database of project, as compiled through CORDIS for the proposal and then for the sandpit advertising (e.g. ENERGISE)
- [Future Earth](#); e.g. via KIT membership of Scientific Committee and ARU's collaboration on another H2020 project
- [POLET: Political Economy of Energy Transitions](#); e.g. via developing links with its chair
- [International Energy Agency](#) (IEA); e.g. DW are actively involved in IEA working groups on 'Demand-Side Management' and IEA Tasks 24 / 25 on Behaviour Change / New Business Models
- [Royal Geographical Society's Energy Geographies Research Group](#); e.g. via ARU's membership of its governing committee
- [Club of Rome](#), Limits to Growth originators; e.g. via ARU's links to key members
- [Environmental Humanities for a Concerned Europe](#), Marie Curie ITN; e.g. via ARU's and NTNU's past collaborators who are based within this network
- [Imagine2020](#), European arts and sustainability organisation; e.g. via scoping interview



1.2.2. Universities and energy-SSH research institutions

Here, we are referring to universities and energy-SSH research institutions that may teach or research energy-related issues through the following (although not necessarily limited to) disciplinary perspectives¹: Business; Communication Studies; Criminology; Development; Economics; Environmental Social Science; Education; Gender; History; Human Geography; Law; Linguistics/languages; Philosophy; Planning (architecture); Politics; Psychology; Science and Technology Studies; Sociology; Social Anthropology; Social Policy; and Theology.

This category is one of two main target audiences of the project, as they represent the energy-SSH research 'providers'. The more information they receive about the opportunities that exist to connect with energy-policy-makers, the more successful SHAPE ENERGY will become. University and energy-SSH research institutions will also play a key role in helping the project define the main priorities regarding energy-SSH for our upcoming 2020-2030 Research and Innovation Agenda (RIA). Understanding better how universities and research in the energy sector work will help feed into EU and national energy policy-making procedures, and this needs to be better explained to policy-makers themselves.

1.2.3. EU, national and local policy-makers

As part of the second main target audience, energy policy-makers represent a key stakeholder group who 'demand' energy research to help design and complete their policy-making. SHAPE ENERGY seeks to connect them with the above-mentioned of energy-SSH research.

Key EU policy-maker categories include:

- **The European Commission and its directorate-generals**
 - EU Commissioners and members of all cabinets specialised in Energy/Climate Change/Transport/Research
 - European Political Strategy Centre (EPSC)
 - Directorate Generals for Energy, for Mobility and Transport, for Climate Action, for Research and Innovation
 - Joint Research Centre (JRC)
 - Secretariat General (SG)
- **The European Parliament**

Members and political advisors of the following will be reached out through communications' activities:

 - Members of the European Parliament Committees on Industry, Research and Energy; on Budgets; on Transport; on Environment, Public Health and Food Safety
 - Intergroup on Climate Change, Biodiversity and Sustainable Development
- **Targeted EU agencies**
 - Agency for the Cooperation of Energy Regulators (ACER)
 - European Environmental Agency (EEA)
 - European Research Council Executive Agency (ERCEA)
 - European Atomic Energy Community (EURATOM)

Similarly to EU-level policy-makers, national policy-makers are also an important target audience for the project. These national categories will mirror those at the EU level, including relevant ministries representatives dealing with energy, research and transport as well as national parliamentarians in

¹ These disciplines have also structured the [SHAPE ENERGY online database of European energy-SSH researchers](#).



committees related to these policy areas. National authorities for research of the member states will also be part of our reach out.

Local policy-makers and their decisions also have direct impact on citizens. The key consortium partner for enabling links to local policy-makers is Energy Cities (the European Association of LAs in Energy Transition), which is a network organisation with a membership of 1,000+ local authorities over 30+ countries.

1.2.4. EU/National energy authorities

Closely tied to EU energy policy-makers, energy authorities provide services to both end-users and public national and EU authorities, including technical support, guidance and acting as an information channel between a variety of energy system actors. These authorities are therefore also essential target audiences who can help support SHAPE ENERGY and spread the word to different levels of key energy stakeholders.

- The Energy and Managing Authorities (EMA)
- The Agency for the Cooperation of Energy Regulators (ACER)
- The European Federation of Agencies and Regions for Energy and the Environment (FEDARENE)
- The French environment and energy management agency (ADEME)
- The Council of European Energy Regulators (CEER)

1.2.5. Non-Governmental Organisations (NGOs)

A number of NGOs operate in the fields of energy and research. As such, they influence both the citizens and the policy-makers. Involving them as recipient of the SHAPE ENERGY communication audience will be important, especially at the time of the dissemination of the RIA outcomes.

1.2.6. Business representatives

Businesses actively involved in the energy will be targeted and included in our communications reach-out. As part of the energy 'policy-workers' category, energy business representatives can also make use of energy-SSH when designing new business models.

1.2.7. General audience

Citizens

To ensure the project is widely shared and understood, it is essential to disseminate it to citizens and include them in the discussion. This is achieved in particular through FOE's online debating platform for citizens, 'Debating Europe'.

Media

Media are also a game-changer when it comes to widening the audience and spreading the results of the SHAPE ENERGY project. Through an efficient usage of various media, covering different political spectrums, content and geographical locations, it is possible to have a direct impact on multiple stakeholders and disseminate more broadly the end-results of the project activities, thus increasing visibility, impact and support for foreseen actions.

The objectives of Work Package 5 ‘Communication, dissemination and exploitation’

The key purpose of SHAPE ENERGY’s Work Package 5 (WP5) is to support the overall project objectives in the context of best practice communications. WP5 is thus especially focused on ensuring that the work done within this project is brought to the attention of, and where possible actively involves, as many relevant stakeholders as possible. Establishing mechanisms by which two-way communication and knowledge exchange can occur between individual groups and our platform is central to our success.

For the SHAPE ENERGY project to really make an impact, communication, dissemination and exploitation of the project’s objectives need to be strategically planned and incorporated creatively, originally and innovatively. Through different methodologies, such as the ‘storytelling approach’ identified as a key tool to conduct the planned multi-stakeholder workshops (in WP2 ‘Planning’ and WP3 and ‘Implementation’), SHAPE ENERGY aims to stimulate and engage stakeholders to interact with the project and its partners through a new and impactful technique (Figure 1).

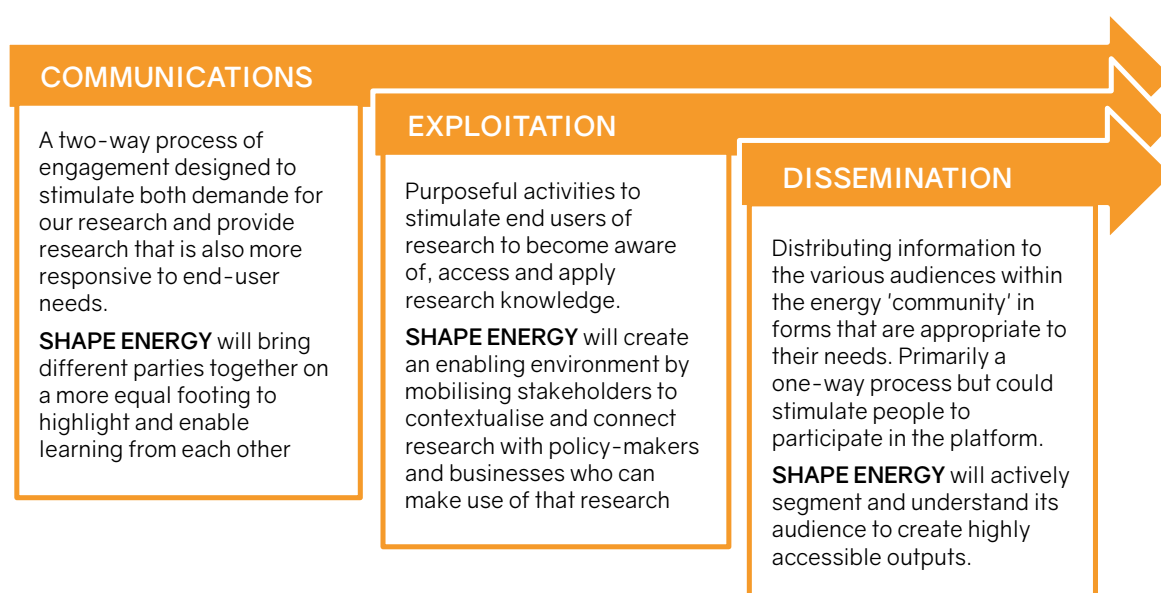


Figure 1: Communications, exploitation and dissemination actions

Indeed, this strategy considers how the idea and ‘raison d’être’ of the project will communicate through its lifecycle, and effectively and practically convert to actions at the end of the project. According to Hall et al.², an effective communication plan has to incorporate the following steps:

- Promoting awareness of the project (e.g. choice of media)
- Preparing a variety of information products (e.g. highlight reports, one-pager factsheet about the project, theme reports, training materials, workshop kits, etc.)
- Tailoring information products to user needs and to those with different information needs and abilities (e.g. finding out the target groups)
- Ensuring that the information is accessible (e.g. decisions about digital vs. printed material)
- Using credible sources for producing materials

Through following these guidelines and aiming to support the general project objectives, the ‘Communication, dissemination and exploitation’ Work Package 5 has identified three specific objectives of its own (Figure 2):

2 Hall, M.H., McKeown, L. and Roberts, K. 2001. *National Survey of Giving, Volunteering and Participating*. Ottawa: Ministry of Industry

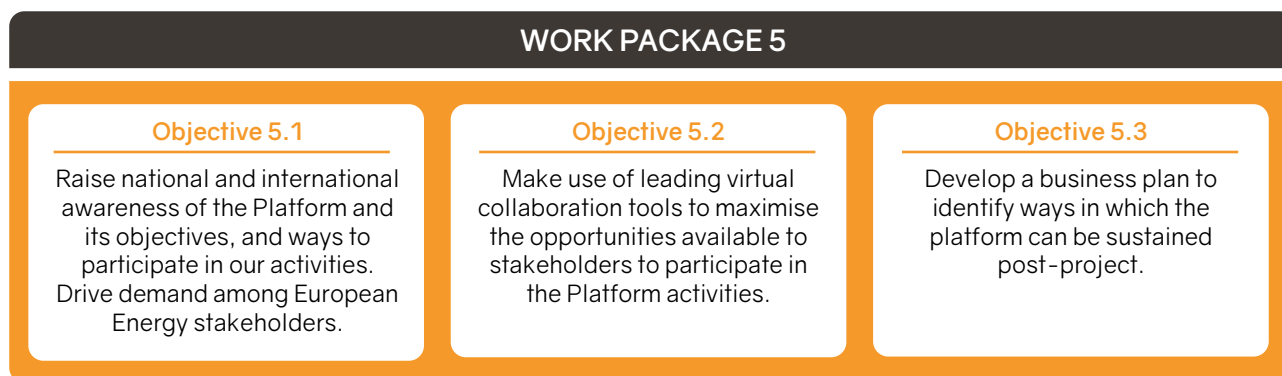


Figure 2: Main communications objectives of SHAPE ENERGY's Work Package 5

1.3. The deliverables of Work Package 5 'Communication, dissemination and exploitation'

In order to fulfil the three objectives set out in Figure 2, WP5 includes the following tasks:

- Task 5.1. – 'Strategy and positioning', setting out the need to develop a detailed communications plan, establish a clear project branding and compile a list of key stakeholders which represent the basis for our dissemination activity
- Task 5.2. – 'Online presence and tools'
- Task 5.3. – 'Marketing collateral'
- Task 5.4. – 'Presenting platform results'
- Task 5.5. – 'The project legacy business plan'

These tasks, in turn, are related to six WP5 deliverables (Table 2). These deliverables take into account the nuances established by the consortium between communicating, exploiting and disseminating information about SHAPE ENERGY. The results and impact of the tasks and deliverables will be carefully monitored by FOE and ACC, and will be reported to the European Commission. Our planned quarterly reviews of the communication strategy (featured in subsection 2.3. 'Evaluation and quarterly review of the communication strategy' below) will help us keep regular track of target numbers for reporting purposes; as well as support the revision of our next communication steps, where necessary.



Table 2: WP5 deliverables and timeline

DELIVERABLE NUMBER	DELIVERABLE TITLE	LEAD BENEFICIARY	TYPE	DISSEMINATION LEVEL	DUE DATES
D5.1.	Interim plan for 'dissemination and exploitation'	FOE	Report	Public	February 2018
D5.2.	Final plan for 'dissemination and exploitation'	FOE	Report	Public	February 2019
D5.3.	Project branding, website and social media	ACC	Websites, patents, filling, etc.	Public	June 2017
D5.4.	Marketing and outcomes collateral	ACC	Websites, patents, filling, etc.	Public	February 2019
D5.5.	SHAPE ENERGY pan European conference	FOE	Websites, patents, filling, etc.	Public	January 2019
D5.6.	Business plan and cost benefit matrix	TBU	Report	Public	December 2018

Overall, the project aims to involve 12,114 stakeholders, made up of approximately 25% academics, 25% business, 7% policy-makers, 8% NGOs, and 35% citizens (Table 3).

Table 3: Type of audiences and their targets in the context of all dissemination and exploitation activities

TYPE OF AUDIENCE REACHED ACROSS ALL PROJECT ACTIVITIES	TARGET FOR NUMBER OF PERSONS REACHED
Policy-makers	3,059
Business	3,130
NGOs	1,125
Academics	3,059
Citizens	4,080
Total:	12,114

Within these overall project targets, we also note that separate WP5-specific targets exist across the following three WP3 activities:

- 3,600 for Tasks 5.2. and 5.3. 'Online subscribers'
- 5,000 for Task 5.4. 'Partner conference presentations'
- 200 for Task 5.4. 'Pan-European conference'

Table 4: List of communication and dissemination activities directly linked to the project

TYPE OF DISSEMINATION AND COMMUNICATIONS ACTIVITIES	NUMBER OF ACTIVITIES
Final conference	1
Multi-stakeholders workshops	18
Press releases	5
Non-scientific and non-peer reviewed publications	n/a
Social Media	n/a
Newsletters	12
Blogposts	41-56
Website	1
Communications campaigns	n/a
Storytelling videos	10

All of these stakeholder and activity targets (see Table 4) will form a key part of the FOE's WP reporting interests. Indeed, FOE lead on the collection of evidence with respect to all these targets, so as to be able to confirm with certainty how/whether these targets have been met.

1.4. Project visibility – commitments and responsibilities

The outcomes from this project are generated only because of the EU's financial support. As such, all communication and dissemination materials must include a very particular acknowledgement using the EU emblem and a specific wording (Figure 3):



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731264.

Figure 3: EU logo and project strapline to be included in all project materials

In addition, communication and dissemination activities must be in line with the Commission articles 28, 29, and 38, as laid out in the Horizon 2020 Programme Annotated Model Agreement³:

- **Article 28 – Exploitation of results** includes:
 - Obligation to exploit the results
 - Results that could contribute to EU or International standards – information on EU standards
 - Consequences of non-compliance
- **Article 29 – Dissemination of results – Open access – Visibility of EU funding** includes:
 - Obligation to disseminate results
 - Open access to scientific publications
 - Open access to research data
 - Information on EU funding – Obligation and right to use the EU emblem

3 http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf



- Disclaimer excluding responsibility
- Consequences of non-compliance
- **Article 38 – Promoting the action – visibility of EU funding** includes:
 - Communications activities by beneficiaries
 - Obligation to promote the action and its results
 - Information on EU funding – Obligation and right to use the EU emblem
 - Disclaimer excluding Commission responsibility
 - Communications activities by the Commission
 - Right to use beneficiaries' materials, documents or information
 - Consequences of non-compliance

Rigorous planning, effective implementation and regular monitoring and collection of produced data, notably from WP5, is needed in order to comply with the official periodic reporting deadlines. For this project, they are Month 12 (January 2018) and Month 24 (January 2019).

2. Communication strategy: principles and implementation

In this section, we outline our communications principles, which have led to specific choices for each of the four SHAPE ENERGY activity streams, as defined below:

1. **Publications and online resources:** project deliverables that take the shape of written reports, such as annotated bibliographies, think pieces, blogs, researchers' database, etc.
2. **SHAPE ENERGY events:** small and large scale events, such as workshops, trainings, sandpits, consortium meetings and the final conference.
3. **Participatory outputs from SHAPE ENERGY:** activities where external stakeholders work with the consortium to produce SHAPE ENERGY outputs, such as PhD internships, research design challenge, etc.
4. **External related activities to the SHAPE ENERGY project:** such as relevant activities identified within the EU and international agenda, and at which SHAPE ENERGY wants to be represented, either through virtual or physical participation.

2.1. Principles

To help guide our approach and complement the communication strategy, a framework was established at the beginning of the project (Figure 4):



Figure 4: SHAPE ENERGY communications framework

The strategy aims to create project visibility, reach various target groups and raise awareness of the various deliverables and activities essential to the project, as well as to guarantee the sustainability of the project results and to develop recommendations for the future. It will play a key role when evaluating and measuring the success of the project activities, during the project as well as after it has been completed. To evaluate the effectiveness of a communication channel to a given message, the SHAPE ENERGY consortium has used the following questions to choose the right communications tool for the right purpose:

- **Is the channel appropriate for the topic and messages we wish to share?**
Sharing an official deliverable of the project may deserve more visibility on all channels, whereas highlighting related content on topics such as external events and event participants can be communicated only through the project's social media channels.

- ***Is the channel appropriate for the target audience? Will the target audience find the channel credible and accessible?***

To ensure that the right messages are delivered to the right audience, it is important to assess the influence of the existing channels. For example, if addressing policy-makers, using Twitter is extremely relevant, whereas Facebook is a better option for reaching e.g. interested members of the general public. The credibility of the channel is mainly based on the identity of the messenger; the more trusted the messenger is, the more credible that the message will be deemed to be.

- ***Does the channel fit the purpose of the programme (inform, influence attitudes, or change behaviour)?***

Each channel has a different influence and fits different purposes. For example, a press release is certainly more official than a simple tweet. If well targeted, a press release may have the desired outcomes among media professionals and policy-makers. Social media is important, but mostly central to keeping the project alive and showing continuity in its activities.

- ***Is the channel feasible, considering scheduling and resources?***

For instance, last-minute information is more efficiently shared on social media, while planned events, such as collaborative events (e.g. the sandpits), can benefit from press releases, newsletter posts and audio-visual materials which all have the potential to contribute to increased media attention.

SHAPE ENERGY's communication strategy complies with the Horizon 2020 guidelines on best practice in strategic communications⁴, which suggests six main steps to ensure that the strategy is complete and on track. These steps are detailed in Figure 5 (Communication checklist for success) and will be implemented and checked whilst reviewing the plan on a quarterly basis, as presented in subsection 2.3. 'Evaluation and quarterly review of the communication strategy'.

Ensuring good management	<ul style="list-style-type: none"> • Have resources been allocated (time and money)? • Are professional communicators involved? • Is continuity ensured?
Defining goals and objectives	<ul style="list-style-type: none"> • Are there any goals and objectives? • Are the goals and objectives neither too ambitious nor too weak?
Picking the right audience	<ul style="list-style-type: none"> • Are the audiences well defined? • Do they include all the relevant target groups?
Choosing the right message	<ul style="list-style-type: none"> • Is it news? • Is the project connecting to what the audience wants to know? • Is the project connecting to its own communication objectives?
Using the right medium and means	<ul style="list-style-type: none"> • Do they reach the right audience? • Do they go beyond the obvious?
Evaluating efforts	<ul style="list-style-type: none"> • Has the project reached its goals and objectives? • What are the lessons learnt?

Figure 5: Communications checklist for success

⁴ European Commission, 2014. Horizon 2020 – Communicating EU research and innovation guidance for project participants http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

2.2. Communication roles and responsibilities in SHAPE ENERGY

As detailed in subsection 2.1. 'Principles' above, the SHAPE ENERGY platform has committed to communicate with a large number and variety of stakeholder groups during the lifetime of the project. A number of SHAPE ENERGY activities, spread across all seven Work Packages, carry internal and external communication commitments. A few examples of these activities are represented in Figure 6.

WP1	WP3	WP4
<ul style="list-style-type: none"> annotated bibliographies on each of the four energy topics, cross-cutting theme reports, online researcher database, stakeholder interviews and their responses; the call for evidence; 	<ul style="list-style-type: none"> multi-stakeholder workshops, ESR programme, Horizon 2020 sandpits, interdisciplinary papers from research design challenge and think pieces collections; 	<ul style="list-style-type: none"> consortium evaluation, webinars and stakeholder review meetings; Research and Innovation Agenda (RIA);
WP5	WP6	WP7
<ul style="list-style-type: none"> social media, newsletters, blogs, videos, online public debates, animations and infographics; as well as the SHAPE ENERGY project legacy business plan and the pan-European conference presenting our project results 	<ul style="list-style-type: none"> project management activities such as face-to face and virtual meetings, internal reports and those produced for the EC about our progress; and the platform commitment to Responsible Research and Innovation (RRI); 	<ul style="list-style-type: none"> ethics guidelines ensuring that adequate and ethical standards are met and data protection measures are followed, including in all communications activities

Figure 6: Examples of SHAPE ENERGY activities that carry communication commitments

These commitments are detailed further in Table 5, describing the main communications-related roles and responsibilities each of the project partners are taking on, taking account of their evolution over the first year of the project. It is important to note once again, as mentioned previously in our D6.4. 'Data Management Plan' deliverable, that SHAPE ENERGY aims to embed six Responsible Research and Innovation (RRI) principles within its work, which are highly relevant to WP5 activities. RRI aims to promote multi-actor and public engagement in research and innovation, enable easier access to scientific results, support the take-up of gender and ethics in the research and innovation content and process; as well as formal and informal science education – and particular partners lead on each of these.



Table 5: Communication roles and responsibilities of the SHAPE ENERGY consortium members

WHO	COMMUNICATION RESPONSIBILITIES
ARU (coordinator)	<ul style="list-style-type: none"> • General coordination of project and deliverables related to all WPs and their links to internal and external communications activities • Respond to ad-hoc questions related to deliverables – relating questions to European Commission if needed • Approval and advice on communication strategy • Approval of communication budget • Coordinate with ACC on content to upload online (social media, newsletter, website), developing and proofing communications material and communications-related project deliverables • Lead for WP1 (scoping) and therefore particularly involved in all outputs from that • Lead for think pieces
FOE (WP5 lead)	<ul style="list-style-type: none"> • Develop and implement communication strategy and dissemination policy • General guidance (in liaison with ACC) to all WP leads on the communication tools and procedures to be used for specific deliverables and project outputs • Responsible for keeping the communication strategy updated, as a living document • Coordinate the record-keeping of: external events attended by partners/ with a SHAPE ENERGY presence, non-deliverable outputs (e.g. journal articles), project internal communications email list • Coordinate project press-releases, including translation • Coordinate project tie-ins to external EU energy policy agenda (including blogposts and social media activity) • Coordinate infographics, in liaison with ACC • Proof newsletters and blogposts • Lead for end of project conference • Ensuring stakeholder, audience and communication output targets are met
ACC (branding and online resources lead)	<ul style="list-style-type: none"> • Share information provided by WP leads and project leaders (e.g. about different upcoming events of interest to the project) throughout the different communications tools available • Develop website and keep it updated, including private page for consortium. Actively seek content from partners • Develop and implement coordinated branding of all public deliverables and therefore direct liaising with authors and ARU • Produce and edit social media and website content, as well as other communications material such as newsletter, templates, videos, blogs, etc.
ARU, KIT, POLITO, ECIT, FOE (WP leads)	<ul style="list-style-type: none"> • Ensure timely dissemination of outcomes of their WP • Implement recommendations provided by the communication strategy on how to enhance visibility of their deliverables and project activities. Guide their task leaders and if necessary, report back to ARU, FOE and ACC in case of any obstacles



ARU, NTNU, ECIT, FOE, ACC, KIT, POLITO, ENTPE and METU (RRI leads)	<ul style="list-style-type: none"> ARU (as data management lead); NTNU (as gender lead); ECIT, FOE and ACC (as public engagement leads); KIT (as interdisciplinary working lead); POLITO (as research quality lead); ENTPE (as research ethics lead); METU (as equality lead) ensure the promotion of multi-actor and public engagement in research and innovation, enable easier access to scientific results, the inclusion of gender and ethics in the research and innovation content and process; and formal and informal science education
<p>All project consortium partners are responsible for helping implement the communication strategy across all of their project-related activities and individual responsibilities. It is essential that everyone plays their part in implementing the approved plan for the project to reach its full potential. In particular, this relates to those partners leading or co-leading multi-stakeholder workshops, and the following activities:</p>	
BSERC	<ul style="list-style-type: none"> Lead on a number of multi-stakeholder workshops, and ensure links and inputs into their extensive Eastern and South-Eastern European networks from SHAPE ENERGY as a whole
DW	<ul style="list-style-type: none"> Produce guidance on storytelling videos
ECEEE	<ul style="list-style-type: none"> Ensure links and inputs into their extensive energy policy networks from SHAPE ENERGY as a whole
ECIT	<ul style="list-style-type: none"> Overall coordination of the multi-stakeholder workshops, and therefore ensuring all leads are aware of their communications responsibilities
ENTPE	<ul style="list-style-type: none"> Lead on the Early-Stage Researcher (ESR) programme Lead on partner observation diaries, from multi-stakeholder workshops
KIT	<ul style="list-style-type: none"> Lead on the Research Design Challenge
METU	<ul style="list-style-type: none"> Lead on SHAPE ENERGY participant evaluation form
NTNU	<ul style="list-style-type: none"> Lead on the researcher database
POLITO	<ul style="list-style-type: none"> Lead on the H2020 sandpits
TBU	<ul style="list-style-type: none"> Lead the development and implementation of the project legacy business plan

2.3. Evaluation and quarterly review of the communication strategy

2.3.1. Evaluation of platform activities

Key to the delivery of the various elements of the strategy is to regularly and consistently review its efficacy and impact. As part of WP4 on evaluation, consortium partners have worked on designing quantitative evaluation methods (METU) with the help of contributing partners.

Through quantitative and qualitative assessments of impact and success of the platform, these evaluations identify the extent to which the sector, geography and discipline targets are being met by SHAPE ENERGY. These data will also be important when communicating in/on the final stages of the project.

The quantitative evaluation component involves a short questionnaire that has been designed to gather headline impressions from activity participants. The responses have enabled the consortium to monitor the demographic (and geographic) distribution targets of the Platform, and how overtly the six objectives of the Platform are being met in the running of our activities. The main questionnaire has been made available both



as online (in 'Google Forms') and hard-copy versions, depending on the nature and date of the activity. All responses, whether collated online or in-person, are recorded and stored via Google Forms.

The qualitative evaluation component (led by ENTPE) involves the use of three sets of methods: ethnography and participant observation; netnography; and documentary analysis. The aim of participant observation is to determine the key aspects that we want to observe (e.g. capacity to listen to each other; how conversations evolve or stop; discipline, sector or gender domination). Guidance has been produced, through a diary template, to give a framework for partners to use.

2.3.2. Quarterly review of the communications strategy

2017 allowed the project to fully develop, produce a variety of concrete project outputs through the completion of WP1, WP2 and WP7; as well as introduce SHAPE ENERGY to the EU academic and policy-making world.

As 2018 will go more in depth with several key WPs and deliverables, such as multi-stakeholder workshops, quantitative and qualitative evaluation methods leading to the launch of the project '2020-2030 Research and Innovation Agenda', taking place, we are planning a quarterly review for oversight, with contributions from all partners to understand the progress made in the second half of the project, areas for improvement as well as possible adaptation.

At these review points, we will need to collate both hard and soft data, such as communication outputs, statistics (Twitter clicks and Facebook likes, the number of followers on social media and unique users on the website), as well as survey results, opinions from participants at events and registration rates, to support our understanding of whether the plan is working and indeed whether the various approaches and tools identified in the strategy are relevant, operational and easy to use. Coordination of this data will be important and relies on partners to share information in a timely manner. To ensure buy-in of this approach, we will consult partners on the best structure and process to support and underpin these meetings.

Another important component of the review meetings will be examining the previous and following quarters, in addition to the quarter under review. This method ensures that everyone involved in the project is up to date with current information and that potential problems can be solved.

The suggested structure for these meetings is set out in the following and should focus on four main principles:

1. Reviewing the previous quarter and performances
2. Implementing lessons learned
3. Including new opportunities
4. Action plan for next steps

Our suggested timeline for quarterly review meetings in 2018 is as follows:

1. April 2018
2. June 2018
3. September 2018
4. December 2018

3. Communications resources: channels and tools

This section presents the templates, guides, tools, and other materials and online resources produced for the consortium members to enhance the project's visibility and outreach. They also form part of the requirements set out by the project Deliverable 5.3 entitled 'Project branding, website and social media', which was developed in 2017. The list of resources is by no means definitive and will change over the course of 2018, as the project activities and communication needs develop further.

3.1. Visual identity guidelines and templates

SHAKE ENERGY Deliverable 5.3. 'Project branding, website and social media' forms a special part of the project's communication strategy, as it represents the necessary tools to ensure clear and coherent communication and dissemination of the project.

The identified visual guidelines and tools created in 2017 include:

- Logo (with a number of different variations) and branding guidelines
- Roll up banner, for use at events
- Project one-pager (factsheet) in English, Italian and Spanish
- PowerPoint template for presentations
- Other templates and materials, such as invitations/flyers of project events, footers for project documents
- A collection of high-resolution images and videos from project meetings and external events

The core of this subsection (3.1.) is dedicated to going through each of these guidelines and tools in turn.

3.1.1. Logo and branding guidelines

Consistency is a cornerstone of brand identification. In order to attract people's attention and leave a long-term impression, the SHAKE ENERGY project needs to be highly visible.

The unique image of the SHAKE ENERGY project (Figure 7) is constructed around the logo with which all partners can identify: an image that helps us to disseminate and demonstrate all the materials produced through our activities to third parties. The project logo and its variations for different types of materials is used in all communications of the project (articles, project website, presentations, flyers, banners, press releases, social media, etc.).



SHAKE ENERGY

To avoid partners communicating separately about their opportunities within this project, all consortium members follow the common SHAKE ENERGY visual identity guidelines designed by ACC, as described in Deliverable 5.3. 'Project branding, website and social media', consistently reinforcing the visibility of the project.

Figure 7: A variation of the SHAKE ENERGY logo

3.1.2. Banners

A roll-up banner enhances visibility and provides a clear visual branding of the project. This tool has been successfully used at events, meetings, conferences and as a background image for interviews to promote SHAPE ENERGY to its fullest potential. All partners running workshops for example have their own banner and are expected to use this banner at core events of the project and at third-party and external events, when possible (Figure 8). The banner template was created by ACC and then ordered locally by consortium members.



Figure 8: SHAPE ENERGY banner

3.1.3. Project one-pager (factsheet)

The one-pager created at the start of the project aimed to provide the core information of SHAPE ENERGY to external stakeholders, particularly before project resources were available. It has also been useful as an addendum to official invitations, or for use as a printed version at external events or by attaching the document to email communications with interested participants. The one-pager ensures that all consortium members share the same information with the general audience and that the key information about the project is disseminated. It is available in English, Spanish and Italian at the moment but can be translated into other key European languages, such as French, German and Polish, depending on project needs.

3.1.4. PowerPoint template and other one-off resources

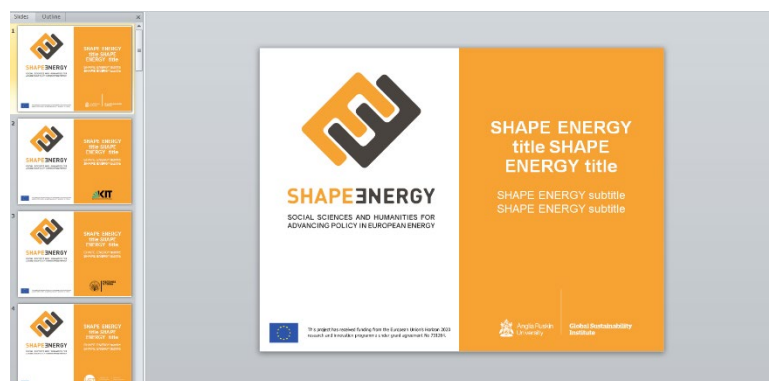


Figure 9: SHAPE ENERGY PowerPoint template

For meetings and conferences that require a clear presentation of SHAPE ENERGY, ACC have created a template PowerPoint presentation for partners to adapt and use (Figure 9). This ensures consistency in the visibility SHAPE ENERGY receives and makes sure that key information on the project and its partners are shared (logos, who we are, etc.).

Other templates and materials, such as invitations/flyers of project events, footers for project documents have also been developed by ACC in 2017 and they are all available on the SHAPE ENERGY online repository (CIRCABC) for the consortium to use.

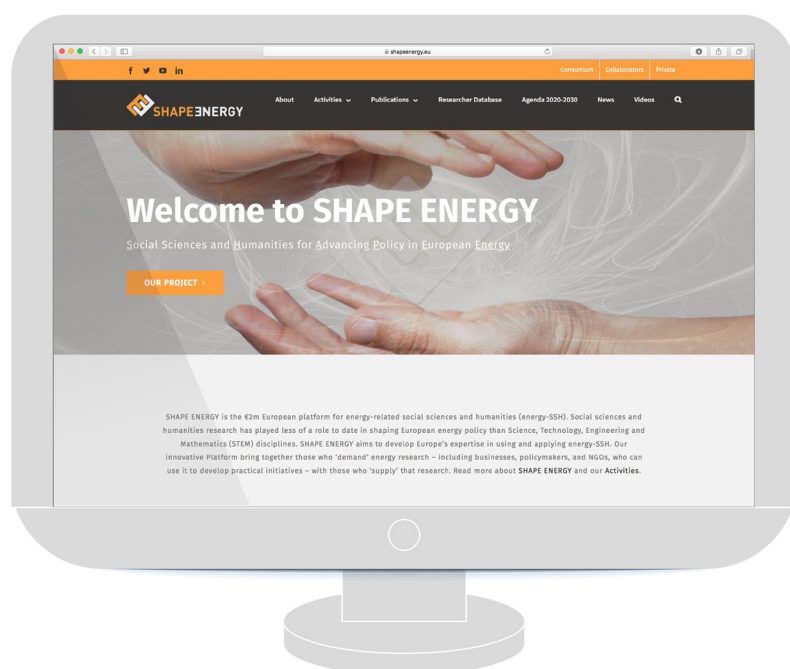
3.2. Engaging online resources

This subsection is structured around SHAPE ENERGY's very active online resources including:

- Website
- Social media channels
- Blogposts
- Newsletters
- Videos, animations and infographics
- Press releases
- Online debates

3.2.1. Website

The SHAPE ENERGY website (live since May 2017; Figure 10) is a critical and central communication tool and has been developed to accessibly host all the key information produced by the project, including reports, videos, blogposts, infographics, as well as the researcher database and, in due course, the Research and Innovation Agenda, infographics and end of project presentation packs. It is the 'window' of the project and therefore always needs to be kept updated with interesting, relevant and reliable information. It is not only used for external communication on all project activities, but also – in a pro-active step taken by partners – now hosts a 'private' section, allowing for consortium members to share resources and common guidelines concerning considerable group efforts, notably the multi-stakeholder storytelling workshops.



ACC is responsible for keeping the website up-to-date and for managing its content, with feedback from project partners, as well as through the information provided by WP leads and consortium members. The SHAPE ENERGY website is available at: <https://shapeenergy.eu/>. The project website is being updated regularly throughout the lifetime of SHAPE ENERGY.

Over the course of 2017 (May 2017 to January 2018), around 70% of the people who visited the SHAPE ENERGY website were between 25 and 44 years old, while around 15% were between 45 and 54. The remaining share of around 15% is divided between the 16-24 and 56-64 year-olds (Figure 11).

Figure 10: SHAPE ENERGY website homepage

Demographics: Overview

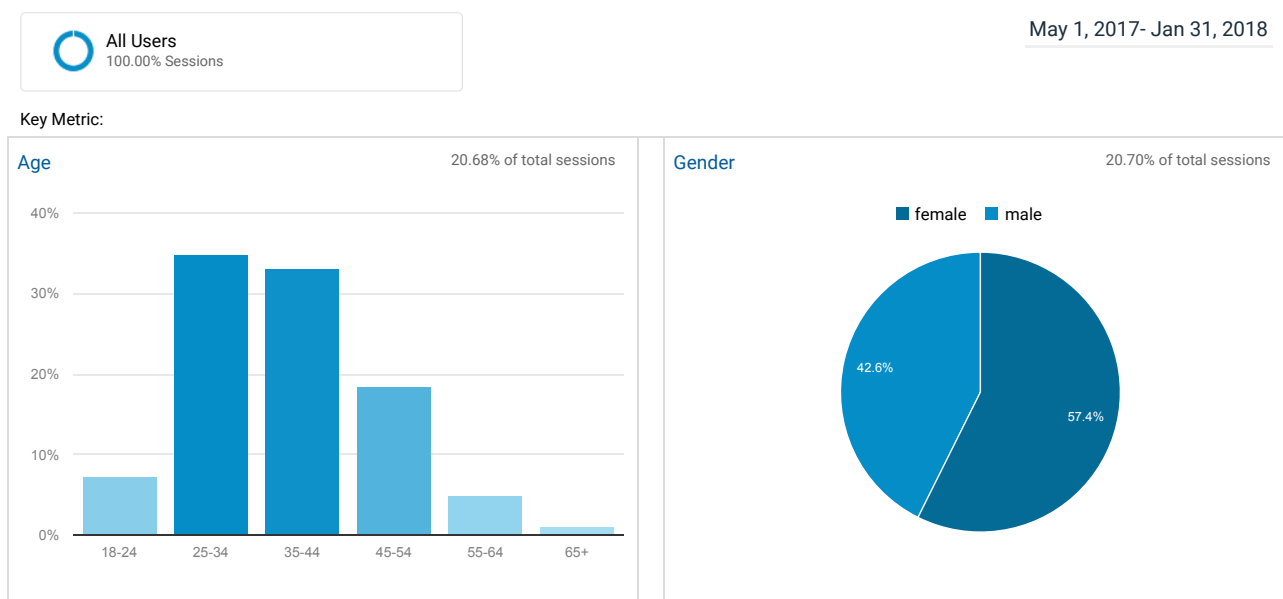


Figure 11: Snapshot of SHAPE ENERGY website demographics

It is interesting to note that the website attracted 3,582 users from May 2017 to January 2018. Half of the users are returning visitors, which mean that, overall, there were 7,456 sessions. Average time of users on the SHAPE ENERGY website is around 4.23 min. The overall page views from all users reached 22,396.

Of the 22,396 page views the website received, 16,230 were unique page views, implying that visitor only went on the main page of the website. The average time of users per page is 2.11 min. This is a 'good' average time on a website, visitors staying under 30 seconds is considered a 'weak' indicator. From now on, other H2020 projects will be used as an additional comparison to make sure we are on a good track for communication outreach.

3.2.2. Social media

Social media is vital in building a connection with our audience. Traffic to websites are increasingly driven by social media posts, so there is a crucial need to develop social media content that is enticing and has a clear 'call to action'.

SHAPE ENERGY and its outputs are regularly promoted through its key social media channels (see Table 6), which are Twitter, LinkedIn and Youtube. Information shared on one platform is generally shared to all others (see Figure 12), in order to enhance visibility of the announced information across different stakeholder groups.

It is important to always link the project's posts to each other, on Twitter in particular, by adding the project's hashtag **#SHAPEENERGY** and/or tagging the project **@ShapeEnergyEU** in each post.

Partners should make sure that they make the most of the 'social' element of the project. They should ensure that event participants and researchers are given the tools (visuals, hashtags and draft tweets) which make it easy for them to share information about the project and its activities. Considering the target audiences consisting of the Commission, national Commission representations, universities, decision-makers and key opinion leaders, if used properly, social media can help multiply the project's messages.

In light of the upcoming set of events that will take place in 2018 (workshops, conference, etc.), Twitter guidelines have been produced by FOE and shared in January 2018, to help enhance visibility and continuity between our communication sources. This guide for using Twitter which ensures coherence of format and

style between tweets is included in Appendix 8.1. 'Twitter guide for SHAPE ENERGY activities'. Preparing a Twitter sheet prior to important events will help partners and the communications team to be active and to react in time, both prior and during the event.

Table 6: SHAPE ENERGY Facebook analytics

FACEBOOK/MONTH	TOTAL LIKES	TOTAL STAKEHOLDER REACH
Feb. 2017 – May 2017	61	2,141
Jun. 2017 – Oct. 2017	109	7,936
Nov. 2017 – Jan. 2018	127	2,658

To this day we have:

430 followers in (765 tweets)

56 connections

133 followers +127 likes

13 subscribers

23 videos, 7 playlists and 1541 views

Figure 12: Number of SHAPE ENERGY social media followers (as per January 2018)

3.2.3. News and blogposts

News articles and blogposts are effective tools to build trust readers, generate leads, educate stakeholders, and build brand awareness. As they are short and generally addressed to a less specialised audience, a blogpost is faster and easier to read than either a full publication or academic journal article for example and, if successful, it will be shared, and help increase engagement.

To date on the SHAPE ENERGY website, a total of 28 news stories have been uploaded including 8 blogposts. Throughout the SHAPE ENERGY project, a target of 41+ blogposts are set to be published, complementing and promoting key deliverables. Authors of the blogposts should not only represent academia, but include a multi-stakeholder perspective and should mirror the target audience list. The objective is to capture a wide array of expertise related to the project, to provide readers with a broad understanding of the project and to contextualise it for policy-makers.

A brief overview of their current scheduling is listed below, across three key categories: partners; project stakeholders; and guest posts linking to the international energy agenda. These posts are being coordinated by ACC and FOE, in liaison with the selected authors for each post. A guide for blogpost authors has also been produced to ensure coherence of format and style between posts, and is included in Appendix 8.2. 'SHAPE ENERGY blogpost author guidelines'.

1. **Blogs from the consortium (26+ blogposts)**

Blogpost activity really began to increase towards the end of the first year of the project, now that a large number of resources have been developed, the main activities are well underway, and all partners have developed their personal views through detailed involvement in key tasks. With 6 partner blogposts (joint



eccee blogpost; researcher database; annotated bibliographies; 3 x multi-stakeholder workshop) already published, to complete this list, the following topics are currently planned:

- One per multi-stakeholder workshop, authored by the facilitators of each event (total of 15 further posts) highlighting key recommendations, discussion points, and/or takeaway actions. These are due as soon as possible after each event.
- Summarising the sandpit events (x 2), authored by POLITICO – March 2018
- Exploring how the storytelling has been successful or not, including challenges and recommendations, authored by DW – summer 2018
- On the project's evaluation, authored by KIT – September 2018
- On the business project legacy plan, authored by TBU – November 2018
- Ahead of the pan-European conference, authored by FOE – December 2018

2. Blogs from project stakeholders (10–15 blogposts)

The opportunity to write additional blogposts is also offered to stakeholder representatives involved in the many SHAPE ENERGY activities. These include:

- A number of the PhD research interns are contributing blogposts, 2 having already been written. Internship hosts (H2020 projects) will also be approached to potentially write a post which could be jointly shared across both projects' websites.
- Similarly, a few projects attending the H2020 sandpits in Turin will be invited to contribute blogposts, reflecting on themes of relevant to SHAPE ENERGY.
- A number of authorship teams for the think pieces and Research Design Challenge have already expressed interest in using the blogpost format during their writing process.

3. Guest blogs related to the EU/ international agenda (5 blogposts)

FOE have identified five key EU/International energy and/or research related events offering very interesting opportunities to communicate around the SHAPE ENERGY project and its related activities and content. These events may be used in various ways: blogposts can be publicised in connection with the events, social media hashtags can be used to disseminate project materials, and physical copies of relevant SHAPE ENERGY material can be shared. As of autumn 2018, reflections on the RIA will also be a suitable subject. The five events and relevant authors have been identified as follows, and FOE will coordinate their contributions:

- *EU Clean Energy Industrial and Innovation Forum* - 22-23 February 2018. Author identified: Dominique Ristori, Director General, Directorate-General for Energy, European Commission
- *European Commission Green Week 'Green Cities for a Greener Future'* – 21-25 May 2018. Author identified: Philippe Moseley, Project Advisor - European Commission, Executive Agency for Small and Medium-sized Enterprises
- *3rd Mission Innovation (MI3) and 9th Clean Energy Ministerial (CEM9)* – 21-25 May 2018. Author identified: Patrick Child, Deputy Director General, Directorate General for Research and Innovation, European Commission
- *11th annual SET Plan conference in Vienna (Austria)* – 20-22 November 2018. Author identified: Martina Lubyová, State Secretary, Ministry of Education, Science, Research and Sport of the Slovak Republic
- *UN Climate change Conference (COP24)* – 3-14 December 2018. Author identified: Hans-Joachim Schellnhuber, Founding Director, PIK; Chair of the European Commission's high-level panel on decarbonisation



3.2.4. Newsletters

Every two months since June 2017, SHAPE ENERGY has sent an electronic newsletter to interested stakeholders (a newsletter mailing list has been created by ACC following on the request for subscription by SHAPE ENERGY event participants. It is also possible to register directly as a recipient of this newsletter from the website itself).

The newsletters inform its recipients on project updates and upcoming activities. This tool also allows sharing a call for applications for projects where we wish to engage external participants and partners and highlight key external activities taking place within the EU and International agenda, related to the SHAPE ENERGY project and that may be used as 'food for thought' material. Blogposts are also disseminated through the newsletter. ACC is in charge of creating and compiling the newsletter, as well as sending it out to the contact lists. FOE and ARU, with the help of all consortium partners, provide guidance on the structure and share content to fill in the mailing.

Any important information on the project and its consortium activities is shared with external stakeholders (updates on deliverables, calls for participation, surveys, etc.). The release dates of the newsletters published in 2017 have been:

- **14/06/2017 – Newsletter Number #1**

Our first newsletter presenting the SHAPE ENERGY project was sent to 211 recipients with 86 people having opened the link. Top locations where the newsletter has been read include France, the United Kingdom, Germany and Belgium.

- **03/08/2017 – Newsletter Number #2**

Our second newsletter was sent to 257 subscribers, with 115 opened links. Top countries where the newsletter has been read include the United Kingdom, Belgium, Italy, the United States of America and Norway.

- **21/09/2017 – Newsletter Special edition**

This special edition of our newsletter highlighted the project's second consortium meeting (18-20 September in Brussels) and the outcomes of our story telling method training. This mailing was sent to 286 subscribers with 97 opened links. Top countries include the United Kingdom, Germany, Italy, Belgium and the United States of America.

- **02/11/2017 – Newsletter Number #3**

Our third newsletter was sent to 350 subscribers, with 130 opened links. Top countries where the newsletter has been read include the United Kingdom, Belgium, Italy, the United States of America and Norway.

- **21/12/2017 – Newsletter Number #4**

Our fourth newsletter was sent to 381 subscribers, with 106 opened links (likely due to Christmas holidays). Top countries where the newsletter has been read include the United Kingdom, Belgium, Italy, the United States of America and Norway.

Throughout 2017, SHAPE ENERGY newsletter recipients have grown by 80.6%. The open rate of SHAPE ENERGY newsletters is an overall of 37.2%, which is higher than the average email campaign open rate of 25%. The unsubscription rate is of 0.5% which shows that the content is considered captive by the project audience.



The project's upcoming newsletters are planned at the following dates in 2018:

- Newsletter #05 – late February 2018
- Newsletter #06 – mid/late April 2018
- Newsletter #07 – First week of June 2018
- Newsletter #08 – First week of July 2018
- Newsletter #09 – mid-September 2018
- Newsletter #10 – mid-November 2018
- Newsletter #11 – late January 2019 – special issue (around the time of the project finishing)

3.2.5. Videos, animations and infographics

We live in a world where pictures are worth more than words. Short videos, photos and infographics are attractive tools for external readers who don't find the time to read long reports. Readers now use their smartphones more than their computers and we need to make sure that audio-visual material is made available for all key deliverables. Key audio-visual outputs of the project include:

- Storytelling video interviews of participants who have attended SHAPE ENERGY events;
- Three animations on main outcomes of the project, highlighting our achieved impact; and
- Infographics on key project achievements and facts, which will allow attracting attention and engagement from often busy and very solicited external stakeholders.

Videos

SHAPE ENERGY committed to producing a minimum of 10 short storytelling in order to showcase social innovation. Occasions to film these videos include interviews of energy practitioners who will take part in the multi-stakeholder workshops but also consortium partners representing the project at various events; as well as EC representatives.

As of January 2018, SHAPE ENERGY has already gone beyond the originally required number of videos. There are 22 videos currently available on the SHAPE ENERGY [YouTube channel](#). Examples of published videos include:

- [Project Kick-off meeting Cambridge and presentation](#) by Dr Chris Foulds from ARU on the SHAPE ENERGY project (Cambridge, UK, on 23/02/2017)
- [Eceee Summer school](#) (Hyeres, France, on 12/06/2017)
- [2nd consortium meeting](#) (Brussels, Belgium, on 20/09/2017)
- [City Workshop in Turin: feedback](#) from Pauline Claudot
- [Storytelling workshops](#) (Riga, Latvia, on 27/11/2017)

In addition to the storytelling videos that have been produced by members of the consortium, a special video animation representing the SHAPE ENERGY project has been created by ACC. This video represents all achievements from year one and explains to external stakeholders what the project entails. The video is currently being reviewed by consortium members and will be uploaded online in the context of the H2020 video contest organised by the European Commission.



Animations

Three animations, no longer than two minutes each, focused on promoting SHAPE ENERGY's project goals and with the goal of encouraging participation, will be set at the beginning of 2018 and they will be added in the project's communication timeline.

Identified topics for the animations are:

- *Animation 1:* General presentation of the project, the consortium and its geographical outreach as well as the main project goals. This animation can be used to inform others about the project and promote it through social media and on the website in a friendly, dynamic and time efficient manner. As mentioned above, the first animation has been produced by ACC and is currently being reviewed by consortium members. It will be uploaded online in the context of the H2020 video contest organised by the European Commission.
- *Animation 2:* Presentation of the project's key output, i.e., the launch of the 2020–2030 RIA. This animation can be released in summer 2018 as a teaser to the official RIA launch in autumn 2018. This animation will include a call for signatories and inform stakeholders of the aim of the RIA.
- *Animation 3:* Presentation of platform results ahead of the final conference, planned to take place in January 2019. It could be released in December 2018 and be used as an additional tool to present the project to the invitees of the conference.

Infographics

To engage online communities, it is significant to deliver and engage with infographics. These should reflect the method used for storytelling and disseminate results widely. Infographics will be mainly used to help people visualise and meaningfully understand complex concepts. It is important to ensure that all infographics appear on the SHAPE ENERGY website. FOE is in charge of producing five infographics about the platform's findings and project results. This is considered as platform marketing that is essential to make the project accessible to everyone.

Suggested (provisional) infographics timeline:

- Annotated bibliographies – to be published in May of 2018
- ESR internships – to be published in June 2018
- Workshops key findings – to be published in September 2018
- Sandpits key findings – to be published in October 2018
- SHAPE ENERGY 2020–2030 Research and Innovation Agenda – to be published in December 2018 / January 2019

3.2.6. Press releases

External communication and dissemination of information relevant to the SHAPE ENERGY project are key to ensure visibility and bring attention to the project and its achievements. In order to communicate efficiently with the external stakeholders, such as the media, and others interested in the project, five press releases will be published before the end of the project. The press releases will be launched in connection with five key events related to the scope and expertise area of the project. The identified events and dates are listed below:

1. SHAPE ENERGY 2nd Sandpit (22–23 February 2018 in Turin, Italy)
2. Mission Innovation (MI) Clean Energy Ministerial (CEM9) (22–25 May 2018 in Copenhagen, Denmark)
3. Launch of the SHAPE ENERGY's 2020–2030 Research and Innovation Agenda (September 2018)
4. SHAPE ENERGY final pan-European conference (22 January 2019 in Brussels, Belgium)



5. An interview of a key EU decision-maker (name and date still to be confirmed in 2018). FOE suggest interviewing a key EU Commissioner to gather their reactions to the launch of the SHAPE ENERGY Research and Innovation Agenda that will be launched in September.

The press releases will focus on delivering the key message and relevant, topical information on the project and its milestones. The press releases will also be made publically available on the SHAPE ENERGY website, and they will be disseminated to targeted media outlets and/or journalists.

Given the technicality and the scope of the project, the focus target groups will include journalists who work on energy and sustainability issues, academic publications, as well as local news outlets from the cities where the project's working groups will be taking place.

The press releases are compiled following the outline provided below in order to ensure that the media and other interested parties have access to relevant information and can use this information quickly and effortlessly:

1. Short headline
2. Short summary of the project and its overall objectives
3. Description of the relevance between the project and the targeted international event
4. Project's current achievements, milestones and next steps
5. Authorised quotes, if appropriate
6. Contact details to request more information
7. Social media information (names of project accounts in social media and project hashtag)
8. Visuals, such as photographs or graphics which can be used by the media

Project partners should, supported by FOE, complete the press release template and submit it to FOE and ARU for content approval and modifications before publishing. If project partners have existing arrangements with press relations team or services, it is expected that the SHAPE ENERGY press releases will also be shared through these routes.

To ensure maximum outreach and accessibility of the project's outputs to various media and stakeholders across Europe, the project's press releases will also be translated to key European languages to maximise the impact of the information. In addition to English, the selected languages include the five most spoken languages in the EU, i.e. French, German, Italian, Spanish and Polish. FOE will ensure that these translations will be done by external professionals.

3.2.7. Online debates

To ensure that the project is widely shared and understood, it is essential to disseminate it to citizens. Citizens are at the core of behavioural change and the ones that can truly have an impact on decisions, notably regarding consuming less energy, choosing alternative cleaner modes of transportation, adopting smart technologies and enjoying secure and competitive low-carbon energy sources. They are the real actors in the shift towards a clean, efficient and sustainable energy transition and reaching out to them is fundamental. As part of the communication strategy, the FOE online citizen driven discussion platform '[Debating Europe](#)' has been identified as a key channel to reach out to this target audience. With a growing 3.1 million strong community (900,000 members joined just last year) and over 270,000 followers on Facebook and Twitter, Debating Europe will allow SHAPE ENERGY to include a bottom-up approach, and enable citizens to take part in the project through online debates.

Six online debates have been spread out across the timeline of the project, with a particular emphasis to date on connecting to WP1's scoping activities:

- 'What is the best way to assure cheap clean energy for the EU?' launched on 25/04/2017
- 'How do we encourage people consume less energy?' launched on 17/05/2017



- 'Should all cars be electric by 2025?' launched on 31/05/2017
- 'Could 'smart houses' help drive down Europe's energy bill?' launched on 19/06/2017
- Two online debates will be organised to present platform results, to be launched during September 2018

4. Choosing the appropriate channel for each activity

As mentioned above in section 2. 'Communication strategy: principles and implementation' on the project's activities, four main categories of communication have been identified:

1. **Publications and online resources:** project deliverables that take the shape of written reports, such as annotated bibliographies, think pieces, researcher database, etc.
2. **SHAPE ENERGY events:** small - and large - scale events, such as workshops, trainings, sandpits, consortium meetings and the final conference
3. **Participatory outputs from SHAPE ENERGY:** activities where external stakeholders work with the consortium to produce SHAPE ENERGY outputs, such as ESR internships, research design challenge, think pieces, etc.
4. **External related activities to the SHAPE ENERGY project:** such as relevant activities identified within the EU and international agenda, and to which SHAPE ENERGY wants to be represented, either through virtual or physical participation.

In order to make sure that each of the SHAPE ENERGY outputs and initiatives are properly communicated, FOE has put together a toolkit allocated by category, enlisting all the suggested channels and communication tools to use (Figures 13-16). These four categories are presented individually below in subsections 4.1. to 4.4. Each subsection then provides a brief overview of the huge range of activities we have undertaken over the first year of the project, and in particular how they have been dealt with through our project communications, before outlining plans for 2018.

4.1. Publications and online resources



Figure 13: Communications toolkit for publications and online resources

4.1.1. Publications

SHAPE ENERGY has produced an impressive array of publications in 2017, which have – as appropriate – been made available on our website, featured in our newsletters and/or been widely shared on our social media channels:



- [May 2017] **Annotated bibliographies**. These four publications explore our four energy topics. Additional to the channels mentioned above, we have also written a blogpost about these, reflecting on the process of producing these resources [December 2017].
- [May 2017] **Schedule of platform activities**. This report presents the overall schedule of SHAPE ENERGY activities and our plans to attract participants. This report, while a public deliverable, has not been shared on our website; instead the website uses individual activity pages and an interactive calendar to present the schedule in a user-friendly format.
- [June 2017] **Cross-cutting theme reports**. These four publications are available on the website and have been featured in our newsletters. One of our partners, NTNU, have presented the 'Energy and gender' report at the 'Women in the Nordic energy sector', held in Stockholm (Sweden) [November 2017].
- [July 2017] **Evidence results and response report**. This output represents the culmination of our call for evidence activity on the role of SSH in energy policy and its implementation. ARU presented on the results at the Royal Geographical Society annual conference, held in London (UK) [Aug 2017].
- [July 2017] **Academic workshop report and lexicon**. These project outputs were produced following an academic workshop held in Cambridge in February 2017; the process of developing the energy lexicon was presented by ARU at the eceee Summer Study [June 2017].
- [July 2017] **Storytelling facilitation training guide**. This report is a comprehensive guide to understanding and utilising a novel method – storytelling – in running and facilitating multi-stakeholder workshops. The methodology underpins all of our SHAPE ENERGY city workshops.
- [October 2017] **ESR summer school key findings**. Based on the Early-Stage Researcher (ESR) 'Advancing energy policy, summer school held in Lyon, France in June 2017, the report summarised the key findings of this 5-day event.

A number of important outputs were also produced in 2017, which were confidential to the consortium and the EC and have therefore not been disseminated via the channels mentioned above. These, however, have shaped the way in which we engage with our stakeholders and project audiences and include:

- [July 2017] **Stakeholder needs review**. A number of stakeholder interviews were also carried out by METU/BSERC/ARU – these fed into a confidential deliverable to the EC. The majority of those involved were keen to be added to our mailing list. This report has not been shared on any of our public-facing outlets, such as the website or social media.
- [July 2017] **Evaluation methods pack and ethics guidance**. This report looks at qualitative and quantitative methods for evaluating the SHAPE ENERGY project activities as well as ethics guidance in reference to undertaking these.

In 2018, we are planning to produce the following publications:

- [January 2018] **Interim plan for dissemination and exploitation**. This current document states the communications objectives and targets at the half-way stage of the project and will be downloadable from our website once it is finalised.
- [March 2018] **ESR placement feedback review**. Based on the set of around 17 ESR placements (presented below in subsection 4.3. 'Participatory outputs from SHAPE ENERGY'), this report is an opportunity to reflect on how SSH can and will become embedded into existing initiatives and how the impact of SHAPE ENERGY can be maximised. Additionally to the dissemination methods described above, a number of blogposts from the ESR interns are being published on our website. We will also encourage the partner H2020 projects (ESR hosts) to share information on their own websites. On social media, key conclusions from the programme findings may be turned into 'quote card visuals'.
- [March 2018] **Research Design Challenge collection**. This collection of 14 interdisciplinary papers uses 'reference problems' as a means of interdisciplinary collaboration. As a whole, the collection explores how 15+ SSH disciplines would develop different methodologies to



tackle energy challenges under three themes: control; stability and change; capacity building. We will also be publishing blogposts from some authors

- [August 2018] **Think piece collection**. A collection of 10 collaborative think pieces will be published by various identified authors from the academic field, as well as policy-makers. The collection is set to be published as an open access book in late summer/early autumn. We will also be publishing blogposts from some author-teams and promoting the full book once it is released. More details about workshops and events which authors are using in their writing of the pieces can be found in subsection 4.3.2. 'Think pieces and the Research Design Challenge'.
- [September 2018] **H2020 sandpit key findings**. This output will summarise the key findings of the sandpits being held in Italy in February 2018. Before launching this report, we plan to identify media in the energy sector that could be interested in its findings. More details about the events themselves can be found in subsection 4.2.4 'H2020 sandpits'.
- [August 2018] **Multi-stakeholder workshop key findings**. This report will summarise the main findings from the 18 European city workshops, including reflections from participants and organisers. Early findings may also feed into key European level events, such as the Mission Innovation Clean Energy Ministerial in May 2018. More details about the events themselves can be found in subsection 4.2. 'SHAPE ENERGY face-to-face events'.
- [December 2018] **Reflexive review of interdisciplinary working**. This review will evaluate the strengths and weaknesses of our interdisciplinary activities, including our work across various sectors.
- [December 2018] **2020-2030 Research and Innovation Agenda (RIA)**. The RIA is perhaps the most important publication SHAPE ENERGY will produce: a short synthesis of our main project findings, drawing out key insights and suggestions, and describing a collective vision for research and innovation over 2020-2030.
- [December 2018] **Synthesis report and presentation pack**. Drawing on the RIA, we will also develop specific summary materials for our main stakeholder groups (business, policy-makers and academics) and collate our project findings.
- [December 2018] **Evaluation report**. This report will examine the effectiveness of resources used in delivering SHAPE ENERGY and critically reflect on future recommendations for improvement.
- [December 2018] **Business plan and cost-benefit matrix**. Closely linked to the Evaluation report, this document will present a cost-benefit analysis that can help others replicate our platform activities, showing which activity might be best used depending on the desired research outcome.
- [January 2018] **Final plan for dissemination and exploitation**. This report will look at the communications objectives and targets over the second year of the project, including strategies beyond January 2018.

As in 2017, a number of SHAPE ENERGY reports in 2018 will be confidential to the consortium and the EC and will therefore not be disseminated via the channels mentioned above. These will however support our project activities, including communications ones:

- [January 2018] **Participant registration database**. This output is based on a list of SHAPE ENERGY participants, individuals and organisations, who have engaged with our project.
- [September 2018] **Partner observation diaries**. While the full output will be confidential, some of the data collected by our consortium partners through our reflexive diaries will be used in our public quantitative and qualitative evaluation of our project activities and their impact, and some appropriately anonymised data will be uploaded to the EU's Open Research Data Pilot.

Journal articles

- The SHAPE ENERGY partners are committed to produce **11 journal papers** during the lifetime of the project. Outputs will establish new insights within and across the energy-SSH domain and publishing in journals is of critical importance in giving SHAPE ENERGY a legacy within the wider European energy research landscape. Due to the longer timescales inherent in journal article writing and publishing, many of the articles will be submitted toward the end of the project. However in 2017, SHAPE ENERGY has already published a peer-reviewed paper, entitled 'Creating an interdisciplinary energy lexicon: Working with terminology differences in support of better energy policy', published in the conference proceedings from the 'ecee 2017 Summer Study'⁵, based on the outputs from the SHAPE ENERGY academic workshop held at the beginning of 2017.

During February – March 2018, the consortium journal paper authors will be meeting to update and finalise the publishing plan for SHAPE ENERGY, based on the data collected in 2017 and anticipated in 2018. Authors will decide on proposed titles and authorship teams,

together with the indicative timeline and journals that will be targeted for each paper. All articles will be open access and stored in an online repository alongside their publication in the journals targeted. We will also publish author versions on our website, where permissible.

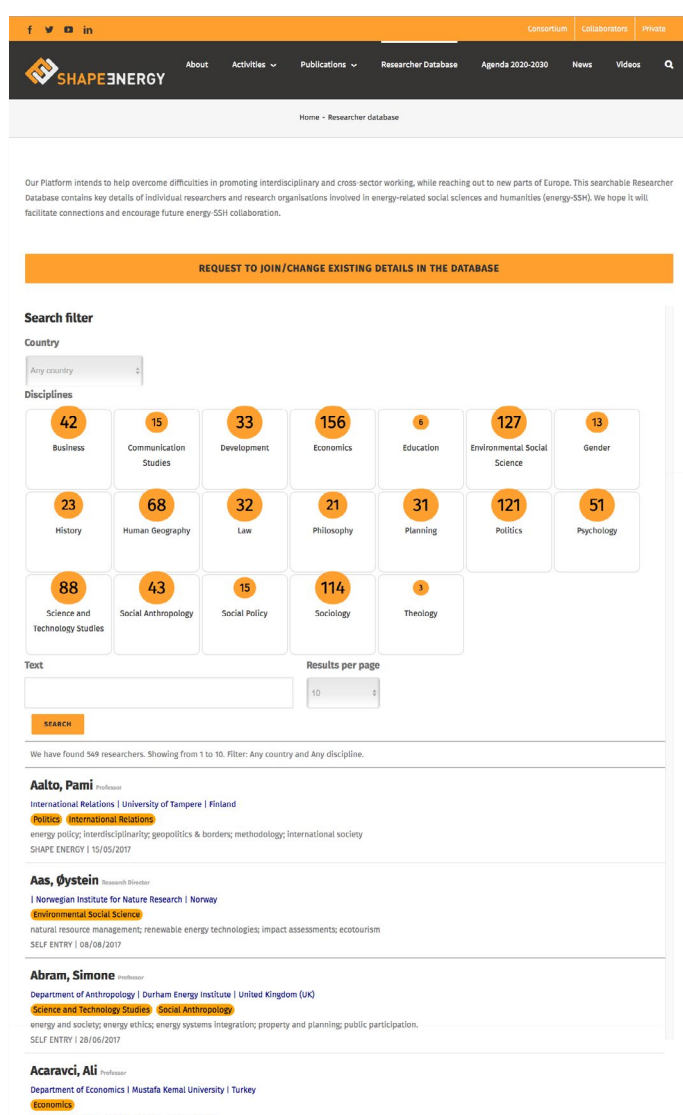


Figure 14: SHAPE ENERGY Researcher Database

4.1.2. Online resources

- [May 2017] **Researcher Database.** One of the most important SHAPE ENERGY online resources is the [Researcher Database](#). The database contains details of individual researchers and research organisations involved in energy-related social sciences and humanities (energy-SSH). This has been populated with 549 researchers to date. The project will continue adding new information to it as the project progresses. The database has a number of interactive features: users can request to add themselves to the database and/or modify their existing information. The search function allows users to filter by country or discipline. As well as all researchers with entries being contacted directly about the database (and thus being made aware of SHAPE ENERGY), we produced a blogpost highlighting its potential use in consortium building [December 2017].

⁵ Robison, R.A.V. and Foulds, C., 2017. [Creating an interdisciplinary energy lexicon: Working with terminology differences in support of better energy policy](#). Proceedings of the ecee 2017 Summer Study on Consumption, Efficiency & Limits, paper 1-267-17. 29 May – 3 June 2017, Presqu'île de Giens, France. pp. 121-130.

4.2. SHAPE ENERGY events

EVENTS

The SHAPE ENERGY project organises several different types of events, notably in 2018, ranging from smaller activities such as **trainings, consortium meetings and workshops** (maximum 40-50 participants), to larger scale events such as **sandpits and a pan-European conference** (up to 300 participants). Tools and channels to choose for both of these formats are very similar.



WEBSITE

The website should **feature information about the activity** and its programme, listed within the "calendar" of the SHAPE ENERGY website, and be featured in the "activities" and "news" sections as soon as the events are confirmed, and should be regularly updated.

The website should **provide guidance to participants** regarding content of the event, programme, speakers and help participants with logistics if required. This should appear as soon as the event webpage is created and be regularly updated.

The event webpage link should be regularly **shared with guests and speakers**

The link to the webpage should also be **shared on all social media** channels to encourage registrations.

Conclusions, reports, blogposts as well as audio-visual materials should be uploaded to the webpage of the event, ideally within 10 days after the event.



SOCIAL MEDIA

Information about the event should **appear on social media** (Twitter, Facebook, LinkedIn) as soon as possible by sharing the event web link and by using the hashtag #SHAPEENERGY as well as any other related tags or hashtags (speakers, partners, topics).

Use channels to announce keynote speakers. Partners should inform Acento and FoE as soon as they receive updates.

Inform participants prior to the event about the available social media channels and hashtags. It should also appear during events on any documentation distributed to participants (programmes, leaflets, "follow via @ShapeEnergyEU", posters on the walls etc.).

When resources are available, **live tweeting and Facebook live** is always a good idea. It is also possible to plan a tweet sheet ahead of the event and share it with Acento, so that they may use the information to post during events from a distance.

Video interviews of events should be uploaded on SHAPE ENERGY's YouTube page and shared on social media. Video interviews should be sent to Acento for editing.

Follow-up information about the event (links to photos, reports, video interviews) should be uploaded as soon as possible.



AUDIO-VISUAL MATERIALS

Video interviews, also referred to as "storytelling videos", should be scheduled in the event organiser's agenda. Partners should liaise with the interviewees in advance, by sharing questions, for example. Make sure the timing for the interview is fixed in everyone's agenda's and bring all relevant material to the interview.

Do forget to display the **SHAPE ENERGY banner** behind the interviewee, to enhance the project's visibility. Once finalised, these videos should be shared with Acento for editing and to upload on the projects website and social media channels.

Live streaming can be made available to ensure maximum participation.

MEDIA RELATIONS



For smaller scale events, a **media advisory** can be sent out to **local-based specialised press on Energy**.

For larger scale events, a **media advisory** should be sent out to **local and EU-based specialised press on Energy**. It is best to send a first media advisory 2-3 weeks prior the event. Follow up calls to specific press can be made in the week before the event.

Press releases allow us to share key information and news about the project to journalists. A press release should be shared no later than 1 day after an event to ensure timely reaction from journalists and live and up to date communication with readers.



NEWSLETTER

Information on upcoming events can be shared in the newsletter to attract participants and increase registrations. They should appear in the last Newsletter foreseen to be published prior the event date.

A short blurb highlighting **conclusions, reports, blogposts as well as audio-visual materials** (such as photos and video interviews) should be highlighted in the newsletter and refer back to the webpage of the event on the SHAPE ENERGY website for more follow up information. Should appear in the first Newsletter foreseen to be published after the event date.



BLOGPOSTS

For selected SHAPE ENERGY events where a **blogpost should be produced**, a blogpost should be written shortly after the event, mirroring conversation that took place at the event and **highlight any key recommendations** from the discussions. A blogpost should ideally be published within a timeframe of 10-14 days after an event.

Figure 15: Communications toolkit for SHAPE ENERGY events



4.2.1. SHAPE ENERGY organisational meetings

A number of events that internal to the consortium have been organised in 2017, which presented SHAPE ENERGY with a number of external communications opportunities, especially on social media and our website:

- [February 2017] **First SHAPE ENERGY consortium meeting**. All partners were present at our kick-off meeting organised in Cambridge, UK. The first project video was produced, featuring Dr Chris Foulds from ARU and the first photo of the consortium was used on Twitter. The new project logo was also adopted during this meeting and all social media platforms were introduced.
- [September 2017] **SHAPE ENERGY consortium training meeting**. This two-day training workshop held in Brussels centred on training the consortium members and associated partners in the main methodology deployed in our multi-stakeholder workshops – storytelling – drawing heavily on the storytelling facilitation training guide (as described in subsection 4.1. 'Publications and research data' above). A number of videos were made with consortium members.
- [September 2017] **Second SHAPE ENERGY consortium meeting**. The second consortium meeting was held in Brussels, at the headquarters of the EU's DG Research and Innovation, immediately after the storytelling training meeting mentioned in the paragraph above. A video was made with our Project Officer.
- A final face-to-face consortium meeting is planned for late 2018/early 2019.

4.2.2. Scoping events involving external participants

Our face-to-face events are some of the most important SHAPE ENERGY activities, which is why in these following sections (4.2.2. to 4.2.8) – after briefly detailing the internal and face-to-face scoping activities – we go into more detail about our communication tools and in particular how we plan to deploy them in 2018, with regards to: multistakeholder workshops; sandpits; and the end-of-project conference.

- [February 2017] **Academic workshop**. Organised in Cambridge, UK, this event formed a central strand of SHAPE ENERGY's scoping work. The workshop brought together high profile scholars to discuss the foundations of a European strategic research agenda for SSH in the energy field. It has led to some of the earliest and most impactful project outputs, including a report feeding into the framing of calls within the next Horizon 2020 energy work programme and the SHAPE ENERGY Lexicon (see subsection 4.1. 'Publications and online resources').

4.2.3. Multi-stakeholder workshops

The multi-stakeholder workshops represent the lion's share of event work we will be undertaking in 2018 and communicating the results of these will be of crucial importance to SHAPE ENERGY and indeed its legacy and impact on energy policy. The workshops are planned for 18 European cities, targeting Northern, Southern, Eastern and Western Europe alike. They will look at local energy issues and challenges, as well as how some of these could be tackled with the support of energy-SSH activities. Their impact is expected to be considerable as we are looking to attract 450 participants in total. It is therefore essential that we use as many tools as possible to communicate about our events and disseminate their results (Table 7). Each workshop organiser – in liaison with ACC, FOE and ARU – will decide on the most appropriate combination for their event.

Table 7: Suggested communications actions, specifically for the multi-stakeholder workshops

WEBSITE, INCLUDING BLOGPOSTS	SOCIAL MEDIA	AUDIO-VISUAL MATERIALS
<ul style="list-style-type: none"> Details from invite (e.g. relating to topic, attendees) uploaded onto that city's workshop page ahead of workshop Develop standard texts and materials for the workshops (invite templates, presentations) that can be shared with organisers on the private webpage; where appropriate share materials with co-hosts and participants for their websites Where appropriate, encourage the Commission to share materials (centrally or via representations in member states) Ensure that teams in each city are aware of website needs in planning the workshop, including a short blogpost write-up of each workshop as soon as possible after the event, which could use tools like Shorthand Social, Storify or another storytelling app, and could use quotes from participants (see blogpost guidelines) 	<ul style="list-style-type: none"> Feature prominently on social media in the two weeks leading up to each workshop Ensure participants are aware of the @ShapeEnergyEU twitter handle, and potentially handles of attendees, at the start of the event Develop a small toolkit that can be shared with organisers including pre-made tweets / posts, and examples of past tweets Where possible, assign one of the organisers or attendees to tweet through the day – using photos, attendee handles, quotes, retweeting, tagging other key local organisations Centrally (SHAPE ENERGY account) use the 'roadshow' branding for regular social media content on the workshops to ensure that they are correctly seen as part of a coherent project, including sharing blogposts, videos, and 'roadshow' video, following the workshop 	<ul style="list-style-type: none"> Ensure that teams in each city are aware of audio-visual needs in planning the workshop, including: <ul style="list-style-type: none"> Essential use of the banner for photos and videos Photographs Short video interviews with participants, including telling their 'stories' Collection of any related social media posts and/or media cuttings Develop a 'roadshow' branding for the workshops to ensure that they are correctly seen as part of a coherent project Video/GIF showing the progress of the 'trip' around Europe, shared at regular intervals (every three to four events) have a 'story so far' / 'what we've learned' recap
NEWSLETTER	STAKEHOLDER RELATIONS	MEDIA RELATIONS
<ul style="list-style-type: none"> Links to blogposts and videos in the 1st newsletter released after the workshop Mention of upcoming workshops, and topics covered Inclusion of the 'roadshow' video in the bi-monthly newsletter as a prominent feature 	<ul style="list-style-type: none"> Ensuring that appropriate local stakeholders, in particular decision-makers and opinion leaders, are involved in the workshop and encouraged to share information e.g. following the event 	<ul style="list-style-type: none"> Develop a small toolkit that can be shared with local and specialist media to promote the workshop, e.g.: <ul style="list-style-type: none"> Announcing the event, its purpose and any local/national issues and angles that are likely to increase interest, or major speakers Model press release for distribution after the event Suggestions of types of media that could be contacted

In 2017, we have already organised three workshops: in Cambridge (UK), Riga (Latvia) and Turin (Italy). During the first half of 2018, we will organise the other 15 workshops in: Ankara (Turkey), Belgrade (Serbia), Brasov (Romania), Brussels (Belgium), Chisinau (Moldova), Granada (Spain), Lyon (France), Heidelberg

(Germany), Helsinki (Finland), Lisbon (Portugal), Skopje (Macedonia), Sofia (Bulgaria), Trondheim (Norway), Utrecht (Netherlands), Zlin (Czech Republic).

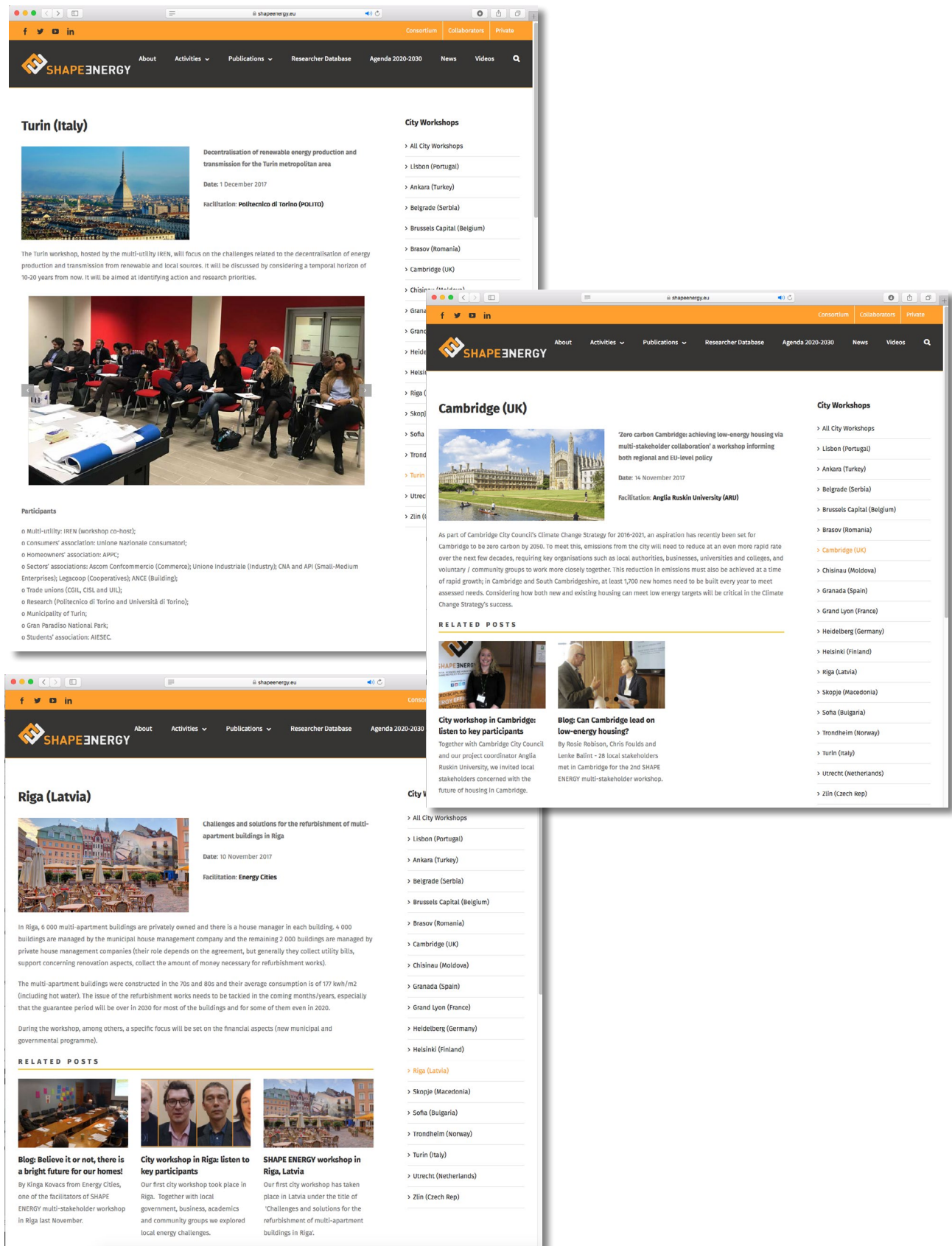


Figure 16: SHAPE ENERGY multi-stakeholder workshops

4.2.4. H2020 sandpits

Two two-day sandpits will be organised in Turin in February 2018, each related to two of the four SHAPE ENERGY topics. Sandpits are interactive workshops with a highly multidisciplinary mix of participants that aim to drive lateral thinking and radical approaches to address research challenges. In this case, participants will be those already involved in EU-funded projects on similar topics to the main issue of the sandpit. The events have proved very popular and will gather together a large number of FP7 and H2020 energy and transport projects. The sandpit key findings are due to be published in September 2018. In addition, Table 8 indicates further communication opportunities for the sandpits.

Table 8: Suggested communications actions for the sandpits

WEBSITE, INCLUDING BLOGPOSTS	SOCIAL MEDIA	AUDIO-VISUAL MATERIALS
<ul style="list-style-type: none"> • Feature prominently on website in a separate section • Ensure that it is visible as the top story in the week leading up to each sandpit, including explanatory video (see below) • Encourage project participants to feature their attendance on their own websites • Share a short write-up, in the form of a blogpost, shortly after the first event, which may include quotes from participants • Invite guest blogs by attendees, where possible • Develop a final blogpost on 'what we've learned' recap 	<ul style="list-style-type: none"> • Feature prominently on social media in the two weeks leading up to each workshop • Ensure participants are aware of the @ShapeEnergyEU twitter handle, and potentially handles of attendees, at the start of the event • Develop a small toolkit that can be shared with organisers including pre-made tweets / posts, short explanations of sandpit concept, and examples of past tweets • Ensure one of the organisers or attendees tweets through the events • Encourage the Commission (DG Research) to share posts as a way of highlighting collaboration between H2020/ EU-funded projects 	<ul style="list-style-type: none"> • Develop a video explaining the 'sandpit' concept for use on the website and social media • Sandpit organising team to coordinate: <ul style="list-style-type: none"> ▪ Essential use of the banner for photos and videos ▪ Photographs ▪ Short video interviews with participants ▪ Collection of any related social media posts and/or media cuttings
NEWSLETTER	STAKEHOLDER RELATIONS	MEDIA RELATIONS
<ul style="list-style-type: none"> • Feature prominently in bimonthly newsletter; highlight innovative approach 	<ul style="list-style-type: none"> • Share with the Commission services as an innovative approach that brings together participants in different EU-funded projects; ask for possible inclusion in newsletters / other communications 	<ul style="list-style-type: none"> • Identify specialist media in the energy sector that could be interested in the sandpit findings • Contact media and encourage a journalist to participate in the sandpit; offer interviews with participants • Use the sandpits as the focus of one of SHAPE ENERGY's key press releases

4.2.5. Online debates

FOE has already successfully run four debates on its online citizens debating platform 'Debating Europe' between April – June 2017.

FOE will run two online debates on the same 'Debating Europe' platform in 2018, interviewing policy-makers and targeting over 1,000 contributors, notably citizens, to present the SHAPE ENERGY platform results. These results and the debate content will be identified through the results of WP4 (Evaluation), and will run alongside the planned webinars, special sessions with stakeholders taking part in ECIT's existing policy meetings, and compilation of stakeholder presentation packs. In preparation for these, ECEEE will also have produced policy-focused briefing papers on the SHAPE ENERGY platform results that may serve as a basis for questions to ask to policy-makers in order to kick-start conversation on the Debating Europe platform.

Table 9: Suggested communication actions for online debates

WEBSITE	SOCIAL MEDIA	NEWSLETTER
<ul style="list-style-type: none"> News stories written about the debates, with links to the Debating Europe platform to encourage stakeholders to join the discussion 	<ul style="list-style-type: none"> Use of all social media channels to promote the debates, encourage involvement, and prompt organisations connected to the Platform to promote to their followers Project partners encouraged to share the debates on their own social media channels when possible 	<ul style="list-style-type: none"> Stories in the newsletter highlighting the debates, and suggesting to our subscribers who they might like to share it with (e.g. students, colleagues, friends & family) as an accessible way to dip into this area

4.2.6. End of project webinars

In the final stages of the project, we will hold three webinars to present our results to selected stakeholder groups and collaborators of SHAPE ENERGY: (1) participants of our scoping interviews, (2) multi-stakeholder workshop attendees, (3) European Technology and Innovation Platform (ETIP) members and academic workshop attendees. These webinars will be recorded and extracts, as appropriate, will be shared through the SHAPE ENERGY youtube channel/on the website – at that point they will become key 'online resources'. Note that these outputs are directly linked to the 'presentation packs' produced (see subsection 4.1 'Publications and online resources'). See Table 10 for communications recommendations for these webinars.

Table 10: Suggested communications actions for end of project webinars

WEBSITE	SOCIAL MEDIA	AUDIO-VISUAL MATERIALS
<ul style="list-style-type: none"> Although the primary audience will be invited, a special mention will be placed on the SHAPE ENERGY website to allow others to join, where appropriate 	<ul style="list-style-type: none"> Webinars will also be promoted on social media before they happen During the webinars, live tweeting will be encouraged Following the webinars, a few quotes cards and reference to questions asked will be shared as well Results from the webinars, together with the presentation packs, will be promoted on social media 	<ul style="list-style-type: none"> Abridged version of the webinars will be produced as lasting resources to promote the project's results
NEWSLETTER	STAKEHOLDER RELATIONS	
<ul style="list-style-type: none"> Although the primary audience will be invited, mention will be made in the newsletter ahead of them to allow others to join, where appropriate Results from the webinars, together with the presentation packs, will be promoted in the newsletters 	<ul style="list-style-type: none"> Webinars will help to present results to specific groups (Stakeholders interviewed (WP1); Multi-stakeholder workshop attendees (WP3); European Technology and Innovation Platform members and academic workshop attendees (WP1) and assess how well the project has met their needs 	

4.2.7. End of project conference

A final pan-European conference will be organised in Brussels at the end of the SHAPE ENERGY project, gathering a few hundred senior level participants. This event will be the occasion to unveil and debate on the final results of this project to a large and influential audience, including European and national policy-makers, business representatives, civil society, STEM and SSH communities' representatives, press and media. A suggested provisional date, taking into account international agendas, is Tuesday 22 January 2019.

The main objective of this conference will be to share the platform's evidence-based research and results, with the aim of providing concrete advice to EU policy-makers on how to best embed SSH aspects in EU energy processes and initiatives. Through the findings of the different events and activities of the project, it will also be the occasion to directly engage policy-makers and energy-SSH providers in an open discussion about these results and seek their support. In this regard, SHAPE ENERGY aims to compile the key conclusions of the project in our own 2020-2030 Research and Innovation Agenda (RIA), which will be shared towards the end of 2018. The RIA will be the focal point of the debate, allowing for SHAPE ENERGY to highlight a concise vision for the future which builds on the findings of the project.

In view of the upcoming new post-2021 Multi-financial Framework of the European Union, for which a comprehensive proposal is planned to be released by the European Commission in the second quarter of 2018, this final-conference will be the perfect occasion to make sure that the allocated resources for energy research and development are kept and potentially include further support for energy-SSH research. This will be the opportunity to stress the importance of energy-SSH research to help advance and strengthen the



robustness and implementation of future European energy policies, and to include it into the EU research and innovation funding programme.

The final conference will be organised following the format of FOE's European Policy Summits. We envisage that we will include 2-3 interactive sessions (60-90 minutes each), taking place preferably in the morning between 09:00 to 13:00. We are also considering organising a pre-conference dinner on the eve of the event, accommodating up to 40 participants. This will allow for participants to start an informal discussion on the questions of the conference, which can feed into the next day's debates.

In terms of location, we are planning to secure a venue capable of accommodating up to 300 participants which will be situated in the EU quarter of Brussels. The venue will be selected and booked by FOE depending on availabilities and value for money. It will also be hosted in a venue close to the EU headquarters and a venue that is able to provide live-streaming facilities so that it is possible to reach a wider audience than the one present.

The consortium will be planning the provisional agenda of the conference in the first quarter of 2018. We are in the process of identifying and inviting 4-5 speakers for the conference sessions. The programme, once finalised will be uploaded on the FOE as well at the SHAPE ENERGY project website and will be promoted by all consortium partners. See Table 11 for further detailed communication activities related to the end of project conference.

Table 11: Suggested communication actions related to the end of project conference

WEBSITE, INCLUDING BLOGPOSTS	SOCIAL MEDIA	MEDIA RELATIONS
<ul style="list-style-type: none"> Information about the final conference will be listed on its own page within the 'activities' section of the website, within the calendar of the SHAPE ENERGY website, and be featured in the 'news' section. It will also appear on the FOE dedicated webpage for the event. Information will be regularly updated The webpage of the event should above all help provide guidance to participants regarding the event programme, list confirmed speakers and help participants with registration and logistics (venue, timing, how to get there) As soon as the first invitations have been sent, the link to the webpage will also be shared on all social media channels to promote the event and encourage maximum registrations Conclusions, reports, blogposts as well as audio-visual materials (such as photos and video interviews) will be uploaded on the SHAPE ENERGY and FOE webpage of the event, as participants will tend to refer back to it for follow up information. This content should be uploaded as soon as possible, i.e. within a maximum of 10 days after the event is over 	<ul style="list-style-type: none"> As soon as the webpage of the event is created, first information about the event and its programme should appear on the SHAPE ENERGY and consortium partners (when available) Twitter, as well as any other related tags or hashtags (speakers, partners, topics), Facebook and LinkedIn. Participants will receive all the necessary information about the social media tools available (through the different mailings planned) and will be encouraged to populate these channels with their inputs prior and during the event Regular updates will help attract new participants, through confirming new speakers, on the topics that will be discussed and on the relevance it has to the EU and national energy agendas Live tweeting and Facebook live will help provide direct and interactive information to followers. As many social networks of the SHAPE ENERGY project should be active ahead, during and after the conference day Follow-up information about the event (link to photo album, link to reports, link to video interviews) will also be shared on social media after the event 	<ul style="list-style-type: none"> A media advisory should be sent out to local and EU-based press, preferably to energy specialised journalists, informing them on the upcoming event and inviting them to write an article about it. To ensure the media advisory doesn't get lost in their mail, the first media advisory will be sent 2-3 weeks prior the event. Follow up calls to specific press will be made in the week before the event, reminding them of the invitation and providing further updated information For this conference, a key press release is planned. FOE will ensure the drafting and sending of the text to EU and national relevant press contacts A livestream link will also be offered so that journalists that may not have the possibility of joining the event may log on at a specific time
NEWSLETTER	STAKEHOLDER RELATIONS	AUDIO-VISUAL MATERIALS
<ul style="list-style-type: none"> Information on the final conference will be shared in the SHAPE ENERGY newsletter(s) to attract participants and increase registrations A short blurb highlighting conclusions, reports, blogposts as well as audio-visual materials (such as photos and video interviews) will be highlighted in the final project newsletter 	<ul style="list-style-type: none"> The conference will be a key gathering of stakeholders, particularly at the European/ policy level. It will be a key opportunity to follow up with participants and the European Commission on the results of the discussions and how the RIA has been received Keep track of any new RIA signatories and keep collecting extra signatures 	<ul style="list-style-type: none"> FOE will organise video interviews of the conference speakers and selected RIA signatories

4.3. Participatory outputs from SHAPE ENERGY

PARTICIPATORY OUTPUTS



SOCIAL MEDIA

This section relates to SHAPE ENERGY activities which involve stakeholders directly in **producing outputs from the project**, such as the ESR programme, and Research Design Challenge. Most of these activities are taking place over several weeks or months, rather than being e.g. one-off events.

There are opportunities to share information on participatory outputs at different stages: prior to, during and after the activity.

Information about the activities should **appear on social media** (Twitter, Facebook, LinkedIn) **at key points**, such as the launch of calls for participation, the confirmation of participant lists, the organisation of SHAPE ENERGY linked events, and upon the publication of follow-up information and outputs.

Those organising SHAPE ENERGY related activities should be **made aware of our social media channels**, and encouraged to use these themselves and get their participants to contribute to the conversation. The **short twitter guide** with SHAPE ENERGY relevant handles and hashtags should be shared with lead participants. At events they are running, our hashtags can be publicised on documentation (slides, programmes, leaflets).



NEWSLETTER

Information on **upcoming participatory activities** can be shared in the newsletter to attract participants and increase engagement.

Short blurbs highlighting **outputs, blogposts as well as audio-visual materials** (such as photos and video interviews) can be regularly highlighted in the newsletter, as soon as available.



WEBSITE

Information about the different activities should be listed – as appropriate – within the calendar of the SHAPE ENERGY website, and be featured in the “activities” and “news” sections. Calls for involvement should be uploaded as soon as these are available.

Once participants are confirmed, the website should provide information regarding them, individual contributions (for example, abstracts for essays) and/or activities (for example, ESR programme host projects). This is also an opportunity to obtain reciprocal weblinks with external organisations and projects.

Outputs, blogposts as well as audio-visual materials (such as photos and video interviews) should be uploaded on the relevant activity webpage.



BLOGPOSTS

There is a key opportunity to involve those participating in these activities in particular to **contribute their own SHAPE ENERGY blogposts**, reflecting on their experiences, and linking to the outputs they have produced or contributed to. These can be done jointly with their own organisation or project.



AUDIO-VISUAL MATERIALS

Those involved in these activities should be encouraged to **take and share photos**, where appropriate.

Video interviews with those involved in participatory activities should be encouraged where feasible, for uploading onto SHAPE ENERGY's YouTube page and social media.

Figure 17: Communications toolkit for participatory outputs from SHAPE ENERGY

4.3.1. Early Stage Researcher (ESR) programme

The ESR programme consists of two distinct activities:

1. The ESR 'Advancing energy policy summer school' held over five days in Lyon, France in June 2017, the results of which were published in October 2017.
2. The ESR placement programme (sometimes referred to as the 'PhD internship programme' in this document), which will be finalised at the beginning of 2018, and will culminate with placement feedback review published and shared on our website in March 2018.

This programme is an excellent opportunity to reflect on how energy questions are being framed in research projects, and how SSH can become better embedded into exciting initiatives so that impact is maximised. Table 12 highlights the ongoing communications activities related to the ESR programme.

Table 12: Ongoing communications actions for ESR programme

WEBSITE, INCLUDING BLOGPOSTS	SOCIAL MEDIA	AUDIO-VISUAL MATERIALS
<ul style="list-style-type: none"> Sharing the summer school programme via the SHAPE ENERGY, and dedicated separate website, to attract attendees Blogposts from a selected number of PhD interns uploaded under the banner of 'internship diaries' Encouraging H2020 projects who host PhD interns to share relevant information on their own websites 	<ul style="list-style-type: none"> Sharing the ESR programme findings on social media, with key conclusions potentially turned into quote card visuals and 'moments' Contacting the PhD interns prior to their internships to let them know about SHAPE ENERGY social media and encouraging their own activity Sharing photographs from the PhD interns to encourage engagement, for example when they start or finish their placement Encourage partner H2020 projects to share relevant information on their social media channels 	<ul style="list-style-type: none"> Compiling a photo gallery from the summer school and ESR internships, including sharing on Facebook Several PhD interns will also be contributing videos to the project
NEWSLETTER	STAKEHOLDER RELATIONS	
<ul style="list-style-type: none"> Featuring the blogposts from PhD interns Provide content for partner H2020 projects to share relevant information in their own newsletters 	<ul style="list-style-type: none"> Share with the Commission services as an innovative approach that brings together youth to learn from and contribute to EU H2020 projects Ask for possible inclusion in newsletters / other communications 	

4.3.2. Think pieces and the Research Design Challenge (RDC)

Bringing together teams of researchers across Europe for interdisciplinary collaboration, exploring SSH disciplines and energy challenges, these two activities began in 2017 and will culminate in two collections of interdisciplinary papers (with the think pieces being made available as an open access book), due for publication in 2018. Importantly, the authorship teams are organising a number of events, such as workshops and conference sessions, during the planning and researching of their pieces. Table 13 outlines communication activities related to these activities:



Table 13: Suggested communication actions related to the think pieces and RDC

WEBSITE, INCLUDING BLOGPOSTS	SOCIAL MEDIA	
<ul style="list-style-type: none"> Sharing the confirmed think pieces/research design challenge abstracts on the website Some authors to provide blogposts, e.g. on the process of writing their pieces News stories upon the official launch of the two collections 	<ul style="list-style-type: none"> Ensure participants of any linked events are aware of the @ShapeEnergyEU twitter handle Where possible, one of the organisers to tweet through events – using photos, attendee handles, quotes, retweeting Sharing individual articles on social media once there are uploaded on the website, tagging authors, projects, and institutions Sharing author blogs on social media once there are uploaded on the website, with a link to their full article Sharing and promoting the full collections 	<ul style="list-style-type: none"> Ask some author teams to provide a video version or interview based on their essay
NEWSLETTER	STAKEHOLDER RELATIONS	
<ul style="list-style-type: none"> Using the newsletter as a key mechanism for sharing the calls for abstracts Sharing author blogs in the newsletter Sharing and promoting the full collections 	<ul style="list-style-type: none"> Seeking high profile foreword contributions to the collections, for example using FOE and ECEEE's networks Share with the Commission services as an innovative approach that brings together participants in different EU-funded projects; ask for possible inclusion in newsletters / other communications Considering a launch event for the think piece book 	

4.4.External related activities to the SHAPE ENERGY project

EXTERNAL RELATED ACTIVITIES

This section encompasses events and activities organised within the EU and international energy agenda, and to which SHAPE ENERGY can **benefit from extra communication** and visibility to increase impact of its own work.



SOCIAL MEDIA

For activities where consortium members have provided **effective contributions** (through speaking opportunities or presentations), the information needs to appear on social media, with follow up information on the SHAPE ENERGY website. First hand news about the event and speaking opportunities can be shared as soon as the news is confirmed with the partners. Tweets and social media posts should be active during the presentation itself (live tweeting if possible). Finally, a follow up post can be published 2-3 days later after with photos and key messages, to keep the momentum going.

Informing SHAPE ENERGY followers of external related activities is a great way to highlight goals of the SHAPE ENERGY project.



NEWSLETTER

For activities where consortium members have provided **effective contributions** (through speaking opportunities or presentations), there is a key opportunity to feature this information within the Newsletter. The information should be featured within the first newsletter which will be released following the event date.



BLOGPOSTS

Several blogposts will be written by external authors, aligned with the 4 key themes of the SHAPE ENERGY projects and linked to similar topics that are being raised on the occasion of EU and international energy events. FoE will help identify the authors, liaise with them and coordinate the blogposts. Strategically it is always better to release these posts a week before the related event takes place, to provide "food for thought" content ahead of the debates. Acento can then share again the post on the day of the event, as a reminder and to attract maximum attention of external stakeholders taking part at the events. Since we will depend on the availability of these external authors, we have to remain flexible and adapt our scheduling to their responses.



WEBSITE

For activities where consortium members have provided **effective contributions** (through speaking opportunities or presentations) there is a key opportunity to post the information on the "news" section of the SHAPE ENERGY website. This content should be uploaded prior to, or soon after, the event."



STAKEHOLDER RELATIONS

Reaching out and **engaging through virtual means** (social media, newsletter and information emails) to key external stakeholders who may be participating / speaking at external related events, to inform them of SHAPE ENERGY and the project goals. 1-2 weeks prior to main events, to provide food for thought for their discussions.

Physically **attending external related events** and personally engaging with stakeholders.

Figure 18: Communications toolkit for external related activities to the SHAPE ENERGY project

4.4.1. External events at which SHAPE ENERGY was presented in 2017

SHAPE ENERGY consortium partners have presented on SHAPE ENERGY at a number of different external conferences, events and meetings in the past year. These are presented within the full summary of communications activities to date, in Appendix 8.3. 'SHAPE ENERGY communications activities to date'. As just one example, five SHAPE ENERGY partners attended the eceee summer study, and together ran a workshop, as described below.

The 'Solutions workshop at eceee Summer Study 2017' was part of the eceee 2017 Summer Study, held in Presqu'île de Giens, France. SHAPE ENERGY ran a workshop entitled 'Shaping energy policy: The good, the bad and the ugly of interdisciplinary energy research'. This explored how different disciplines, from

engineering to social sciences and humanities, can work together to address today's energy challenges. The popular interactive workshop discussed real-life experiences of cross-sector working and collaborative approaches. More than 60 conference delegates participated in this session, with seven of these contributing videos afterwards which were uploaded soon after the event.

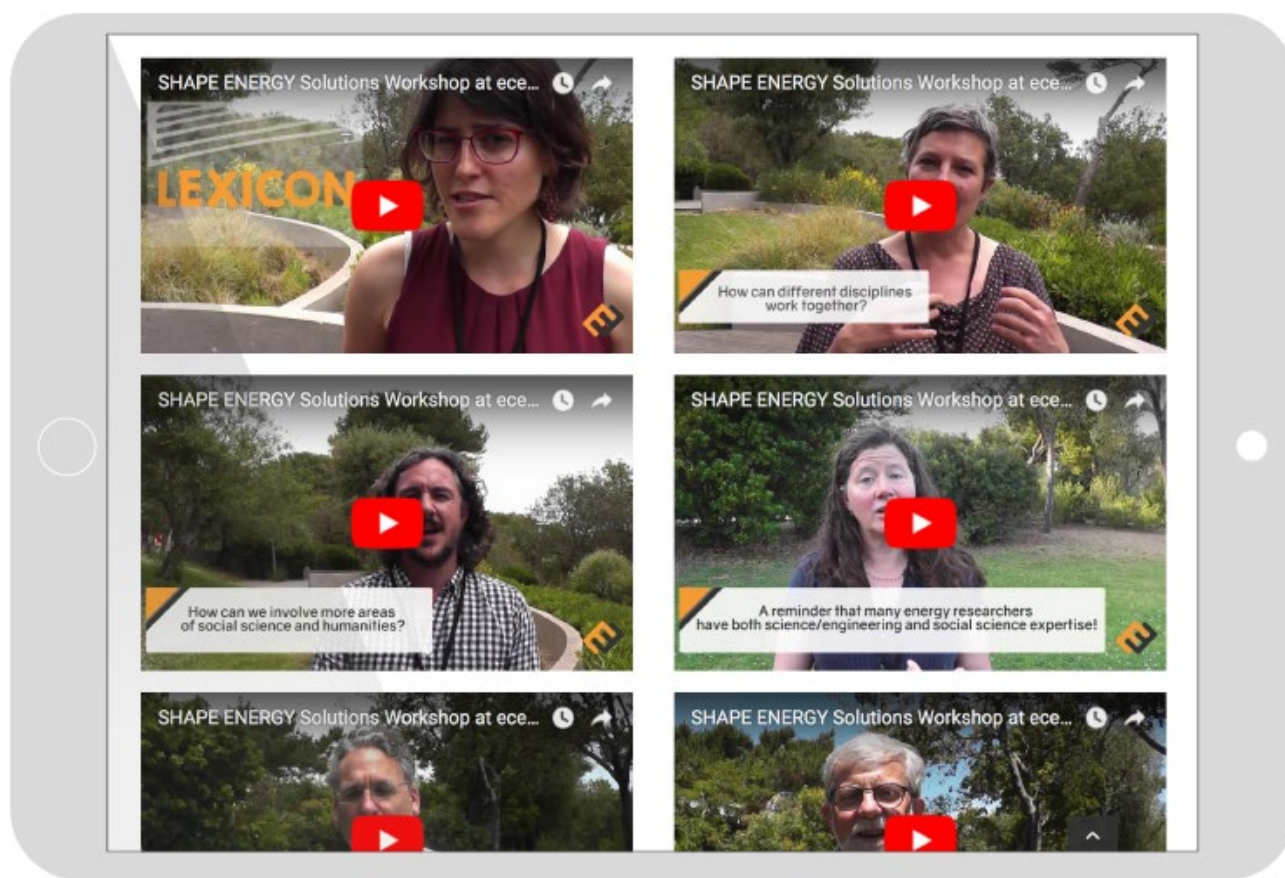


Figure 19: Videos from SHAPE ENERGY Solutions workshop at eceee Summer Study 2017

4.4.2. External events at which SHAPE ENERGY will present in 2018

A number of sessions at external events are already planned or proposed for 2018. These include:

- 'Energy justice beyond the West' – a Cambridge event in February coordinated between SHAPE ENERGY partners ARU and METU, bringing together 25 academics to discuss the future of energy justice research.
- POLITO involvement in the EuroScience Open Forum in Toulouse in June.
- SCORAI conference session in Copenhagen in June, co-organised by ARU and ENTPE with related H2020 projects ENERGISE and ENTRUST.
- Energy & Society conference workshop in Exeter in September, on findings from the multi-stakeholder workshop, led by ARU with involvement from POLITO and attendees of the SHAPE ENERGY academic workshop. Individual talks at the conference also planned by ARU and POLITO.

Additionally, a number of **internationally relevant, policy-focused events** have been identified, at which SHAPE ENERGY can promote its activities and results in the coming year. These are presented in more detail in section 5. 'Linking to the external EU energy agenda' below.

5. Linking to the external EU energy agenda

Based on the decisions outlined in the previous section, we have created a summary record of all key communications activities for the first year of the project (Appendix 8.3.). This record covers:

- All written public deliverables of the project;
- All activities and events which were communicated, such as workshops;
- All communication outputs of the project such as newsletters, blogs, etc.;
- Key project meetings and events, such as the project Kick-Off meeting, consortium meetings;
- Key events identified within the EU energy policy timeline, during which we undertook strategic social media campaigns.

The SHAPE ENERGY platform is a source of specific expertise and advice to EU policy-makers on issues such as on how to best embed SSH aspects in H2020 energy calls, as well as how to address SSH dimensions in EU energy initiatives more broadly. For these reasons, a number of EU and international events have been regularly identified (organised by external stakeholders), during which SHAPE ENERGY activities are being promoted either on social media, by sharing of publications, or by physical participation of a consortium member.

These key events represent opportunities to specifically promote SHAPE ENERGY to the policy audience and use any relevant output as background information for the participants and followers of the related international initiative. They can help maximise impact of SHAPE ENERGY's related activities and increase awareness of our project. The most important and relevant events we have identified for 2018 include:

1) *EU Clean Energy Industrial and Innovation Forum - 22-23 February 2018*

In view of the Mission Innovation event of May, this [forum](#) will serve as a spring board to assert EU industrial leadership in low carbon energy technologies. It will bring key influential leaders in the field of research, politics and business. This event will take place in Brussels and will be a good first opportunity to have many key political leaders together. Promoting SHAPE ENERGY at this time using the hashtag of the conference might resonate and attract attention to SHAPE ENERGY.

2) *European Commission Green Week 'Green Cities for a Greener Future' – 21-25 May 2018*

This event is an EU flagship event organised by the European Commission. The theme of this [Green Week](#) will be 'Green Cities for a Greener Future'. FOE is planning to organise its own event during the Green Week, at which themes such as energy efficiency in buildings will be discussed. It is an opportunity for SHAPE ENERGY to be promoted twice, for the Green Week overall, and through the FOE event that will take place. FOE will write a blog on this topic.

3) *3rd Mission Innovation (MI3) and 9th Clean Energy Ministerial (CEM9) – 21-25 May 2018*

The [Mission Innovation](#) conference is an event that focuses on practical co-operation, the exchange of good ideas and experiences within green solutions and research. The main goal is to accelerate the clean energy revolution – bringing together 22 countries and the European Union. It is a critical opportunity for SHAPE ENERGY activities (particularly the city workshops) to be promoted and be known to the public.

4) *11th annual SET-Plan conference in Vienna (Austria) – 20-22 November 2018*

This [conference](#) is the gathering of researchers and policy-makers from EU member states to encourage open debate around key energy issues. It is a critical moment to present SHAPE ENERGY key findings and introduce the project to policy-makers – this will be done through a press release but also through the use of social media.

5) *UN Climate change Conference (COP24) – 3-14 December 2018*

This yearly [conference](#) is held in the framework of the UNFCCC. They serve as the formal meetings of the UNFCCC Parties to assess progress in dealing with climate change. For this reason, it appears as an ideal



moment to assess SHAPE ENERGY activities and show how they contribute to solving the climate and energy crisis. Certainly an opportunity to present key findings.

6) World Sustainable Energy Days (WESD) – 28 March 2018

This [event](#) is one of Europe's largest annual gathering on energy efficiency and renewable energy. It brings together delegates from over 50 countries from business, public sector and research community. It will feature policies, technology innovation and market development.

7) World Future Energy Summit – 15–18 January 2018

This [event](#) is the world's most influential event dedicated to advancing the use of renewable energy, energy efficiency and clean technology. It can be linked to the SHAPE ENERGY thematic of energy efficiency and using less and related SHAPE ENERGY activities.

8) 2018 Cities and Climate Change Conference C40 – 5–7 March 2018

This [conference](#) aims at bringing together representatives from academia, research organisation and agencies, city and regional governments and urban and climate practitioners. It can relate directly to the work undertaken as part of the multi-stakeholders workshops in cities and be the right occasion to highlight some of the project results.

9) Energy Efficiency and Renewable Energy Congress and Exhibition for South-East Europe – 27–29 March 2018

This [exhibition](#) encourages the large-scale usage of energy-saving solutions in South-East Europe. More than the geographical scope it covers, it is the right moment to display results from SHAPE ENERGY activities related to energy efficiency and using less.

10) UN Sustainable Energy for All forum – 2–3 May 2018

This [annual gathering](#) celebrates the work organizations and individuals all around the world are doing to bring affordable, clean energy to all and power a revolution in energy productivity. This forum can be linked to promote SHAPE ENERGY activities as it relates to the competitive, secure, low-carbon energy supply thematic of the project. It can also be an opportunity to show that the SHAPE ENERGY project is part of community that intends to make the future brighter.

11) ICPEEE 2018: 20th International Conference on Power, Energy and Electrical Engineering – 11–12 June 2018

This conference brings together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of energy. This conference is therefore a window of opportunity for SHAPE ENERGY to introduce its research on energy to STEM academics.

12) 7th International Hybrid and Electric Vehicle Conference – 26–28 June 2018

This [conference](#) on mobility is dedicated to support the design and development of electric vehicles and the infrastructure needed to keep the momentum going. This high-level conference where influential stakeholders will be appears as an occasion to promote SHAPE ENERGY activities related to transport decarbonisation – and thus address not only the issue of today but the solutions of tomorrow.

13) Global Climate Action Summit – 12–14 September 2018

This [Summit](#) is the first of its own, gathering state and local leaders, businesses, scientists, students, and non-profits – anyone recognizing that climate change is an existential threat to humanity. This event offers an opportunity for cities to demonstrate how they intent to roll back the forces of carbonization and one for SHAPE ENERGY to compile findings from its multi-stakeholder workshops and promote them.

14) 2018 Behaviour, Energy and Climate Change Conference – 7–10 October 2018

This [conference](#) on behavioural change is focused on understanding individual and organizational behaviour and decision-making related to climate change and sustainability. With Shape Energy having as one of its cross-cutting themes 'the active consumer', it might be a moment to present findings from the cross-cutting theme reports and sandpits.



15) IPCC Special Report on 1.5°C – October 2018

The awaited release of this [special report](#) on the impacts of global warming of 1.5°C above pre-industrial levels and related global GHG emissions pathways can be used to advertise the work that has been undertaken through the SHAPE ENERGY project.

The list above is not exhaustive, and indeed many other relevant events will be linked to through the year as our active communications team keep in touch with the latest events and those which we linked to in 2017, for example: the Berlin Energy Transition dialogue (16–18 April 2018 #betd2018), the Energy Cities annual Conference (18–20 April 2018), European Mobility Week (16–22 September 2018), and European Utility Week (6–8 November 2018).

In addition to these above events, we also note that there are also EU Presidency events that we should link to in whatever way is possible:

- ***Financing energy efficiency in Romania, Hungary and Bulgaria – 1 February 2018***

This [event](#) aims to share best practices from Romania, Hungary and Bulgaria as well as from other countries on how energy efficiency investments can be financed. This includes the use of private funds and innovative financing instruments, notably in the building and industry sectors. The event contributes to the new cooperation on energy efficiency initiated by the CESEC.

- ***Conference on Sustainable Development, Clean Energy and Competitiveness – 11 April 2018***

This [event](#) organised by the Bulgarian presidency will allow for SHAPE ENERGY to interact with key national decision makers.

These events have been identified as they relate to the SHAPE ENERGY project, whether it is for the themes they highlight or the audiences they target. The idea of promoting SHAPE ENERGY activities during these major events has the potential to not only increase the project's visibility but also to attract more people to come and visit the SHAPE ENERGY platform in the future.

The primary communication tool for engaging with these external EU-level events will be Twitter (@ShapeEnergyEU), with the most relevant posts also shared on Facebook. Equally important will be the blogposts associated with some of these events, as described in subsection 3.2. 'Engaging online resources'.

In addition to engaging with the social media activity coming out of the events' in situ activities, we also strongly encourage using Twitter in the run-up to the events (e.g. one to three days in advance of the conference). Specifically, we have found that connecting to such events at a suggested frequency of around one to two tweets per day has worked well in similar past projects. This follows the posting frequency on the accounts in question and prevents posts related to this topic of becoming the sole daily content.

Related to all of the headlines presented above, both FOE and ACC have also identified a number of other international events that may be used to further promote SHAPE ENERGY through references made on social media and by following / retweeting key actors in the field of energy.



6. Conclusions

This dissemination and exploitation plan provides the SHAPE ENERGY project with a solid framework around which to continue disseminating project activities, outcomes and results. The SHAPE ENERGY consortium will use this as an initial strategy but the strategy for the coming year will be reviewed and, if necessary, revised according to the evaluation of the results on the success of the dissemination activities.

The purpose is to put the foundations in place for effective information-sharing to the key stakeholders and key audiences, as part of ensuring both their involvement in the project and the short- and long-term success of the project. The SHAPE ENERGY dissemination activities do not only rely on a well-planned and executed dissemination strategy, but also on the use of different instruments.

The plan has been established by defining the objectives of dissemination, the project content to be disseminated, the target groups to be approached, the instruments and tools to be used, acts for the action plan and detailed dissemination methodology.

The tools to be used for SHAPE ENERGY communication and dissemination include activities as well as solid instruments to support the delivery of SHAPE ENERGY key messages to multiple stakeholders, audience and media. Communication and dissemination related activities include critical information regarding visual identity, online resources, resources produced for the multi-stakeholders workshops organised in cities, and the final conference. This plan also provides key details regarding information sharing on SHAPE ENERGY's past and present activities and results in social media (Facebook, Twitter), website and newsletters.

The plan will be reviewed and updated during the project cycle in order to ensure that these dissemination activities will be efficient and reach the set goals.

The objective of this communication strategy is to widely spread the project's goals and results and to reach the stakeholder groups targeted by the project's scope. It is vital that information from each project milestone result is well communicated and disseminated, both to consortium members and wider audiences.



7. Acknowledgements

We are grateful to Aled Jones for his review comments. This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731264.

8. Appendices

8.1. Twitter guide for SHAPE ENERGY activities



SHAPE ENERGY twitter in a nutshell

Handle: @ShapeEnergyEU

Project specific hashtags: #SHAPEENERGY

Other relevant hashtags: #H2020; #H2020energy; #SSH; #energy, #research #energytransition #energyefficiency #SHAPEinternships #PhD #storytelling #energystories #multistakeholder #interdisciplinary #energypoverty #energyjustice #gender #CleanEnergyEU #Mobility #transport #consumers #EnergyUnion #policy #SmartCities #electriccars #renewables

SHAPE ENERGY's chief tweeter is Olga Garzón (europe@acentocomunicacion.com)

Partner handles: @Acentoline, @DrChrisFoulds, @GSI_ARU, @rosie_robison, @FriendsofEurope, @debatingeurope, @energycities, @ecccc_org, @BorgNils, @RuthMourik, @MRyghaug, @MariusKorsnes, @rsarimetu, @songiu, @aledjones_gsi, @ugursoytag @MartinAnfinssen, @ITAS_KIT

Three key steps to support SHAPE ENERGY's twitter activity

1. Ensure activity participants are aware of the SHAPE ENERGY account (@ShapeEnergyEU)
2. Send brief text to Olga which she can turn into a tweet to promote activities, ideally with relevant handles/hashtags, and images. The limit is 280 characters.
3. When relevant events or publications arise which could be tweeted, let Olga know!

Background – for those new to twitter

Why use twitter?

- Twitter, a social networking platform where users interact with one another with short messages called tweets, enables sharing content quickly and effortlessly;
- Twitter makes it easier to keep track of news and trends that might be relevant to your projects;
- Similarly to other social media platforms, Twitter can give your projects or initiatives additional visibility and support – if people know about your project they might also visit your website, join your events etc.

How to get started?

- If you want to tweet, retweet or like discussions on Twitter, you have to create a personal user account;
- Tweets cannot exceed 280 characters, which makes the discussions in Twitter short and to-the-point;
- Visual elements, such as images, video clips and GIFs, tend to generally draw more attention than tweets consisting of just text, so consider using them to your advantage;

- By adding links to your tweets you can share even more information to your followers. You can use free programmes, such as bitly.com, to shorten your links.

How to connect with others?

- You need to use usernames (handles) of other Twitter users as well as hashtags (#) to link your tweets with other users' tweets and content;
- You can target your tweets to certain people or organisations by either using their handle in your tweet or tagging them to your tweet (note that tagging only works if you tweet an image). People you target get notified of your tweet, and are thus more likely to read and/or act on it;
- Hashtags are small labels of content – they help you to link your content to other users' similar content, make your tweets easier to find by other users and give your project more visibility;
 - Hashtags are best when used in moderation: not every word should be a hashtag, but instead, choose keywords that are the most relevant to your message;
 - Choosing the right hashtag is crucial but not always easy: using nouns, such as [#energy](#), is just the start;
 - Search for more specialised hashtags directly on Twitter: check the profile descriptions of relevant institutions and organisations to find out which hashtags they are using in their communications, or write your key words directly on the Twitter search field – specialised hashtags, such as [#EnergyUnion](#) and [#CleanEnergy4All](#) allow you to target your tweets to a more specialised audience;
 - Sometimes world events can also have their own, official hashtags (e.g. World Future Energy Summit - [#WFES](#)); by using them, your tweets and content have the potential to be seen by users who are following the official event updates and discussions;
- By using trending hashtags, you can take part in the most heated or up-to-date discussion on Twitter;
- Twitter constantly monitors the most trending hashtags of the day – you can find them on your Twitter profile page.
- Your hashtags can include numbers, and they are not case sensitive, i.e. you don't need to worry about the capitalisation of the words;
- However, using proper capitalisation in hashtags makes them more reader-friendly.

For further guidance on the use of twitter: please contact Iris André, Communications Executive at Friends of Europe at iiris.andre@friendsofeurope.org.

For specific SHAPE ENERGY tweets/retweets: please contact Olga Garzón of Acento Comunicación at europe@acentocomunicacion.com.

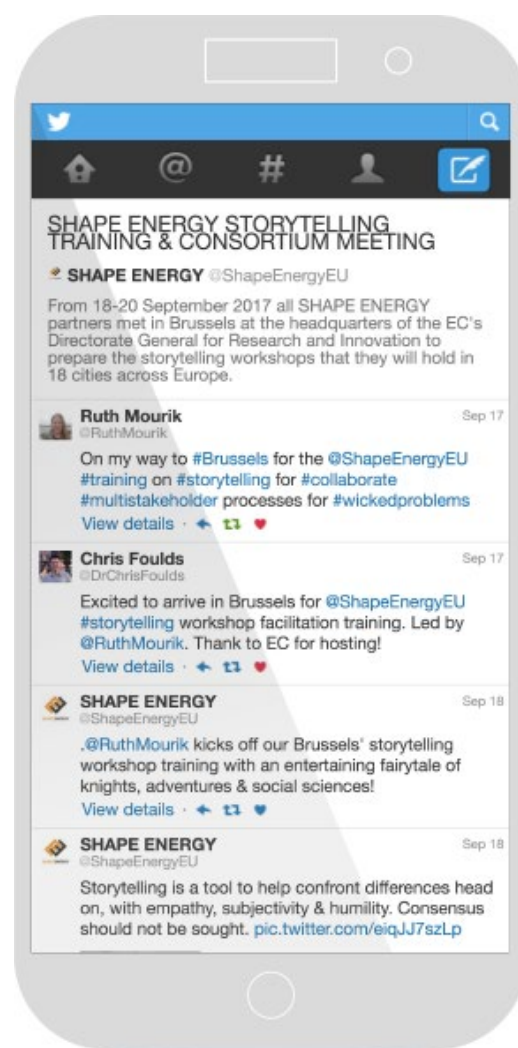


Figure 20: SHAPE ENERGY storytelling training on Twitter Moments



8.2. SHAPE ENERGY blogpost author guidelines

Format

- Blogposts can be short, between **350 – 500 words** is ideal.
- Blogposts should include the **author's name**, his or her role, and institution.
- Blogposts should also include an **introduction sentence on the content of the blogpost** (no more than 50 characters). This will be useful to promote the posts rapidly on social media.
- Please also send, if possible **a photo or image to illustrate the blogpost** (photos of participants at event, candid photos of speakers, etc), together with a suitable caption. If possible, ensure the banner of the SHAPE ENERGY project is in the background, to enhance the project's visibility.
- **Links or references** can be included in footnotes.
- Please indicate **links to relevant social media profiles** (notably Twitter and Facebook), that we may tag in the posts, as these are very useful to help expand our network.

Submission and publication of blogposts

- Blogposts should be **original** and cannot have been published before in any other journal or online magazine, unless there is an agreement in place for a joint post.
- Submitted blogposts will take approximately one week and a half to edit.
- Please send your blogpost to Friends of Europe (raphael.danglade@friendsofeurope.org), Acento Comunicación (europe@acentocomunicacion.com), and potentially your key SHAPE ENERGY contact (for example, the partner who invited you to contribute a blogpost) for layout and editing.
- Friends of Europe and Acento will share with you a timeline of submissions for posts, thank you for respecting the deadlines so that we can be sure to publish the posts on time.
- All articles will be reviewed and edited to conform to a general house style of the project, to ensure clarity and consistency. Articles are returned to authors for final approval, after which only minor changes can be accepted.

Content of articles

- Articles should of course be **relevant to the SHAPE ENERGY project's themes**, and/or relate directly to project activities.
- Authors should seek to **address the general reader** rather than the specialist – avoiding political jargon and academic theory (or if it needs to be used, offering a clear explanation).
- Articles should be **readable and potentially controversial enough to stimulate debate and fresh thinking**. They should include specific, tangible and colourful examples. Anecdotes and reflections may be used, but supported by facts and evidence.
- Articles should generally emphasise the **personal opinion** of the author, not the position of the author's organisation.
- Feel free to browse **existing blogposts**, accessible through the 'news' section of www.shapeenergy.eu.

8.3. SHAPE ENERGY communications activities to date

The following table summarises the SHAPE ENERGY communications activities to date (thus, where the year is not indicated, the activity relates to 2017). Whilst it is not possible to indicate all social media activity, we have included reference to external events we have strategically prioritised by tweeting whilst they are happening, and/or key hashtags we have used, whilst pointing to relevant SHAPE ENERGY resources. Note also that linked events organised by external collaborators, for example the think piece authors, are not included in this version. A similar resource is in use internally for planning upcoming communications activities in 2018/early 2019.

WP	COMMUNICATION ACTIVITY	TITLE AND FURTHER INFORMATION	MONTH	LOCATION	LEAD	MAIN CONTRIBUTORS
WP6	Consortium meeting 1	Kick-off meeting	February	Cambridge, UK	ARU	All partners
WP1	Academic scoping workshop	<i>Energy research, social sciences & the humanities: current landscapes and future directions for Europe</i>	February	Cambridge, UK	ARU	
WP5	Project social media accounts 1 & logo	Twitter account, new logo designed	Jan - Feb		ACC	ARU
WP5	Storytelling video 1	Welcome to SHAPE ENERGY!	March	Cambridge, UK	ACC	ARU
WP5	Project social media accounts 2-3 & brand book	Facebook & YouTube accounts, visual identity manual	March		ACC	
WP5	Strategic social media activity	Berlin Energy Transition Dialogue 2017 / #betd2017	Mar		ACC	
WP1	Online Debate 1	What is the best way to secure cheap clean energy for the EU?	April		FOE	
WP5	Marketing collateral	Exhibition banner designed, ppt presentation template created for partners, factsheet updated with new logo	April		ACC	ARU, FOE
WP5	Strategic social media activity	@energycities Annual Conference / #stuttgart2017	April		ACC	
WP1	Online Debate 2	How do we encourage people consume less energy?	May		FOE	



WP	COMMUNICATION ACTIVITY	TITLE AND FURTHER INFORMATION	MONTH	LOCATION	LEAD	MAIN CONTRIBUTORS
WP1	Online Debate 3	Shall all cars be electric by 2025?	May		FOE	
WP5	Project website	Website goes live	May		ACC	ARU
WP5	Project social media accounts 4	LinkedIn account	May		ACC	
WP1	Researcher Database	A searchable online database (as part of website) to bring visibility to European energy-SSH research and facilitate connection between researchers	May		ACC	NTNU, ARU
WP2	Schedule of platform activities	Overall schedule published on website	May		POLITO	ACC
WP2	Marketing collateral	Invitations for sandpits designed	May		POLITO	ACC
WP5	Marketing collateral	Flyer for Solutions Workshop at eceee Summer Study	May	Hyères, FR	ACC	ARU
WP5	Marketing collateral	Partners in France, UK and Sweden made their exhibition banners for Summer Study & SHAPE ENERGY summer school	May		ENTPE, ARU, ECEEE	ACC
WP1	Presence at external event	SHAPE ENERGY Solutions Workshop at eceee Summer Study. <i>Shaping Energy Policy: The good, the bad and the ugly of interdisciplinary energy research</i>	May	Hyères, FR	ARU	ECEEE, DW, ENTPE, NTNU
WP1	Presence at external event	Vision2020: Opening Energy Horizons, linking SSH with STEM	May	Brussels, BE	FOE	
WP5	Strategic social media activity	@eceee Summer Study on Energy Efficiency #eceee2017 linking to our Solutions Workshop	May		ACC	
WP5	Strategic social media activity	#EspanaPorElClima Debate about new law on #climatechange + #EnergyTransition linking to our Call for Evidence	May		ACC	



WP	COMMUNICATION ACTIVITY	TITLE AND FURTHER INFORMATION	MONTH	LOCATION	LEAD	MAIN CONTRIBUTORS
WP5	Strategic social media activity	#Worldrecyclingday #DíaMundialDelReciclaje linking to our online debate on #energyefficiency & using less @debatingeurope	May		ACC	
WP5	Storytelling videos 2-8	7 videos produced with Solutions Workshop participants	June	Hyères, FR	ARU	ACC, DW, ENTPE
WP1	Presence at external event	Presentation at eceee Summer Study: <i>Creating an interdisciplinary energy lexicon</i>	June	Hyères, FR	ARU	
WP5	Newsletter #1	Welcome to SHAPE ENERGY	June		ACC	ARU
WP1	Online Debate 4	Could 'smart houses' help drive down Europe's energy bill?	June		FOE	
WP1	Annotated Bibliographies	Reports x 4 & online dissemination. 1) Energy Efficiency & Using Less; 2) Competitive, secure, low-carbon energy supply; 3) Energy System Optimisation & Smart technologies; 4) Transport decarbonisation	June		NTNU	ACC, ARU, DW, KIT
WP5	Project branding report	Description of the SHAPE ENERGY project branding, website, and social media channels used	June		ACC	ARU
WP3	Advertisement for Early-Stage Researcher (ESR) programme	Advancing Energy Policy Summer School registration website and call for applications on website and social media	June	Lyon, FR	ENTPE	ACC
WP3	SHAPE ENERGY Advancing Energy Policy Summer School (ESR programme)	A pluridisciplinary summer school for PhD students working within Social Science and Humanities (SSH) energy research	June	Lyon, FR	ENTPE	ARU, KIT, NTNU
WP5	Marketing collateral	TBU made their banner to be used at city workshop in Zlin	June	Zlin, CZ	TBU	ACC
WP5	Presence at external event	FOE policy debate: <i>Innovation in the energy transition</i>	June	Brussels, BE	FOE	



WP	COMMUNICATION ACTIVITY	TITLE AND FURTHER INFORMATION	MONTH	LOCATION	LEAD	MAIN CONTRIBUTORS
WP5	Partner blog	Joint blogpost between SHAPE ENERGY and eceee: <i>Opinion: free our minds!</i>	June		DW	ACC
WP5	Strategic social media activity	#eceee2017 linking to our video interviews with participants	June		ACC	
WP5	Strategic social media activity	SHAPE ENERGY #summerschool in #Lyon @auritaauritae+@GDebize from @nuigalway+@UniBarcelona+@PACTE_grenoble+@UteDubois+@stefanbuzar	June		ACC	
WP1	Cross-cutting theme reports	Reports x 5 + online dissemination. 1) Editorial; 2) Energy & Gende; 3) Energy & the Active consumer; 4) Energy Justice; 5) Energy & multi-stakeholder interests	July		ARU	KIT, METU, NTNU, ACC
WP2	Storytelling facilitation training guide	Report & online dissemination: <i>STORYTELLING: SHAPE ENERGY facilitation guidelines for interdisciplinary and multi-stakeholder processes</i>	July		DW	ACC, ARU
WP1	Academic workshop report & lexicon	Reports x 2 & online dissemination: <i>The SHAPE ENERGY academic workshop: current landscapes and future directions for European energy research; The SHAPE ENERGY Lexicon: interpreting energy-related social sciences and humanities terminology</i>	July		ARU	ACC
WP1	Call for evidence & full results & reflections	Reports x 3 & online dissemination: <i>SHAPE ENERGY Call for Evidence – the questionnaire, the responses, headline reflections</i>	July		ARU	ACC, POLITO
WP5	Storytelling video 9	Our ESR programme coordinator makes a summary of the Summer School and promotes upcoming H2020 internships	July	Cambridge, UK	ENTPE	ARU, ACC



WP	COMMUNICATION ACTIVITY	TITLE AND FURTHER INFORMATION	MONTH	LOCATION	LEAD	MAIN CONTRIBUTORS
WP5	Exhibition banner	Partner in Brussels made a banner to be used at the storytelling training and consortium meeting	July	Brussels, BE	ECIT	ACC
WP5	Presence at external event	Universitat Autònoma de Barcelona workshop, LIPHE4 Summer School: <i>A Critical Appraisal of Current Narratives of Sustainability through Quantitative Storytelling</i>	July	Naples, IT	POLITO	
WP2	Research Design Challenge	Call for abstracts on social media & website	Aug - Sep		KIT	ACC
WP2	Think Piece collection	Call for abstracts on social media & website	Aug - Sep		ARU	ACC
WP2	PhD internships	Call for abstracts on social media & website. In English, French and Spanish	Aug - Sep		ENTPE	ACC
WP5	Newsletter #2	Second Newsletter	August		ACC	ARU, ENTPE
WP5	Presence at external event	Royal Geographical Society (UK) annual conference: <i>Perspectives on the dynamics of energy</i>	August	London, UK	ARU	
WP5	Strategic social media activity	Royal Geographical Society Annual Conference 2017 #RGSIBG17 presenting our scoping work	August		ACC	
WP5	Strategic social media activity	Earth Overshoot day #movethedate #Energy	August		ACC	
WP2	Storytelling facilitation training	Gathering city workshop organisers for training on methods	September	Brussels, BE	DW	ECIT, ARU
WP6	Consortium Meeting 2	Consortium Meeting	September	Brussels, BE	ARU	ECIT
WP5	Newsletter - Special Edition	To highlight a number of funding opportunities: PhD internships & think pieces & RDC	September		ACC	ARU, ENTPE, KIT



WP	COMMUNICATION ACTIVITY	TITLE AND FURTHER INFORMATION	MONTH	LOCATION	LEAD	MAIN CONTRIBUTORS
WP5	Presence at external event	GSI seminar: <i>SO WHAT is the Global Sustainability Institute?</i>	September	Cambridge, UK	ARU	
WP5	Presence at external event	CoaST event on the Psychology of Change: <i>Provocative ideas on doing change differently</i>	September	Falmouth, UK	ARU	
WP5	Presence at external event	Urban Promo conference	September	Venice, IT	POLITO	
WP5	Presence at external event	Associazione Italiana di Scienze Regionali AISRe Annual Conference 2017. <i>Global challenges and local processes: towards sustainable strategies for economic development</i>	September	Cagliari, IT	POLITO	
WP5	Strategic social media activity	#1stofSeptember #1September #1settembre (Italian) #BackToHogwarts #BienvenidoSeptiembre (Spanish) linking to our Call for abstracts + PhD internships	September		ACC	
WP5	Strategic social media activity	#storytelling #multidisciplinary #multistakeholder to link to our new publication + training in #Brussels	September		ACC	
WP5	Storytelling video 10	Promoting the SHAPE ENERGY Research Design Challenge	October	Brussels, BE	ARU	KIT, ACC
WP5	Storytelling video 11	Storytelling for multi-stakeholder workshops, in French with English subtitles	October	Brussels, BE	ARU	ECIT, ACC
WP5	Storytelling video 12	Storytelling: a powerful tool for Social Sciences and Humanities	October	Brussels, BE	ARU	NTNU, ACC
WP5	Presence at external event	FOE European Policy Summit Climate and Energy Summit: <i>The price and promise of a clean energy future</i>	October	Brussels, BE	FOE	
WP3	PhD internships	Promotion on social media, and liaison over blogposts	Oct 2017 – Jan 2018		ENTPE	ACC

WP	COMMUNICATION ACTIVITY	TITLE AND FURTHER INFORMATION	MONTH	LOCATION	LEAD	MAIN CONTRIBUTORS
WP3	ESR Summer School Findings	Report & online dissemination: <i>The SHAPE ENERGY Summer School interdisciplinary debates with PhD researchers</i>	October		ENTPE	ACC
WP5	Marketing collateral	The SHAPE ENERGY factsheet was translated into Italian and Spanish to be used at city workshops in Turin and Granada	October		ACC	POLITO
WP5	Presence at external event	Changing Work/Changing Lives – ESRC-NSF/SBE workshop: <i>Provocative ideas on collaborative research scoping</i>	October	Liverpool, UK	ARU	
WP5	Presence at external event	Agenzia per la Promozione della Ricerca Europea: <i>Progettare insieme in HORIZON 2020: SSH Scienze Socio-economiche e Umanistiche & STEM Scienza, Tecnologia, Ingegneria e Matematica</i>	October	Catania, IT	POLITO	
WP5	Strategic social media	World Green Building Week #WGBW2017 a new EU framework launched by the @EU_Commission	October		ACC	
WP5	Strategic social media activity	European Utility Week #EUW17 linking to our Energy & the Active Consumer report	October		ACC	
WP5	Strategic social media activity	#internship @EURECAproject @imperialcollege to advertise our first H2020 internships placement	October		ACC	
WP5	Strategic social media activity	#Together4Climate #Paris @c40cities linking to our city workshops' presentation video	October		ACC	
WP5	Strategic social media activity	#WorldCitiesDay linking to our city workshops' presentation video	October		ACC	
WP5	Strategic social media activity	Friends of Europe #EnergySummit @FriendsofEurope	October		ACC	



WP	COMMUNICATION ACTIVITY	TITLE AND FURTHER INFORMATION	MONTH	LOCATION	LEAD	MAIN CONTRIBUTORS
WP5	Newsletter #3	Actually fourth newsletter, due to special edition	November		ACC	ARU, POLITO
WP3	Multistakeholder Workshop 1	Workshop & online presence. <i>Challenges and solutions for the refurbishment of multi-apartment buildings in Riga</i>	November	Riga, LV	ECIT	ACC
WP3	Multistakeholder Workshop 2	Workshop & online presence. <i>Future of Low-energy housing in Cambridge</i>	November	Cambridge, UK	ARU	ACC, TBU
WP5	Storytelling video 13	City workshop in Riga - Feedback from participants	November	Riga, LV	ECIT	ACC
WP5	Private webpage	A private page was created to host communication resources & materials from workshops	November		ACC	ECIT, ARU
WP5	Partner blog	A blog post about the city workshop in Cambridge. <i>Can Cambridge lead on low-energy housing?</i>	November		ARU	ACC
WP5	Internal video	Tips from Riga workshop for partners (internal use)	November		ECIT	ACC
WP5	Storytelling video 14	City workshop in Riga: listen to key participants	November		ECIT	ACC
WP5	Presence at external event	FOE conference, World Energy Outlook	November	Brussels, BE	FOE	
WP5	Presence at external event	POLITO workshop, introducing the project "HOME" – Human Observation Meta Environment between art, research and technology	November	Turin, IT	POLITO	
WP5	Presence at external event	SSH H2020 project event - our PO presented on SHAPE ENERGY	November	Brussels, BE	Project Officer (EC)	ARU
WP5	Presence at external event	Centre for Sustainable Energy Studies (CenSES) Strategy Meeting. <i>Creative new methodologies / Storytelling as method</i>	November	Trondheim, NO	NTNU	

WP	COMMUNICATION ACTIVITY	TITLE AND FURTHER INFORMATION	MONTH	LOCATION	LEAD	MAIN CONTRIBUTORS
WP5	Presence at external event	Seminar, Nordic Energy Research. <i>Women in the Nordic Energy Sector</i>	November	Stockholm, SE	NTNU	
WP5	Strategic social media activity	@EU_Commission presenting #MobilityEU package/ linking to our Annotated Bibliography on transport sector decarbonisation	November		ACC	
WP5	Strategic social media activity	Annual UN Climate Change Conference #COP23 #Bonn @UNFCCC @energycities	November		ACC	
WP5	Strategic social media activity	High-level Conference on Clean Energy Financing #CleanEnergyEU #EnergyUnion #EnergyTransition @Energy4Europe	November		ACC	
WP5	Strategic social media activity	#storytellingRiga #Riga our city workshop by @energycities + local actors @rea_riga @RNParvaldnieks	November		ACC	
WP5	Strategic social media activity	#storytellingCambridge #Cambridge #energystories #housing @GSI_ARU + local actors @camcitco	November		ACC	
WP5	Strategic social media activity	#SHAPEinterns @KeeleUniversity @tudelft @PolITOnews @ENSdeLyon #SHAPEinternships @SINTEF @ENERGISEproject @EmpowerH2020 @EnerwaterPro @HSGStGallen @ProjectMEDEAS #wastewater #energymarkets #EnergyEfficiency	November		ACC	
WP5	Strategic social media activity	#EnergyOutlook by @FriendsOfEurope	November		ACC	
WP5	Strategic social media activity	#AgoraNadal #Spain #energy minister conference @MinistroNadal	November		ACC	

WP	COMMUNICATION ACTIVITY	TITLE AND FURTHER INFORMATION	MONTH	LOCATION	LEAD	MAIN CONTRIBUTORS
WP3	Multistakeholder Workshop 3	Workshop & online presence. <i>Decentralisation of renewable energy production and transmission for the Turin metropolitan area</i>	December	Turin, IT	POLITO	ACC
WP5	Newsletter #4	Fifth Newsletter	December		ACC	ARU, ECIT, POLITO
WP5	Partner blog	A blog post about SHAPE ENERGY annotated bibliography on transport sector decarbonisation: <i>From British 'Ladies Accelerators' to Berlin 90s submarine techno – or how transport took over my life</i>	December		ARU	ACC
WP5	Partner blog	A blog post about the city workshop in Riga, Latvia: <i>Believe it or not, there is a bright future for our homes!</i>	December		ECIT	ACC
WP5	Partner blog	A blog post about SHAPE ENERGY online researcher database: <i>Energy-SSH researchers unite (within our database)!</i>	December		ARU	NTNU, ACC
WP5	Storytelling videos 15-17	3 videos with feedback from participants of the Cambridge workshop	December		ARU	ACC
WP5	Storytelling video 18	H2020 sandpit coordinator speaks about the upcoming event in Turin, in Italian with English subtitles	December		POLITO	ACC
WP5	Storytelling video 19	City workshop in Turin: feedback from participants	December		POLITO	ACC
WP5	Storytelling video 20	Social media video to include in the newsletter	December		ACC	
WP5	Storytelling video 21	Christmas greetings video for newsletter & social media & web	December		ACC	
WP5	Strategic social media activity	#storytellingTorino #energystories #Torino #renewables #RenewableEnergy #Turin @PoliTOnews + local actors @gruppoiren	December		ACC	

WP	COMMUNICATION ACTIVITY	TITLE AND FURTHER INFORMATION	MONTH	LOCATION	LEAD	MAIN CONTRIBUTORS
WP5	Strategic social media activity	#SHAPEinternships #H2020 @ENERGISEproject @EURECAproject @nuigalway @FU_Berlin	December		ACC	
WP5	Strategic social media activity	#financelocalEE #energyefficiency @CITYinvest final conference	December		ACC	
WP5	Strategic social media activity	#DecarbEurope @DecarbEurope 2017 workshop	December		ACC	
WP5	Strategic social media activity	#OnePlanetSummit #Paris by @OnePlanetParis	December		ACC	
WP5	Partner blog	SHAPE ENERGY multi-stakeholder workshop in Turin	January 2018		POLITO	ACC
WP5	Partner blog	Blogpost from one of our PhD interns: <i>Internships diaries: My internship at EURECA Project</i>	January 2018		ENTPE	ACC
WP5	Partner blog	Blogpost from one of our PhD interns: <i>Internships diaries: A Visit with Winston Churchill</i>	January 2018		ENTPE	ACC
WP5	Interim Plan for Dissemination and Communication	SHAPE ENERGY Interim Communication Strategy: <i>learnings from our first year</i>	January 2018		FOE	ARU, ACC
WP3	Multistakeholder Workshop 4	Workshop & online dissemination: <i>How to support citizen initiatives in the field of energy at local level</i>	January 2018	Brussels, BE	ECIT	



SHAPEENERGY



Global Sustainability
Institute



POLITECNICO
DI TORINO

