



# dialogues

Energy citizenship  
for a sustainable future

## D7.3

### 1<sup>st</sup> Report on Dissemination and communication activities

Deliverable type

Report

Work Package

WP 7

Dissemination level

Public

Month and date of delivery

Month 19 | 30 November 2022

Leader

LOBA

Author

Candela Bravo

programme H2020 | contract number 101022585 | duration 36 months | start May 1, 2021 | end April 30, 2024

## Contributors

NAME	ORGANISATION
Candela Bravo	LOBA
Filipa Leandro	LOBA

## Peer Reviews

NAME	ORGANISATION
Alexandre Almeida	LOBA
Andrea Kollmann	EI-JKU

## Revision History

VERSION	DATE	REVIEWER	MODIFICATIONS
1.0	22/11/2022	Alexandre Almeida	Revision, suggestions, proofreading
1.1	28/11/2022	Andrea Kollmann	Revision

The information and views set out in this report are those of the author(s) and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf.

## Table of Abbreviations and Acronyms

<b>Abbreviation</b>	<b>Meaning</b>
<b>DEC</b>	Dissemination, Exploitation and Communication
<b>D&amp;C</b>	Dissemination & Communication
<b>KPI</b>	Key Performance Indicator
<b>SM</b>	Social Media
<b>CAL</b>	Citizen Actions Lab
<b>NA</b>	Not applicable

## Index of Contents

1	Executive Summary	6
2	Introduction	7
3	DIALOGUES in a nutshell	9
4	Branding	10
4.1	Project identity	10
4.1	Communication toolkit	11
4.1.1	Stationery	11
4.1.2	Promotional materials	12
5	Channels and Tools	13
5.1	Website	13
5.1.1	Website performance	13
5.2	Social Media	15
5.2.1	Paid Campaigns	17
5.2.2	Social media performance	18
5.3	YouTube Channel	18
5.4	Newsletters and Subscribers	19
5.4.1	Newsletter issue 1 – June 2022	19
5.5	Media coverage	21
5.6	Actionable knowledge – Results in Brief	22
6	Events	24
7	DIALOGUES' partners support in D&C	27
8	Collaboration with other projects and initiatives	28
8.1	Set up DIALOGUES community, operationalise the Stakeholders that signed Letter of Intent	28
9	Key performance indicators and impact	30
9.1	Communication performance against the evaluation criteria	30
10	Conclusions	32
10.1	Next steps	33
11	Appendixes	35
	Appendix A. Brand Manual	35
	Appendix B: Paid campaigns in Facebook and Twitter	41

## Index of Tables

Table 1: Website analytics .....	14
Table 2: Top acquisition channels.....	15
Table 3: Website most visited pages.....	15
Table 4: Social media analytics.....	18
Table 5: DIALOGUES videos in the YouTube channel and views .....	18
Table 6: Newsletter #1 - Performance.....	21
Table 7: List of events with DIALOGUES' participation .....	24

## Index of Figures

Figure 1: DIALOGUES logo horizontal with claim .....	10
Figure 2: DIALOGUES logo vertical with claim.....	10
Figure 3: Word template (Deliverable) .....	11
Figure 4: Powerpoint template .....	11
Figure 5: Stationery .....	11
Figure 6: Promotional materials .....	12
Figure 7: Print screen of news & articles and events web pages.....	13
Figure 8: Sample of posts from DIALOGUES' Twitter .....	17
Figure 9: Screenshot of DIALOGUES Newsletter #1 (June 2022).....	20
Figure 10: Media publication of DIALOGUES PR in online journal (ansa.it) (HERE) ...	21
Figure 11: Media publication of DIALOGUES PR in online magazine (HERE) .....	22
Figure 12: Print screen of factsheet "Becoming an Energy Citizen - Motivators and Barriers" .....	23
Figure 13: Type of events .....	26

## 1 Executive Summary

This report describes the dissemination and communication (D&C) activities conducted in the context of the DIALOGUES project, in WP7 “DEC activities: Extending the impact of energy citizenship”, from M1 (May 2021) to M19 (November 2022) of the project. The main objective of this document is to detail the D&C activities conducted throughout the above-mentioned period, including all the main materials, channels and tools used and developed by the DIALOGUES consortium.

During this period, the dissemination and communication of the project evolved from activities that focused on creating awareness about the project and building a community, to disseminating project activities, events, and preliminary results, with the purpose of engaging the target groups to participate in or collaborate with DIALOGUES.

Among the dissemination and communication activities described in this document, we highlight the creation and consistent application of DIALOGUES identity in all channels, materials, and tools of the project. The materials developed in DIALOGUES aimed at supporting the partners in their formal and informal dissemination of the project, thus Word and PowerPoint templates, folders, business cards, brochures, project presentations, a poster and a roll-up, have been made available for them.

The main channels used in DIALOGUES are the project website and social media networks (Facebook, Twitter and LinkedIn). There has been a strategic use of both channels to ensure the highest reach (people that see our content) with significant conversion (people that are engaged with our content, i.e., participate in our events, read the information on our website, etc.).

The website has had more than 13,380 page views and 4,665 users in this period, becoming a successful vehicle for communicating the project outcomes. News, events, and project activities such as the citizen action labs have been regularly updated on the website. The social media channels have in total 1,214 followers with 220,553 reach, meaning that the project has satisfactorily built a community creating already some recognition within the “renewable energy” community and citizens. The focus now is for this community to keep growing.

Other important means for disseminating DIALOGUES’ research and contributing to enhancing the use and acceptance of the concept of “energy citizenship”, has been through the partners’ active participation in or (co) organisation of 16 events.

Additional ways to widely disseminate the project have been through the distribution of a project Newsletter to more than 90 recipients, and media coverage to more than 2,400 media outlets through the distribution of 2 press releases. Mass mailing with relevant announcements, achievements and events will be intensified during the next period.

Last but not least, the project has established a satisfactory collaboration with other SSH projects and initiatives, in particular sharing progress and activities, as well as mutual support on the dissemination of project activities. This first project period has been only the start of these collaborations.

## 2 Introduction

Motivated by the challenges of the European Union to make Europe the first carbon-neutral continent by 2050, while also driving innovation and job growth, DIALOGUES aims to contribute to **attaining a sustainable energy transition that is citizen-centric**, by operationalising the concept of “energy citizenship”, through inclusive activities that will strengthen the citizens’ role in the uptake of low-carbon energy solutions.

This is DIALOGUES’ mission that the dissemination and communication of the project aim to contribute to. The dissemination and communication activities of the project have been defined and implemented to respond to the needs of the project according to its progress.

In this sense, we distinguish the following three main stages:

- 1st stage: establish the conditions for successful dissemination (plan, identity, tools, channels);
- 2nd stage: maintain continuous and steady dissemination – create and increase awareness;
- 3rd stage: intensify the dissemination towards the project’s sustainability and exploitation.

This report provides detailed information about the activities, channels, materials and tools used to support effective communication and dissemination of the DIALOGUES project in the period M1 (May 2021) to M19 (November 2022). Further updates of this document will be provided on M36 (D7.4 – 2<sup>nd</sup> report on dissemination and communication activities).

The document also presents the impact of dissemination and communication activities conducted during the period, through the results and analytics in the different channels used, i.e., website statistics (i.e., Google Analytics), Social networks analytics, Newsletter statistics, and participation in events.

This deliverable is divided into 7 main sections:

- Chapter 4 “Branding” presents the identity of the project.
- Chapter 5 “Channels and tools” presents the different channels and tools used for disseminating and communicating project activities and outcomes, including the project website, social media accounts, YouTube Channel, newsletter, media coverage and actionable knowledge.
- Chapter 6 “Events” outlines the events where the project has been represented and describes the communication activities undertaken in DIALOGUES to support the promotion of the events where the project partners have been involved, either as organisers, participants (i.e., speakers) or attendees.
- Section 7 “Partners support in D&C” provides information on the dissemination and communication activities conducted by project partners.
- Section 8 “Collaboration with other projects and initiatives” describes the collaborations established with other projects and initiatives.
- Section 9 “Communication performance against the evaluation criteria” provides a comparison between the key performance indicators defined in the Description

of Action and the current status, in order to assess the overall performance of the dissemination and communication activities.

- Finally, section 10 “Conclusions” concludes the deliverable with main highlights and takeaways.

In addition, the deliverable includes 2 Appendixes:

- Appendix A – Brand manual provides the rules and specifications for the use of DIALOGUES identity
- Appendix B – Paid campaigns in social media (Twitter and Facebook), provides a list of DIALOGUES paid campaigns in social media in the period M1-M19.



### 3 DIALOGUES in a nutshell

DIALOGUES is funded under the European Union's Horizon 2020 research and innovation programme, which aims to help the emergence and effectiveness of energy citizenship and its potential for achieving the decarbonisation of the energy system. DIALOGUES will melt a rigorous multi-method, multi-perspective social and technical science approach with a comprehensive, continuous co-creation process that engages communities on the local, regional, national and supranational levels.

DIALOGUES' consortium is made up of 8 partners from EU countries, 4 partners from Associated Countries and 1 Canadian partner.

The project will support the objectives of the Energy Union with operational research on the overarching topic of 'energy citizenship' that enables citizens' central role in the uptake of low-carbon energy solutions and links all four strategic priorities:

- Decarbonising buildings
- Renewables uptake
- Energy storage
- Sustainable mobility



## 4 Branding

### 4.1 Project identity

The identity of the project was developed in the early stages of the project (M1) as described in detail in Deliverable D7.1 “Dissemination, Exploitation and Communication plan v1 (Month 4)”. During this time, the identity has been consistently used in all the communication channels, materials, and actions carried out for creating awareness about the project and communicating its activities and results.

The DIALOGUES identity, which comprises not only the logo but also the font type, colours, and language, is present in the website, social media networks (i.e., Twitter, Facebook, LinkedIn), stationery (i.e., templates, folders, etc.), communication kit (i.e., brochure, poster, roll-up, pop-up booth, project presentation), images and cards used for publications in social media, promotional video, materials used to promote DIALOGUES’ events or DIALOGUES participation in events (i.e., cover banners, agendas among other).



Figure 1: DIALOGUES logo horizontal with claim

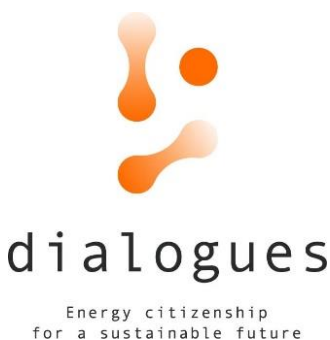


Figure 2: DIALOGUES logo vertical with claim

A brand manual dictating the rules and guidelines on the elements of DIALOGUES’ identity and how it should be used, has also been developed. The logo is available in the Google Drive repository in different versions and formats:

- Logo with and without claim
- Logo in black and colour
- Logo in ai, jpeg, pdf, png, svg formats

The Brand Manual is available in **Appendix A. Brand Manual**.

The consistent use of the DIALOGUES identity eases the recognition of the project among the target groups allowing the project to gain a space within the renewable energy ecosystem.

## 4.1 Communication toolkit

The communication toolkit developed for the DIALOGUES project comprises the materials that aid the consortium in their formal and informal communication activities, such as reporting and participation in meetings and events while ensuring promotion of the brand identity making it memorable.

This kit is composed of the project's stationery and promotional support materials, as explained below.

### 4.1.1 Stationery

The stationery produced for the project includes materials to support the communication and reporting of the project, namely:

- **Word and PowerPoint templates** are used for reporting purposes and presentations at meetings or events, respectively.
- **Supporting materials** for participating in events such as folders, letterhead paper, business cards; and an email signature for the identification of the project in communications.



Figure 3: Word template (Deliverable)



Figure 4: PowerPoint template



Folder



Business cards

Figure 5: Stationery

#### 4.1.2 Promotional materials

The promotional support materials produced during the period (M1-M19) have been produced for the promotion of the project during the participation in or organisation of events, and meetings with relevant stakeholders.

- Brochure with information about the project’s mission, what it has to offer and what the benefits for the target groups are.
- PowerPoint presentation of the project for partners to use when participating in events, and
- Poster, roll-up, thank you cards and stickers to increase the project's visibility at events.

Due to the pandemic situation where physical events were significantly reduced, the project had to adapt to the situation by developing digital versions of the promotional materials that could be used by partners, (i.e., using materials in online meetings or events, distributing the project’s information by email, etc.), to overcome or minimise the lack of “physical” promotion.

In this context, the project developed an online version of the brochure, a PowerPoint presentation of the project and backgrounds for online meetings.

All partners have been encouraged to use the communication and promotional materials in their dissemination activities, to increase the project awareness and the effectiveness of dissemination actions.



Figure 6: Promotional materials

## 5 Channels and Tools

### 5.1 Website

The project launched a splash page in month 2 and the official website in month 4. The activities related to the design and development of the website are reported in Deliverable 7.1 “Dissemination, Exploitation and Communication v1” (Month 4). We hereby report on the contents produced and the performance of the website.

Since the official launch of the website, the content has been continuously updated with blog articles about the progress of the project, the activities carried out by partners, as well as relevant events where DIALOGUES has been involved; This activity includes encouraging partners to provide relevant content for the website as instructed in the dissemination and communication plan, to ensure at least 1 to 2 publications every month.

Content-wise the website currently has a total of [17 news articles](#) and [12 events articles](#)

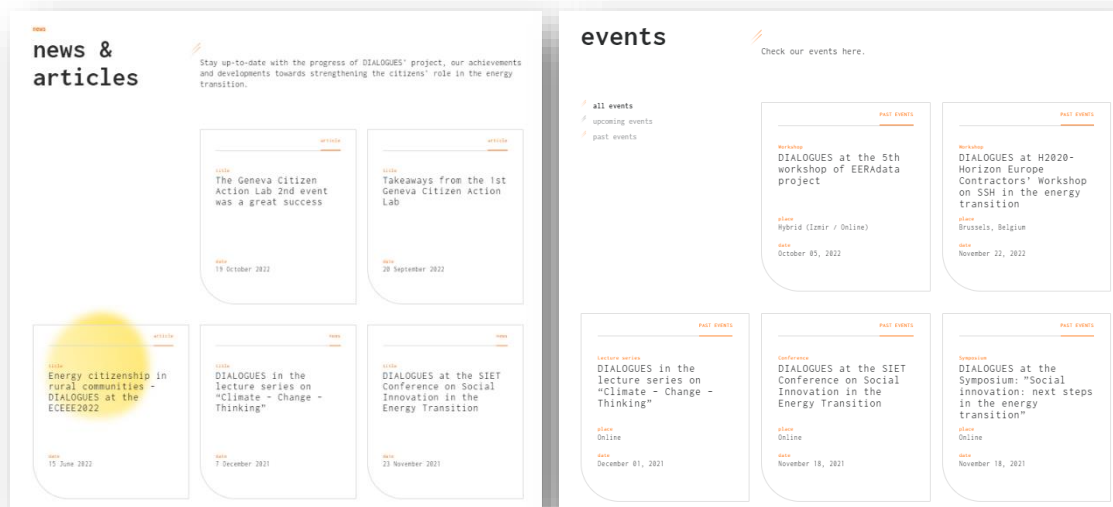


Figure 7: Print screen of news & articles and events web pages

#### 5.1.1 Website performance

For the first few months, the website hosted basic information about the project and during the project progression, it was enriched with activities of the project, milestones achieved, articles & news posts and workshops/events published. All the consequent posts made on social media have been leading to the website of the project to augment the traffic and make more people aware of the online point of access to the DIALOGUES world.

Below follow the website statistics for the period July 1<sup>st</sup> 2021 to November 24<sup>th</sup>:

*Table 1: Website analytics*

KPIs	Statistics
Number of users <sup>1</sup>	4,665
Sessions <sup>2</sup>	6,740
Page views <sup>3</sup>	13,380
Average session duration	~2 min

### Top 10 countries:

1. Turkey – 1,697 users
2. United States – 539 users
3. Switzerland – 342 users
4. Portugal – 332 users
5. Germany – 188 users
6. Italy – 167 users
7. Greece – 163 users
8. Ireland – 124 users
9. Norway – 120 users
10. Bulgaria – 111 users

### Top acquisition channels:

Acquisition analytics show data about how users arrive on your website. The traffic sources can be

- Direct: any traffic where the referrer or source is unknown,
- Organic search: traffic from search engine results that is the result of paid advertising,
- Organic social: Traffic from a social network, such as Facebook, LinkedIn, Twitter,
- Referral: traffic that occurs when a user finds the website through a site other than a major search engine,
- Email: Traffic from email marketing that has been properly tagged with an email parameter,
- Other: If traffic does not fit into another source or has been tagged as “Other” via a URL parameter, it will be bucketed into “Other” traffic.

The following table shows the acquisition channels applied to DIALOGUES’ website.

<sup>1</sup> Users who have initiated at least one session during the date range.

<sup>2</sup> A session is the period time a user is engaged with the website. All usage data (i.e. screen views, etc) is associated with a session.

<sup>3</sup> Total number of pages viewed. Repeated views of a single page are counted.

Table 2: Top acquisition channels

Channel	Triggered sessions	
Organic Social	2,027	
	Facebook	1,559
	LinkedIn	278
	Twitter	193
Direct	1,809	
Organic search	653	
Referral	181	
Other	91	

As can be seen in the table above the channel that triggers the most sessions is social media, in particular Facebook. Followed by direct traffic, i.e. when the information about the referral source is unknown, and organic search, which results from paid campaigns.

**Most visited pages:**

Table 3: Website most visited pages

Page	Page views
Homepage	3,662
Project Overview	1,044
Citizens Action Lab	986
Consortium	602
Public Results	381

**5.2 Social Media**

The official social networks of DIALOGUES were launched in July 2021 on [Facebook](#), [Twitter](#), and [LinkedIn](#). A [YouTube](#) channel has been established as well. The creation of social media channels entailed:

- Define an appropriate handle @dialoguesh2020 and hashtag for the project #dialogues
- Design and upload of the cover and profile images
- Design of frame templates to include pictures in publications
- Design of frame templates for heading posts
- Design of frame templates for posts related to DIALOGUES events
- Research relevant content for our audiences, both from internal sources (within the project) and external (sources outside the project) and develop the posts.

Each month a social media plan is designed with the weekly publications for each social media channel. At least 2 publications are created per week in each channel which



entailed creating images and content for each publication. Additional posts are also added to the social media plan whenever there is new information (events, activities, announcements) about the project that should be communicated. At the same time, a lot of attention is given to the engagement and reach on social media channels, continuously retweeting/sharing and interacting with other accounts, especially from European Commission channels and other relevant projects and initiatives on energy transition, energy citizenship, energy efficiency, participatory research, SSH, etc.

The focus of the content published on social media has evolved in line with the progress of the project, going from creating awareness about what DIALOGUES is and what the project has to offer to communicate specific activities, events and results. Thus, social media has focused on the following communication objectives:

- to inform about DIALOGUES, our objectives and main activities,
- to provide information related to energy citizenship and energy efficiency,
- to inform about events that DIALOGUES is involved in,
- to support the communication of activities and events from other SSH sister projects (more information in section 8),
- to engage our audience towards specific activities carried out in the project (citizens, researchers) with dedicated campaigns,
- to disseminate the DIALOGUES Newsletter and encourage subscribing to the project's mailing list.



Some examples of posts can be seen below:

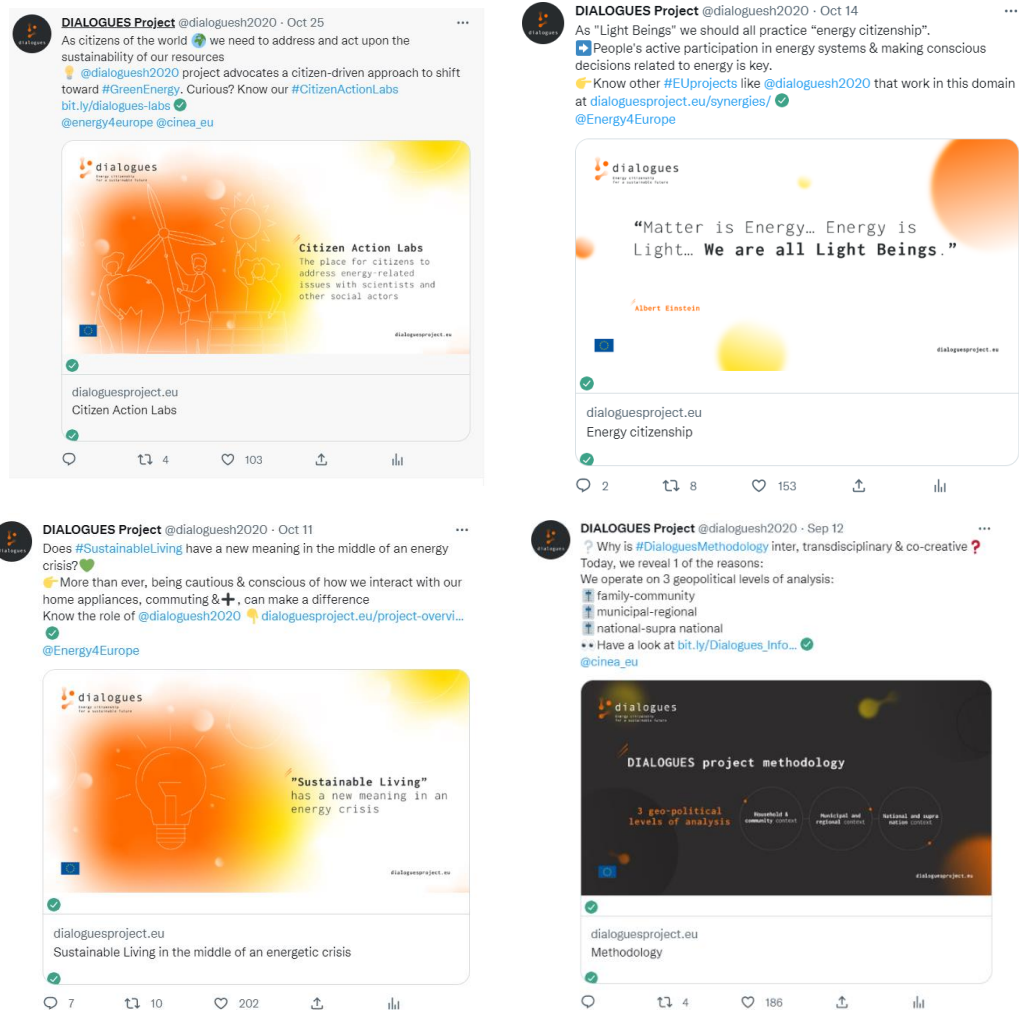


Figure 8: Sample of posts from DIALOGUES' Twitter

### 5.2.1 Paid Campaigns

Social media campaigns are extremely important to successfully and widely reach the targeted audience. With this in mind, several paid campaigns have been implemented during this period (41 on Twitter and Facebook), namely:

- Follower campaign to boost the followers of these channels
- Engagement campaign to encourage likes and shares
- Website traffic to enhance visits to the website.
- Promotion of certain posts related to the project's results and activities/events to increase their visibility and, therefore, the social media page and views of the website.

Some of these campaigns and their outcomes are available in Appendix B: Paid campaigns in Facebook and Twitter.

### 5.2.2 Social media performance

The analytics of DIALOGUES' social media on Twitter, Facebook, and LinkedIn show a constant increase in followers, and the number in reach and engagement means that the information shared in our social media channels is reaching a significant number of people. Thus, the campaigning actions and results described in the above section are also reflected in these analytics. However, our goal is not just having statistics, but to ensure that the people behind those statistics engage with our content, and take action such as visiting our website, registering for our events, participating in our activities, or just sharing our content.

#### **Analytics:**

Since the creation of the social media networks, DIALOGUES has published 133 posts on Twitter (total of 311 posts considering retweets), 121 posts on Facebook, 117 posts on LinkedIn, 120 posts on Instagram, an average of 10 posts per month.

*Table 4: Social media analytics*

	Facebook	Twitter	LinkedIn
Followers	672	364	178
Likes	8,100	10,787	825
Shares	88	240	16
Reach	198,413	10,806	11,334
Engagement	8,358	11,180	845

### 5.3 YouTube Channel

The DIALOGUES [YouTube channel](#) was created in month 2 (June 2021) and has been used mainly as a repository to host the videos promoting the project and not necessarily to attract subscribers. The recording of online workshops will be also stored and promoted on this channel.

DIALOGUES' YouTube channel currently has 11 subscribers, 3 videos, and a total of 11,801 views. The videos produced by DIALOGUES that are available on the YouTube channel and have been also promoted on social media comprise:

- DIALOGUES plenary meeting in Città di Castello covered by TGR RAI Umbria in their news segment
- DIALOGUES promotional video
- DIALOGUES teaser video of the visual identity

The list of videos with the respective number of visualisations is available in Table 5.

*Table 5: DIALOGUES videos in the YouTube channel and views*

Videos	LINK	Views
DIALOGUES general assembly in Città di Castello covered by TGR RAI Umbria in their news segment	<a href="#">PLAY</a>	37

DIALOGUES promotional video	<a href="#">PLAY</a>	11,801
DIALOGUES teaser video of the visual identity	<a href="#">PLAY</a>	38
<b>TOTAL</b>		<b>11,876</b>

## 5.4 Newsletters and Subscribers

The current number of subscribers to DIALOGUES newsletter is 108 contacts.

During this period (from Month 1 to Month 19) one newsletter was produced, distributed to the project's mailing lists (subscribers at that moment in time), promoted in DIALOGUES channels, and distributed by partners through their networks/channels. After the promotion of the Newsletter, each article was also promoted individually on social media.

### 5.4.1 Newsletter issue 1 – June 2022

The first newsletter was launched in June 2022 and can be accessed [HERE](#). The main objective of this newsletter was to inform about the project, its main objectives, activities, and upcoming and past events. Thus, the newsletter comprised the following articles:

- Featuring article “Energy citizenship for a sustainable future – DIALOGUES project” Author: Andrea Kollmann (Energieinstitut at the Johannes Kepler University Linz)
- Our News:
  - “Simple in wording, complex in meaning: energy citizenship” Author: Mehmet Efe Biresselioglu (Izmir University of Economics)
  - “Men’s Club – Exclusivity of Renewable Energy Cooperatives”. Authors: Farina Hoffmann, Sarah Louis Montgomery and Gotelind Alber (GenderCC)
  - “What motivated or hinders becoming an energy citizen?” Authors: Mehmet Efe Biresselioglu, Muhittin Hakan Demir and Berfu Solak (Izmir University of Economics)
  - “Entering into an open dialogue on energy citizenship with citizens and local governments”. Authors: Karl-Ludwig Schibel (Climate Alliance Italy) and Marlyne Sahakian (University of Geneva)
  - Call to action for subscribing to our Newsletter
- Upcoming events:
  - DIALOGUES at the ECEEE 2022 – Summer study on energy efficiency (6-11 June 2022 | Hyères, France)
- In case you’ve missed it:
  - DIALOGUES at the Berlin Energy Days with the event: How to boost energy citizenship! (06 May 2022 | Online/Berlin)
  - DIALOGUES at the Annual Conference of the British Sociology Association: Building Equality and Justice Now. (26 April 2022 | Online)
  - DIALOGUES at the 2<sup>nd</sup> International Conference of International Researchers of the Education for Environmental Citizenship 2022 (11 March 2022 | Online/Prague)

- DIALOGUES at the Conference “Energy poverty and municipal actions” (18 February 2022 | Online)
- DIALOGUES at the Symposium: Social innovation: next steps in the energy transition (18 November 2022 | Online/Delft)
- DIALOGUES at the SIET Conference on Social Innovation in the Energy Transition (18 November 2021 | Online)
- DIALOGUES in the lecture series on “Climate – Change – Thinking”

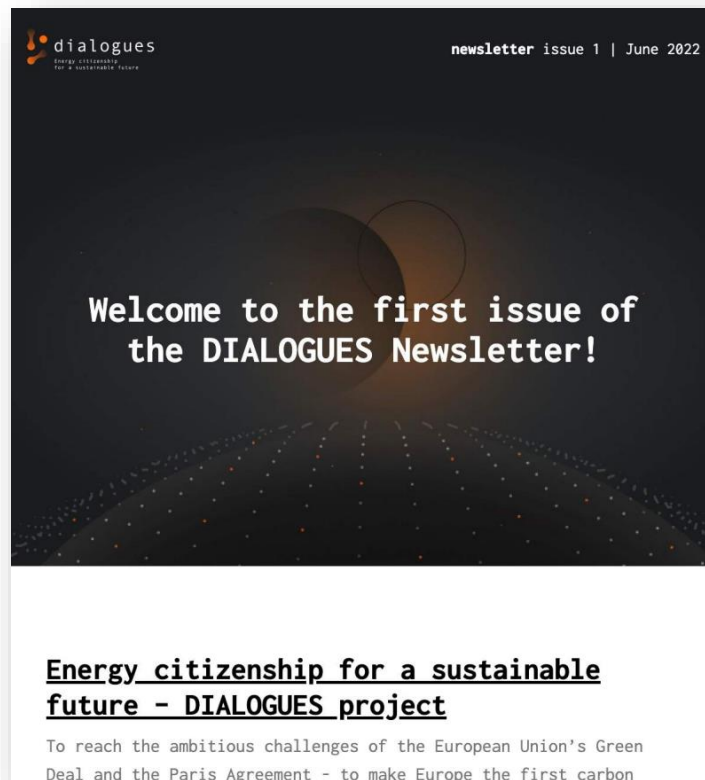


Figure 9: Screenshot of DIALOGUES Newsletter #1 (June 2022)

The Newsletter is available on the website, the web page had 318 views during this period. The results from the distribution of the newsletters among DIALOGUES mailing list subscribers (marketing campaign), the partners’ distribution and the publication in social media are presented below.

#### Newsletter Issue #1

<b>Marketing campaign</b>	Delivered to 90 recipients	33 Opened
<b>Partners distribution (approx.)</b>	Delivered > 8,000 recipients	Opens unknown
<b>Social Media</b>		
Twitter ( <a href="#">LINK</a> )	4,585 impressions	113 engagements
Facebook ( <a href="#">LINK</a> )	390 reached	17 engagements

LinkedIn ([LINK](#))

116 impressions

18 engagements

Table 6: Newsletter #1 - Performance

## 5.5 Media coverage

During this period, DIALOGUES has sent 2 press releases. Below we present the titles and number of media outlets they were sent to and other statistics:

- PR “DIALOGUES Kick off” sent on October 2021 and distributed to 2,483 media outlets
  - Delivered to 2,483 media outlets
  - 527 unique opens
- PR “EU funded project "DIALOGUES" received by Città di Castello's Mayor Luca Secondi”
  - Delivered to 2,401 media outlets
  - 661 unique opens

Partners' support in Media relations and PR distribution has also contributed to the Media coverage. For example, the PR distributed by Climate Alliance Italy regarding the host of the project's general assembly in Città di Castello and visit to the Mayor Luca Secondi, resulted in the projects' coverage by TGR RAI Umbria in their news segment, and in the journal ANSA.IT.

CRONACA \* POLITICA \* ECONOMIA \* SPORT \* SPETTACOLO \* ANSA VIAGGIART \* UMBRIA&EUROPA \* UMBRIA JAZZ \* L'ASSEMBLEA INFORMA \* SPECIALI

ANSA.it • Umbria • **A Città di Castello esperti di ambiente da tutta Europa**

### A Città di Castello esperti di ambiente da tutta Europa

Per Dialogues, progetto finanziato nell'ambito di Horizon 2020

Redazione ANSA  
PERUGIA  
26 aprile 2022  
12:32  
NEWS

Suggerisci  
Facebook  
Twitter  
Altri  
Stampa  
Scrivi alla redazione



Pepe Jona  
- RIPRODUZIONE RISERVATA  
CLICCA PER INGRANDIRE

(ANSA) - PERUGIA, 26 APR - Sono arrivati a Città di Castello da Norvegia e Turchia, da Germania, Austria Svizzera e Portogallo, Bulgaria e Grecia oltre che dall'Italia, i 25 partner del progetto europeo Dialogues - finanziato nell'ambito del programma Horizon 2020 - ospiti di Alleanza per il Clima Italia, rete europea di 1.800 città impegnate nella salvaguardia del clima a livello locale.

Il sindaco, Luca Secondi e l'assessore all'ambiente, Mauro

Contenuti sponsorizzati



Scopri ora il Black Friday, quello vero, ma davvero vero!  
MediaWorld

VIDEO ANSA



27 NOVEMBRE, 19:15  
FRANA A CASAMICCIOLA, UNA CHIAMATA AI CARABINIERI  
27 novembre, 19:14

Figure 10: Media publication of DIALOGUES PR in online journal (ansa.it) ([HERE](#))

Other samples of publications from the press clipping, can be seen below:





Figure 11: Media publication of DIALOGUES PR in online magazine ([HERE](#))

## 5.6 Actionable knowledge – Results in Brief

To communicate DIALOGUES' outputs and results in a clear, accessible and engaging way, the project has been working on adapting the main outcomes from activities and deliverables into concise, visually attractive, user-friendly materials, named "actionable knowledge" which can take the form of Factsheets, Short Videos, Promotional Banners, Infographics, and Booklets, etc.

This "actionable knowledge" aims to contribute to the use and potential exploitation of project results and plays a role of utmost importance for ensuring our target groups' access and use of the results steaming from the project.

The actionable knowledge is presented on the website on the "Results in Brief" web page ([HERE](#)) and they are promoted on social media.

The actionable knowledge developed until now is the following:

- **Energy citizenship - Behind the concept** ([HERE](#)) This factsheet explains the concept of "Energy Citizenship" presenting the different definitions, dimensions and perspectives that should be considered when trying to understand energy citizenship.
- **Becoming an Energy Citizen - Motivators and Barriers** ([HERE](#)) This factsheet presents the main motivators and barriers to the citizens' engagement with the energy transition, in other words, what factors foster or hinder citizens' involvement towards more energy efficiency practices and lifestyles.
- **Why are women underrepresented in citizens' renewable energy initiatives** This factsheet looks into the reasons for the inequalities in women's participation in citizens' renewable energy initiatives and explores solutions to the underrepresentation of women in such initiatives.

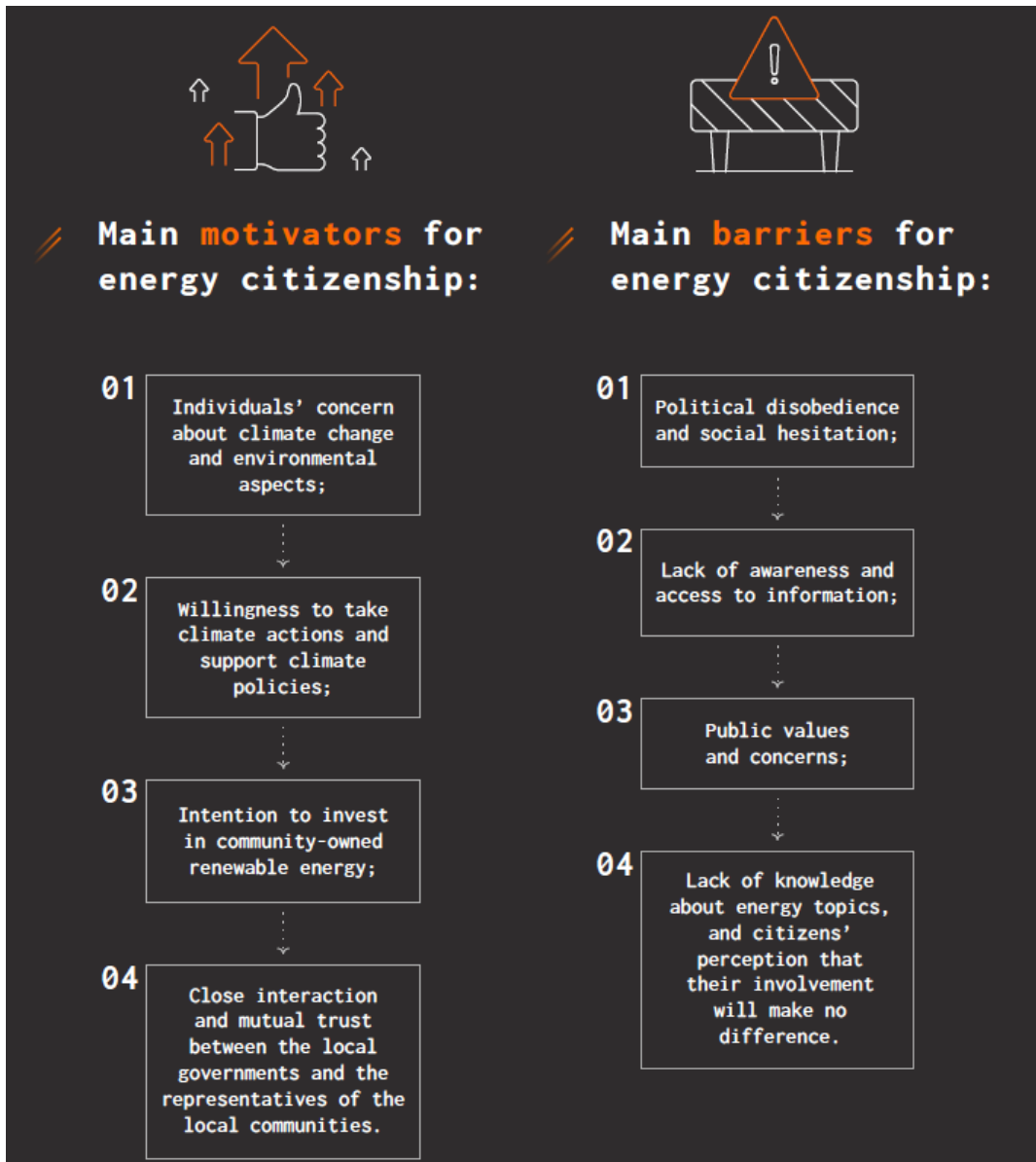


Figure 12: Print screen of factsheet "Becoming an Energy Citizen - Motivators and Barriers"

## 6 Events

This section describes the communication activities undertaken in DIALOGUES to support the promotion of the events where the project partners have been involved, either as organisers, participants (i.e., speakers) or attendees. This section also outlines the list of events where DIALOGUES has been actively involved and the number of participants in each event.

The communication and promotion of DIALOGUES events has followed the following actions:

### Communication BEFORE the event:

- Event upload on the website
- Design of cover image or banner, or other images/videos
- Social media campaign
- Publication in the Newsletter
- Press release (if applicable)
- Mass mailing to DIALOGUES' mailing list
- DIALOGUES' partners dissemination through their networks and channels

### Communication DURING the event:

- Social media coverage (photos/quotes sent to LOBA for posting)
- Networking and distribution of promotional materials

### Communication AFTER the event:

- Article upload on the website (Conclusions, photos, presentations, recording, etc)
- Event recording uploaded to YouTube channel (for online events when applicable)
- Social media campaign
- Publication in the Newsletter

These actions have been implemented in the promotion of the events, whenever applicable, depending on the type of involvement (i.e., organiser, participant, attendee).

During this period project partners have participated in 16 events, reaching approximately 1,300 participants, who were potentially informed about the project activities and findings. The full list of events and number of participants potentially reached in each event is presented in Table 7 below.

*Table 7: List of events with DIALOGUES' participation*

Date	Event title   Location	Partners involved	Nr. Participants (approx.)
22.11.2022	H2020-Horizon Europe Contractors' Workshop on SSH in the energy transition - Brussels -	EI-JKU, LOBA	25



Date	Event title   Location	Partners involved	Nr. Participants (approx.)
02.11.2022	Skogmo Sustainability Seminar - Norway -	NTNU, NTNU Samforsk	20
24-26.10.2022	Planetiers - World Gathering 2022 - Lisbon - ( <a href="#">LINK</a> )	LOBA	750
05.10.2022	EERA Data Workshop - Online/Belgium - ( <a href="#">LINK</a> )	IUE, EI-JKU	20
06.06.2022	ECEEE Summer Study on energy efficiency - France – ( <a href="#">LINK</a> )	NTNU	25
06.05.2022	Berliner Energietage: Energy Citizenship stärken! - Germany - ( <a href="#">LINK</a> )	PIK, UNIGE	60
20-22.04.2022	Annual Conference of the British Sociology Association: Building Equality and Justice Now - Online/UK - ( <a href="#">LINK</a> )	UNIGE	20
09.04.2022	Vide-Grenier Collonge Bellerive. Recruitment stand for DIALOGUES at the yard sale organized by the Collectif Durabilité collonge Bellerive. - - Switzerland -	UNIGE	33
10-11.03.2022	2nd International Conference of International Researchers of the Education for Environmental Citizenship 2022 - Online - ( <a href="#">LINK</a> )	EI-JKU, ROMA3, NTNU, IUE	28
09.03.2022	Alternatiba festival (sustainable development in the Lemman region). - Switzerland -	UNIGE	33
15.02.2022	Workshop "Il ruolo dei comuni nella lotta alla povertà energetica" (The role of municipalities in reducing energy poverty) - Online/Italy - ( <a href="#">LINK</a> )	CAI	138
01.12.2021	Lecture series Luebeck University - Online/Germany - ( <a href="#">LINK</a> )	GenderCC	120
18.11.2021	Social innovation: next steps in the energy transition	EI-JKU	40

Date	Event title   Location	Partners involved	Nr. Participants (approx.)
	- Online/Netherlands - ( <a href="#">LINK</a> )		
04.11.2021	Engaging Citizens in urban climate action for inclusive just transition programs (side event COP26) - UK - ( <a href="#">LINK</a> )	CAI, GenderCC	120
01.03.2021	CLIMACT seminar - EPFL and UNIL - Online - ( <a href="#">LINK</a> )	UNIGE	20
16.02.2021	IEA - CERT thematic discussion: The role of 'Behavioural aspects' for reaching net zero emissions by 2050 - Online - ( <a href="#">LINK</a> )	UNIGE	15
<b>TOTAL</b>			<b>1,307</b>

As presented in Figure 13, in terms of the type of event (i.e., Conference, Workshop, contest, fair, etc.) there is balanced participation in both Workshops (6) and Conferences (6).



Figure 13: Type of events

## 7 DIALOGUES' partners support in D&C

During this period, DIALOGUES' partners have actively supported the dissemination and communication of the project through actions conducted through their channels and networks. Such as:

- Publication of DIALOGUES content on their websites.
- Promote and distribute DIALOGUES newsletter on their website and through their networks
- Publication of DIALOGUES content in their social media channels
- Publication of content relevant to DIALOGUES audiences and then shared by the project
- Publication of participation in / organisation of events with participation representing the DIALOGUES project
- Promote the promotional video of the project
- Media relation and distribution of Press Releases
- Enhance word-of-mouth about the project during meetings and other activities creating awareness
- Distribute flyers, posters and other materials in community places and households

## 8 Collaboration with other projects and initiatives

During this period, DIALOGUES has established a fruitful collaboration with several projects and initiatives.

SSH sister projects:

- SocialRES ([LINK](#))
- EC2 ([LINK](#))
- GRETA ([LINK](#))
- ENERGY Prospects ([LINK](#))
- ENCLUDE ([LINK](#))
- SSH CENTRE ([LINK](#))
- TRANSFORMER ([LINK](#))

The actions to identify synergies and collaboration opportunities where the following:

- Periodic (~ every 6 weeks) online meetings among project coordinators, including a Google repository with meeting minutes and to share information.
- Starting in November 2022 periodic online meetings with dissemination leaders are scheduled.
- Participation in joint workshops to foster cross-project collaboration such as the workshop organised by CINEA on November 22 “H2020-Horizon Europe Contractors' Workshop on SSH in the energy transition”.
- Set up a mailing list and common repository among dissemination leaders.
- Identify potential activities for collaboration such as cooperating in the development of policy briefs, avoiding overlapping in the development of platforms, creating a common definition of “energy citizenship”, share good practices and lessons learned.
- Create a dedicated section on DIALOGUES' website to promote the other projects in ([HERE](#)).
- Tag and mention the other projects on social media.

### 8.1 Set up DIALOGUES community, operationalise the Stakeholders that signed Letter of Intent

During the proposal stage the project collected 73 letters of intent of stakeholders that expressed willingness to support/collaborate with DIALOGUES. DIALOGUES is planning to operationalise this network by setting up the “DIALOGUES community”, which will be also open for other stakeholders to join. The project has defined the following actions that will be put into practice during the next period of the project.

- STEP 1. Create the “DIALOGUES community” with this initial group of stakeholders, and open to other external stakeholders.
- STEP 2. Define the characteristics and profiles for integrating the community, the advantages of being part of this community and expected involvement.
- STEP 3. Contact the stakeholders from the Lol individually to present the opportunity:


- inviting them to join the DIALOGUES community, informing what it is and what are the benefits of joining.
- briefly summarise the main activities/progress of the project and what key outcomes they should be expecting from the project soon.
- add a simple form to formalise their “application”, including:
  - Ask for profile info (name, position, organisation, short bio, photo)
  - Select the “activities” they would like to be involved in (to be defined):
    - Receive periodic information about project activities, events and results.
    - Receive invitations for participation in events or specific activities
    - Receive information about energy/policy-related subjects
    - Support the dissemination and promotion of DIALOGUES among their networks and through their channels.
    - Ask for their consent to have their information publicly displayed on our website and social media.
- STEP 4. Create a new page on the website for this group, including an application form and guidelines for other applicants.
- STEP 5. Once this group is more or less settled, organise a first online workshop to bring this community together presenting DIALOGUES' progress and main outcomes. The objective of this workshop could be:
  - Merely informative with Q&A session
  - To have their opinion/feedback on something in particular or recommendations
  - To result in an Action List for future collaboration and activities.
- STEP 6. Promotion of this group will also be conducted on social media and launch a PR announcing this community.

## 9 Key performance indicators and impact

### 9.1 Communication performance against the evaluation criteria

The Key Performance Indicators (KPI) of the project as defined in the Description of Action (DoA) and in D7.1 “Dissemination, Exploitation and Communication plan v1” (Month 4), have been periodically monitored. The latest update was reported in D7.2 “Dissemination, Exploitation and Communication plan v2” (Month 13). The following table presents the current status, including the indicators that have been already reached or surpassed and those that we have to work on.

Activity	Success Indicators (M36)	Current status (M19)	
<b>Website</b>			
• Number of visits	7,500 visits	6,740 visits	✓
• Returning visitors	50% of visits are from returning visitors	-	✗
<b>Flyers/Posters/Roll-ups</b>			
• Number of flyers distributed at external events and during Citizen Action Labs	1,600	1,307 participants reached in events	✗
• Contacts showing interests in receiving detailed information during external events/ conferences	100	No information available	-
<b>Social Media</b>			
• Number of followers	> 300 followers on Fb, Tw, Ln	Fb = 672	✓
		Tw = 364	✓
		Ln = 178	✗
• Proportion of posts receiving reactions	20% (total 3 networks)	45%	✓
<b>Press releases</b>			
• Clipping/publications coverage	At least 4 publications	3	✗
<b>Newsletters</b>			
• Newsletters dispatched	At least 5	1 Newsletter (June 2022)	✗
<b>Policy Briefs</b>			
• Number of Policy Brief dispatched	At least 6	Not yet started	✓
<b>Promotional Videos</b>			
• Number of views	1,000 views	11,876 views	✓
• Number of shares	100		
<b>Scientific Publication</b>			

<ul style="list-style-type: none"> <li>• Number of scientific publications sent</li> </ul>	12	Under development	
--	----	-------------------	---

Based on this analysis, it can be concluded that the project has progressed towards reaching its key performance indicators, in particular the activities related to the traffic to the website and social media, however, the communication should be intensified to reach and surpass all the KPIs.

## 10 Conclusions

Almost all dissemination KPIs of the project have been reached, however, for the success of the project, we will put our efforts beyond the expected activities and KPIs, for example, by intensifying the promotion of testimonials through engaging materials and content, conducting consistent and multi-channel communication of activities and events.

Throughout the project, we implemented some dissemination actions that are worth highlighting.

### **Building a community and creating awareness:**

With the project still in its beginning, and not known to the targeted stakeholders, great efforts were made through social media campaigns and by partners disseminating it through their networks. This was the key to developing a “community” and starting to be recognised as an important initiative in the energy transition and energy citizenship.

With the successful organisation and participation in several events and the dissemination of important activities, and progress, there was an exponential, but more important, organic growth of people visiting the website. The project has tried to accompany the activities, as much as possible, sharing its progress and achievements and extracting key insights from the public deliverables as “actionable knowledge” in other words, using formats and language more accessible to the target groups and stakeholders, such as factsheets, infographics, web pages, videos, etc.

This will be intensified during the next period, sharing more testimonials and outcomes from the Citizen Action Labs which are currently taking place.

### **Social media presence:**

To reach our targeted audience, from the beginning we invested in engagement and follower campaigns. During the first months, since the main goal was to raise awareness about the project a special focus was given to Facebook and Twitter.

To reach these results, each month we developed a social media communication plan, doing research and creating at least 2 posts per week, with dedicated and unique content. Additionally, we continuously interacted with other accounts. Social media was a very important tool to communicate the project’s objectives and activities as well as to raise awareness to science education.

The key to making people interested in following us was to share content not only related to the project results and its activities but to also pay attention to awareness-raising and sharing relevant and informative content from external sources.

### **Website traffic:**

The website was used as the main repository of information about the project, and it has evolved and grown with dedicated pages to properly disseminate project activities. In the next period with more results and activities coming from the project, in particular the results from Citizen Action Labs and policy briefs, more materials will be included on the website. Thus, developing interesting, unique and visually attractive content for the



website and conducting its subsequent communication in the other project's channels (such as social media and newsletters), is implemented as it has been proven to be a successful practice to increase the traffic to the website.

### **Actionable Knowledge:**

As mentioned above, making our most important results understandable to all is a great concern for the DIALOGUES project. We will transform the project outputs into actionable knowledge through the creation of factsheets and infographics, etc and provide insights from our main public deliverables. It is a good practice to make these results more attractive, concise, accessible, and visually appealing rather than presenting them in the form of a public deliverable only. All factsheets, tools, banners, etc. will be readily available for users on the project website.

### **The power of collaborations:**

The collaboration with other SSH projects working in the energy transition has been very useful for the dissemination of the project, sharing knowledge, and identifying synergies and opportunities for working together toward common goals. These collaborations will be intensified during the next project period.

## **10.1 Next steps**

During the period reported in this report, the communication and dissemination activities started from creating awareness about the project to the communication of the project's activities. The evolution from this period to the next one will bring more activities and results which brings the opportunity of developing more and better communication activities with the experience and knowledge from the previous period.

Therefore, during the next period, special focus will be given to:

- Widely promoting the results from the Citizen Action Labs organised in 9 partners countries
- Promote the policy briefs and scientific publications that will be publicly available in the next period.
- Intensify the dissemination of the knowledge platform through targeted campaigns to potential users and beneficiaries, and increase the contacts with the media (press releases)
- Increase the number of people engaged in the project activities, particularly using and implementing its results
- Increase the collaboration with other projects, initiatives and stakeholders.

Furthermore, content created during the project, publications, participation in events or any relevant achievements should be better communicated internally within the consortium to ensure these are properly disseminated.

During the next period, the above-mentioned issues will be addressed in the following particular actions:

- Continue developing actionable knowledge in the form of factsheets, infographics, videos, etc with main insights and conclusions steaming from public deliverables.

- Continue the participation in events.
- Promote the publication of papers/articles, etc.
- Increase the online presence (website and social media)
- Build the DIALOGUES community and enlarge the database of stakeholders towards end users and stakeholders and increase the communication of project activities through mass mailing.

As dissemination is a shared responsibility, it is expected, in the next period of the DIALOGUES project, that consortia members maintain their efforts to disseminate the project, i.e., actively participating in conferences, publishing papers and articles, networking with appropriate stakeholders and have an active online presence in social media.

LOBA, as work package leader will continue to be committed to supporting the communication and dissemination of the project activities by providing the appropriate materials and tools to engage with stakeholders throughout the project lifetime, increasing the community engagement with the project, continuing to maintain and populate the different channels with relevant information about DIALOGUES, and contributing to the project's sustainability.

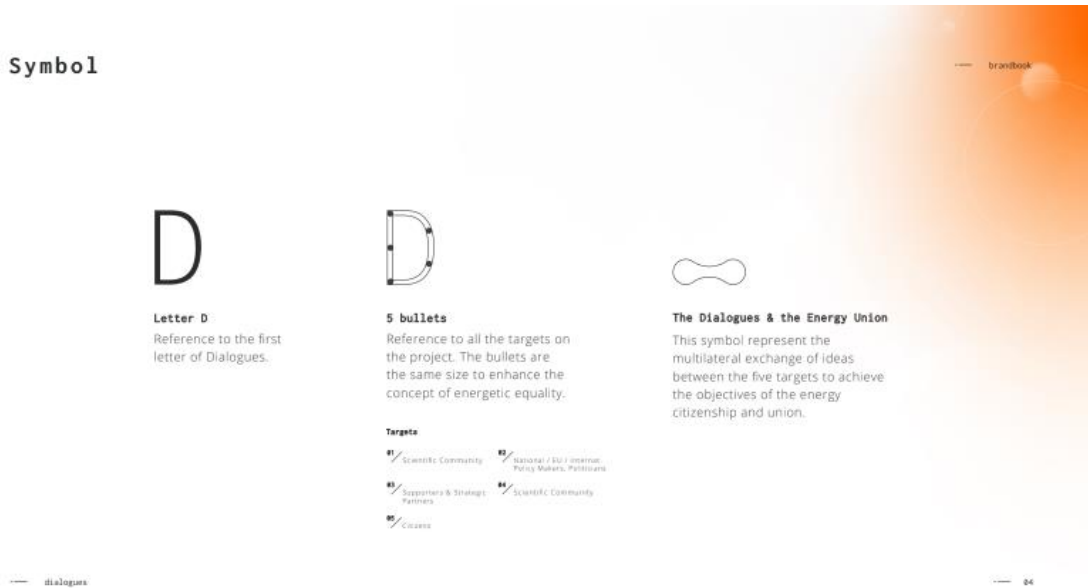
## 11 Appendixes

### Appendix A. Brand Manual





## Symbol



## Colors

### Orange

energetic  
innovative  
call to action  
positive attitudes

pantone 1505C  
rgb: 255 | 107 | 0  
cmyk: 0 | 68 | 100 | 0  
#FF6900

### Grey

sobriety  
determination

pantone P1 79-16C  
rgb: 42 | 44 | 45  
cmyk: 73 | 62 | 57 | 70  
#2A2C2D

### Yellow

energy  
optimism  
prosperity

pantone yellow 012C  
rgb: 255 | 214 | 0  
cmyk: 0 | 21 | 100 | 0  
#FFD700

### Red

proximity  
willpower  
determination

pantone 185C  
rgb: 242 | 15 | 32  
cmyk: 0 | 96 | 85 | 0  
#E20F2C

brandbook

dialogues

## Typography

This project must use **Inconsolata** for the headlines

For long texts or descriptions please use **Open Sans**.

If you don't have any of these fonts please use the system font **Arial**.

**inconsolata** | extralight   light   regular   medium   semibold   bold   black

---

**open sans** | light   regular   semibold   bold   extrabold

brandbook

dialogues

**Orientation**

horizontal



dialogues  
Energy citizenship  
for a sustainable future

dialogues

vertical



dialogues  
Energy citizenship  
for a sustainable future

brandbook 07

**Claim**

with claim



dialogues  
Energy citizenship  
for a sustainable future

without claim



dialogues

dialogues

brandbook

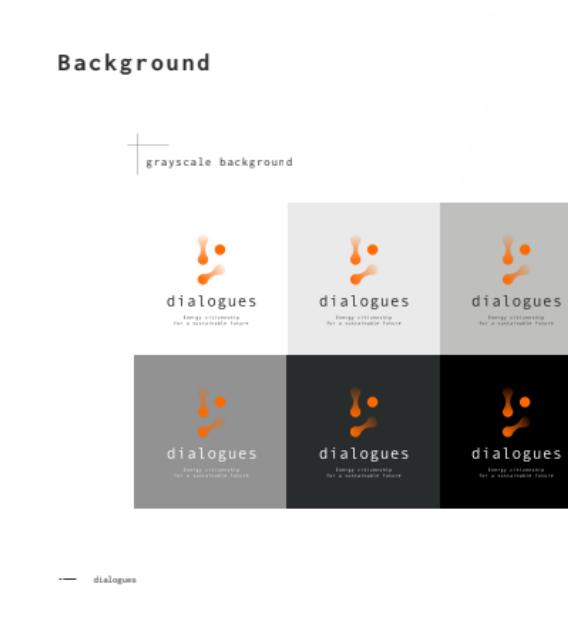


dialogues  
Energy citizenship  
for a sustainable future



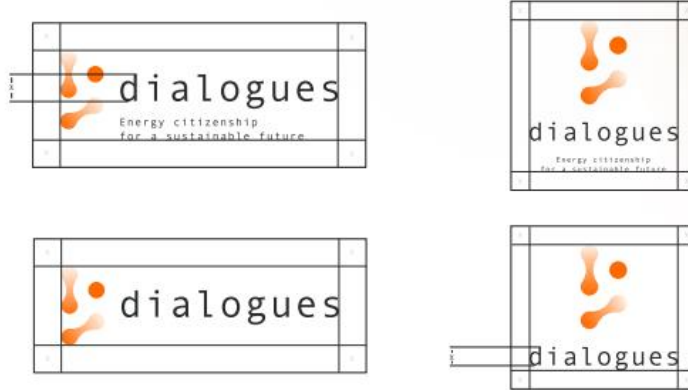
dialogues

08



Clear area

BrandBook



dialogues

11

Minimum sizes

BrandBook



dialogues

12





## Appendix B: Paid campaigns in Facebook and Twitter

**Segmentation:** Interests: Social Sciences, Clean Energy, Renewable Energy, Energy Transition, Sustainability; Countries: Portugal, Austria, Italy, Germany, Greece, Bulgaria, Turkey, Switzerland, Norway, Canada

TWITTER & FACEBOOK				
DATE	TYPE OF CAMPAIGN	STATISTICS (Engagement)		POSTS <sup>4</sup>
		Twitter	Facebook	
27-Aug-2021	Followers	355	1,280	<a href="#">LINK</a>
27-Aug-2021	Website traffic	459	108	<a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a>
27-Aug-2021	Engagements	3,081	111	<a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ;
27-Sep-2021	Website traffic	791	48	<a href="#">LINK</a>
27-Sep-2021	Website traffic	353	272	<a href="#">LINK</a>
27-Sep-2021	Followers	165	113	<a href="#">LINK</a>
27-Sep-2021	Engagements	995	-	<a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ;
10-Oct-2021	Engagements	2,055	1,378	<a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ;
10-Nov-2021	Followers	148	282	<a href="#">LINK</a>
10-Nov-2021	Website traffic	383	42	<a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ;

<sup>4</sup> The links of the post are for Twitter, they are the same as for Facebook

20-Dec-2021	Website traffic	184	759	<a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ;
21-Dec-2021	Engagements	2,339	85	<a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ;
22-Dec-2021	Website traffic	768	404	<a href="#">LINK</a>
25-Jan-2022	Followers	127	776	<a href="#">LINK</a>
25-Jan-2022	Website traffic	450	114	<a href="#">LINK</a>
25-Jan-2022	Website traffic	460	656	<a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ;
25-Jan-2022	Engagements	1,888	687	<a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ;
1-Mar-2022	Website traffic	277	453	<a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a>
1-Mar-2022	Website traffic	192	67	<a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ;
1-Mar-2022	Followers	117	95	<a href="#">LINK</a>
1-Mar-2022	Engagements	1,243	1,065	<a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ;
24-Mar-2022	Website traffic	340	272	<a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ;
13-Apr-2022	Engagements	974	149	<a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ;
13-Apr-2022	Engagements	647	29	<a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a>
12-May-2022	Followers	140	509	<a href="#">LINK</a>
13-Apr-2022	Engagements	1,224	97	<a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ;
12-May-2022	Website traffic	396	509	<a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ;
13-Jun-2022	Followers	101	97	<a href="#">LINK</a>
13-Jun-2022	Engagements	622	198	<a href="#">LINK</a> ; <a href="#">LINK</a>
13-Jun-2022	Website traffic	212	588	<a href="#">LINK</a> ; <a href="#">LINK</a>
12-Jul-2022	Engagements	981	14	-
12-Jul-2022	Followers	109	48	-
12-Jul-2022	Website traffic	346	94	<a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ;
11-Aug-2022	Engagements	649	224	<a href="#">LINK</a> ; <a href="#">LINK</a>
23-Aug-2022	Website traffic	139	300	<a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ;
14-Aug-2022	Followers	230	148	<a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ;
20-Sep-2022	Website traffic	678	591	<a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ;
20-Sep-2022	Engagements	928	739	<a href="#">LINK</a> ; <a href="#">LINK</a> ; <a href="#">LINK</a> ;
13-Oct-2022	Engagements	-	-	<a href="#">LINK</a> ; <a href="#">LINK</a>
13-Oct-2022	Website traffic	-	-	<a href="#">LINK</a> ; <a href="#">LINK</a>



# dialogues

Energy citizenship  
for a sustainable future



**LOBA®**

[www.dialoguesproject.eu](http://www.dialoguesproject.eu)

[info@dialoguesproject.eu](mailto:info@dialoguesproject.eu)

[f](#) [v](#) [t](#) [in](#) /dialoguesh2020



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101022585