



Nudging consumers  
towards energy efficiency  
through behavioural science

## Dissemination and communication plan/strategy (D6.1)

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## Project information

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## About

Efforts to induce energy-friendly behaviour from end-users through behavioural interventions are characterized by a lack of customer personalization (“one-size-fits-all interventions”), a partial understanding about how different interventions interact with each other and contrasting evidence about their effectiveness, as a result of poor testing under real world conditions.

NUDGE has been conceived to unleash the potential of behavioural interventions for long-lasting energy efficiency behaviour changes, paving the way to the generalized use of such interventions as a worthy addition to the policy-making toolbox. We take a mixed approach to the consumer analysis and intervention design with tasks combining surveys and field trials. Firmly rooted in behavioural science methods, we will study individual psychological and contextual variables underlying consumers’ behaviour to tailor the design of behavioural interventions for them, with a clear bias towards interventions of the nudging type.

The designed interventions are compared against traditional ones in field trials (pilots) in five different EU states, exhibiting striking diversity in terms of innovative energy usage scenarios (e.g., PV production for EV charging, DR for natural gas), demographic and socio-economic variables of the involved populations, mediation platforms for operationalizing the intervention (smart mobile apps, dashboards, web portals, educational material and intergenerational learning practices).

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## Project partners



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### Introduction

Dissemination, communication and exploitation activities are key to a successful project, and in the context of the NUDGE project, we are highly building on these actions to share project results, gather participants and update them about the latest pilot news, as well as engage other stakeholders throughout events, increase exchange on social media or knowledge with news or scientific publications.

NUDGE has had, like most projects in these past 2 years, to adapt to the COVID-19 situation and keep all activities digital. We reflect in this document the first 15 months adaptations and look forward to the project remaining months, with activities planned in the grant agreement as well as new ideas generated by all partners during monthly calls or at the November 2021 project meeting. For a full description of past activities, see D6.3 -Reporting on all dissemination and communication activities, including media publications and events reports (M12).

The idea of this second part of the project is to increase communication towards local pilot participants and general public, keeping the approach towards “usual” energy stakeholders: research and academia, policymakers, media, associations, energy agencies, etc.

For the purpose of making this document short and to the point yet informative, we copied the first version of the plan in the annexes, which includes content that remains similar: the project identity, the communication and dissemination objectives, target audiences, budget and more.

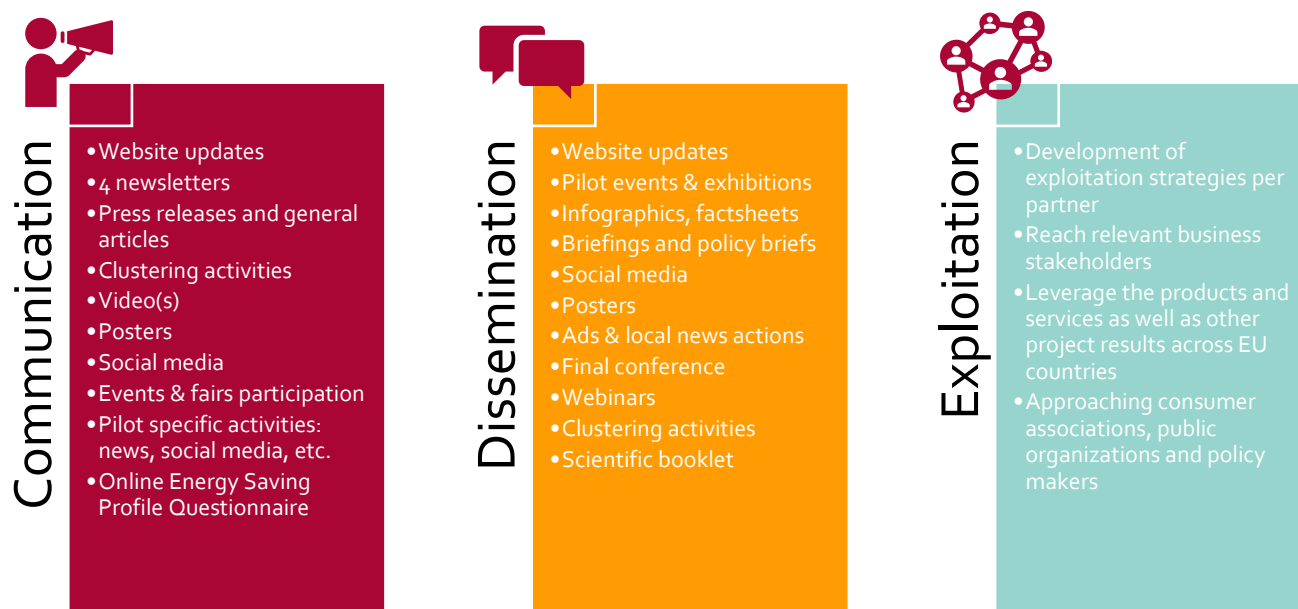
The activities described in this document can be seen as a programme of the remaining months and catalogue where we will pick from.

As more results become available, partners will have more opportunities to present them at events, discuss them in scientific publications and brainstorm into material targeting specific audiences (policy briefs, infographics, booklet, etc.)

Finally, the idea is also to involve more our Advisory Board to gather their ideas and support in future actions.

## 1. Project life part 2 - dissemination and communication activities in short

The NUDGE team is committed to delivering results and share them through dedicated actions, communication – sharing the project’s information and results to multiple audiences, dissemination – making the project results available for use to audiences that may use them, and finally exploitation, making available results to audiences that will use them. They are summarised and categorised in the graphic below and at the end of the document, focusing on the second part of the project life, and detailed in the next chapters.



*Figure 1. NUDGE – communication, dissemination and exploitation actions*

## 2. Dissemination and communication tools and responsible partners

## 2.1. Update in communication guidelines

In line with the European Commission's policy on corporate visual identity, Horizon 2020 will be promoted as a verbal brand, meaning no "visual mark" or logotype.

When Horizon 2020 is promoted by beneficiaries and other third parties, the EU emblem (flag) can be used in conjunction with the words "Horizon 2020".



The project NUDGE has received funding from the European Union's Horizon 2020 Research and innovation programme under grant agreement No 957012.

*Figure 2. Reminder of correct disclaimer*

In addition, specific material will be prepared on an opportunity basis when needed for actions: there, where there is content-related text (not purely promotional), the following text should be added to the disclaimer:

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## 2.2. Promotional and supporting material

Different levels of material were already produced to ensure outreach: a generic poster, a brochure translated in the pilot languages (Portuguese and Croatian), several banners to engage survey participants, one promoting our project webinar in 2021, or the Belgian first workshop.

Several additional activities are in the pipeline for the next months to further increase visibility and understanding of the project, described here below.

- An update of the project **brochure**, towards the end of the project (September 2023). It will include results such as the consumer profiles and examples of concrete nudges, some policy recommendations, and be translated by partners in NUDGE languages.
- A confidential deliverable 'D2.1 - Design document of nudging interventions per pilot', was completed with a booklet prepared by IMEC ("a *practical booklet containing summary information about the most relevant nudges and presenting some design recommendations*"). During the November 2021 project meeting, it was decided that this **booklet**, having per se

no confidential element, could be disseminated separately from the report, after the end of the pilots phase. Agreement was given by all project partners for this.

- **Posters** which can also be considered as **infographics / one-pagers** (depending on their use for offline or digital dissemination), are also planned from now on to the project end, with different focus:
  1. Early 2022 (target is February 2022), one will focus on the first 15-month activities, especially the work from WP1-2 (user profiling, nudging techniques, mainly building on what was presented in [NUDGE first webinar](#)).
  2. Towards the end of the project (target is June-September 2023), a poster building on the WP2 booklet (see above) as well as a poster focusing on our pilots, the nudges they received and the results they had will be produced. It will be mainly for pilot use to show what was done locally as well as in the other countries. Ideally, we will try to have it linked to an article / press release so that it is widely disseminated at local level.
  3. Other poster (or briefing) ideas include “stakeholder” focused posters:
    - one for the general public could be (in April/May 2022): *‘which energy consumer are you and how to act to decrease your energy consumption based on your profile’*. IMEC and AUEB will support IEECP in producing this poster (validating the content and refining the tips),
    - one for policymakers using the recommendations from WP5, towards the end of the project (April-June 2023).
- **Videos** were foreseen in the Grant Agreement. A first one was recorded by the project coordinator to introduce the project in 15 minutes and 3 webinar recordings completed the portfolio so far. IEECP would like to complete this with an additional video and is currently evaluating if to produce it inhouse or transfer some budget from travel to externalise the production to a professional movie producer. The idea would be to have pilot partners’ present their pilots and the nudges applied, with images of the app screens appearing on screen (or from the children at school for Belgium– from the back, or from the platform), as well as the results and the impact for future energy apps development, policymaking, citizens.  
Another idea is to start by involving the viewer, asking a question such as “did you know this is nudging” (after showing on screen various examples of push notifications, social compare...) and showing we are nudged every day for various reasons, and what NUDGE focused on, nudging people for their own good (decreasing their invoices, improving their health, etc.) and deriving important findings for research and policy.



We could also include quotes from pilot participants. To respect privacy (except if consent is granted), we could anonymize the participants / make them as cartoon (not filming them). This video is meant to raise awareness. [Here an example of a video](#) developed for the EU Sustainable Energy Week (EUSEW) Citizens' Award that we can use as inspiration, explaining shortly how schools and students act as multipliers. Another example is an [IMEC video](#), "research-style", with people who worked on the project speaking face camera about the project, results and opportunities for the future.

A brainstorming will be organised with all project partners at the 2022 project meeting.

- A **policy briefing** will show the effectiveness of the NUDGE principle applied to policy planning and build on the policy recommendations from WP5, towards the end of the project. A focus on the Energy Efficiency Directive, article 7 and how Energy Efficiency Obligations could benefit from the work done in NUDGE. A brainstorming will be organised on the production of policy briefs during the next project meeting.

### 2.3. Website and newsletters

The **project website**, simple yet complete, allows end-users to access project updates. So far it was mostly filled with generic project information, the first deliverables and communication material. First news was added, and with the production of more articles and infographics / one-pagers, and more dynamic content will be included in the next months.

We would like to include **regular updates about the pilots**, this is planned every 6 months, both on the website and in a short newsletter than can be shared with pilot participants. Pilot partners will support in translating it. MVV and Beegy have already done so for the German pilot with a first newsletter sent in 2021 (see section on pilot-specific communication). Later in the project, once policy recommendations are available, a dedicated section will grant policymakers direct access to interesting targeted resources. The webdomain is: [www.nudgeproject.eu](http://www.nudgeproject.eu)

#### **Digital survey – your energy saving profile questionnaire / "how can I save energy depending on my energy consumption profile?"**

An idea that emerged from the 2021 project meeting was to simplify the survey (on Qualtrics / a webpage with survey embedded) for people to take it in a shorter time and allow it to generate directly a consumer profile from our 6 defined profiles (based on AUEB clustering). IMEC, AUEB and IEECP are working on this idea to check feasibility (technical and financial) – IMEC and AUEB are investigating the development while IEECP will support with the design of cards (easy to share on social media and invite others to take it) and communicating about this tool. What we would

like is also to redirect people to the website to then check what their profile means: share tips/insights on what it means and how they can act for instance. The goal would be to have this ready mid-2022 latest, and create a promotional campaign around it.



*Figure 3. Digital energy saving profile questionnaire*

Four more **newsletters** are planned to inform subscribers about our results and regular updates. All issues are accessible from the project website.

## 2.4. Social media accounts and strategy

A mix of social media tools is used to broaden outreach and inform about the project. The project has its own Twitter account where news from the project but also related to our topics are shared: <https://twitter.com/NUDGEH2020>

- Most tweets re-direct followers back to the website to boost traffic. Specific hashtags (#NUDGEH2020 and #NUDGEPROJECT) are also used for monitoring purposes. All partners are asked to use their own accounts to share project updates and events they are participating in.
- We will build on the partners' existing accounts (Facebook and LinkedIn) to share information and get visibility with a multiplier effect, rather than creating too many new accounts. At the November 2021 project meeting, we brainstormed whether we should create a Facebook, LinkedIn or Instagram account for the project, to complete the Twitter one. It was rather decided that we should keep sharing news using partners more followed accounts, while tagging the project coordinator for re-share and adding the project hashtag.
- Posts made by the coordinator (on the NUDGE Twitter account or with IEECP accounts) will be shared with partners by email so that they can spot them easily.

- Activities to reach out more massively to the grand public on social media (people who are not following us or from the pilots) are still considered. For instance, contests or actions, such as “share your best tip to save energy” or “draw in a house where you can reduce your energy consumption”. If possible, we will turn results in an infographic. The drawings and tips will be shared on NUDGE Twitter account and website.

## 2.5. Pilot-specific communication / User community building

Partners discussed in November how to further increase pilot engagement and communication, to maintain users engagement (avoid dropout of participants). Incentives to participate were reminded (participants don't pay for the devices while they decrease their invoices by consuming less energy (all) and improve indoor air quality in their homes (Portugal) / learn (Belgium), etc.), but we would like to keep the engagement for the next months / years.

The German pilot explained that they set up a specific [email address](#) and phone number in case participants need to contact them, and designed a pilot-focused newsletter (see below). Similarly, the Portuguese case set up a specific email address.

An idea which emerged is to set up the same kind of **pilot short news**, focusing on news from all pilots, in the pilot language, sent to all participants (the first one would be sent to all, and they should then “subscribe” to receive the following ones, to respect GDPR).

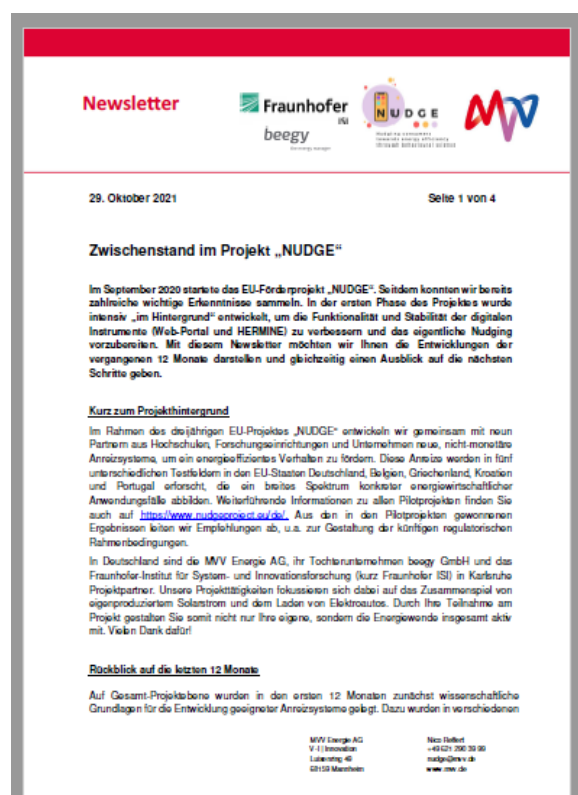


Figure 4. German pilot newsletter

In Croatia, several workshops and webinars were planned, and the project presented in a road tour (the Good Energy Tour 2.0 in 12 cities around Croatia). A solar energy-focused Facebook group exists where people can learn, exchange and get information ([SolarniKlub](#), 7400 members): we questioned the idea of creating such a **pilots community group for NUDGE participants**. The question of the language emerged, though now Facebook provides automatic translation of posts into the reader language, so we could consider go ahead with the idea. Pilot partners would need to help the project communication lead in managing it though to provide adequate pilot-focused replies. After a discussion with pilots, the pilots newsletter approach was voted for (also to avoid technical issues being discussed in this context, where it wouldn't be productive).

In Belgium, an **information evening** was organised, and we could foresee such actions (information events, exhibitions, etc.) in all pilots towards the end of the project, gathering participants to thank them for their participation and inform them of the results and how they will help research and policymaking.

Finally, in Belgium still, a **notebook** will be distributed to all participants with the classes included. We could also foresee to distribute some material at the project end that people can show to their contacts, explaining what they participated in.

## 2.6. Digital networking / partnering – Amplifying our work

Digital Networking refers to the outreach to interesting organisations (such as platforms, blogs, associations, NGOs, etc.) that can help us spread NUDGE's messages. We are using below boosters when possible, by adding news on the platforms and sharing them with "sister projects".

Platforms and portals	Stakeholders associations
<ul style="list-style-type: none"> <li>• BUILD UP</li> <li>• Construction 21</li> <li>• Cordis</li> <li>• Energy Post</li> <li>• Build Upon</li> <li>• EASME short stories</li> <li>• Energy In Demand</li> <li>• eceee</li> <li>• Fleishmann Hillard</li> <li>• Coalition for Energy Savings</li> <li>• GABC (Global Alliance for Buildings and Construction)</li> <li>• BYInnovation</li> <li>• SCP Clearinghouse</li> <li>• Etc.</li> </ul>	<ul style="list-style-type: none"> <li>• UIPI</li> <li>• EU association of EU building and construction experts</li> <li>• BEUC</li> <li>• Covenant of Mayors</li> <li>• Fedarene</li> <li>• Energy cities</li> <li>• EUROCITIES</li> <li>• Make education together network</li> <li>• Flux50 in Flanders</li> <li>• Croatian city association</li> <li>• Croatian center for cooperative entrepreneurship</li> <li>• Energy agencies</li> <li>• Etc.</li> </ul>

*Table 1. Target audiences, messages and channels*

**Clustering activities** are organised with other projects, to increase the outreach potential of the project concepts and raise awareness among a broader spectrum of stakeholders.

As more and more projects are delivered and generate valuable outputs and policy recommendations, it was time to gather and build on each others' strength and knowledge.



The goal is to share ideas and workforce / outreach for communication and dissemination activities, but also for research with the idea to, when possible, combine forces to produce papers, briefings or newsletters together.

The projects we worked with so far include eTEACHER, ECO<sup>2</sup> (both ended), and FeedBack, InBetween, SocialRES, UtilitEE, ENCHANT, WISE, EVIDENT, DECIDE and WHY.

For some of them, the project coordinators are in touch, and have invited each other's to join events (or collaboratively organized some), for others, the communication partners are in touch and ensure that news from one project are shared on the others' networks (social media, enews, etc.). We will continue these actions, and organize more activities if possible. A common briefing could be foreseen.

## 2.7. Media

### Mainstream and specialised media (coverage and articles)

IEECP shares the project results with EU media and the professional press at Member State level, through press releases and articles. So far a first press release and an article were written by IEECP and several articles by partners (see D6.3).

The following are in the pipeline:

- Press release once the shortened survey with consumer profiling is available
- Article on the first year results, building on the COP26 momentum / climate change / behaviour design, with quotes from the project coordinator, Advisory board members. Mention the school pilot, involving kids, and all pilots involving people from various social backgrounds – should people be forced / incentivized to change behaviour to ensure a liveable planet?
- Article with insights from our booklet.
- Policy-focused article.
- Etc.

### Scientific publications

To demonstrate the research findings and raise awareness in the scientific community, publications in technical literature and dedicated journals will be performed by academic and technological partners through publications in peer-reviewed journals and through papers presented at conferences and other events. They will be compiled in a final booklet.

We will ensure the papers follow the open access standards (through self-archiving (green open access) or open access publishing (gold open access)), i.e. without costs for the readers. It is to be noted that Article Processing Charges (APCs) for Open-Access-Publications are eligible costs for project accounting.

Depending on the selected journal or other type of publication, project partners will have to use one of the three different possibilities for open access, namely:

- **Open access publishing** (without author processing charges): partners may opt for publishing directly in OA journals, i.e. journals which provide open access immediately, by default, without any charges,
- **'Gold' OA publishing**: partners may also decide to publish in journals that sell subscriptions, offering the possibility of making individual articles openly accessible (hybrid journals). In such a case, authors will pay the fee to publish the material for open access, whereby most high-level journals offer this option.
- **Self-archiving ('green' OA)**: alternatively, beneficiaries may deposit the final peer-reviewed article or manuscript in an online disciplinary, institutional or public repository of their choice, ensuring open access to the publication within a maximum of six months. When relevant, beneficiaries will moreover deposit at the same time the research data needed to validate the results presented in the deposited scientific publication into a data repository.

Another opportunity arose in 2020, a new way to disseminate the papers: [Open Research Europe](#) provides all Horizon 2020 and Horizon Europe beneficiaries and their researchers with an easy, high quality peer-reviewed venue to publish their results in open access, at no cost to them, and in full compliance with open access policies.

- A first publication was made by ACN, in Resources and Environmental Economics syncsci.com: *SDGs and the engagement of EU citizens: The role of behavioural science in the energy transition*.

Planned publications are:

- One by IMEC, on the prediction modelling part (summer 2022), with target venue Energy Policy.
- One by Fraunhofer, accepted at the eceee Summer Study 2022: *Intervening me softly - Modeling nudging interventions to change electric vehicle user preferences*.
- One by AUEB, on the segmentation study, in ACM SIGEnergy, <https://energy.acm.org>

- At least two scientific publications will be prepared by INEGI:
  - One characterizing the energy use and indoor air conditions on the PT pilot study participant households to be submitted (summer 2022) to the [Special Issue](#) "Integration of Energy, Health and Comfort: Towards a Sustainable Building Stock" of Energies (ISSN 1996-1073).
  - A second paper will be prepared for presenting the main findings of the study (2023).
- Two more are foreseen by ACN.

## Events

### Project events

Specific events are planned in Wp6 to increase the project outreach, filling “pure” communication and dissemination needs, but other events organised in other WPs should be noted here.

- **Focused presentations in the European Institutions** and organization of meetings (i.e. DG JUST and ENER and the European Parliament), mainly planned and supported by CA in M18 to reach the policy targets, with a **session at the European Parliament** on a NUDGE dialogue foreseen in M30.
- **Webinars** – one ‘project focused’ was already organised in November 2021 (“*Understanding energy consumers’ behaviour to design nudging interventions: first dive into the NUDGE project*”), others at a local level by partners: In Croatia, 1st webinar „How to install PV system and what are the benefits”, 2nd webinar „What to do after the installation of the PV system”.

The future ones will focus on:

- A webinar is planned for March 2022 in order to gather the Portuguese pilot participants and keep them engaged (present the NUDGE App, collect information on their experience on using it and provide any clarifications that may be required).
- On nudges and implementation / best practices from pilots, end of 2022.
- On policy implications / recommendations, with Fraunhofer, involving external projects and partners (RAP, the Coalition for energy savings), mid 2023.
- A final webinar will be planned for people who cannot attend the final conference, in the case it cannot be streamed or recorded.
- Another one could be organised specifically for pilot participants.

The recordings are integrated on the project website and on YouTube. Technical and organizational aspects of those webinars will be handled under WP6, whereas the content will be handled by WP responsible partners.



- **Organization of 2-3 workshops in WP5 (M10-M36)**, (a) to collect feedback on the policy recommendation work and inform the policy analysis in task 5.1; (b) to raise awareness among those stakeholders about the project results. Other aims are to ensure that the policy recommendations are derived in a way that allows for their direct usage, as well as to ensure the visibility and the impact of project results and involve experts, both policymakers and consumer associations. WP5 partners will develop the concept and agenda, supported by WP6, while WP6 will take care of all organizational aspects.
- CA will support the organization of a workshop in the EU Parliament, hosted by one or more MEPs active in the area of Energy Efficiency. This interactive session will go beyond the mere communication of the project results, aiming to discuss the real-life implications of the findings and the barriers that have to be overcome in order to make the important step from pilots to policies. The intended participation of this 2-hr workshop will be 40/60 people including leaders of Brussels-based EU umbrella organizations/networks, agencies of Public Relations, MEPs and their assistants, European Commission members, a selection of leaders of national consumer organizations, media, and representatives of energy providers, consumer associations and energy communities.
- SPRING-STOF organised one workshop already and is planning another before the project end (30-40 people per event).
- A **final EU conference** to present the project results, implications and policy recommendations to a wider audience as well as ensure their reproducibility and exploitation, organised by CA in Brussels, will position the project in a more EU scope and make sure policymakers are also involved. We aim at gathering 100-120 participants and link it to another energy-related event for which people are already gathered (EUSEW or similar). The event will be documented with minutes available on the website, and if possible webstreaming. For the final event, the possibility to prepare a policy brief presenting the rationale of the project, its scientific context, its general and specific objectives, main findings in terms of new knowledge, new concepts and European added value, key messages, recommendations for policymakers will be evaluated.

### External events

Partners will be asked to speak about the project at least one conference/workshop/university summer course they attend in their MS and at EU level if applicable, linking in as far as possible with other related EU-funded projects. For partners travelling to attend events, an active role at those events is requested (i.e. info stand, presentation, meetings with key stakeholders, etc). They can

use brochures, posters or presentations. They have to document their participation and report using the monitoring tools.

We invite partners, and will as well, to monitor closely events promoted on the European Competence Center on Behavioral Insights: [https://knowledge4policy.ec.europa.eu/behavioural-insights\\_en](https://knowledge4policy.ec.europa.eu/behavioural-insights_en).

Other interesting events include the ERSS in Manchester from 20-23. June. <https://www.elsevier.com/events/conferences/international-conference-on-energy-research-and-social-science>

### 3. Dissemination and communication activities: summary

NUDGE material and events - TOPIC	WHAT	WHO	WHEN
Poster webinar-based	Poster	IEECP lead (review AUEB, imec)	Feb-22
Article webinar-based / what is NUDGE, project + first results	Article	IEECP lead (review AUEB, imec)	Feb-22
Contact and plan something with sister projects	Briefing, event?	IEECP	Mar-22
Pilot news (article + short newsletter) 1	Web + enews	IEECP + all pilots	Mar-22
Portugal webinar for participants	Webinar	INEGI	Mar-22
Newsletter 3	Enews	IEECP	Apr-22
Which energy consumer profile are you?	Poster	IEECP, (review by AUEB, imec)	May-22
Web area - survey "which energy consumer are you"	Web	IEECP, AUEB, imec	Jun-22
Press release announcing the web survey launch	Media	IEECP	Jun-22
Social media contest / action	Web	IEECP	Jun-22
Newsletter 4	Enews	IEECP	Sep-22
Pilot news (article + short newsletter) 2	Web + enews	IEECP + all pilots	Sep-22
Webinar on nudges and implementation / best practices from pilots	Webinar	IEECP + imec+ all pilots	Oct-22

Pilot news (article + short newsletter) 3	Web + enews	IEECP + all pilots	Jan-23
Policy recommendations	Poster	IEECP + Fraunhofer	Apr-23
Newsletter 5	Enews	IEECP	Apr-23
Pilot news (article + short newsletter) 4	Web + enews	IEECP + all pilots	Jun-23
Webinar policy implications / recommendations, with Fraunhofer, involving external projects and partners (RAP, the Coalition for energy savings)	Webinar	IEECP + Fraunhofer	Jun-23
WP2 booklet	Booklet	IEECP + imec	Jun-23
Booklet poster	Poster	IEECP + imec	Jun-23
Article on the booklet with highlights	Media	IEECP + imec	Jun-23
Policy results article	Media	IEECP + Fraunhofer, check by all	Jun-23
Updated brochure	Brochure	IEECP, all	Sep-23
Focusing on pilot results and actions	Poster	IEECP, all	Sep-23
Newsletter 6	Enews	IEECP	Sep-23
Partners to organise pilot information/conclusion events	Events	Pilots	Sep-23
Gather scientific publications in a booklet	Report	IEECP, all	Sep-23

*Table 2. Summary of the actions listed in this new version of the CDP and tentative timeline*

N.B: the scientific publications are not included in the table as we don't have a timeline yet, but they are nonetheless planned.

## Conclusion

With this document and its suggested actions / content serving as guide to all partners for communication and dissemination activities, NUDGE will benefit from a general effort to increase the project outreach. This document is a living document, this is the second version of the plan made at the beginning of the project. It gathers activities towards the project end.

Further results from the communication and dissemination work will be available in the monitoring reports. Further sections were included in the first version of this document and can be useful for partners, we invite you to check the following aspects available in the annexes: task effort per partner and budget available, KPIs, monitoring process and file. Below table, finally, summarises all actions listed in this document with a tentative planning.



## ANNEXES

### Annex I - Previous version of D6.1



Nudging consumers  
towards energy efficiency  
through behavioural science

### Dissemination and communication plan/strategy (D6.1)

#### Deliverable Information

Nature: Public

Version: 2 (Month 15)

Delivery date: December 31, 2021

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## Project information

<b>Project Title</b>	Nudging consumers towards energy efficiency through behavioural science
<b>Project Acronym</b>	NUDGE
<b>Project Number</b>	927012
<b>Project dates</b>	September 2020 – August 2023

Rev.	Written by	Date	Checked by	Date
1	Marine FABER PERRIO	11/31/20	Filippos Anagnostopoulos	11/12/2020

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## About

Efforts to induce energy-friendly behaviour from end-users through behavioural interventions are characterized by a lack of customer personalization (“one-size-fits-all interventions”), a partial understanding about how different interventions interact with each other and contrasting evidence about their effectiveness, as a result of poor testing under real world conditions.

NUDGE has been conceived to unleash the potential of behavioural interventions for long-lasting energy efficiency behaviour changes, paving the way to the generalized use of such interventions as a worthy addition to the policy-making toolbox. We take a mixed approach to the consumer analysis and intervention design with tasks combining surveys and field trials. Firmly rooted in behavioural science methods, we will study individual psychological and contextual variables underlying consumers’ behaviour to tailor the design of behavioural interventions for them, with a clear bias towards interventions of the nudging type.

The designed interventions are compared against traditional ones in field trials (pilots) in five different EU states, exhibiting striking diversity in terms of innovative energy usage scenarios (e.g., PV production for EV charging, DR for natural gas), demographic and socio-economic variables of the involved populations, mediation platforms for operationalizing the intervention (smart mobile apps, dashboards, web portals, educational material and intergenerational learning practices).

The project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 957012.

## Project partners



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## Introduction

Dissemination, communication and exploitation activities are key to a successful project. The activities described in this document are split between **dissemination activities**, targeting our first level audiences (policymakers at local, regional, national and EU levels as well as public authorities, and end consumers, such as households and schools, and their representatives) and secondary audiences (energy agencies, civil society organizations, research and academia and media) with specific and detailed information on project results, to maximize the impact of the project, as well as **communication activities** targeting larger audiences with the goal to promote the project and enhance its visibility.

This document is the first key project output, ensuring a successful communication and dissemination throughout the project, detailing to partners a strategy that all can follow, pick from and complete, to increase outreach and engage audiences. It will be important that all partners feel involved, as many communication activities will perform better if adapted in national languages and national markets.

The strategy includes a list of our target groups together with detailed actions on how to effectively reach them. This includes for example which tools and distribution channels should be used, with which expected objectives and impacts. KPIs and evaluation mechanisms, risks and challenges as well as modus operandi are also detailed.

It includes a list of events to be targeted during the project lifetime as well as educational and entertainment activities allowing reaching the project communications' objectives, lists of (social) networks to use as potential levers, and strategies to reach them. A first press release is included, to guide partners with a starting message to translate and disseminate to make the project known.

Finally, the strategy includes the project identity, to ensure a better recognition and visibility for the project and be used on all material and outputs

The activities will be monitored using templates, to be filled by all partners and reported in the D6.1 updates. The strategy will be evaluated and updated yearly to ensure targeted events and channels are always up-to-date.

Nota Bene: exploitation strategies and plan are not described in this document, they are part of a stand-alone deliverable, D6.5.

## 4. Objectives of the communication and dissemination activities

This plan / strategy aims at securing actions to increase dissemination and communication of the project results and activities and will be closely linked to all other project tasks which will feed into it.

The main goal of our **dissemination activities** is the use and uptake of NUDGE results, therefore maximizing the impact of our research.

**Communication activities** differ from dissemination as they aim to reach a larger public, that is not limited to the target groups mentioned later in this document. They have the objective to promote the project and enhance its visibility, with an audience as broad as possible, making information about the project and its results easy-to-understand.

Project-specific objectives are to :

- Develop a Communication and Dissemination Plan that identifies target groups, key messages, communication channels, timelines and responsibilities, in order to set up an effective communication and dissemination strategy and guarantee a large uptake and coverage of the project achievements and outputs;
- Share best practices and recommendations for policymakers and other stakeholders, for behaviorally-informed policy decisions, in easy-to-understand formats (posters, infographics, policy and summary briefings, etc.);
- Promote pilot results to increase awareness among consumers and their representatives, in several languages;
- Promote and incentivize the widespread adoption of behaviorally-informed policy interventions at local, regional, national and EU levels, increase awareness about energy-related aspects and nudging techniques;
- Ensure careful attention is put on following the GDPR;
- Create synergies with other projects and initiatives;

## 5. Main project outcomes to disseminate

In addition to specific communication and dissemination material or actions produced by the dedicated Communication and Dissemination Work Package, public results from other packages will be used to increase outreach, generate interest about the project and share results regularly. Below outputs will therefore be widely reused, in their original format or transformed (in briefs, factsheets, videos, infographics, posters).

As can be noted, a challenge is that there is a gap of research published between months 12 and 36 with therefore few outputs to be disseminated / communicated: we will try to come up in this period with interesting outputs to (re)share, and regular news from the pilots. Policy briefs and recommendations towards specific stakeholders (decision-makers, energy providers, technology providers (e.g., smartphone app designers), energy communities and consumer associations) from WP5 (due in M35 but starting in M16) will also feed into WP6 activities:

- Recommendations towards energy providers will include information from KPIs measured in WP3 and address strategic decisions such as pricing policies and their coordination with behavioral interventions.
- Recommendations towards consumer associations will include messages in line with the findings in WP1 about socio-cognitive variables that are most relevant to users' behavior.

### Year 1 – 2021

- **Research methodology for assessing the effectiveness of interventions regarding change of energy efficient behaviour (D2.2, M10)**
- **Profiling of energy consumers: psychological and contextual factors of energy behaviour (D1.1, M12)**

### Year 3 – 2023

- **Easy-to-access and tailored online recommendation tool (D5.2, M32)**
- **Report on recommendations for policymakers and relevant stakeholders (D5.3, M35)**
- **Compilation of provided policy briefs (D5.4, M35)**
- **Final report on the evaluation of nudging interventions through pilot data (D2.3, M36)**
- **Synthesis of published papers in a scientific NUDGE booklet (D6.4, M36)**

## 6. Target audiences, key messages and preferred channels

Activities described in this plan are targeted, using specific channels or direct contacts.

The target groups for NUDGE are listed below. Each target group will be approached using specific messages which will highlight the relevance of the project and a possible return of knowledge, with specific channels, also included.

Primary target groups	
<b>Policymakers at local, regional, national &amp; EU levels</b>	<p>Key messages: Introducing nudging techniques, new policies understanding the different behavioural interventions for energy efficiency. Achieving the full energy transition potential calls for a paradigm shift. NUDGE has been conceived to unleash the potential of behavioural interventions for long-lasting energy efficiency behaviour changes, paving the way to the generalized use of such interventions as a worthy addition to the policy-making toolbox</p> <p>Channels: Events in pilot countries, exhibitions, WP5 workshops, specific briefings linking NUDGE to the current policy framework. Final conference. Policy briefs and recommendations, infographics. Survey results from WP1 will also be turned into infographics and factsheets, while WP4-5 results will be used to develop generic briefings and policy briefs, to make them familiar with the concept and nudging techniques developed, and ensure they use the results. Webinars, clustering activities.</p>
<b>Public authorities</b>	<p>Key messages: Achieving the full energy transition potential calls for a paradigm shift. NUDGE has been conceived to unleash the potential of behavioural interventions for long-lasting energy efficiency behaviour changes, paving the way to the generalized use of such interventions as a worthy addition to the policy-making toolbox.</p> <p>Channels: Events in pilot countries, exhibitions, WP5 workshops; final conference. Other events in museums / schools/ universities or at fairs. Briefs and infographics.</p>
<b>End consumers, such as households &amp; schools, and their representatives)</b>	<p>Key messages: Achieving the full energy transition potential calls for a paradigm shift. Reducing energy consumption demands behavioural changes, from the way we use our heating, cooling and electric appliances, to the way we cater for (structural) energy inefficiencies of our houses. Nudging interventions, without limiting people's options, can support their</p>

	<p>behavioural choices in a predictable manner. Children will be educated on and understand the impact of everyday life decisions on home energy consumption, with the support of intergenerational learning among family members and a great replication potential by transferring lessons learned to parents, family and friends, etc. NUDGE will impact large audiences in terms of awareness-raising on sensitive issues such as energy demand, building design, data collection and use as well as nudging techniques.</p> <p>Channels: Exhibitions, social media, brochures. Trainings and course material from WP3. Project website. Advertisements / publications in local newspaper and public places, like metro, buses, etc. Other events in museums / schools/ universities or at fairs. Specific briefs.</p>
<b>Secondary target groups</b>	
<b>Energy agencies</b>	<p>Key messages: Achieving the full energy transition potential calls for a paradigm shift. A set of five heterogeneous trials (also referred to as pilots) have been carefully selected to demonstrate effective interventions in various scenarios of energy consumption. NUDGE will impact large audiences in terms of awareness-raising on sensitive issues such as energy demand, building design, data collection and use as well as nudging techniques.</p> <p>Channels: workshops organized in collaboration with WP5, Other events in museums / schools/ universities or at fairs, final conference, infographics, website, newsletter, brochure, etc. Webinars, clustering activities.</p>
<b>Civil society organizations</b>	<p>Key messages: Achieving the full energy transition potential calls for a paradigm shift. Reducing energy consumption demands behavioural changes, from the way we use our heating and electric appliances, to the way we cater for (structural) energy inefficiencies of our houses. NUDGE will impact large audiences in terms of awareness-raising on sensitive issues such as energy demand, building design, data collection and use as well as nudging techniques.</p> <p>Channels: workshops organized in collaboration with WP5, other events in museums / schools/ universities or at fairs, final conference, infographics, website, newsletters, brochure, poster. Webinars.</p>

<b>Research &amp; academia</b>	<p>Key messages: Efforts to induce energy-friendly behaviour from end-users through behavioural interventions are characterized by a lack of customer personalization ("one-size-fits-all interventions"), a partial understanding about how different interventions interact with each other and contrasting evidence about their effectiveness, as a result of poor testing under real world conditions. NUDGE takes a mixed approach to the consumer analysis and intervention design with tasks combining surveys and field trials. Firmly rooted in behavioural science methods, we will study individual psychological and contextual variables underlying consumers' behaviour to tailor the design of behavioural interventions for them, with a clear bias towards interventions of the nudging type.</p> <p>Channels: Events &amp; workshops organized in collaboration with WP5, scientific papers and posters, final conference, website. NUDGE scientific booklet. Webinars and clustering activities.</p>
<b>Media</b>	<p>Key messages: Innovative aspect of the project. Project involving end users, various groups (children, families, EV users, etc.), delivering recommendations for multiple stakeholder categories. NUDGE will impact large audiences in terms of awareness-raising on sensitive issues such as energy demand, building design, data collection and use as well as nudging techniques.</p> <p>Channels: press releases, articles, final conference.</p>

*Table 3. Target audiences, messages and channels*



## 7. Dissemination and communication activities in short

NUDGE's team is committed to delivering results and share them through dedicated actions, communication – sharing the project's information and results to multiple audiences, dissemination – making the project results available for use to audiences that may use them, and finally exploitation, making available results to audiences that will use them. they are summarised and categorised in below graphic.



*Figure 5. NUDGE – communication, dissemination and exploitation actions*



## 8. Dissemination and communication tools and responsible partners

### Visual identity and communication guidelines – delivered by Month 1, October 2020

The creation of identity guidelines was prepared by IEECP, after feedback received during the project Kick Off Meeting mid-September 2020: partners were provided with few logo options they could vote on, then the logo was refined and voted on again. The project guidelines include: logo, colours, fonts as well as PPT, Word and Excel templates to be used throughout the project lifetime. All publications should have partners' logos on the front, or very prominently, to ensure brand recognition and make use of the EU emblem and funding source.




*Figure 6. NUDGE logo and tagline*



## Color codes

#ff5c5c 

#e1c9e8 

#ffbd59 

#57E6E2 

#AA0635 

#96D4CD 

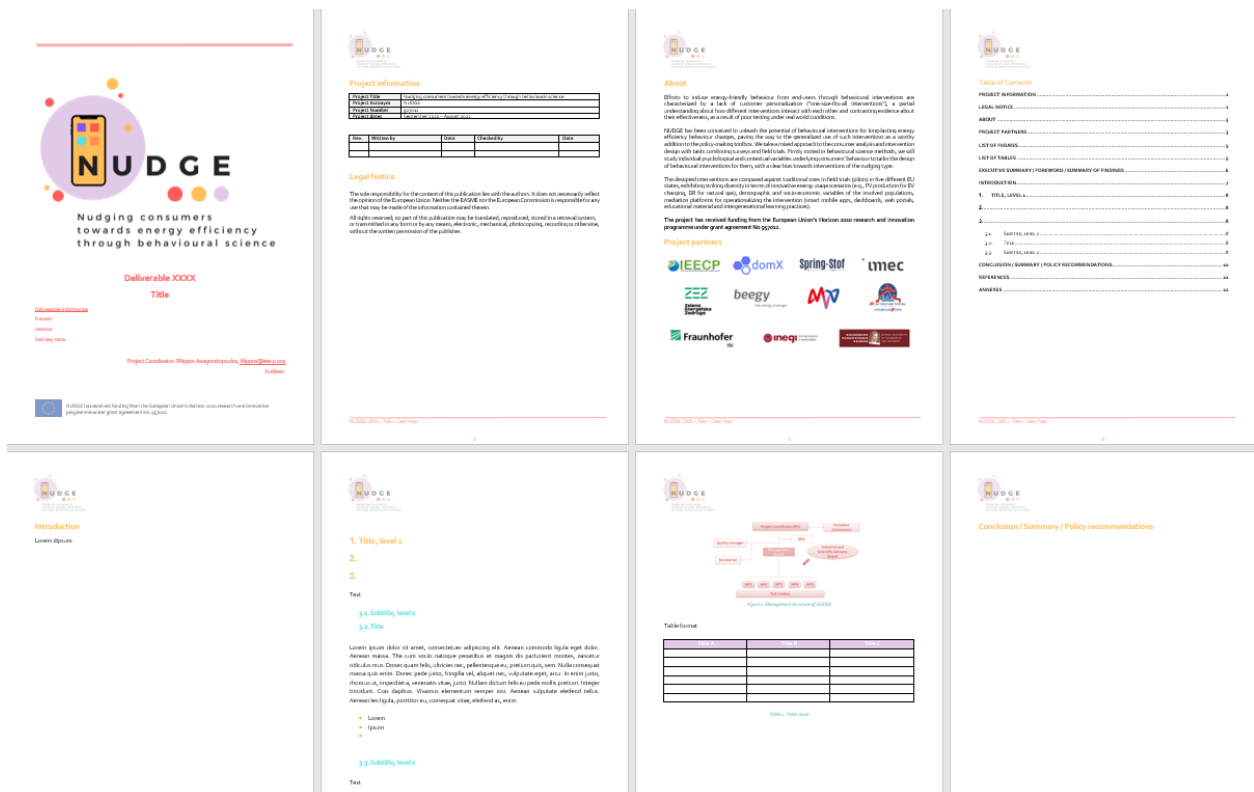
## Font

Corbel

## Icons



Figure 7. Color scheme, fonts and icons



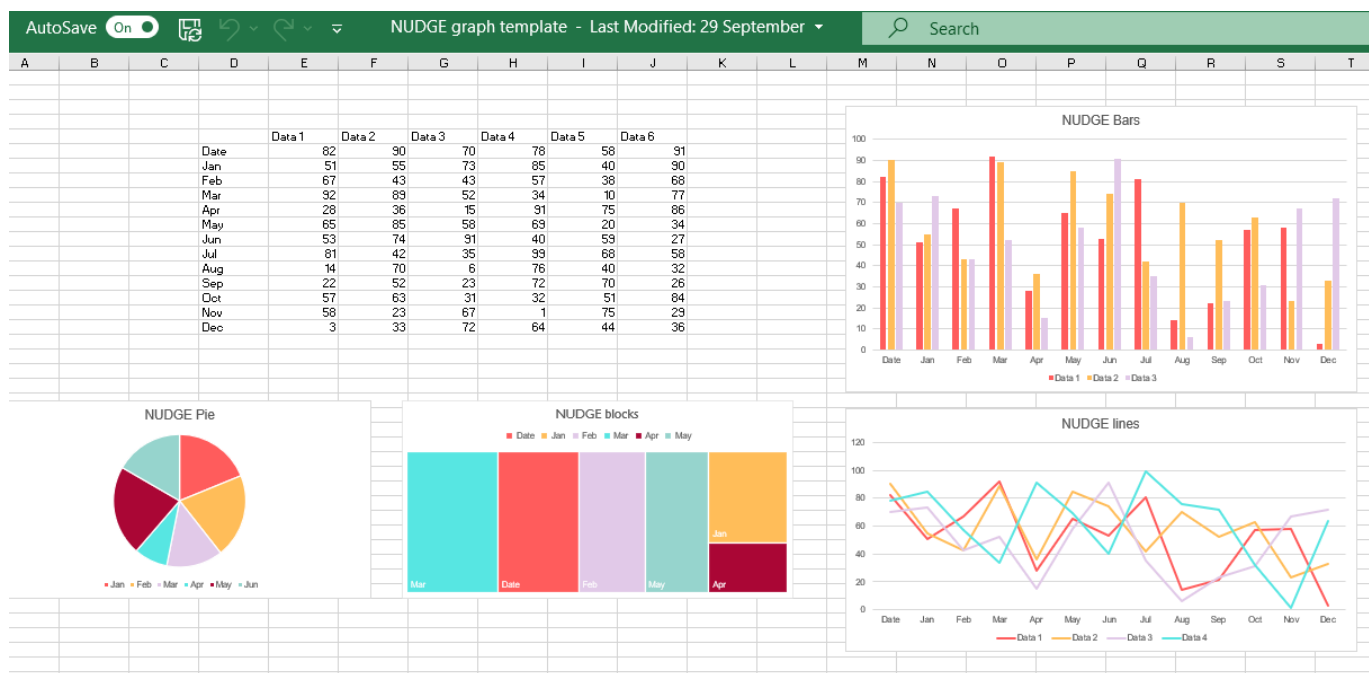
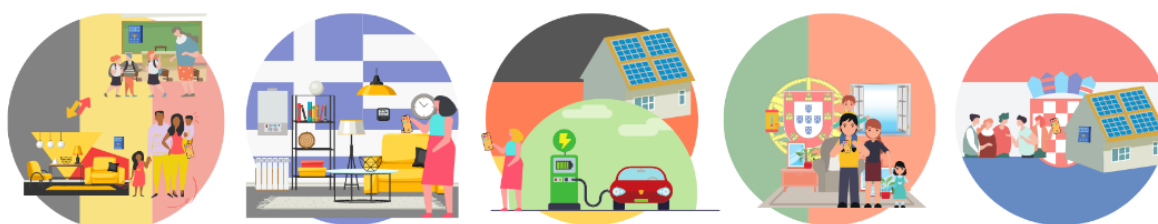


Figure 8. PowerPoint, Excel and Word templates



Nudging consumers  
towards energy efficiency  
through behavioural science



*Figure 9. First project banner highlighting the pilots*

In line with the European Commission's policy on corporate visual identity, Horizon 2020 will be promoted as a verbal brand, meaning no "visual mark" or logotype.

When Horizon 2020 is promoted by beneficiaries and other third parties, the EU emblem (flag) can be used in conjunction with the words "Horizon 2020".



The project NUDGE has received funding from the European Union's Horizon 2020 Research and innovation programme under grant agreement No 957012.

*Figure 10. Reminder of correct disclaimer*

In addition, specific material will be prepared on an opportunity basis when needed for actions: for instance, the surveys prepared in WP1 will benefit from support material such as banners or calls to actions. They will be included in the update of this document at M15.

### 8.1. Offline communication

Different levels of material will be produced to ensure outreach: posters, brochures, videos and more.

#### Promotional Material

A portfolio of promotional materials will be produced to increase visibility of the project. All communication materials will display the EU emblem, the Horizon2020 funding source and, where appropriate, a disclaimer.

Considering the highly-digital aspect of this project, we aim to make it paper-free (no print), having at least a 90% digital communication and dissemination focus. It will also build on the importance of languages of the local pilots (German, Greek, Portuguese, Dutch /Flemish, Croatian and English).

- A **brochure**, translated by partners in our languages, will introduce the project to the pilot stakeholders and allow them to promote their involvement in the project. It will provide an overview of the project with links for readers to find out more, will be written in an accessible language and produced with an eye-catching design. The brochure will be available both in print and online formats. If need be, some partners could support in translating it for the pilot countries. It will be the only printed material, with posters, both including QR codes linking to the digital project material.
- IEECP will develop a **poster** presenting the project objectives and results. Other posters will include WP1 survey results (profiling users) and WP2 nudging techniques.

## 8.2. Online communication

### Supporting material

These will be prepared as digital files, widely disseminated through all project tools and channels.

- **Infographics/factsheets** will use WP2 results, the definition of the NUDGE principle, best-practice cases and related barriers, targeting policy-makers, citizens and others.
- A **policy briefing** will show the effectiveness of the NUDGE principle applied to policy planning and build on the policy recommendations from WP5, towards the end of the project.
- **Additional material** will come from other WPs, such as the policy and decision-makers recommendations from WP5. These will target either directly policymakers or indirectly, or entities and institutions (consumer and energy provider associations, NGOs) that have a dedicated role and involvement in policy adoption and promotion.



## Website

The project website, simple yet complete, will avoid project jargon as end-users will access it to be updated about the project activities (as well as younger target audiences from the Belgian pilot).

Public pages of the website will include generic project information such as

- Information about nudging and the various techniques,
- The project in general, work steps, objectives and partners,
- upcoming events, news,
- Embedded social media items,
- major project developments (reports, videos, factsheets, pilot news, and the WP5 recommendations tool, publicly accessible).

All dissemination documents and public deliverables will be available in electronic format for download and it will also be possible to subscribe to the project newsletter. The website will be easy-to-use and intuitive, providing well-structured information, including contact information and a box to register to the newsletter as well as external resources for clustering dissemination activities with other EU projects. It will be maintained during the project lifetime and 2 years beyond and managed by IEECP.

Partners will need to support in revising the content and provide regular inputs to ensure a lively website, such as news and editorials.

The website core will be in English with at least an information page available in 6 languages, and compliant with the GDPR requirements (privacy policy page, cookies pop up). We will keep track of the visits on the website through Google Analytics. The cookie policy will allow people to decide not to be tracked, following the requirements of the General Data Privacy Regulation (GDPR). The website will remain live 2 years after the project ended.

Finally, a visitor-profile-specific access developed with an asset manager strategy will grant policymakers, general public and others direct access to interesting targeted resources.

The website domain is: [www.nudgeproject.eu](http://www.nudgeproject.eu)

SUBSCRIBE  
TO OUR  
NEWSLETTER

## Clickable item related to energy efficiency...

A short introduction, explaining the concepts some more. This can be a showcase with multiple items inside. We will adapt this a brightly colored and always adding a powerful image.

BIG BUTTON

Achieving the full energy transition potential calls for a paradigm shift, and many solutions are investigated to involve many people and support them in reducing their energy consumption.

NUDGE will study, test and evaluate different behavioural interventions for energy efficiency, paving the way for new policies and human behaviour. The designed interventions are compared against traditional ones in pilots in [Greece](#), [Belgium](#), [Germany](#), [Portugal](#) and [Croatia](#), with diverse and innovative energy use scenarios (e.g., PV production for EV charging, demand response for natural gas), demographic and socio-economic variables of the involved populations, and platforms to make the interventions operational (smart mobile apps, dashboards), web portals, educational material and intergenerational learning practices).



May 2nd, 2021

### TITLE OF THIS UPCOMING EVENT

Some additional leaving text to get the user to click the button.

## PILOTS

All pilots



Interdisciplinary project-based education on home energy consumption for children in Belgium



Optimization of Electric Vehicle charging with self-produced PV power in Germany



Efficient control of heating and District Hot Water preparation for Natural Gas consuming boilers in Greece



Promoting distributed self-production for local energy communities in Croatia



Healthy homes for long-lasting energy efficiency behaviour in Portugal

## LATEST NEWS

All news



### News post highlight

→ Extra additional leaving text to get the user to click the most relevant news item.



### Another one with an extra-long title that goes on multiple lines

→ Some additional leaving text to get the user to click news item.



### Third element in this list with a longer title

→ Some additional leaving text to get the user to click news item.



### Last element in this list

→ Some additional leaving text to get the user to click the most relevant news item.

## PARTNERS

IEECP

domX

imec

ineqi

Fraunhofer

EEA

EEA

EEA

EEA

NUDGE has received funding from the European Union's Horizon 2020 research and innovation programme under grant Agreement No. 957022.

Energy Policy

Energy Efficiency





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[THE PROJECT](#)
[PILOTS](#)
[KNOWLEDGE HUB](#)
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SUBSCRIBE  
TO OUR  
NEWSLETTER

## NUDGING, or nudging?

The holy grail of energy efficiency demands drastic changes in the overall energy-related behaviour of consumers.

We need to better understand all those factors that determine the **consumers' behaviour** and the decisions they make about energy consumption matters.

Since the 1970s, **mandatory or in-kind incentives** (e.g. discount plans and bonuses) have been used as motivation for affecting consumption decisions.

Recent studies have identified ways in which behaviour can be affected without resorting to financial incentives or incentives of any kind.

By far the **most influential of these studies**, the work of Richard Thaler and Cass Sunstein in 2008 established the notion of 'nudging', as 'the aspect of the choice architecture that alters people's behaviour in a predictable way without forbidding any option or significantly changing their economic incentives'.

First used by public authorities to improve the welfare of society, now nudges are more widely spread in diverse areas such as health, transport, taxation, finance, while the implications of nudging techniques for policy design have been realised extensively, also at the highest possible governmental level both in the US and UK.

**Nudging is a soft path, that can make people act or react** – and consume less energy, because they are told their neighbours or peers do so for instance or by changing the default settings of energy devices.

### Examples and instances

Nudges may be classified into six categories:

- Facilitation nudges**: Nudges that make it easier for people to do the right thing.
- Default nudges**: Nudges that set a default option for people.
- Information nudges**: Nudges that provide information to people.
- Commitment nudges**: Nudges that encourage people to commit to a goal.
- Social influence nudges**: Nudges that use social norms to influence behaviour.
- Declarative nudges**: Nudges that use direct communication to influence behaviour.

Instances of all six categories of nudges, together with other types of interventions, will be designed and tested in the NUDGE project. To this aim, a set of five heterogeneous trials pilots will be designed and implemented, selected to demonstrate effective interventions in various scenarios of energy consumption.

The pilots feature widespread geographical coverage across different EU states (Greece, Belgium, Portugal, Germany and Croatia) and build on pre-existing consumer communities with population much higher than the population expected to participate in the planned activities (peer participants).

A preliminary attempt to identify nudges relevant to the scope of the five NUDGE pilots, together with an indication of the category (facilitation, default, social influence, commitment, declarative) they belong to was realised.

These choices will be further revisited upon the early stages of the project to conclude on the most meaningful and promising set of nudges for each pilot. Then, they will be **implemented through test hypotheses and functionality additions** that will assess the effectiveness of their effectiveness in changing the energy efficient behaviour.

These nudges will be **evaluated sequentially**, i.e., each pilot participant will be exposed to a single nudge mechanism during a certain time-span (maximum 2 nudging techniques per pilot). At the same time, and depending on the pilot at hand, more traditional policy mechanisms will be tested out, for example, pricing policies in the case of the German pilot.

### Indicative nudging interventions currently envisaged for each of the five NUDGE pilots:

**Efficient housing and DPM preparation for National Gas consuming business in Germany**

- Facilitation:** These nudges will be evaluated sequentially.
- Declarative:** These nudges will be evaluated sequentially.
- Social influence:** These nudges will be evaluated sequentially.

**Interdisciplinary project-based education on home energy consumption for children in Belgium**

- Facilitation:** These nudges will be evaluated sequentially.
- Declarative:** These nudges will be evaluated sequentially.
- Social influence:** These nudges will be evaluated sequentially.

**Optimisation of EV charging with self-produced PV power in Germany**

- Facilitation:** These nudges will be evaluated sequentially.
- Declarative:** These nudges will be evaluated sequentially.
- Social influence:** These nudges will be evaluated sequentially.

**Healthy business for long-lasting energy efficiency behaviour in Portugal**

- Facilitation:** These nudges will be evaluated sequentially.
- Declarative:** These nudges will be evaluated sequentially.
- Social influence:** These nudges will be evaluated sequentially.

**Promoting distributed self-production for local communities in Croatia**

- Facilitation:** These nudges will be evaluated sequentially.
- Declarative:** These nudges will be evaluated sequentially.
- Social influence:** These nudges will be evaluated sequentially.

### LATEST NEWS

**News post highlight**

Energy efficiency measures have to get the word in order when they are implemented.

**Another one with an interesting title that goes on multiple sites**

With some additional marketing and a bit of the word in order when they are implemented.

**Third element in this list with a longer title**

With some additional marketing and a bit of the word in order when they are implemented.

**Last element in this list**

With some additional marketing and a bit of the word in order when they are implemented.

### PARTNERS







NUDGE has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017722.

*Figure 11. First website screenshots*

## Newsletters

Six newsletters (depending on the work flow but at least twice per year) will be designed based on the identity guidelines and sent to the subscribers from the website. The newsletters will present the project, its first results, objectives and regular updates. Mailchimp will be used as the provider, allowing for monitoring and maintenance of the newsletter list.

All issues will be accessible through an updated archive on the project website. Each newsletter will be published via the social media channels and disseminated via the partners' own tools as well (either fully in English or in national languages, or integrating some items in their own newsletters). Interested stakeholders can register to the newsletter from the website through a GDPR-compliant form.

A newsletter template will soon be developed and shared in the updated edition of this document.

## Social media accounts and strategy

A mix of social media tools will be used to broaden outreach and to create a 'buzz' about the project. A short strategy is included here below.

- The project has its own **Twitter** account where news from the project but also related to our topics will be shared: <https://twitter.com/NUDGEH2020>  
Most tweets will, once the website is ready, re-direct followers back to the website to boost traffic. Specific hashtags (#NUDGEH2020 and #NUDGEPROJECT) are also used for monitoring purposes. All partners are asked to use their own accounts to share project updates and events they are participating in.  
Reminder: always tag the project and the European Commission: @H2020EE (additional accounts that can be tagged: @EU\_Commission, @EU\_H2020 and @EU\_EASME).  
Finally, interesting accounts have been spotted and were among the first to be followed:
  - @eteacherEU
  - @FEEdBACKH2020
  - @MOBISTYLE\_EU
  - @H2020\_UtilitEE
  - @inbetweenprj
  - @REScoopEU
  - @Fedarene
  - @EU\_BUILDUP
- We will build on the **partners' existing accounts for Facebook and LinkedIn** to share information and get visibility with a multiplier effect, rather than creating too many new accounts.
- Hashtags and posts will be regularly shared with partners to ensure consistency.



- Activities will be planned to reach out massively to the grand public with social media contests (Facebook and Instagram, such as “share your best tip to save energy”). If possible, we will integrate on the website the results from these campaigns.

The social media impact will be measured through each media statistics (Twitter analytics for the project-owned account, each partners’ own social media analytics for other accounts). We will report on number of followers, retweets / tweets and impressions.

IEECP is the main responsible for social media work, yet all partners are invited to share news on their accounts and can contribute content whenever possible.

In terms of voice and message, the NUDGE account will focus on sharing project-related news only, not getting engaged into debates or policy stands that are far from the project topic. We will vary contents, sharing news, publications, videos, polls, and adding whenever possible graphs and images as they tend to increase the reader’s attention.

We will finally engage with our audience using replies, retweets and tags.

## **Video Production**

NUDGE has foreseen the development of videos:

- A first video will introduce the project,
- The final video, longer, will focus on pilots and where applicable show results, new outcomes and developments.

The longer one will be reframed in shorter ones for different uses. Pilots will support with videos of the demos.

This video is meant to present the project goals and raise awareness. [Here an example of a video](#) developed for the EU Sustainable Energy Week (EUSEW) Citizens’ Award that we can use as inspiration, explaining shortly how schools and students act as multipliers.

## **Digital networking / partnering – Amplifying our work**

Digital Networking refers to the outreach to interesting organisations (such as platforms, blogs, associations, NGOs, etc.) that can help us spread NUDGE’s messages. A table with first booster targets is available below. These platforms are used regularly to share /upload every project news,

and can be a media channel as well (they differ from basic media, as here you can directly upload your news on the platforms, you do not have to send a press release and wait for it to be picked up). It also differs from clustering activities with other projects, that will be mapped out and looked for in to increase the outreach potential of the project concepts and raise awareness among a broader spectrum of stakeholders.

Platforms and portals	Stakeholders associations
<ul style="list-style-type: none"> <li>• BUILD UP</li> <li>• Construction 21</li> <li>• Cordis</li> <li>• Energy Post</li> <li>• Build Upon</li> <li>• EASME short stories</li> <li>• Energy In Demand,</li> <li>• eceee,</li> <li>• Fleishmann Hillard</li> <li>• Coalition for Energy Savings,</li> <li>• GABC (Global Alliance for Buildings and Construction)</li> <li>• BYInnovation</li> <li>• SCP Clearinghouse</li> </ul>	<ul style="list-style-type: none"> <li>• UIPI,</li> <li>• EU federation of building societies</li> <li>• EU association of EU building and construction experts</li> <li>• BEUC</li> <li>• EURIMA,</li> <li>• EuroACE</li> <li>• EBC, the EU Builders Confederation</li> <li>• The Building owners and managers association international</li> <li>• Covenant of Mayors</li> <li>• Fedarene</li> <li>• Energy cities</li> <li>• EUROCITIES</li> <li>• Make education together network</li> <li>• Flux50 in Flanders</li> <li>• Croatian city association</li> <li>• Croatian center for cooperative entrepreneurship</li> </ul>

*Table 4. Target audiences, messages and channels*

## Media

### Mainstream and specialised media (coverage and articles)

IEECP will share the project results with EU media and the professional press at Member State level, through press releases and articles. We will identify relevant media channels to promote the project findings in specialised press, raising awareness about NUDGE and the challenges and

solutions for policymakers. IEECP will coordinate efforts to ensure that the project is covered in outlets with a wider reach. Partners will support in getting closer to media contacts at the national level and to list other interesting media targets, as well as translate if deemed necessary media pieces. We foresee to publish 10 articles and press releases published in the project's course, completing the set of articles and editorials written for the newsletter and project website with the partners support. The possibility of ads or media partnerships will be considered (METRO magazine for instance, reaching unusual targets). A pre-selection of our key media targets, in Brussels and at member states level, is displayed below. This selection was made to ensure reaching all identified target groups (from policymakers to end-users, research and academia, etc.).

EU and international level	Member State level
<ul style="list-style-type: none"> <li>• Euractiv</li> <li>• MLex</li> <li>• Foresight climate &amp; energy</li> <li>• EU Energy Innovation</li> <li>• REVOLVE</li> <li>• Carbon Pulse</li> <li>• Energy Intelligence</li> <li>• REHVA Journal</li> <li>• Energy Post</li> <li>• European Energy Review</li> <li>• Alternenergymag.com</li> <li>• Recharge</li> <li>• Energetica international</li> <li>• EIBI</li> <li>• EnergyZINE</li> <li>• Energy Matters briefing</li> <li>• EU Energy review</li> <li>• Business Green</li> <li>• Elektor Energy</li> <li>• Guardian ENVIRO</li> <li>• EKOenergy</li> <li>• The Innovation Platform</li> <li>• Health and Environment Journal (Syncsci Publishing)</li> </ul>	<ul style="list-style-type: none"> <li>• Portugal: Jornal Económico, Edifícios et Energia, Smart Cities, Energia em Portugal, Jornal de notícias</li> <li>• Belgium: Facility Management Magazine (only in NL) Pro Facility, Duurzaam, L'Avenir, L'Echo, Het Nieuwsblad, ROB TV, Rondon</li> <li>• Spain: Engineered Systems, mundoenergia.com, <a href="https://elperiodicodelaenergia.com/">https://elperiodicodelaenergia.com/</a>, Energy News todo energia, ABC.es, Energias renovables,</li> <li>• Croatia: OIE Croatia (Renewable Energy Resources Croatia) <a href="https://oie.hr/">https://oie.hr/</a>; Energetika, <a href="http://www.energetika-net.com/">http://www.energetika-net.com/</a>; Aktualno</li> <li>• Greece: AluNET.gr, Energy Press, Polytechnical News, magazine Building Green, efsyn.gr, Michanikos Apps, tvxs, startupper, kathimerini, skai</li> <li>• Germany: Immissionsschutz, Die Zeit, Allgemeine Bauzeitung, Deutsche</li> </ul>

<ul style="list-style-type: none"> <li>Resources and Environmental Economics Journal (Syncsci Publishing)</li> </ul>	<p>Bauzeitung, Deutsches Baublatt, Energy-mag, Enbausa, Neue Energie, EW (Energiewirtschaft), energynet.de</p> <ul style="list-style-type: none"> <li>Italy: Canale Energia, BY innovation, Legambiente, QualEnergia.it, CasaClima, Guidaenergia, Repubblica, Enel News, Corriere, Quotidiano Energia, GreenMe, GreenBiz, Canale Energia, Gestione Energia, Energia e Dintorni</li> </ul>
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*Table 5. Mainstream and specialised press*

### Scientific publications

To demonstrate the research findings and raise awareness in the scientific community, publications in technical literature and dedicated journals will be performed by academic and technological partners through publications in peer-reviewed journals and magazines and through papers presented at conferences and other events: at least 5 open access journal publications, on the definitions of NUDGE (WP<sub>2</sub>), the modelling methodology and outcomes (WP<sub>3</sub>), the policy areas and barriers and success factors for NUDGE (WP<sub>4</sub>) and the requirements for endorsing NUDGE in the energy efficiency policy for buildings (WP<sub>5</sub>). They will be compiled in a final booklet.

We will ensure the papers follow the open access standards (through self-archiving (green open access) or open access publishing (gold open access)), i.e. without costs for the readers. It is to be noted that Article Processing Charges (APCs) for Open-Access-Publications are eligible costs for project accounting.

Depending on the selected journal or other type of publication, project partners will have to use one of the three different possibilities for open access, namely:

- **Open access publishing** (without author processing charges): partners may opt for publishing directly in OA journals, i.e. journals which provide open access immediately, by default, without any charges,
- **'Gold' OA publishing**: partners may also decide to publish in journals that sell subscriptions, offering the possibility of making individual articles openly accessible (hybrid journals). In such a case, authors will pay the fee to publish the material for open access, whereby most high-level journals offer this option.
- **Self-archiving ('green' OA)**: alternatively, beneficiaries may deposit the final peer-reviewed article or manuscript in an online disciplinary, institutional or public repository of their choice, ensuring open access to the publication within a maximum of six months.

When relevant, beneficiaries will moreover deposit at the same time the research data needed to validate the results presented in the deposited scientific publication into a data repository.

Another opportunity arose in 2020, a new way to disseminate the papers: [Open Research Europe](#) provides all Horizon 2020 and Horizon Europe beneficiaries and their researchers with an easy, high quality peer-reviewed venue to publish their results in open access, at no cost to them, and in full compliance with open access policies.

Additional platforms include: Applied Energy, Energy and Buildings, Energy Economics, Energy Policy (Elsevier), International Journal of Energy Sector Management (Emerald), Sustainability (MDPI), Energy Efficiency (Springer), Advances in Building Energy Research, International Journal of Sustainable Energy (Taylor and Francis).

## Events

### Project events

Specific events are planned in Wp6 to increase the project outreach, filling “pure” communication and dissemination needs, but other events organised in other WPs should be noted here.

- **Focused presentations in the European Institutions** and organization of meetings (i.e. DG JUST and ENER and the European Parliament), mainly planned and supported by CA in M18 to reach the policy targets, with a **session at the European Parliament** on a NUDGE dialogue foreseen in M30.
- 4 webinars
  - to present the definition of NUDGE, based on the results coming from WP2 (1),
  - to present the findings of the assessment of the NUDGE impacts from the modelling and MCA scenarios (2),
  - to focus on buildings and the results of WP5 (3), and
  - present the overall project results (4).

The first will be reaching out to the main target groups of NUDGE, while the last one will be targeted to a wider audience. The recordings will be integrated on the project website and on YouTube. Technical and organizational aspects of those webinars will be handled under WP6, whereas the content will be handled by WP responsible partners.

- **Organization of 2-3 workshops in WP5 (M10-M36)**, (a) to collect feedback on the policy recommendation work and inform the policy analysis in task 5.1; (b) to raise awareness

among those stakeholders about the project results. Other aims are to ensure that the policy recommendations are derived in a way that allows for their direct usage, as well as to ensure the visibility and the impact of project results and involve experts, both policymakers and consumer associations. WP5 partners will develop the concept and agenda, supported by WP6, while WP6 will take care of all organizational aspects.

- CA will support the organization of a workshop in the EU Parliament, hosted by one or more MEPs active in the area of Energy Efficiency. This interactive session will go beyond the mere communication of the project results, aiming to discuss the real-life implications of the findings and the barriers that have to be overcome in order to make the important step from pilots to policies. The intended participation of this 2-hr workshop will be 40/60 people including leaders of Brussels-based EU umbrella organizations/networks, agencies of Public Relations, MEPs and their assistants, European Commission members, a selection of leaders of national consumer organizations, media, and representatives of energy providers, consumer associations and energy communities.
- SPRING-STOF will organise 2 events for builder owners, teachers and local government (50 people per event).
- **Workshops for the design of pilot-specific nudging interventions** (WP2, M3-M24). To further design the nudging interventions in more detail, a user-centered approach will be implemented involving end-users. For this purpose, co-creation sessions with the target groups in a workshop format, will be conducted by IMEC, to make sure that nudging techniques are designed in a way that fits the needs of end-users. This process will be carried out separately for each pilot site. The organization of these workshops and the engagement of local consumer populations will be supported by the Italian consumer association Cittadinanzattiva APS.
- Where appropriate the work performed in these workshops will be complemented by **individual meetings of stakeholders**. This applies mainly to consumer associations, energy communities, local Municipalities and, to a lesser extent, energy providers and national policy-makers, such as public officers and Ministry representatives. The design of policies and the formulation of recommendations leverages essentially most of the research and experimentation work carried out on survey and pilot data, namely, the assessment of the designed and tested interventions. Additional inputs to the process are expected through these informal meetings and mini-workshops that will run with one or more stakeholders throughout the duration of the project. Such meetings that, depending on the case, will be structured or free-format, will help factor the viewpoints of individual stakeholders



(practical feasibility and scalability, strategic conflicts) in the analysis of candidate policies. Secondly, the project findings need to find their way to the decision-making levels.

- To engage with our target groups, and mainly the citizens/energy consumers one, we need to be very specific in our activities. **"Entertainment events"** were imagined to ensure their interest, they will be refined along the project life: presentation /exhibition in museums and selected universities / schools, participation to wider-public fairs, digital competition to let people imagine solutions to improve their behavior towards energy use, compilation of the participations in a booklet and/or video.
- A **final EU conference** to present the project results, implications and policy recommendations to a wider audience as well as ensure their reproducibility and exploitation, organised by CA in Brussels, will position the project in a more EU scope and make sure policymakers are also involved. We aim at gathering 100-120 participants and link it to another energy-related event for which people are already gathered (EUSEW or similar). The event will be documented with minutes available on the website, and if possible webstreaming. For the final event, the possibility to prepare a policy brief presenting the rationale of the project, its scientific context, its general and specific objectives, main findings in terms of new knowledge, new concepts and European added value, key messages, recommendations for policymakers will be evaluated.

### External events

Partners will be asked to speak about the project at least one conference/workshop/university summer course they attend in their MS and at EU level if applicable, linking in as far as possible with other related EU-funded projects. For partners travelling to attend events, an active role at those events is requested (i.e. info stand, presentation, meetings with key stakeholders, etc). They can use brochures, posters or presentations. They will have to document their participation and report using the monitoring tools (available below). Potential conferences have already been spotted. The table below provides an overview of events at EU and national level..

IEECP will prepare a template including list and number of participants, presentation, photos, event website, target group reached, etc.

EVENT	LINK
<b>EU level events</b>	
GreenBuild	<a href="http://www.greenbuildeuromed.com/">http://www.greenbuildeuromed.com/</a>
Building Test Expo	<a href="http://www.buildingtestexpo.com/">http://www.buildingtestexpo.com/</a>
Eceee summer study (bi-annual)	<a href="https://www.eceee.org/">https://www.eceee.org/</a>

World Sustainable Energy Days in Austria/Wels	<a href="http://wsed.at/">http://wsed.at/</a>
EUSEW – the EU Sustainable Energy Week	<a href="https://eusew.eu/">https://eusew.eu/</a>
IEPPEC Conference	<a href="https://energy-evaluation.org/">https://energy-evaluation.org/</a>
AIVC conference Ventilation and airtightness in transforming the building stock to high performance	<a href="https://www.aivc.org/resource/ventilation-and-airtightness-transforming-building-stock-high-performance-slides">https://www.aivc.org/resource/ventilation-and-airtightness-transforming-building-stock-high-performance-slides</a>
Renovate Europe Days	<a href="https://www.renovate-europe.eu/">https://www.renovate-europe.eu/</a>
International Association for Housing Science (IAHS) World Congress	<a href="https://iahs2019.org/">https://iahs2019.org/</a>
RECHARGE	<a href="https://www.ihmrecharge.com/">https://www.ihmrecharge.com/</a>
Batibouw	<a href="https://www.batibouw.com/en">https://www.batibouw.com/en</a>
Citizens Energy forum	<a href="https://ec.europa.eu/info/events/citizens-energy-forum-2020-2020-nov-19_en">https://ec.europa.eu/info/events/citizens-energy-forum-2020-2020-nov-19_en</a>
<b>National events</b>	
MCE - Mostra Convegno Expocomfort (IT)	<a href="https://www.mcexpocomfort.it/">https://www.mcexpocomfort.it/</a>
Leuven2030 (BE)	<a href="https://www.leuven2030.be/">https://www.leuven2030.be/</a>
Good Energy conference (organized by ZEZ) - national event with international participants	Link to the event in 2019. <a href="https://www.zez.coop/dobra-energija-2019/">https://www.zez.coop/dobra-energija-2019/</a>
Energy Future of Croatia Conference (HR)	<a href="https://lider.events/energetika/">https://lider.events/energetika/</a>
Energy Democracy Summit (HR)	<a href="http://www.sed2019.com/">http://www.sed2019.com/</a>
Fair and Congress event for Electrical & Thermal Energy (HR)	<a href="https://www.zv.hr/sajmovi-7/energetika-interklima/posjetitelji-2629/o-sajmu-2639/2639">https://www.zv.hr/sajmovi-7/energetika-interklima/posjetitelji-2629/o-sajmu-2639/2639</a>
Energy Day in Croatia - forum	<a href="http://www.hed.hr/wp-content/uploads/2019/02/1.poziv_hr.pdf">http://www.hed.hr/wp-content/uploads/2019/02/1.poziv_hr.pdf</a>
CLIMATHERM ENERGY GREECE	<a href="https://climatherm.gr">https://climatherm.gr</a>

*Table 6. Preliminary list of events*

### 8.1. Task effort per partner and budget available

IEECP will lead this work package, allowing NUDGE to benefit from its well-established European communication and dissemination channels.

IEECP will use its own channels to increase the communications outreach and include news items in its newsletters when available (sent to GDPR compliant recipients throughout Europe), post

news on its social media accounts, Twitter, Facebook and LinkedIn as well as include information on IEECP's website. Its networks will be leveraged, and relevant social media groups will be used to share information.

All partners will contribute to dissemination and communication activities and carry out national dissemination activities (including translations of abstracts of deliverables, press releases and key outcomes when required). Pilot languages will be used to increase outreach, especially for media (press releases) and short outputs (briefings).

CA will lead the exploitation work, and support outreach to the European institutions and consumer associations.

Partner	WP6	Task 6.1	Task 6.2	Task 6.3	Task 6.4	Task 6.5	Budget
IEECP	11	1	3.5	3.5	2	1	Website development: 3500€
DomX	2		0.5			1.5	
AUEB	1		1				
FRAUNHOFER	2		1			1	
INEGI	1		1				
ZEZ	1		1				2 workshops for households, 3000€, printing costs 2000€
MVV	2		1			1	1.000€ for communication material. At beegy: 700€ to organise participants meetings and 1000€ for comms material
IMEC	1		1				
SSTOF	1				1		
CA	5		1		2	2	Workshops and EU event + final conference: 15000€, also covering speakers' travels. 3000€ for translation
<b>TOTAL in PM</b>	<b>27</b>						

*Table 7. Effort per partner in man-months*

## 9. Building up synergies

There exist several past and ongoing research projects and other activities in which each partner participates. There also exist projects where more than one NUDGE partners participate, e.g. the EU H2020 InterConnect project. Part of the infrastructure that is (re)used in the pilots is due to such projects, e.g., the EU FP7 HEALS project. Recommendations from other national and international projects are reflected in the design of the project. Additionally, the project partners bring in insights from previous projects about behavioural and technical interventions.

As more and more projects are delivered and generate valuable outputs and policy recommendations, it was time to gather and build on each others' strength and knowledge. A lot of ongoing projects now start partnerships, sharing results or links on the websites, and the consortium believed it is of high value to start such partnerships with key projects.

The goal is to share ideas and workforce / outreach for communication and dissemination activities, but also for research with the idea to, when possible, combine forces to produce papers, briefings or newsletters together.

The main tools used for clustering activities will be social media and the website. The website will contain an External Resources page, where existing works of other platforms and interesting related projects will be listed.

A preliminary list of projects is included below, they will be contacted in the first months of the project:

- [InterConnect](https://interconnectproject.eu/) - <https://interconnectproject.eu/>
- inBetween – [www.inbetween-project.eu](http://www.inbetween-project.eu)
- BRIDGE - <https://www.h2020-bridge.eu/>
- eTEACHER - <http://www.eteacher-project.eu/>
- UtilitEE - <https://www.utilitee.eu/>
- SocialRES - <https://socialres.eu/>
- BENEFFICE - <http://www.beneffice.eu/news>
- Eco-bot - <http://eco-bot.eu/news/>

## 10. Overview of the Planned Use of the Communication/ Dissemination Tools and KPIs

Activity	Nature	Objective	Target audience	Expected audience	Monitoring tool
Website	DIS/COM	Increasing knowledge on the project topic / Making information easy-to-understand	Primary and secondary	1000 unique visitors per year 500 downloads per year An average of 2.5 min stay	Google Analytics account set up when website launched.
E-newsletters	DIS	Making information easy-to-understand & communicate to the different stakeholders in EU and nationally	Primary and secondary	6 items: 150 recipients from the web registration box, 1500 reached with partners' enews	MailChimp emailing system
Social Media channels	DIS/COM	Creating awareness and familiarity with the project topic, objectives and results	Primary and secondary	Reach at the project end: 200 followers on Twitter / 100 retweets 200 likes on Facebook posts, 300 on LinkedIn	Twitter and Facebook own analytics, partners' reporting
Videos	DIS/COM	Creating awareness and familiarity with the project topic, pilots, objectives and results	Primary and secondary	Get 300 views	Youtube statistics
Project Brochure	COM	Creating awareness and familiarity with the project topic, objectives and results	Primary and secondary	200 downloads per year from the website, 700 printed copies distributed (EN + pilot languages)	Number of downloads on the website, number of copies distributed and where tracked
Policy briefings	DIS	Show the effectiveness of the NUDGE principle for policy planning	Policymakers	Sent in 100 targeted emails	List of stakeholders targeted
Infographics and posters	DIS/COM	Translating the project topic, objectives and results into a non-scientific language and	Policy-makers, consumer	200 downloads per year	Number of downloads on the website,

		in a clear and impactful way + present the results to a scientific audience	associations and research community	15 events in total where the posters are displayed	number of copies distributed and where tracked
Articles	COM	Creating awareness and familiarity with the project topic, objectives and results	Target groups and beyond project community	Readership expected: about 5 articles per year	Media monitoring performed regularly. Copies of the articles shared on our website.
Digital networking and clustering activities with EU projects	COM	Creating awareness and familiarity with the project topic, objectives and results	Target groups and beyond project community	Have our project referenced online on about 20 other websites and referenced to at EU-projects' meetings and conferences, at least 2 partnership events	Digital monitoring
Conferences	COM	Present the project topic, objectives and share the results, engage with our different target groups	Ensure an outreach to ALL target groups	Expected audience of 80-100 participants per conference, participation to at least 6 EU-wide events	Number and list of participants if available. Photos. Minutes. Events link
Webinars	COM /DIS	Present the project topic, objectives and share the results, engage with our different target groups	All and broader	3-4 webinars gathering 50-70 participants each	Statistics from webinar tool
Workshops (WP5)	DIS	Engage policymakers and consumer associations	Policymakers and consumer associations	20-30 participants in each	List of participants, minutes
Scientific publications / Booklet	DIS	Present / analyse project results into scientific papers, gathered in a booklet	Research and academia	400 download from the website	List of places where uploaded, statistics
Final conference	COM /DIS	Present the project topic and share results	All	100-120 participants	Monitoring file, photos, presentations and minutes

Note: (DIS=Dissemination; COM=Communication)



*Table 8. Overview of planned tools and KPIs*









## Conclusion

With this document and its suggested actions / content serving as guide to all partners for communication and dissemination activities, NUDGE will benefit from a general effort to increase the project outreach.

This document, as mentioned in the introduction, is a living document and will be completed regularly to ensure it is up-to-date.

Specific events and partnerships will be focused on.

Further results from the communication and dissemination work will be available in the monitoring reports.

## ANNEXES

### Annex I - WP6 Deliverables and milestones

Only one milestone is linked to these activities:

- MS 13 - Overall communication, dissemination and exploitation Activities information available, M36, means of verification: D6.3

The communication and dissemination project deliverables are listed below:

- D6.1 - Dissemination and communication plan/strategy, including project identity, and updates (M3, M15, M25)
- D6.2 - Informational and marketing material package (brochure, posters, briefings) (M24-36)
- D6.3 - Reporting on all dissemination and communication activities, including media publications and events reports (M12, 24, 36)
- D6.4 - Synthesis of published papers in a scientific NUDGE booklet (M36)
- D6.5 - Exploitation strategy and plan, and updates (M12, 24, 36)



## Annex II - Ideas of posts and articles

### Potential tweets / social media posts

- Discover the nudging concept & much more in a new project coordinated by IEECP: @NUDGEH2020 - We'll study, test & evaluate different behavioural interventions for energy efficiency in Greece, Belgium, Germany, Portugal & Croatia, paving the way for new policies & human behaviour
- NUDging consumers towards energy Efficiency through behavioral science #NUDGEH2020 - Our website is under construction, but subscribe already to receive project news <https://nudgeproject.eu> w/ @domX\_IoT @FraunhoferISI @MVV\_Partner @beegy\_Team @auebimba @INEGIPTORTO @imec\_int @Cittadinanzatti

### First project press release

## Five countries to become the field of behavioural experiments to encourage energy efficiency habits

**Amsterdam, September 29 – Achieving the full energy transition potential calls for a paradigm shift, and many solutions are investigated to involve as much people as possible and support them reducing their energy consumption. This September 2020, 10 partners gathered online to kick-off NUDGE, a new project funded by the Horizon 2020 European programme. Their goal? To study, test and evaluate different behavioural interventions for energy efficiency in Greece, Belgium, Germany, Portugal and Croatia, paving the way for new policies and human behaviour.**

The EU has ambitious targets for increasing energy efficiency and mitigating climate change, aiming that there are no net emissions of greenhouse gases by 2050. To achieve this and other targets, much effort and investment are focused on digital infrastructure (e.g., smart meters) that enables energy consumers to monitor and manage their energy usage more actively and efficiently.

Reducing energy consumption demands behavioural changes, from the way we use our heating and electric appliances, to the way we cater for (structural) energy inefficiencies of our houses. Moving away from financial incentives, recent studies and social engagement practices have identified ways to influence behaviour through nudging interventions that, without limiting people's options, can support their behavioural choices in a predictable manner.

Even though nudging techniques have been considered in the energy sector, our understanding of their potential application is still limited. And this is where NUDGE will play a crucial role. NUDGE is set up to analyse people's behaviour, and to design and test nudging interventions in five EU Member States (Greece, Belgium, Germany, Portugal and Croatia) in households, energy communities, and schools, and various socio-economic factors. All



interventions are rooted in fundamental principles of behavioural science, and since the field of application is energy efficiency, the comfort of participants is only set to increase!

In this Research & Innovation Horizon2020 project, field experiments are coupled with randomized control trials to assess the impact and effectiveness of the interventions, and employ a mix of approaches, including qualitative and quantitative research method. Most of the research and experimentation is also focused on the design of policies and the formulation of recommendations specific to each country.

For instance, interventions include an interdisciplinary project-based education on home energy consumption for children in Belgium, where children will be educated on and understand the impact of everyday life decisions on home energy consumption, with the support of intergenerational learning among family members and a great replication potential by transferring lessons learned to parents, family and friends. Electricity smart-meters will be installed at the children households and schools, with a dashboard to visualize the collected consumption data. The social comparison with the households of classmates will be one of the nudging interventions.

For more information on the project and cases, visit <http://www.ieecp.org/project/nudge/> and contact us.

## PRESS CONTACT

Marine FABER PERRIO

Email: [marine@ieecp.org](mailto:marine@ieecp.org)

Phone: +33 6 10 04 75 64

## About NUDGE

Efforts to induce energy-friendly behaviour from end-users through behavioural interventions are characterized by a lack of customer personalization ("one-size-fits-all interventions"), a partial understanding about how different interventions interact with each other and contrasting evidence about their effectiveness, as a result of poor testing under real world conditions. NUDGE has been conceived to unleash the potential of behavioural interventions for long-lasting energy efficiency behaviour changes, paving the way to the generalized use of such interventions as a worthy addition to the policy-making toolbox. We take a mixed approach to the consumer analysis and intervention design with tasks combining surveys and field trials. Firmly rooted in behavioural science methods, we will study individual psychological and contextual variables underlying consumers' behaviour to tailor the design of behavioural interventions for them, with a clear bias towards interventions of the nudging type. The designed interventions are compared against traditional ones in field trials (pilots) in five different EU states, exhibiting striking diversity in terms of innovative energy usage scenarios (e.g., PV production for EV charging, DR for natural gas), demographic and socio-economic variables of the involved populations, mediation platforms for operationalizing the intervention (smart mobile apps, dashboards, web portals, educational material and intergenerational learning practices).

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## Partners



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The evaluation form should be used (and of course adapted if needed) at every project-branded event, to have feedback from the audience. It may be used in printed version to be filled by the participants on-site or online, to be filled after the event. It will be translated when needed and should be put in a NUDGE template.

### Title of the event, Date

1. How would you rate the event of today? Please tick the most relevant box.

1 very poor    2 poor    3 fair    4 good    5 excellent

	1	2	3	4	5	Comments
<b>Presentations content</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Quality of the discussion</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Overall usefulness</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Format of the event</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<i>Other:</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2. With what key messages and/or new ideas do you go home? Please specify.

1.

2.

3.

3. Was anything important missing in the debate? If yes, what? Other comments?

4. What kind of organisation do you represent?



<input type="checkbox"/> Local Government – department/role: <input type="checkbox"/> Regional government or institution - department/role: <input type="checkbox"/> National government or institution - department/role: <input type="checkbox"/> International organisation	<input type="checkbox"/> Business <input type="checkbox"/> NGO or consumer association <input type="checkbox"/> End-user <input type="checkbox"/> Research institute <input type="checkbox"/> Other:
---	--

5. Which country do you represent?

OPTIONAL: Your name and email, if you want to get updates on the NUDGE results:

Thank you for providing us with valuable feedback!





## ANNEX IV – Privacy and cookies policy

This Privacy Policy describes, in accordance with the EU General Data Protection Regulation 2019/679, how and when NUDGE, a project funded by the EU Horizon 2020 research and innovation programme under the number 889385, collects, uses and shares [www.nudgeproject.eu](http://www.nudgeproject.eu) visitors' or NUDGE's newsletter recipients information.

The project website was designed by [Exelmans](#) while being managed by IEECP for the NUDGE consortium from December 2020.

IEECP – Amsterdam Sloterdijk Teleport Tower, Kingsfordweg 151, 1043GR, Amsterdam, The Netherlands – [www.ieecp.org](http://www.ieecp.org)

When using this website or subscribing to our newsletter, you consent to the collection, storage, processing and use of your information as described in this document.

### Personal information we collect

When you visit the NUDGE website, NUDGE automatically collects, via cookies installed to make the website operational and gather analytics data, some information about your device, including information about your web browser, IP address, time zone. Additionally, we collect some information about the individual web pages or documents you view, and information about how you interact with the website. NUDGE refers to this automatically collected information as "Device Information."

We also collect, use and store the contact information filled when you subscribe to our newsletter: by ticking the box under the form, you freely consent to the processing of your information, used only for the project to send you the newsletter.

### NUDGE collects Device Information using the following technologies:

– "Cookies" are data files that are placed on the visitors' device or computer and often include an anonymous unique identifier. You can delete all cookies already on your device by clearing the browsing history of your browser. This will remove all cookies from all websites you have visited. Be aware though that you may also lose saved information (e.g. saved login details, site preferences). Most browsers allow you to block or delete cookies. For more information on how to set the preferences for cookies, please refer to the instructions provided by your browser. You can find out more about cookies and how to control them on [www.allaboutcookies.org](http://www.allaboutcookies.org). Please note that If you block our use of cookies, you may be unable to access certain pages of our website and certain services or functions may become unavailable or malfunction.



– “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

– “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how visitors browse the Site.

Additionally, when visitors contact NUDGE through the website, we collect certain information, including their name, and email address. We refer to this information as “Contact Information.”

When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information and Contact Information.

### **How do we collect visitors’ data?**

We collect and process data when visitors:

- Register online for receiving information on new material (newsletter).
- Voluntarily complete a survey or provide feedback via email or via links shared on the website.
- Use or view our website via their browser’s cookies.
- Register online to our events or webinars.

### **How do we use visitors’ personal information?**

We use the Contact Information to communicate with visitors and when in line with the preferences each visitor has shared with us, provide them with information or advertising related to the project and its developments.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our audience browses and interacts with the Site, and to assess the success of our communication and dissemination campaigns).

### **Sharing visitors’ personal information**

We share visitors’ Personal Information with third parties to help us use their Personal Information, as described above. This includes website hosting and mailing list providers. We also use a statistics tracker such as Google Analytics or Monsters Insights to help us understand how our audience uses the NUDGE website. More about how Google uses visitors’ Personal Information is available here: <https://www.google.com/intl/en/policies/privacy>. One can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>



Finally, we may also share visitors' Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful requests for information we receive, or to otherwise protect our rights. We may also share visitors' Personal Information with EASME (European Agency for SMEs) in order to fulfil our contractual obligation under the Horizon 2020 programme in terms of project delivering, but not in the form of a public deliverable.

### **Behavioural advertising**

As described above, we use visitors' Personal Information to provide them with NUDGE deliverables that we believe may be of interest to them.

### **How do we store visitors' data?**

We securely store visitors' data in our internal databases (Sharepoint) and on the project website back office.

We will keep visitors' Personal Information for the entire period of the project and for 5 additional years as required by law for controls on Horizon 2020 projects. Data will therefore be available to the relevant European Commission Agency, the Executive Agency for Small and Medium-sized Enterprises (EASME). Once this period has expired, we will delete visitors' data from the databases.

### **Do not track**

Please note that we do not alter our website data collection and use practices when we see a Do Not Track signal from a visitor's browser.

European residents visiting the website have the right to access personal information we hold about them and to ask that their personal information be corrected, updated, or deleted. If visitors would like to exercise this right, they can [contact us](#).

### **Data retention**

When visitors contact us through the Site, we will maintain their Contact Information for our records unless and until they ask us to delete this information.

If a newsletter subscriber wishes not to receive it anymore, he/she can click directly in the newsletter button to do so, or can unsubscribe by sending an email to the [communications manager](#).

### **Changes**



We may update this privacy policy from time to time to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons. The latest update to the document was made on October 30, 2020.

### **Links to other websites**

The NUDGE website includes links to third-party websites as we share interesting resources and sister projects. We are not responsible for the privacy & cookies policies of third parties, nor are we responsible for the information or content these websites contain. Please refer to the privacy & cookies policies of these websites directly.

### **What are visitors' data protection rights?**

The NUDGE Consortium would like to make sure visitors are fully aware of all your data protection rights. Every user is entitled to the following:

**The right to access** – Visitors have the right to request NUDGE for copies of one's personal data.

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**The right to restrict processing** – Visitors have the right to request that NUDGE restrict the processing of their personal data, under certain conditions.

**The right to object to processing** – Visitors have the right to object to NUDGE's processing of their personal data, under certain conditions.

**The right to data portability** – Visitors have the right to request that NUDGE transfers the data that we have collected to another organization, or directly to them, under certain conditions.

You also have the right to lodge a complaint with your national Data Protection Authority pursuant to Article 77 of the Regulation (EU) 2016/679, if you believe that your personal data have been processed in violation of any applicable law concerning data protection. You can find the contact details of all national data protection authorities [here](#).

If visitors make a request, we have one month to respond to their request. If a visitor would like to exercise any of these rights, please [contact us at our email](#).



En cliquant sur « Accepter tous les cookies », vous acceptez le stockage de cookies sur votre appareil pour améliorer la navigation sur le site, analyser son utilisation et contribuer à nos efforts de marketing.



*Figure 13. Website cookie parameters*

## Annex I - WP6 Deliverables and milestones

Only one milestone is linked to these activities:

- MS 13 - Overall communication, dissemination and exploitation Activities information available, M36, means of verification: D6.3

The communication and dissemination project deliverables are listed below:

- D6.1 - Dissemination and communication plan/strategy, including project identity, and updates (M3, M15, M25)
- D6.2 - Informational and marketing material package (brochure, posters, briefings) (M24-36)
- D6.3 - Reporting on all dissemination and communication activities, including media publications and events reports (M12, 24, 36)
- D6.4 - Synthesis of published papers in a scientific NUDGE booklet (M36)
- D6.5 - Exploitation strategy and plan, and updates (M12, 24, 36)



## Annex II - Ideas of posts and articles

### Potential tweets / social media posts

- Discover the nudging concept & much more in a new project coordinated by IEECP: @NUDGEH2020 - We'll study, test & evaluate different behavioural interventions for energy efficiency in Greece, Belgium, Germany, Portugal & Croatia, paving the way for new policies & human behaviour
- NUDging consumers towards energy Efficiency through behavioral science #NUDGEH2020 - Our website is under construction, but subscribe already to receive project news <https://nudgeproject.eu> w/ @domX\_IoT @FraunhoferISI @MVV\_Partner @beegy\_Team @auebimba @INEGI PORTO @imec\_int @Cittadinanzatti

### First project press release

## Five countries to become the field of behavioural experiments to encourage energy efficiency habits

**Amsterdam, September 29 – Achieving the full energy transition potential calls for a paradigm shift, and many solutions are investigated to involve as much people as possible and support them reducing their energy consumption. This September 2020, 10 partners gathered online to kick-off NUDGE, a new project funded by the Horizon 2020 European programme. Their goal? To study, test and evaluate different behavioural interventions for energy efficiency in Greece, Belgium, Germany, Portugal and Croatia, paving the way for new policies and human behaviour.**

The EU has ambitious targets for increasing energy efficiency and mitigating climate change, aiming that there are no net emissions of greenhouse gases by 2050. To achieve this and other targets, much effort and investment are focused on digital infrastructure (e.g., smart meters) that enables energy consumers to monitor and manage their energy usage more actively and efficiently.

Reducing energy consumption demands behavioural changes, from the way we use our heating and electric appliances, to the way we cater for (structural) energy inefficiencies of our houses. Moving away from financial incentives, recent studies and social engagement practices have identified ways to influence behaviour through nudging interventions that, without limiting people's options, can support their behavioural choices in a predictable manner.

Even though nudging techniques have been considered in the energy sector, our understanding of their potential application is still limited. And this is where NUDGE will play a crucial role. NUDGE is set up to analyse people's behaviour, and to design and test nudging interventions in five EU Member States (Greece, Belgium, Germany, Portugal and Croatia) in households, energy communities, and schools, and various socio-economic factors. All



interventions are rooted in fundamental principles of behavioural science, and since the field of application is energy efficiency, the comfort of participants is only set to increase!

In this Research & Innovation Horizon2020 project, field experiments are coupled with randomized control trials to assess the impact and effectiveness of the interventions, and employ a mix of approaches, including qualitative and quantitative research method. Most of the research and experimentation is also focused on the design of policies and the formulation of recommendations specific to each country.

For instance, interventions include an interdisciplinary project-based education on home energy consumption for children in Belgium, where children will be educated on and understand the impact of everyday life decisions on home energy consumption, with the support of intergenerational learning among family members and a great replication potential by transferring lessons learned to parents, family and friends. Electricity smart-meters will be installed at the children households and schools, with a dashboard to visualize the collected consumption data. The social comparison with the households of classmates will be one of the nudging interventions.

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7. With what key messages and/or new ideas do you go home? Please specify.

4.

5.

6.

8. Was anything important missing in the debate? If yes, what? Other comments?

9. What kind of organisation do you represent?



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10. Which country do you represent?

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If visitors make a request, we have one month to respond to their request. If a visitor would like to exercise any of these rights, please [contact us at our email](#).



En cliquant sur « Accepter tous les cookies », vous acceptez le stockage de cookies sur votre appareil pour améliorer la navigation sur le site, analyser son utilisation et contribuer à nos efforts de marketing.

Autoriser tous  
les cookies

Paramètres des  
cookies

*Figure 14. Website cookie parameters*