



Nudging consumers
towards energy efficiency
through behavioural science

Deliverable 6.2 Informational and marketing material package

Deliverable Information

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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).

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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1. Executive summary and Introduction

Communication and dissemination are essential to any project or initiative, to serve various purposes: **developing the project identity**, ensuring the project is recognized, **mapping stakeholders**, and understand what they need to know, how they receive the information, and more, **inform**, ensuring people know about it in the first place, and understand its purpose – what is this project and why does it exist / receive money from Europe-, **transfer** - make sure its findings are reaching people who need to know about them and will use them (here policymakers as well as researchers mostly), as well as, sometimes, **convince** stakeholders. NUDGE, a project funded by the European Horizon 2020 programme is no other, and should receive communication and dissemination support to achieve all listed objectives. The project communication and dissemination manager, from IEECP, is ensuring, with all partners, that these objectives are met, adding that research findings and results are most often shared in another format than the original one. By doing so, we ensure stakeholders receive the project information in a way that best serves their time, understanding and needs.

This report presents in a short way all informational, educational and marketing *material* that served these purposes during the project lifetime. Note that this report should be seen as a catalogue of available material, and does not report on activities, such as website management or social media posts (rather banners developed for them), statistics, extensive partner communication and dissemination effort results, articles or events. You will therefore find in this report the press releases or articles written by NUDGE to inform and promote the project, but not the articles mentioning the project.

All listed above are available in other deliverables; *D6.3 - Reporting on all dissemination and communication activities, including media publications and events reports* (final report) and the project scientific booklet, D6.4.

This report is the final update of D6.2, and the main changes since the interim version can be reported in 2 sections: chapter 3 was further completed with additional material (and more details) while chapter 4 was updated from a future-looking perspective to a past one, including all new material developed. The conclusion adds more ideas for the coming months and what is left in the plan.



2. Project identity and first informational and marketing material – step 1, prepare

The first step when preparing informational and marketing material was to set the stage, and ensure we were creating an original and recognizable project identity while making sure partners had the tools at hand to present the project. While results were not yet available, the first material prepared focused on presenting NUDGE, its objectives, work programme and pilots.

2.1. Identity, guidelines and templates

A specific identity was developed for the project as a first step, to ensure recognition with a colourful logo, playing on the phone and applications (major project tools for the nudges) and a strong presence. The identity includes colour codes, fonts, logotypes and how to use them. Templates were also defined for coordination and alignment among partners, including PowerPoint (for event presentations), Word (for reports and press releases) and HTML (newsletter) templates. Guidelines assemble the “rules” to use them. [For more information, see D6.1.](#)

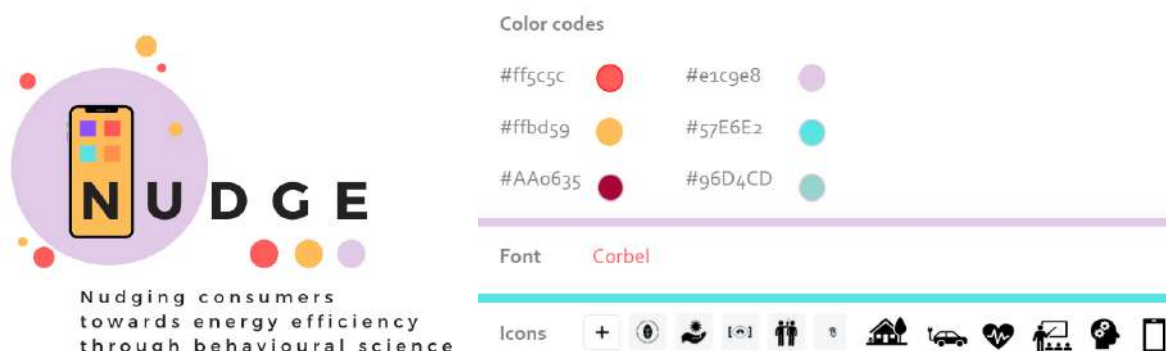
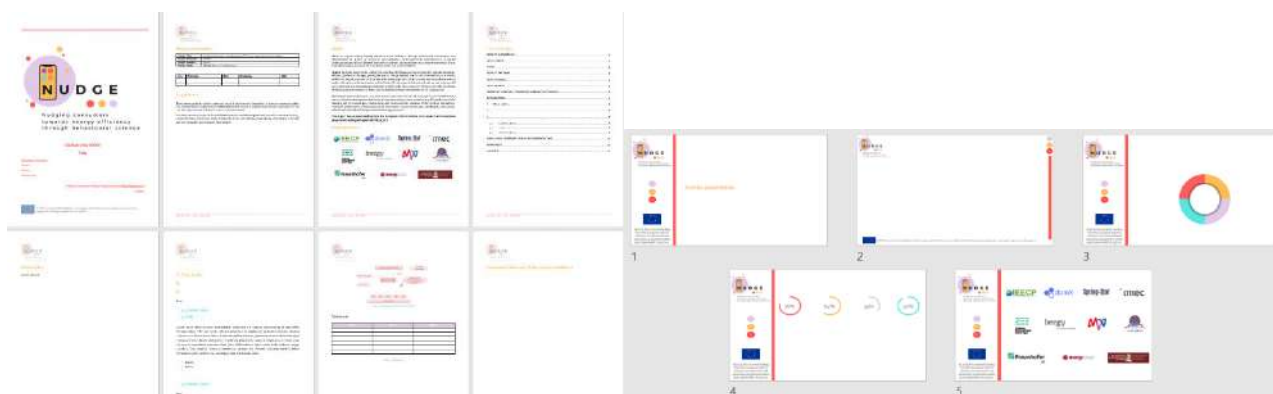


Figure 1. NUDGE logo and tagline, color codes



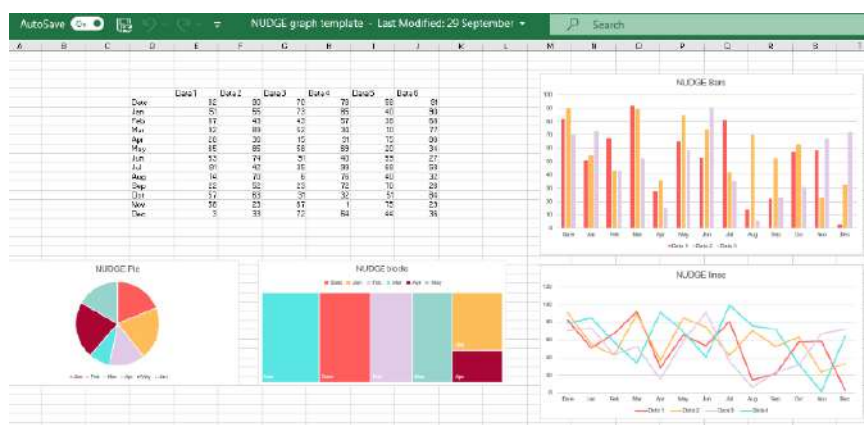


Figure 2. PowerPoint, Excel and Word templates

2.2. What is NUDGE? Informational and marketing material year 1

The first communication and dissemination tools feeding the package of material were our project **brochure** and **poster**, quickly translated into Croatian and Portuguese and adapted into a **roll up**.

As the primary goal of our **project website** is to inform about the project and its results, we can include it into the package of material. With a page summarising all information available in 7 languages (English, Portuguese, French, Dutch, German, Croatian and Greek), the project website, simple yet complete, avoids project jargon for end-users to be updated about the project activities in an understandable language (as we also have younger target audiences from the Belgian pilot).

Public pages of the website 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).

The website domain is: www.nudgeproject.eu. The website can also be considered the project business card, though a "living" material. It is indeed updated regularly.

Six **newsletters** were planned – yet the project interim review meeting concluded that fewer newsletters could be prepared based on results availability. Four have been sent already and a last one with all final project results will be developed in December 2023. All were based on the identity guidelines and sent to the subscribers from the website. The idea is to gather the latest publications available but also sector-focused news. In the *starter* package, we can consider the **first issue** as it mainly introduced the project.



In the starter package, we can also include the **social media tools**, with a project-specific account created for Twitter / X, while for other networks, organisational accounts are used to share project information.

In the first months, **media** work was also focused on with a [first press release prepared](#), which partners translated and disseminated at national level (see detailed results in D6.3).

Finally, a project short **video** presentation was [uploaded](#) on the project homepage: it got as of November 22, **763 views**.

Additional material can be added in the informational and marketing material “starter” package, such as the first project graphics, the brochure and poster.



Figure 3. Project poster



Figure 4. First project banner highlighting the pilots

The project		Our pilots
<p>NUDGE Nudging consumers towards energy efficiency through behavioural science</p> <p>NUDGE is a project funded by the European Horizon 2020 programme that aspires to systematically assess and fully unleash the potential of behavioural interventions towards achieving higher energy efficiency, paving the way to the generalized use of such interventions as a worthy addition to the policy-making toolbox.</p> <p>Find out more on www.nudgeproject.eu!</p>	<p>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. Reducing energy consumption requires behavioural changes, from behaviors when using heaters and electrical appliances, to behaviors that contribute to the energy efficiency of our homes.</p> <p>NUDGE will study, test and evaluate different behavioural interventions for energy efficiency, paving the way for new policies and human behaviour.</p> <p>The designed interventions are compared against traditional ones in pilots in Greece, Belgium, Germany, Portugal and Croatia, with diverse and innovative:</p> <ul style="list-style-type: none"> 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 protocols). 	<ul style="list-style-type: none"> Interdisciplinary project-based education on home energy consumption for children in Belgium Efficient control of heating and hot water preparation for natural gas boilers in Greece Optimization of electric vehicle charging with self-produced PV power in Germany Healthy homes for long-lasting energy efficiency behaviour in Portugal Promoting distributed self-production for local energy communities in Croatia
Work steps & objectives	Nudges?	Project information
<p>NUDGE is based on the application of behavioural science principles to develop a mixed approach for analyzing consumer profiles, designing energy efficiency interventions tailored to individual psychological and contextual variables, by leveraging digital platforms and data analytics, and evaluating their behaviour change potential.</p> <p>Once the behavioural science inspired framework is established, the pilot work starts with trial setups, towards testing and evaluating the designed interventions through trials engaging consumers across multiple energy scenarios, under realistic conditions.</p> <p>In order to encourage change, a digital approach (e.g. smart meters, thermostats, mobile applications) will be applied, which enables energy consumers to actively and efficiently monitor and manage energy consumption, as well as education for the best possible application and adoption of new habits.</p> <p>Finally, NUDGE will combine all work inputs to provide a consolidated view of the pilot outcomes and translate them into recommendations for different stakeholders, including policy and decision-makers, energy and technology providers (e.g. smartphone app designers), energy communities and consumer associations. Recommendations, on the design and impact of behavioural energy interventions, will foster investments in energy efficiency improvements.</p>	<p>Nudging is a soft push that can make people act or react - and consume less energy. Nudges can be classified into 6 categories:</p> <ul style="list-style-type: none"> Facilitating nudges: Nudges that facilitate desirable behaviours by diminishing the physical or mental effort of individuals. Social influence nudges: Nudges that drive or frame down to simply with what they observe in others' reactions from them. Reinforcement nudges: Nudges that reinforce behaviours. Default nudges: Nudges that favour desirable behaviours by designing users' perception about alternatives. Commitment nudges: Nudges that seek to prevent an unwanted behaviour by making people think about it. Peer nudges: Nudges that attempt to generate fear and uncertainty. 	<p>10 partners from 7 European countries implement and evaluate different behavioural interventions for energy efficiency across 5 pilots in different EU states.</p> <p>Partners: IEECP, Fraunhofer, imec, beegy, domX, Spring-Stat, ZEE.</p> <p>Twitter: @NUDGEH2020</p> <p>Website: www.nudgeproject.eu</p> <p>Project coordinator: Filippos Anagnostopoulos, Institute for European Energy and Climate Policy - IEECP. Contact: filippos@ieecp.org</p> <p>NUDGE has received funding from the European Union's Horizon 2020 Research and Innovation programme under grant agreement No 881012.</p>

Figure 5. Project brochure



Figure 6. Project website

[View this email in your browser](#)



NUDGE is a project funded by the European Horizon 2020 programme that aims to systematically assess and unleash the potential of behavioural interventions towards achieving higher energy efficiency, paving the way to the generalized use of such interventions as a worthy addition to the policy-making toolbox.

Welcome in NUDGE and congratulations for getting on the train at such early stage!

To get a taste of the NUDGE project, consider these questions:

- Would you change your TV at least that supports CO₂ neutrality?
- Do you keep the default energy saving settings on new equipment?
- Would you lower your thermostat if you had the highest heating consumption in the neighborhood?

In this first newsletter, you can find out what NUDGE is about and what to anticipate in the coming years, a presentation of the project pilots, and the science behind the practice of nudging. A simple 5-minute PowerPoint [video](#) presentation is also available if that's your preferred medium. The information is accessible on our [website](#), while regular updates will reach you through [Twitter](#). You will also find links to our [press coverage](#) and you can always contact us by [email](#).

One thing is certainly benefit from this newsletter is the [NUDGE survey](#) supporting behavioural policies - it has been one of the most intriguing and well-designed surveys aimed at identifying energy consumption profiles and attitudes towards energy efficiency. The early testing team in our organizations would gladly recommend it.

We are glad you'll be following our progress. If you have not subscribed yet, [click here](#).

Enjoy the read!

Filippo Anagnostopoulos, IIGEP, NUDGE project coordinator

Discover NUDGE: what to expect from the project?

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.

Reducing energy consumption requires behavioural changes, from behaviour when using heating and electrical appliances, to behaviour that contribute to the energy efficiency of our homes.

NUDGE will study, test and evaluate different behavioural interventions for energy efficiency, paving the way for new policies and human behaviour.

The designed interventions will be compared against traditional ones in pilots in Greece, Belgium, Germany, Portugal and Croatia, with diverse and innovative:

- Energy use scenarios (e.g., TV production for TV charging, demand response for natural gas).
- Demographic and socio-economic variables of the involved populations, and
- Platform to make the interventions operational (smart mobile apps, dashboards, web portals, educational material and intergenerational learning practices).

Work steps and objectives

- NUDGE is based on the application of behavioural science principles to develop a mixed approach for analyzing consumer profiles, designing energy efficiency interventions tailored to individual psychological and contextual variables, by leveraging digital platforms and data analytics, and evaluating their behaviour change potential.
- Once the behavioural science inspired framework is established, the pilot work starts with trial setups, towards testing and evaluating the designed interventions through trials engaging consumers across multiple energy transfers, under real-life conditions.
- To encourage change, a digital approach (e.g., smart meters, thermostats, mobile applications) will be applied, which enables energy consumers to actively and effectively monitor and manage energy consumption, as well as education for the best possible application and adoption of new habits.
- NUDGE will combine all work to provide a consolidated view of the pilot's outcomes and translate them into recommendations for different stakeholders, including policy and decision-makers, energy and technology providers (e.g., smartphone app designers, energy communities and consumer associations).

Focus on Spring-Scot

Each newsletter will focus on one of our pilots, this edition brings the attention on Spring-Scot, our Belgian case!

This pilot will involve children educated through a project-based course on energy consumption, to understand the impact of everyday life decisions on home energy consumption and bring the learning home to other family members.



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

Some classes are already linked to energy efficiency and the school owns technical equipment, such as a thermal camera to understand thermal losses. NUDGE will allow extending the course material, install electricity smart-meters in 40 children households and 9 school buildings, and a dashboard for visualizing the collected consumption data. The pilot's goal? Encouraging children to understand the effect of different actions on electricity usage, ensuring that lessons learned are transferred to parents, family and friends with the children acting as energy efficiency ambassadors.

[Learn more](#)

What are NUDGE technologies and tools?

The mediation platform for carrying out interventions are mobile apps, digital interfaces, energy measuring equipment, sensors, and user interfaces; they will enable the supervised collection and monitoring of pilot data and the calculation of the relevant KPIs. NUDGE will distribute training material to enable users to interact with the newly introduced systems.



[Read more](#)

Support behavioural policies by completing the NUDGE survey!

This survey is one of the first steps to support NUDGE in profiling consumers and capturing the energy consumers' perceptions of their own behaviour, by considering a variety of psychological and contextual variables (household size and composition, economic incentives, technologies in use). The survey's purpose is to understand how you consume and save energy at home, gathering the following aspects:

- Household characteristics, building characteristics, and level of environmental conscience
- Consumer behaviour with respect to the energy consumption aspects
- Their intentions and perceptions with regard to the adoption of measures that enhance energy efficiency

The NUDGE survey is available until May 31st in 10 languages: English, Czech, French, German, Italian, Portuguese, Romanian, Spanish, Croatian, Slovenian, and Serbian.



Figure 7. Project newsletter #1

3. Communicating first actions and results – step 2, inform

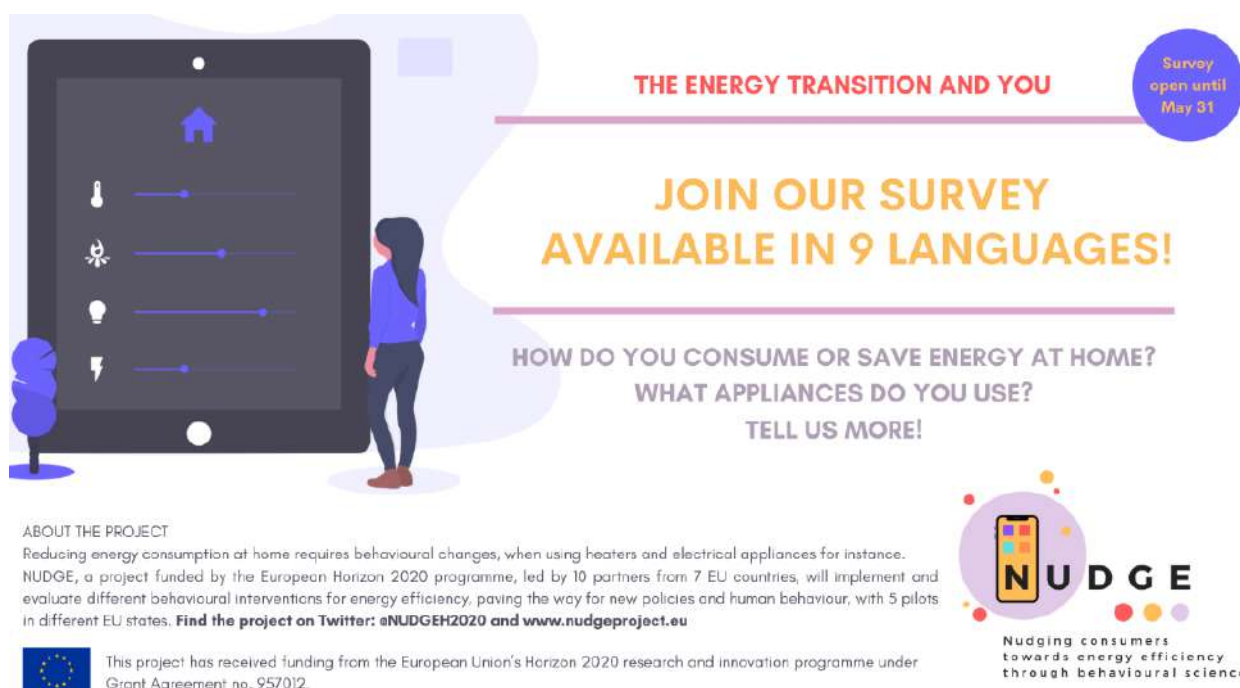
While, as written in chapter 1, material prepared during the project first months can be considered as a “starter” package, as soon as project activities kicked off, more material was produced and updates became available, moving to an “informing and gathering stakeholders” package.

Material was prepared by pilots to invite participants to join them (Croatia, Belgium, Portugal). Additional marketing material mainly supported the dissemination of the WP1 survey which results were used to profile energy consumers and understand their behaviour in relation to energy efficiency.

Two **banners** were adapted in 14 languages: Croatian, Dutch, English, French, German, Greek, Italian, Latvian, Lithuanian, Portuguese, Romanian, Slovakian, Slovenian and Spanish.



Figure 8. Flyer inviting participants to join the Belgian pilot





THE ENERGY TRANSITION AND YOU

JOIN OUR SURVEY AVAILABLE IN 9 LANGUAGES

HOW DO YOU CONSUME OR SAVE ENERGY AT HOME?
WHAT APPLIANCES DO YOU USE?
TELL US MORE!

Survey
open until
May 31



ABOUT THE PROJECT

Reducing energy consumption at home requires behavioural changes, when using heaters and electrical appliances for instance. NUDGE, a project funded by the European Horizon 2020 programme, led by 10 partners from 7 EU countries, will implement and evaluate different behavioural interventions for energy efficiency, paving the way for new policies and human behaviour, with 5 pilots in different EU states. Find the project on Twitter: [eNUDGEH2020](#) and [www.nudgeproject.eu](#)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement no. 957012.

Figure 9. Banners created for the survey dissemination and adapted in 14 languages

The poster was also adapted to a **roll up** format for the first events as from 2021 and used mainly in Croatia.

Two **webinars** were [organised in Croatian](#) to introduce the project, recruit participants and put the focus on PV installations.

Another **banner**, as well as a **gif**, supported the promotion of the first project-results focused webinar, organised in November 2021 ("[Webinar– Understanding energy consumers' behaviour to design nudging interventions: first dive into the NUDGE project](#)"), gathering over 100 participants.

The event was quite successful, and it should be noted that [some participants even used screenshots from the presentation as support for social media posts](#).

The **after-event material** (recording and pdf of the presentations) was shared with participants and further on social media, and attracted further 222 viewers¹. This event was really key into the project life as not many reports or other outputs are planned in the 2 first project years. This event allowed gathering people and presenting them our survey results, the energy consumer profiling and give them a taste of what is coming next.

¹ Figure edited in November 2023

WEBINAR, NOVEMBER 9, 11-12 CET



UNDERSTANDING ENERGY CONSUMERS' BEHAVIOUR TO DESIGN NUDGING INTERVENTIONS

FIRST DIVE INTO THE NUDGE PROJECT

Agenda and registration: www.nudgeproject.eu



ABOUT THE PROJECT

Reducing energy consumption at home requires behavioural changes, when using heaters and electrical appliances for instance. NUDGE, a project funded by the European Horizon 2020 programme, led by 10 partners from 7 EU countries, will implement and evaluate different behavioural interventions for energy efficiency, paving the way for new policies and human behaviour, with 5 pilots in different EU states. Find the project on Twitter: [eNUDGEH2020](https://twitter.com/NUDGEH2020) and www.nudgeproject.eu



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement no. 957012.



Six profiles of energy consumers



1. Environmentally conscious and well-informed energy consumers
2. Concerned but comfort-oriented energy consumers
3. Concerned but lacking awareness energy consumers
4. Materialistic energy consumers escaping their personal responsibility
5. Prone to social influence energy consumers
6. Indifferent energy consumers



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

Figure 10. Banner promoting the November 9, 2021 webinar and screenshot of the presentation used on social media

A poster focusing on the six profiles was prepared later in 2022 as the results are “intemporal” and feed into the whole project research – it includes profile-based tips to save energy and change behaviour (see next chapter).



As first co-creation workshops happened in our focus countries, an [article](#) was written to keep our audience informed and summarise what participants discussed and key findings.

The second [newsletter](#) was sent late 2021, after the first project-focused webinar material was available.

Finally, a **video** focusing on the NUDGE pilot Spring-Stof school was made available when [director Kim Kiekens was interviewed](#) at the the kick-off of the Dutch programme for a climate focus in schools (School 2030). It allowed the school to network, and present information about NUDGE.

4. Anchoring NUDGE in the energy behaviour landscape – step 3, transfer and convince

As more results and findings are becoming available, NUDGE communication and dissemination manager, supported by all partners, expanded the number of actions to **transfer project insights and market the project**. The package of material grew to include the following.

4.1. Podcasts

A **podcast** "[Changing people's habits](#)": NUDGE coordinator was invited by host Mathias Steck, DNV, to explore how behavioural science can be used to incentivize people to make positive changes in terms of their energy use. They looked at the different types of motivations or 'nudges' that people are influenced by when making decisions about their energy use, including environmental, technological, financial and social concerns, and what this means for the energy transition on a global scale.



Figure 11 - Podcast promotion on Twitter

A [second podcast](#) was recorded as part of the MENA Talks, where NUDGE coordinator Filippos Anagnostopoulos shared project insights and his expertise in energy efficiency in the building sector and what measures should be taken immediately and on the long-term to reduce energy-consumption.. While Europe's energy crisis fuels fears of a harsh winter for millions of European residents, many discussions are revolving around diversifying the EU's energy suppliers and reducing European countries dependency on Russian hydrocarbons. Yet, solutions can also be found within Europe with the implementation of demand side measures to reduce energy consumption.



Figure 12 - Podcast Energy efficiency: the solution to Europe's energy crisis

4.2. Articles – feeding the project news section and knowledge hub

More **articles** to feed our news section were authored by partners: in a [first article](#) (in Dutch and English), imec-mict investigates rising energy prices and the energy behaviour of the Flemish with the aim of facilitating sustainable behavioural change. [Another article, by IEECP](#), writes how NUDGE is crossing the bridge between changing our energy habits and moving away from our dependence on Russian gas.



Event proceedings and journal publications have also been added to the package of material, targeting research and academia and are all available on the project “Scientific booklet” (D6.4) and on the website knowledge hub.

More are planned towards the project end.

More **material and links** were regularly added to our [knowledge hub](#), such as the recent IEA commentary referring to NUDGE.

4.3. Events and after event material

IEECP submitted, with three sister projects (H2020 ENCHANT, WHY and DECIDE), a policy event to the European Sustainable Energy Week in Brussels, organised in September 2022. The proposal was added to the main programme under the title: *“Towards energy aware behaviours: how studies on young generations can inform better policy design”*.

A **communication campaign** to promote the EUSEW policy conference, [planned for September 29](#) was delivered, with banners, social media posts and more. The event aimed at empowering policymakers to engage the communities and in particular youth, giving space to various testimonials from the ground in short videos. It built on the research on energy-related behaviour produced in several EU funded projects, providing evidence from surveys and onsite demonstration activities as well as findings on behaviour aspects related to energy consumption and production and what they tell us to refine top-notch policy measures, targeting specifically younger generations. A panel of policymakers, youth and consumer representatives focused on how to design policies that can favour a large-scale change in how we produce and consume energy and how to include youth in energy policies at various levels (as participants in and focus subjects). The event gathered about 100 participants between in-presence and online and additional 132 views of the recording.

On top of the traditional [after event material](#) (presentations and recording), IEECP prepared a summary briefing of the event, to provide participants and interested parties with a visual document sharing key insights, and included links to interesting material on the topic: comics, books, videos and articles.



Figure 13 EUSEW event banner

TOWARDS ENERGY AWARE BEHAVIOURS: HOW STUDIES ON YOUNG GENERATIONS CAN INFORM BETTER POLICY DESIGN

BRIEFING

- What is the potential of youth in leading the change in habits needed to deliver on the energy transition?
- How can the existing knowledge on energy behaviours support better policymaking at various levels, with engaging measures?

This briefing gathers highlights from an event organised during the EU Sustainable Energy Week 2022, by four EU-funded projects. The full event recording is available by scanning the QR code.



NUDGE aims to systematically assess and unleash the potential of behavioral interventions towards achieving higher energy efficiency; and to pave the way to the generalized use of behavioural interventions as a worthy addition to the policy-making toolbox.
www.nudgeproject.eu

For a better understanding of how energy communities and collective actions are established, managed, grow and replicated. Developed a toolbox to organize a community energy initiative and a board-game specifically for young people.

www.decide4energy.eu

ENCHANT uses intervention techniques such as giving information and tips, giving feedback, communicating social norms, giving a commitment, incentives, collective vs. individual framing, or creating competitions to increase energy efficiency in EU households.

www.enchant-project.eu

WHY is the next step in improving energy demand modelling to forecast the domestic sector's energy consumption. WHY tries to understand how households invest resources (in the wide sense) towards the energy transition.

www.why-h2020.eu



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Figure 14 Visual after event briefing

4.4. Additional actions

Pilot-based material has been developed and shared (mostly to pilot participants), including the Spring-Stof classes, newsletters to pilot participants (Germany) and webinars².

Ad-hoc actions, that we consider as awareness-raising actions to present NUDGE were organised, the two most important in Germany: wishes and chocolates were shared with NUDGE pilot participants, reminding them of the project goals, by MVV-Beegy, while in July 2022, the Fraunhofer institute celebrated its 50th day with a special focus on NUDGE...

Several banners were printed and put in 5 specific places, "nudging" the birthday guests to act for the planet (two different designs for the buffet and leftovers, and three for the bathroom). For instance, participants were nudged to turn the water taps and not leave them leak, bring home food leftovers, or choose a vegetarian option (vs beef).

Below messages were posted:

- I could also stand in your garden. Please take me home with you!
- If it gets late today, we'll be there tomorrow to feed you. Please take me home with you!
- Think energy efficient and take me with you instead of cooking tomorrow.
- Falafel instead of beef steak? Over 2 kg of CO₂ saved!
- None of us are frequent flyers.
- Think global, eat local!
- Let the water run for 1 minute...and uses up 20 liters of water.
- Running water every day to wash your hands means wasting 1200 liters of water per month.
- It's better to save the climate than constantly greasing your skin.



Ich könnte auch in Ihrem Garten stehen. Nehmen Sie mich bitte mit nach Hause!

Möchten Sie erfahren wie Sie mit Nudging Ihren Alltag nachhaltiger gestalten können? Dann besuchen Sie unsere Projektwebsite!



www.nudgeproject.eu



Wenn es heute spät wird, sind wir morgen da um Sie zu sättigen. Nehmen Sie mich bitte mit nach Hause!

Möchten Sie erfahren wie Sie mit Nudging Ihren Alltag nachhaltiger gestalten können? Dann besuchen Sie unsere Projektwebsite!



www.nudgeproject.eu

² Read more in D6.3 reporting on all actions.



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

Denken Sie energieeffizient und nehmen Sie mich mit statt morgen zu kochen.

Möchten Sie erfahren wie Sie mit
Nudging Ihren Alltag nachhaltiger
gestalten können? Dann besuchen
Sie unsere Projektwebsite!



www.nudgeproject.eu

Figure 15 - Example of nudging event banners

5. Informational and marketing activities towards the project end and beyond – step 4, ensuring NUDGE results are known and used with dissemination

The previous version of this report was edited in August 2022 and listed in this section ideas to implement in the last project year. Most of these ideas have been implemented and are now reported here as such, while remaining ideas are listed in the report conclusions. We report here on actions from then August 2022 on, until the end of NUDGE.

In the last year towards the end of NUDGE, the effort to maintain what can be considered great first years for outreach were maintained and increased.

5.1. Graphics and infographics

More posters were prepared by the NUDGE communication management team. A **poster** focusing on the profiles and including profile-based tips to save energy and change behaviour was produced. The profiles are based on the research done by NUDGE, following a survey, made available in 15 languages and completed by people in 29 countries which broke fresh ground in the study of energy-related behaviour by operationalizing three theoretical models of human behaviour. The results were used to profile energy consumers and understand their behaviour in relation to energy efficiency and are presented in the first NUDGE [report](#). This [poster](#) summarises findings from the [first policy brief](#) focusing on how to nudge each profile to heat more efficiently and is also [available in Croatian](#).

A [second poster presenting what nudges are and including examples](#). Nudging is a soft push, 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. The different kind of nudges gathered by the NUDGE project are presented in this poster with examples.

Finally, with the aim to gather the key project outputs in another poster, IEECP prepared [one focusing on the project key assets](#). That last poster was specifically designed to be hung during the project final event in Brussels.

The profiles are based on the research done by NUDGE, following an Europe-wide online survey, made available in 15 languages and completed by people in 29 countries which broke fresh ground in the study of energy-related behaviour by operationalising three theoretical models of human behaviour.

The results were used to profile energy consumers and understand their behaviour in relation to energy efficiency and are presented in the first NUDGE report.

10 partners from 7 European countries implement and evaluate different behavioural interventions for energy efficiency across 5 pilots in different EU states.



@NUDGEH2020

www.nudgeproject.eu

Download the policy brief



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Nudging people towards heating efficiently according to their profile

Legend:

Profile

Key Points

Intervention Type

Description of Intervention



NUDGES: definitions and real-life examples

Nudging is a soft push, 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. The different kind of nudges are presented here, gathered by the NUDGE project, funded by the European Horizon 2020 programme, aiming at investigating the potential of behavioural interventions towards achieving higher energy efficiency, paving the way to the generalized use of such interventions as a worthy addition to the policy-making toolbox.

<https://nudgeproject.eu>

FACILITATING NUDGES

Nudges that facilitate desirable behaviours by diminishing the physical or mental effort of individuals

Defaults

Change the preset option

Temperature setting

Opt-Out

Consent is opt-in instead of opt-out

Consent to automated management or switch to manual

Suggesting

Suggest alternatives for decisions

Personalised push notifications

FEAR NUDGES

Nudges that attempt to generate fear and uncertainty

Resources scarcity

Create perception of scarcity

Inform that free PV energy is available for 2 more hours

Temporal discounting

Provide discount now instead of on the long run

Provide discount on installing monitoring equipment, so that they can save energy later

CONFRONTING NUDGES

Nudges that seek to prevent an unwanted behaviour by instilling doubt about it

Throttling mindless activity

Implement time buffer between decision & action

Provide time buffer before a non-energy efficient setting is activated

Reminding of consequences

Provide info on consequences of actions

Prompting users through personalized messages, right before taking an action

REINFORCEMENT NUDGES

Nudges that reinforce behaviours

Just-in-time prompts

Point out desired behavior at a suitable time

Identify changes in the context (temperature setting) and prompt the user on time

Instigating empathy

Provoke feelings of compassion to stimulate desired behavior

Environmental impact highlighted through examples to create emotions of compassion

DECEIVE NUDGES

Nudges that favour desirable behaviours by deceiving users' perception about alternatives

Deceptive visualizations

Create optical illusions that alter people's perceptions and judgments

Visualizing the non-energy efficient choices impact through dramatic visualizations

SOCIAL INFLUENCE NUDGES

Nudges that draw on humans' desire to comply with what they perceive as others' expectations from them

Leveraging public commitment

Let people formulate a certain (public) commitment

Prompt users to follow individual targets for a period and remind them to follow their commitment (Goal setting)

Raise the visibility of user's action

Make actions of users visible to others

Quantify the impact of energy decisions on own energy bill or in a combined dashboard with others

Enabling social comparisons

Compare behavior with family, community, peers, etc.

Comparison chart with social community (family, neighbours, classmates)



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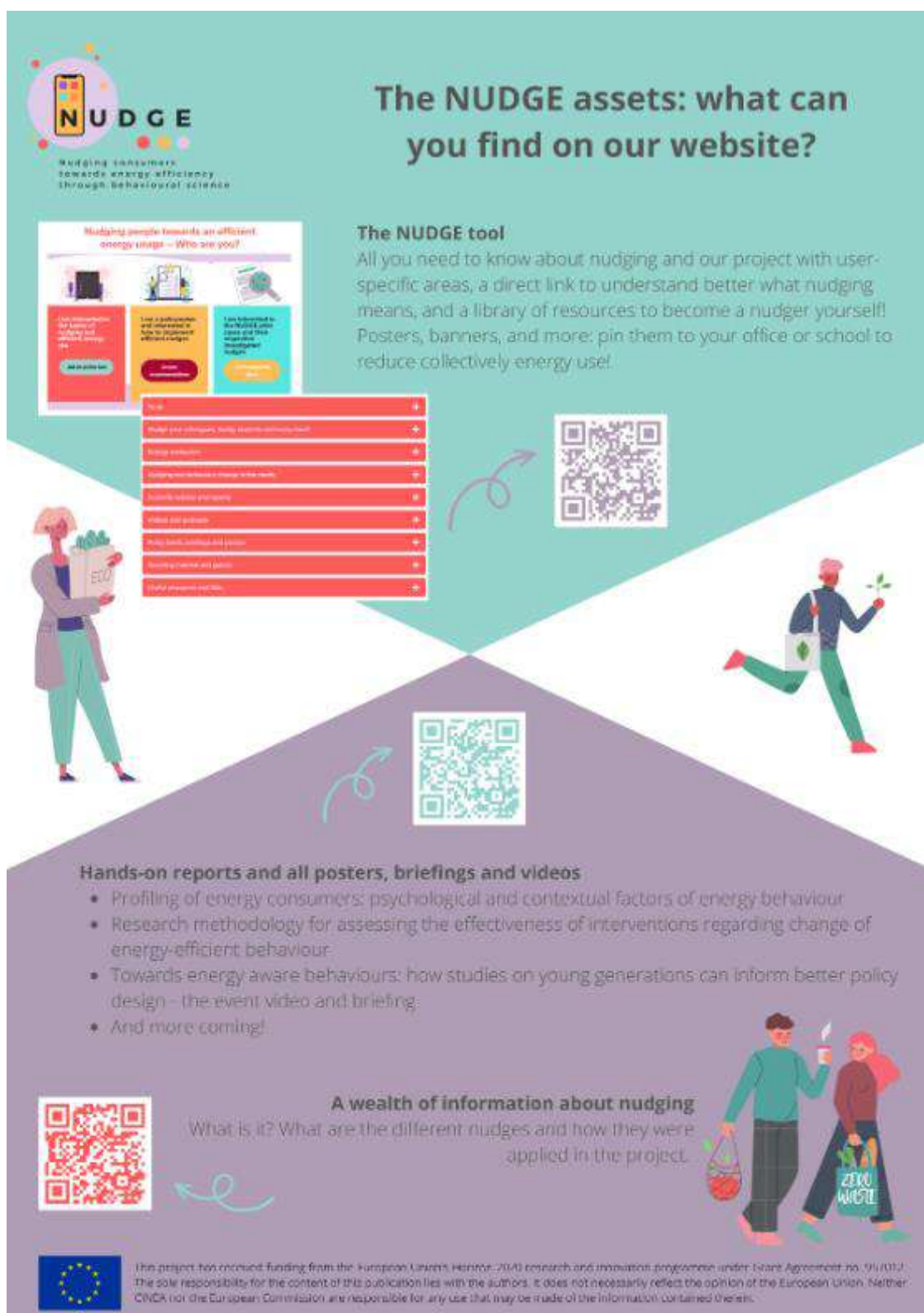


Figure 16 - NUDGE posters

In addition to our project posters, material was developed to share the project findings and raise awareness on our topics, such as a project [postcard](#).



Figure 17 - NUDGE postcard

5.2. Newsletters

Additional **newsletters** were produced, linking to website news and blogs as well as all resources. It is to be noted that it was suggested by the NUDGE project reviewers, in the May 2022 review meeting, not to focus on newsletters if the readership was too low – we though consider our readership of a good size and had already decided not to have a LinkedIn account to focus effort. More enews were therefore produced, only less of them.

The list of newsletters, also accessible from the [website](#):

- [First project newsletter – March 2021](#)
- [Second project newsletter, November 2021](#)
- [Third newsletter, March 2023](#)
- [Fourth newsletter, July 2023](#)
- Fifth newsletter, December 2023 (coming soon)

The newsletters now contain additional sections aimed at sharing knowledge from our sister projects but not only, a section called interesting reads and watch gathers articles, videos and reports.

5.3. Entertainment and awareness-raising actions

Entertainment activities were added in the project "Grant Agreement", listing for instance ideas such as exhibitions in universities, participation in fairs or quizzes. As the project evolved and times changed with COVID-19, we listed new actions that could take place (see in annex all ideas),

organised several brainstorming sessions with partners and made a plan about what we wanted to do for the last project months.

Partners were very supportive of the action and are still involved even few days before closing the project, to organise translations, further dissemination, etc.

5.3.1. Media

Articles and blogs were added to the website, as well as published directly by partners in their own channels (these are reported further in D6.3).

One of the key publication was done this Summer 2023 by the AUEB, adding 4 pages of details in the [University magazine](#).



Figure 18 – Insertion about NUDGE in the AUEB magazine

A series of blogs was produced by IEECP and other partners for the website

- [How to know when to use the energy produced by your own solar PV plant? Focus on NUDGE Croatian pilot](#)
- [Blog-How have habits changed amid the energy crisis? Assessing self-reported energy-saving behaviours in Flanders](#)
- [Blog \(EN/HR\)- From Sunči app and nudging interventions to energy efficiency of your household / Uz aplikaciju Sunči i poticajne intervencije do novih energetske navika](#)
- [How NUDGE is crossing the bridge between changing our energy habits and moving away from our dependence on Russian gas](#)
- [Flemish people weigh comfort against energy savings – But how many of these strategies are already part of the Flemish savings palette?](#)
- [Co-creation workshops – evaluating and designing the project nudges](#)

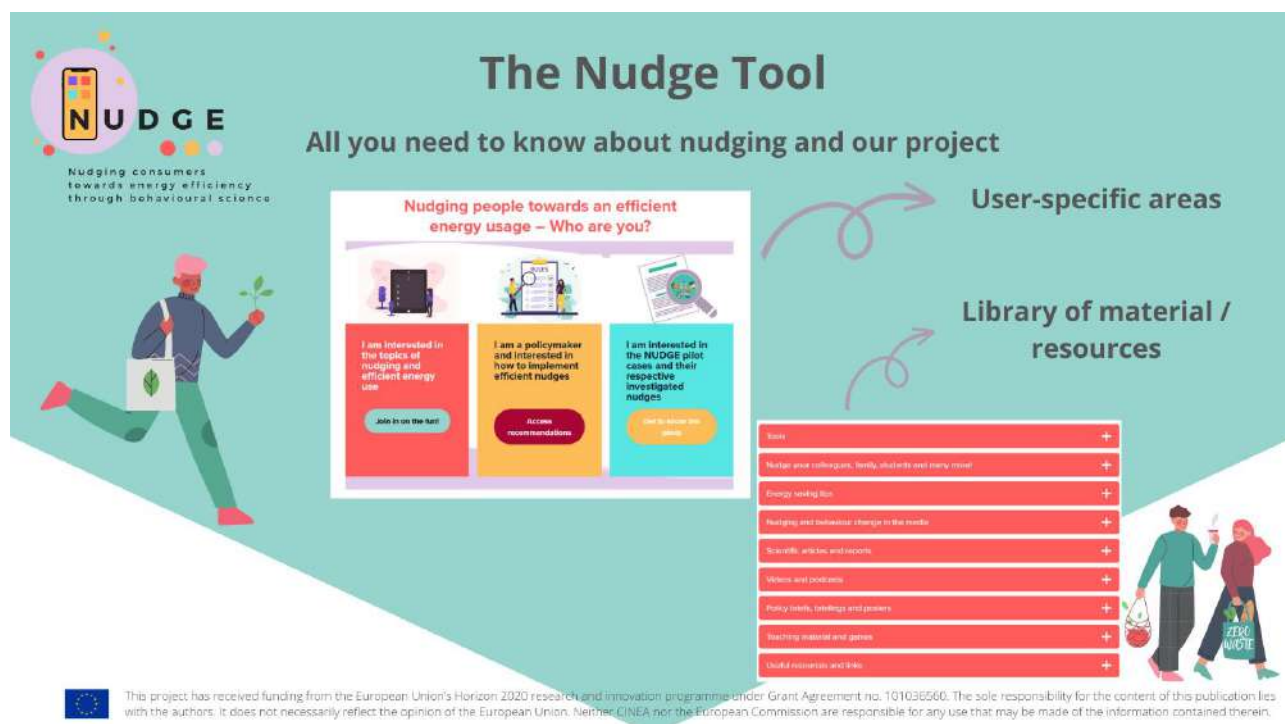
- Five countries to become the field of behavioural experiments to encourage energy efficiency habits

5.3.2. NUDGE tool - Sharing tips and tricks, knowledge and nudges in a fun and informative way

NUDGE activities included the development of an online tool, dedicated normally to policymakers, and developed by Fraunhofer ISI as part of WP5 (implemented online by WP6). IEECP saw this as an opportunity to go further with the tool and add more sections, interesting for most of our visitors, and present the tool with various entries depending on the visitor profile. The tool was developed to inform citizens of our topics, project results, but not only: we have shaped it as a way for the project to share informative and entertaining material, banners that people can print and use at home or at work, to nudge colleagues or family to save water and energy and more. A library shares a lot of useful resources and material around the topics of nudging (towards energy-saving behaviours), tips to save water and teaching material on those topics in several languages!

A campaign was prepared to launch the tool, and further promotion is planned even after the project end.

The tool will be embedded in IEECP's website to ensure its exploitation after the usual 2 years of the project website staying online.



The Nudge Tool
All you need to know about nudging and our project

Nudging people towards an efficient energy usage – Who are you?

- I am interested in the topics of nudging and efficient energy use
Join in on the fun!
- I am a policymaker and interested in how to implement efficient nudges
Access research findings
- I am interested in the NUDGE pilot cases and their respective investigated nudges
Use to share the results

User-specific areas

Library of material / resources

- Basic
- Market and colleagues, family, friends and many more
- Energy saving tips
- Nudging and individual change in the market
- Scientific articles and reports
- Videos and podcasts
- Policy levels, findings and papers
- Teaching material and games
- Useful resources and links

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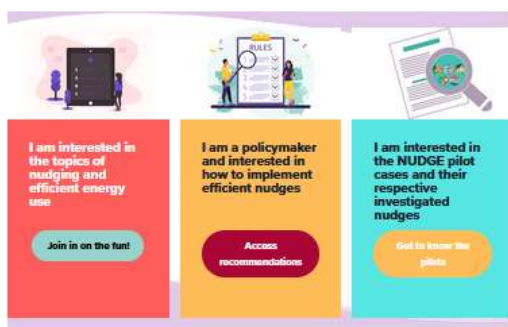
Figure 19 –NUDGE tool launch

THE NUDGE TOOL – ALL YOU NEED TO KNOW ABOUT NUDGING AND OUR PROJECT

Using behavioural science to incentivize people to make positive changes for their energy use

Find on this welcome page of our tool links to **profile-based content**, a direct link to **understand better what nudging means**, and a **library of resources** to become a nudger yourself! Posters, banners, and more: pin them to your office or school to reduce collectively energy use!

Nudging people towards an efficient energy usage – Who are you?



What are nudges?

Show me directly a definition and possible examples

Library of nudging material (banners, posters, links to material)

We are gathering here for you interesting tools, reports, communication material and campaigns that aim at nudging or educating people towards energy efficiency, lower energy consumption and general energy and water saving.

Do you have a resource you want to share with us? [Contact us!](#)

NUDGE has additionally produced a set of resources that you can use at home, in the office or university or other! Wish to have the material developed in another language? [Reach out!](#)

Follow IECCP (the partner leading this activity) on Instagram to join the campaign and challenges: [@ieecp_eu](#). First posts include water saving, preventing forest fires, and more.

Tools	+
Nudge your colleagues, family, students and many more!	+
Energy saving tips	+
Nudging and behaviour change in the media	+
Scientific articles and reports	+
Videos and podcasts	+
Policy briets, briefings and posters	+
Teaching material and games	+
Useful resources and links	+

Figure 20 – The NUDGE tool and the library of material



5.3.3. Teaching material

As part of the Belgian pilot activities, teaching material was developed in Dutch for the classes. Spring-Stof kindly agreed to share the material with the idea to translate it in additional languages for the website and dissemination: IEECP took care of the English version, and will add translation in French in the coming weeks, while Greek and German translations are on the way.

A campaign to disseminate the first versions was already done, taking advantage of the start of the school year in September 2023 – see also Instagram campaign.

5.3.4. Instagram campaigns

As part of the activities to organise for the awareness-campaign, IEECP had the idea to create an Instagram account, and start campaigns such as #NUDGE4change and #NUDGEambassador, sharing tips and good practices on key topics such as water consumption, and nudging!

The campaigns and associated stories are all saved under the Spotlight function (allowing elements to stay longer than the usual 24h), under the “our projects”, “inspire and nudge” and “play and learn” highlights.

The first “NUDGE-orientated” post, focused on “What do you know about nudging?”, shared about the project, our event on the youth and much more, with below message:

In 2022, IEECP co-organised with several other projects and organisations an event focusing on the youth, and how to change behaviours towards consuming less energy that we wanted to share about with you. We were lucky to have great speakers in the room, including Zeger, a 9-year-old student from Spring-Stof, a school participating in the project NUDGE H2020, in which they get classes focused on sustainability as part of the programme, making calculations, brainstorming ideas to change and more. You'll see by sliding the carousel that Zeger had many ideas to share with us! This event aimed at empowering policymakers to engage people and in particular youth, giving space to various testimonials from the ground. It builds on the research on energy-related behaviour produced in several EU funded projects. A panel of policymakers, youth and consumer representatives focused on how to design policies that can favour a large-scale change in how we produce and consume energy and how to include youth in energy policies at various levels. The event page shares a visual briefing, the full recording and more links on the topic: <https://www.nudgeproject.eu/after-event-material-towards-energy-aware-behaviours-how-studies-on-young-generations-can-inform-better-policy-design/>

++++ Stay tuned, in a #NUDGE4change series of posts, we'll share about nudges, nudging

techniques, banners you can yourself use to nudge people towards using less energy or water, and much more!



Figure 21 –NUDGE goes to Instagram!

A second campaign – “The true cost of water” - focused on sharing tips to save water, involving readers asking questions such as “💧 What actions do you take to save water? 🔧 With summers getting hotter and hotter, we need cooler and cooler tips to do our part! ➡️ Tell us your contributions in the comments” and sharing more in the stories, with links to the NUDGE website. The post played also on the concept of “Did you know”, sharing figures about how much such food or clothes consumes to be produced.

In another post, we focus on wildfires, and how our actions can have an impact on them, involving again the reader with questions such as “🔥 What actions are you taking to prevent forest fires near you? 🌳 With rising temperatures, more wildfires are destroying forests, we need to do our part to protect them! ➡️ Tell us your contributions in the comments”.



Figure 22 –NUDGE Instagram campaign on water



Figure 23 –NUDGE Instagram campaign on fire

Finally, another carousel presented the teaching material from NUDGE, with the goal to reach a maximum of teachers on the social network. Further posts are in the loop, using key moments such as Christmas to “nudge” people. A campaign on sustainable presents is on the way.

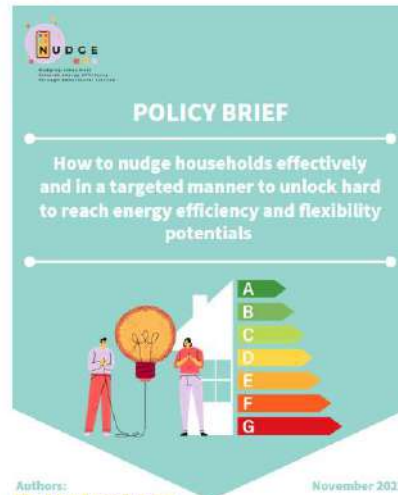


Figure 24 –NUDGE Instagram campaign on teaching

5.3.5. Policy briefings

WP5 prepared **policy briefings** with policy recommendations, layouted and communicated by IEECP. Three are available so far on the project website, and two more are soon available. The briefings are disseminated to policymakers under WP5, while IEECP will use the usual communication channels to reach out to a more massive audience.

The first briefing, focusing on heating, was translated into Greek by AUEB and layouted by IEECP, a poster was also developed, in English, and adapted to Croatian by ZEZ.



5.3.6. Actions with sister projects

Finally, NUDGE engaged with sister projects in few collaboration activities, such as sharing project news on each other's channels and organising joint events.

The first "group" of projects was created with projects working on the same topics, from the same European Commission financing call, while another group was created by the IneeXs project in 2023. To make the smart energy transition a reality, [19 projects came together](#) under the #SmartEnergyCluster to mutually support each other by building on and multiplying all their results. The 19 projects have the common aim to develop, conceptualise and deploy new business models and concepts which fully tap the economic value and the wider benefits of integrated services. These combine different energy services, such as energy efficiency, distributed generation and flexibility, and/or which integrate energy services with non-energy benefits. The cluster works together in the framework of dissemination, communication and exploitation of the projects activities and results, aiming at engaging interested and common target groups. These collaborative actions also aim to multiply the impacts of the benefits of each project, including for example, the integration of new and smart service offers, reduced energy costs for end-users and payback times of investments into sustainable energy.

Finally, NUDGE agreed to share results from additional projects such as Audit2measure (business behaviours) and RENAISSANCE (NUDGE library).

The most important events co-organised were the webinar *Towards energy aware behaviours: how studies on young generations can inform better policy design*, organised September 29, 2022; the webinar *Empowering Consumer Energy Sharing & Saving: Local demand reduction by elevating behavioural change for a just energy transition*, organised September 12, 2023 with WHY, newTRENDS, SmartLivingEPC and EVIDENT, and the final event in Brussels, organised as "RE-energising Europe", on two days October 24 and 25.

The first webinar, as described in chapter 4.3, was organised for the EU Sustainable Energy Week (EUSEW), and led to the production of an after event briefing by NUDGE (see figure 14).

The [September 12 webinar](#), aimed at showing how WHY, NewTRENDS, SmartLivingEPC, NUDGE and EVIDENT's research is integrating both technical, energy efficiency improvements and behavioural change to reduce consumption effectively and justly to meet the EU climate goals. The discussion invited transmission system operators, consumer and energy-saving experts to highlight the ongoing challenges as well as innovative practices that are empowering consumers, alleviating challenges in the near-term while enabling long-term decarbonisation strategies. IEECP wrote minutes of the event, as [highlights](#), available on the project website.



Figure 27 –NUDGE webinar, September 2023

Finally, IEECP led the organisation of NUDGE final event as a collaborative one, involving 6 other EU-funded projects – IEECP working on 4 of them.

The [event](#) brought together speakers from EU institutions, project representatives and key players of the energy market. Key topics related to energy in Europe were tackled including but not limited to: community energy, energy efficiency, multiple benefits, women-led initiatives, energy behaviour and new trends of energy consumption (digitalisation, circular economy and more). This [two-day event](#), organised by 7 EU-funded projects (Horizon2020) and over 100 organisations partnering in them, was a unique opportunity for many to meet, hear from the research developed in the past 3 years and openly discuss with panels of speakers from within and outside the projects. The initiatives presented best practices, tools and models, one stop shops, as well as results from awareness raising and nudging campaigns, hoping for the results to feed into EU policies and to brainstorm on the next steps.

IEECP prepared material for this event, such as posters, a postcard (see chapter 4), and gathered NUDGE key assets into a leaflet / poster format with QR codes. Some copies of the NUDGE first policy brief were printed.



These projects have received funding from the European Union's Horizon 2020 research programme. The sole responsibility for the content of this event lies with the BECOOP, MICAT, newTRENDS, NRG2peers, NUDGE, UP-STAIRS and W4RES projects and does not necessarily reflect the opinion of the European Union.

Figure 28 –NUDGE final event, promotional banner



Figure 29 –NUDGE posters at the final event



6. Conclusion

This document is a screenshot of the material and campaigns developed since the project start, with the objectives to inform and engage stakeholders. Many actions were planned and realised, additional ones came up and allowed engaging even more participants. NUDGE generated a lot of interest, and as more results and outputs became available, the attention increased.

D6.3 completes the reporting from the communication and dissemination actions and both deliverables are to be grasped as one full reporting document.

Finally, IEECP as communication manager of the project, led discussions and brainstorming with partners, but also internally in IEECP's own team, to gather interesting ideas for NUDGE awareness campaigns, additional are listed in the annexes. Some will still happen after the production of this report such as:

- Release of the project "Practical booklet" (from D2.1).
- Production of a final video to promote all results.
- Upload and promote all project reports, briefs.
- Dissemination of the final event material.
- Production of an energy quiz, profile cards and more translations of the booklet

ANNEXES

Brainstorming for the awareness-raising actions

- Produce a package of nudging posters for office use, at home, etc.
- Sharing the ENPOR material, in several languages (Courtesy of ENPOR, ISI, etc).
- Quizzes built from NUDGE educational booklets
 - Air quality
 - Energy consumption
 - Which nudge is working best?
- Instagram challenge (Tiktok?) // making use of the ZEZ solar club Facebook group?
 - Pose with a paper showing what you do to save energy
 - Nudge people to save energy
 - Everyday challenge
 - Tick boxes on what you will do this year to save energy (close windows, turn down the heat until November, etc)
- NUDGE Did you know? What nudging means and how we are all doing it and can use them towards reducing our environmental impact: in the office, at schools, universities (classrooms, cafeterias, etc). Tentative locations: Ugent library (scientific comms, Peter to check, screens also available), open days, university talk, article in universities magazines, etc.
- ENPOR / NUDGE kids poster - Taking good practices home on how to be more EE + explaining what EU projects are. Theme: Superhero, Guardians of the ...