



Nudging consumers
towards energy efficiency
through behavioural science

Deliverable 6.3: Reporting on all dissemination and communication activities,
including media publications and event reports

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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

Communication and dissemination activities are key to ensure the project is known by our target audiences and engages them, as well as to allow further replication of the results across Europe and internationally.

The purpose of this deliverable is to provide a comprehensive summary of the communication and dissemination activities undertaken at this stage of the project with one year to go. It completes the first version of the document, gathering results until M12, as reported by all project partners or monitored. This version therefore focuses only on activities from M12-24 (previous actions are moved to the annexes). A final version will summarise all activities at the end of the project. It should be noted that together with this report, two additional ones provide more results: D6.2 focuses on informational and marketing material produced so far, while D6.1, the Communication and Dissemination plan, is having a last update.

The actions undertaken in the period build upon the activities outlined in the *Dissemination and Communication Strategy* (D6.1, and update) to increase the project outreach, make our target audiences familiar with the project and disseminate the first research results. Our target audiences are also defined in this first project deliverable, accessible publicly on the project website. This deliverable follows up on the strategy and the KPIs related to the communication and dissemination activities, presenting the results through links, screenshots and statistics.

The report builds on various inputs:

- Partners' submissions in the Excel file of monitoring activities,
- On media pieces found online and/or reported by partners,
- On the analytics' tools of social media accounts and the website,
- The organised activities (various events and meetings), and
- The effort to connect and create synergies with projects focusing on similar topics.

DIGITAL FOCUS – REPORTING M12-24

With more results becoming available, and a successful first project webinar gathering over 100 participants, interest in the project became more evident, and the number of followers and unique visitors on Twitter and the website grew organically and steadily. The number of downloads and impressions also more than doubled. In the last year, and considering the activities planned, we expect these numbers to keep growing.

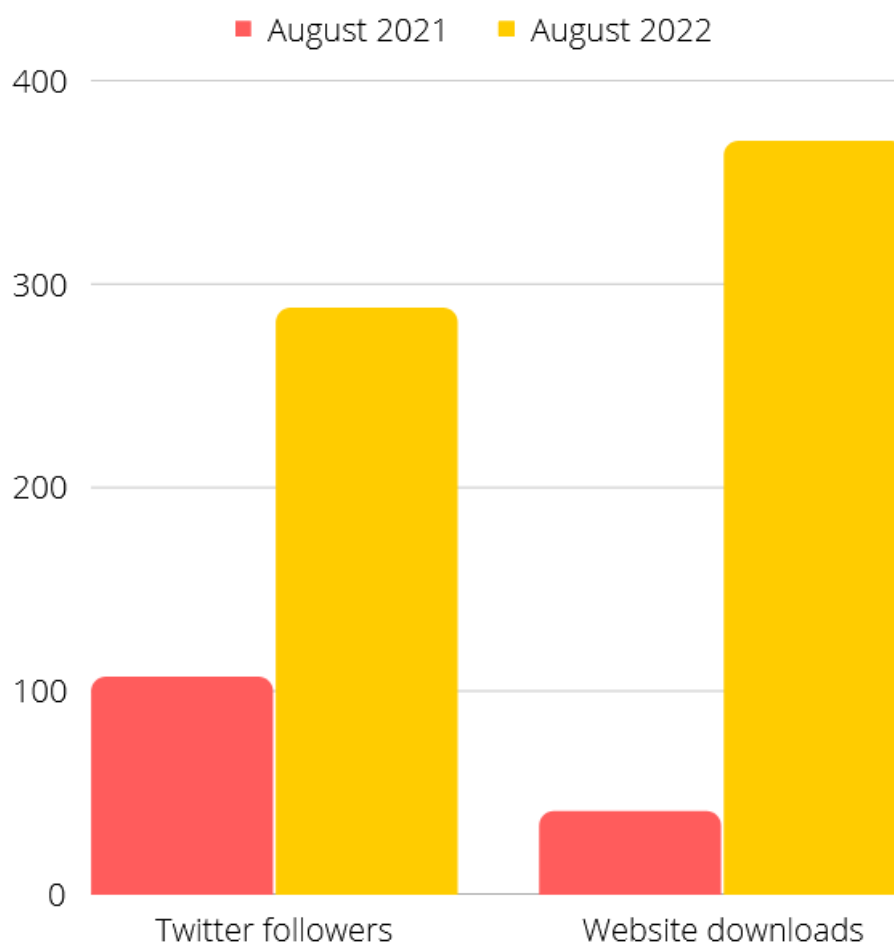


Figure 1. Twitter followers and website downloads in the two first project years

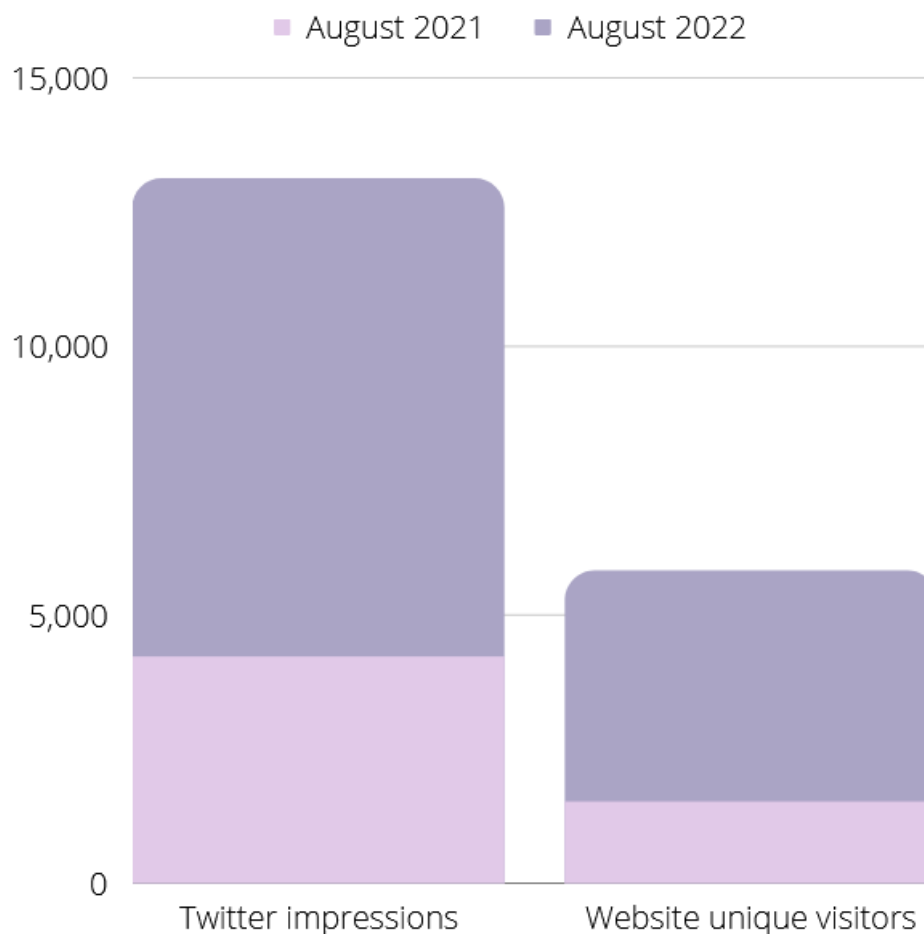


Figure 2. Twitter impressions and website unique visitors in the two first project years

1. Website updates

The website is managed by IEECP, allowing to make changes as often as needed. For instance, after a few months the news and events were split into two separate pages.

In the past year, from August 2021 to August 2022, the website was kept lively, with the following updates:

- More **material and links** are regularly added to our [knowledge hub](#), such as the recent IEA commentary referring to NUDGE, the Croatian and Portuguese versions of NUDGE brochure and poster.
- **Reports** are added as they become available (D1.1 and 2.2)
- The pilot **webinar recordings** and first project-focused webinar after-event material were shared
- A link to the DNV **podcast** and NUDGE presentation **video**
- More **articles** to feed our news section
- **Events** and after-event material

- Project **newsletters**
- **Sister projects** logos and information

The website unique visitors have kept growing, despite not much material available in the first project years.

The most downloaded files are the report – *Profiling of energy consumers: psychological and contextual factors of energy behavior* and the November 9 after event material.

The visitors come from the following countries:

Country ▾		+	↓ Users
1	United States		539
2	Belgium		419
3	Germany		335
4	Portugal		274
5	France		225
6	Netherlands		225
7	United Kingdom		223
8	India		203
9	Italy		190
10	Greece		125

Figure 3. Website visitors countries

2. Social media progress and activities

As could be seen in the two graphics in the introduction of this chapter, NUDGE social media presence is also notable. With a Twitter account dedicated to the project, and posts made by partners on other networks (especially LinkedIn), the project has achieved good results. On LinkedIn, posts can be spotted by searching for the hashtags #H2020NUDGE and #NUDGEh2020. Partners have made posts either through their company or personal profiles.

Posts are made whenever news from the project become available, when useful resources are spotted by the project communication manager, or when our networks post something interesting that we then repost (especially sister projects).

Some material has been developed especially for sharing on social media, as can be seen in the material chapter (banners to promote events for instance) and in the posts by ACN ([A](#) - [B](#) - [C](#)) and [partners](#).

3. Newsletters

The project second newsletter was shared in November 2021. A third issue is coming after summer 2022, as we preferred to wait to have enough news and resources to share.

The second issue included a call for registration to our project webinar of November 9, 2021, a quick summary of what was done so far and what was coming next, our 2 first publications, news from our pilots, the co-creation workshops article, as well as news from our sister projects.

This second newsletter was sent to over 100 registered stakeholders, and some of its items were shared by partners in their own newsletters. For instance in [IEECP's](#) or ACN European monthly newsletter, in [October](#) and [November](#) 2021.



Figure 4. ACN newsletter, November 2021

4. Digital networking

Networking with [sister projects](#) has also allowed increasing awareness about the NUDGE project. Sister projects are a group of projects that share a common goal or work topic, and decide to join forces for research activities and/or dissemination.

NUDGE has built strong ties with projects DECIDE, ENCHANT, ENCLUDE, EVIDENT, ETEACHER, INTERCONNECT, UTILITEE, SOCIAL RES and WHY. While some have ended along the way, others have actively engaged with NUDGE, sharing news in their [newsletters](#), adding information on their website ([ENCHANT](#) and [ENCLUDE](#)) or on social media, inviting NUDGE to present at their [events](#), or more recently, deciding to collaborate and organise a policy conference during EUSEW 2022 (see the event chapter).

5. Media and platforms

When it comes to articles by NUDGE or quoting NUDGE, few are to report in these 12 months.

Three articles were written for the website. 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.

In a [second 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](#) writes how NUDGE is crossing the bridge between changing our energy habits and moving away from our dependence on Russian gas.

Additionally, other organisations or platforms have mentioned NUDGE:

- The [Voria](#) e-newspaper, under the title "[domX](#): The startup from Thessaloniki that upgrades the smartness of legacy heating systems", refers to NUDGE.
- NUDGE was added by IEECP on various platforms, such as Macaronight 2021 or [Enlit](#) (July 2022).



Figure 5. Enlit banner, project directory

Lastly, in July 2022, the International Energy Agency (IEA) wrote a commentary where NUDGE was used as research material: *Empowering people to act: how awareness and behaviour campaigns can enable citizens to save energy during and beyond today's energy crisis* – [This commentary provides an overview of practical examples and features, including NUDGE.](#)

INFORMATIONAL AND MARKETING MATERIAL – REPORTING M12-24

See deliverable 6.2 for a full picture of the activities: as this deliverable exists and is quite complete, we only provide here a quick summary of the material developed in the second year of NUDGE.

1. Banners and graphics

As soon as project activities kicked off in year 2, more material was produced, such as banners or a flyer prepared by pilots to invite participants to join them (Croatia, Belgium).



Figure 6. Flyer inviting participants to join the Belgian pilot, sent to more than 60 schools in and around Leuven

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

Another **banner**, as well as a **gif**, supported the promotion of the first project-results focused webinar, organised in November 2021. 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.



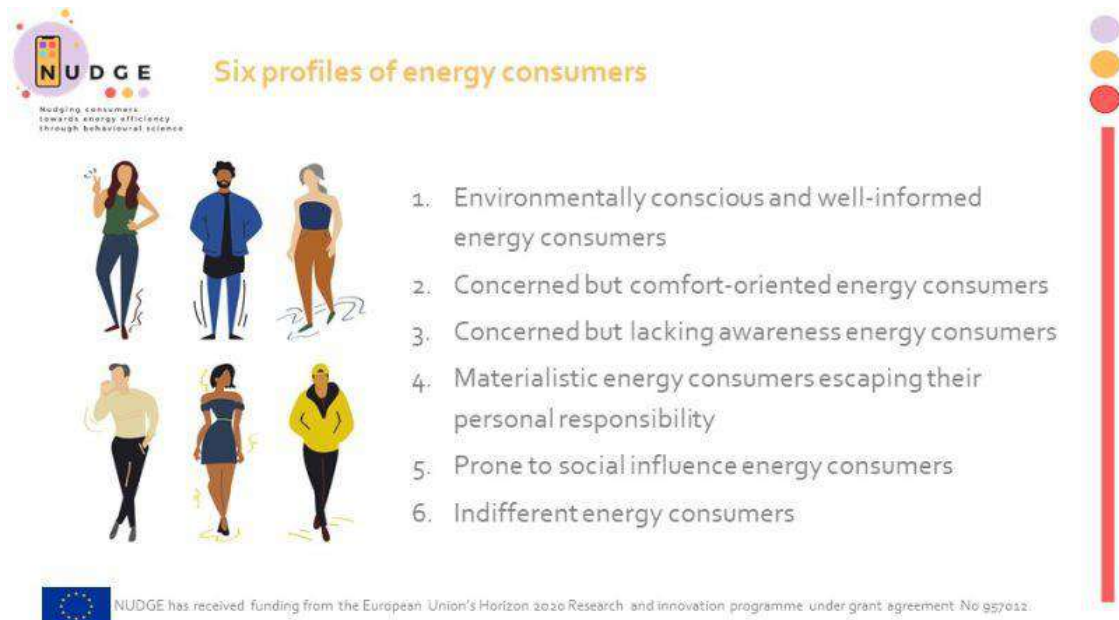


Figure 7. Banner promoting the November 9 webinar and screenshot of the presentation used on social media

A banner to promote the EUSEW policy conference, [planned for September 29](#) and co-organised with three sister projects (ENCHANT, WHY and DECIDE), was prepared.



Figure 8 EUSEW event banner

2. Videos and podcasts

A **video** focusing on the NUDGE Belgian pilot (Spring-Stof school) was made available when [director Kim Kiekens was interviewed](#) at 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.

As more results and findings are becoming available, NUDGE was also invited to participate in a **podcast**: "[Changing people's habits](#)".

NUDGE coordinator, Filippos Anagnostopoulos, was invited by host Mathias Steck, Service Area Manager for Renewables Northern Europe at DNV, to explore, together, 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 usage, including environmental, technological, financial and social concerns, and what this means for the energy transition on a global scale.



Figure 9 Podcast promotion on Twitter

3. Scientific publications and event proceedings

Event proceedings and journal publications have also been added to the package of material, targeting research and academia. More are planned towards the project end.

Published

- **Intervening me Softly - Modeling Nudging Interventions to Change Electric Vehicle User Preferences** Jonas Burkhardt, Sabine Pelka, Dr. Matthias Kühnbach, Fraunhofer Institute for Systems & Innovation Research ISI, Delft University of Technology, eceee Conference, 6-10/06/2022. Link soon available.
- **SDGs and the engagement of EU citizens: The role of behavioural science in the energy transition** - Amadori, M., & Votta, M. (2021). SDGs and the engagement of EU citizens: The role of behavioural science in the energy transition. *Resources and Environmental Economics*, 3(1), 239-244. <https://doi.org/10.25082/REE.2021.01.003>. <https://www.syncsci.com/journal/REE/article/view/536>
- **Combined use of energy management IoT equipment with digital user interfaces and nudging interventions for behavioural change**
Conference abstract, 5-8/10/2021 International conference on environmental psychology - Stratos Keranidis¹, Filippou Anagnostopoulos², Stephanie van Hove³, Peter Conradie³, Merkouris Karaliopoulos⁴, ¹DOMX, ²IEECP, ³IMEC, ⁴AUEB
https://www.conftool.pro/icep2021/index.php?page=browseSessions&form_session=40

Submitted / to be submitted

- **Turn Down for What? Applying Theory of Planned Behaviour, Prototype Willingness Model and Value Belief Norm Theory to Predict Reduction of Heating Related Consumption**, on the prediction modeling, under the responsibility of IMEC, target venue is *Energy Policy*.
- **From interventions to energy consumer classes: a bottom-up approach to profiling energy consumers and nudging them towards energy efficiency** – Merkouris Karaliopoulos, Leonidas Tsolas, Maria Halkidi, Iordanis Koutsopoulos (Athens University of Economics and Business), Stéphanie Van Hove and Peter Conradie (Ghent University) - on the segmentation study, under the responsibility of AUEB.

EVENTS AND PILOT ACTIONS

1. Pilots focused activities

In **Portugal**, the activities for the recruitment of participants included publications in the INEGI's newsletter and [website](#) and in the [University of Porto's website](#), and in the respective social media accounts. A specific email ([web version available](#)) was sent to the relevant ENERGY group's mailing lists to invite them to participate in the study. In addition, a specific email address (nudge@inegi.up.pt) was created for establishing bilateral contacts between INEGI's team and participants.

A webinar was organised in the evening of April 26, 2022 to gather participants, present the project application and its features, collect information on their experience using it, and provide any clarification needed. Participants were invited to report timely any issue experienced to ensure problems' fixing.

The app developer was therefore invited for this presentation and gave a live demo. 17 participants (out of the 100 invited) responded positively. The event allowed gathering inputs to produce a comprehensive FAQ document to be distributed to all participants.

In **Croatia**, after the 2 webinars [organised in Croatian](#) to introduce the project, recruit participants and put the focus on PV installations, 2 additional events were realised.

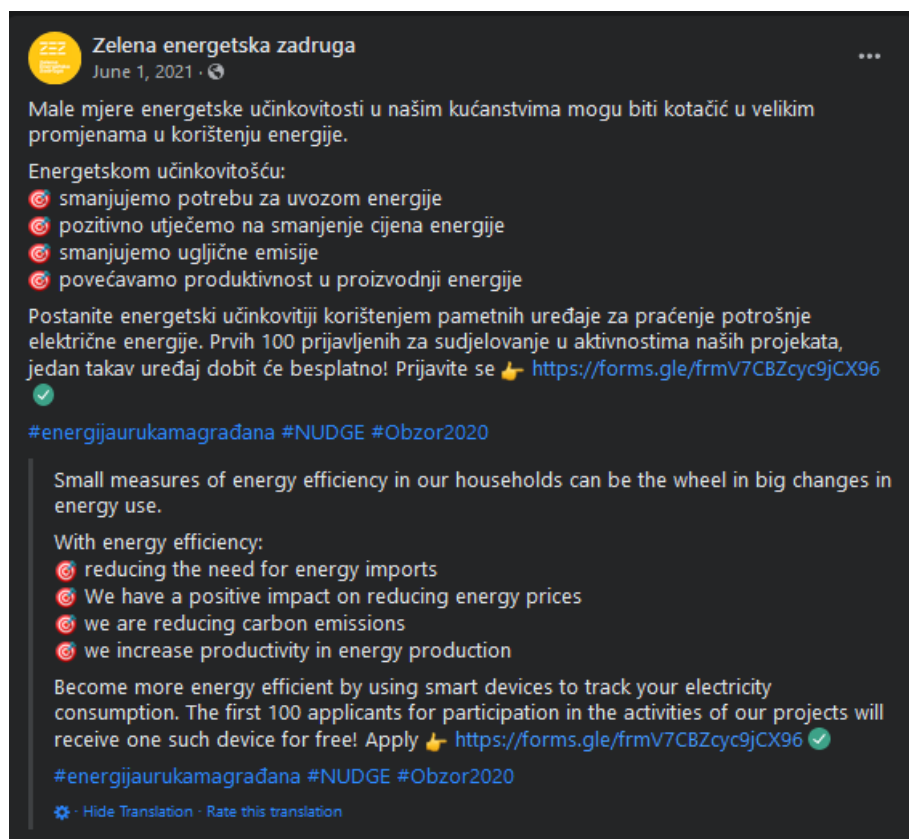


Figure 10 Social media post to recruit participants

On January 25, 2022, a private workshop for installers of the Shelly devices, with the goal to educate them and mobilize them.

The Good Energy Festival, organised by ZEZ in Zagreb was a 3-day event in May 2022, which gathered over 200 participants from Croatia, Slovenia, Bosnia and Herzegovina, Albania, Serbia, Greece, France, the Netherlands, Belgium and Germany. It was an opportunity to participate in thinking about sustainable solutions in Croatia, as well as to think about solutions to increase the use of RES energy sources (with a focus on solar energy) in residential and public buildings that are part of the plan to increase energy independence of the European Union by 2030.

Participants shared their experiences, knowledge, practices and challenges on how and why establish local energy communities and thus ensure the participation of citizens in an energy sector that is democratic, fair, sustainable, independent of energy imports and powered by local renewable sources. Within the session "Stories from the solar rooftops" and "Geek talk - Do you have an excess of electricity?", ZEZ has presented the NUDGE project.



Figure 11 Good Energy Festival poster and roll ups

In **Belgium**, a workshop was organised in October 2021 to inform parents of the NUDGE project activities. That same month, Spring-Stof participated in 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. Spring-Stof was interviewed and we share the video on the news page. NUDGE was also later on referred to in the School 2030 newsletter (January 2022). Spring-Stof will be involved into the 2022 EUSEW event with a young participant (school student) joining the event to provide a testimonial.



Figure 12 Spring-Stof workshop material

2. Events organisation

A couple of events have been organised by the NUDGE project team, on top of the above-listed pilot-focused.

Understanding energy consumers' behaviour to design nudging interventions: first dive into the NUDGE project

This webinar built on the results of the first NUDGE activities and especially the Europe-wide online survey, made available in 15 languages and completed by persons in 29 countries which broke fresh ground in the study of energy-related behaviour by operationalizing three theoretical models of human behaviour. The event gathered over 100 participants, who almost all joined our contact database as newsletter subscribers.

After-event material (recording and pdf of the presentations) was shared with participants and further on social media, and so far, as of August 2022, attracted further 169 viewers. This event was really key into the project life as not many reports or other outputs are planned in the 2 first project years, so it is tough to build an audience and nurture it with content. 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.

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).

The 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

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!



Figure 13 Banners and photos from the Fraunhofer birthday

Coming up, the **policy conference at EUSEW 2022, September 29, Brussels**: "Towards energy aware behaviours: how studies on young generations can inform better policy design" – the event has gathered so far 191 registrations. It is built as the compilation of how 4 project results (DECIDE, ENCHANT, NUDGE and WHY) can feed into policymaking, with a panel and many testimonials planned.

<https://www.nudgeproject.eu/event/29-09-22-towards-energy-aware-behaviours-how-studies-on-young-generations-can-inform-better-policy-design/>

3. Events participation

After the participation at the eceee summer study 2021, a new participation was led by the Fraunhofer team, presenting the work on social network simulation capturing the V2G flexibility provided by users after nudging interventions. The conference proceedings will soon be shared on the NUDGE website.

Intervening me Softly - Modeling Nudging Interventions to Change Electric Vehicle User Preferences Jonas Burkhardt, Sabine Pelka, Dr. Matthias Kühnbach, Fraunhofer Institute for Systems & Innovation Research ISI, Delft University of Technology, eceee Conference, 6-10/06/2022. Link soon available.

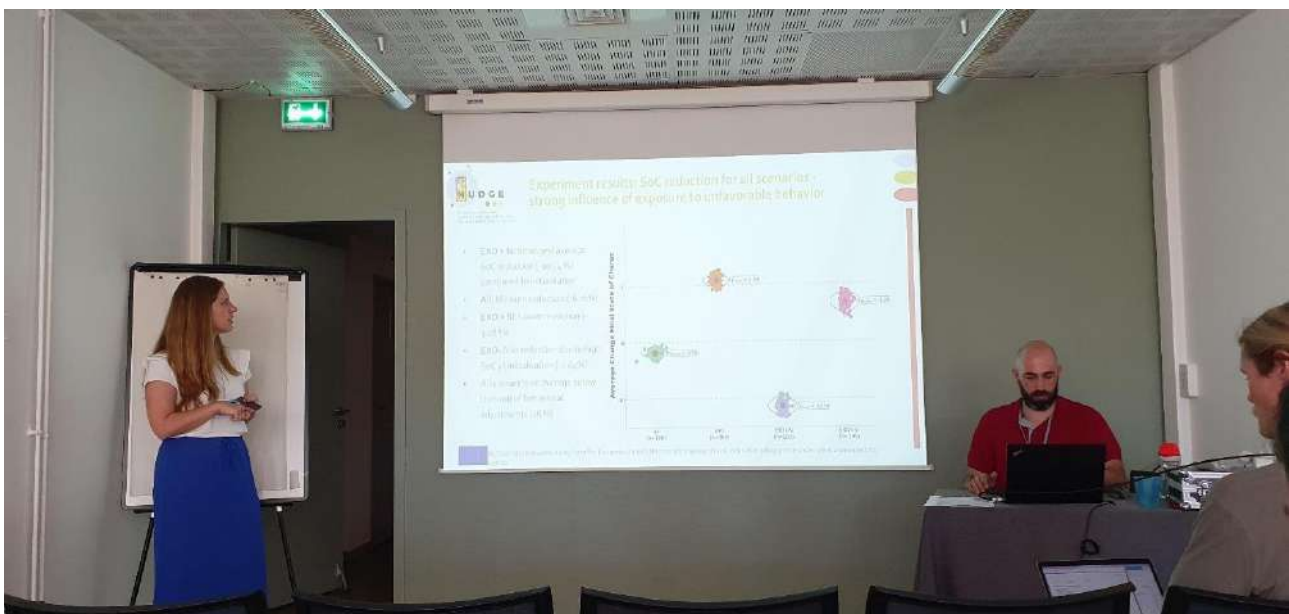


Figure 14 Sabine Pelka from Fraunhofer at eceee 2022

In addition, the following presentations should be reported:

- domX was invited by the [StreamSAVE project](#) to present NUDGE in the 1st meeting of the dialogue groups on behaviour changes and small-scale RES, on May 11, 2022
- Imec gave an oral presentation at the June 2022 [IAPS conference](#)
- AUEB spoke at the [EVIDENT Sustainable Energy Day](#) event late June 2022

CONCLUSION

This report gave an overview of the communication and dissemination activities that took place between months 12 and 24 of the project.

With one year remaining before the project end, there are plenty opportunities to organise further actions. Many events are in the pipeline, articles to be written, and graphics coming up.

The last version of this report, planned at the last month of NUDGE, will give a full picture of these activities.

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1. Setting the base: communication and dissemination material

1.1. Identity, guidelines and templates

A specific identity was developed for the project as first step, to ensure recognition and a strong presence. It includes colour codes, fonts, logotypes and how to use them. Templates were also defined for coordination among partners, including PowerPoint, Word (reports and press releases) and HTML (newsletter) templates. Guidelines assemble the “rules” to use them. For more information, see D6.1.

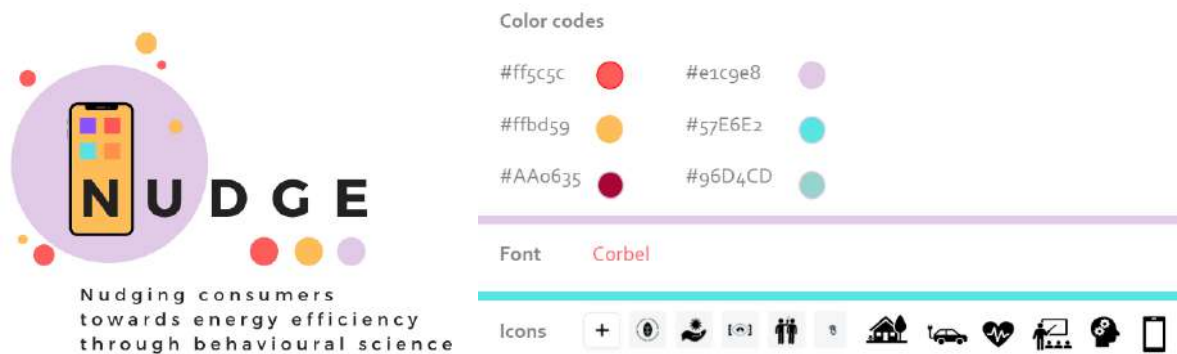


Figure 15. NUDGE logo and tagline, color codes



Figure 16. PowerPoint, Excel and Word templates

1.2. Communication and dissemination supporting material

The communication and dissemination strategy, the first deliverable serving as “how to” for project partners to communicate about the project, included social media posts ideas, a press release and came with a brochure and poster.

The brochure and poster have been adapted to two languages so far: Portuguese and Croatian. A roll up is being designed this month in Croatian to serve during the first events from September 2021. Additional marketing material, mainly to support the dissemination of the survey (WP1) have been developed and adapted in 14 languages: Croatian, Dutch, English, French, German, Greek, Italian, Latvian, Lithuanian, Portuguese, Romanian, Slovakian, Slovenian and Spanish.



Figure 17. First project banner highlighting the pilots



Figure 18. Project brochure



Figure 19. Project poster



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: [@NUDGEH2020](#) and [www.nudgeproject.eu](#)**



NUDGE

Nudging consumers towards energy efficiency through behavioural science



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



Figure 20. Banners created for the survey dissemination and adapted in 14 languages

The project website, simple yet complete, avoids 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 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

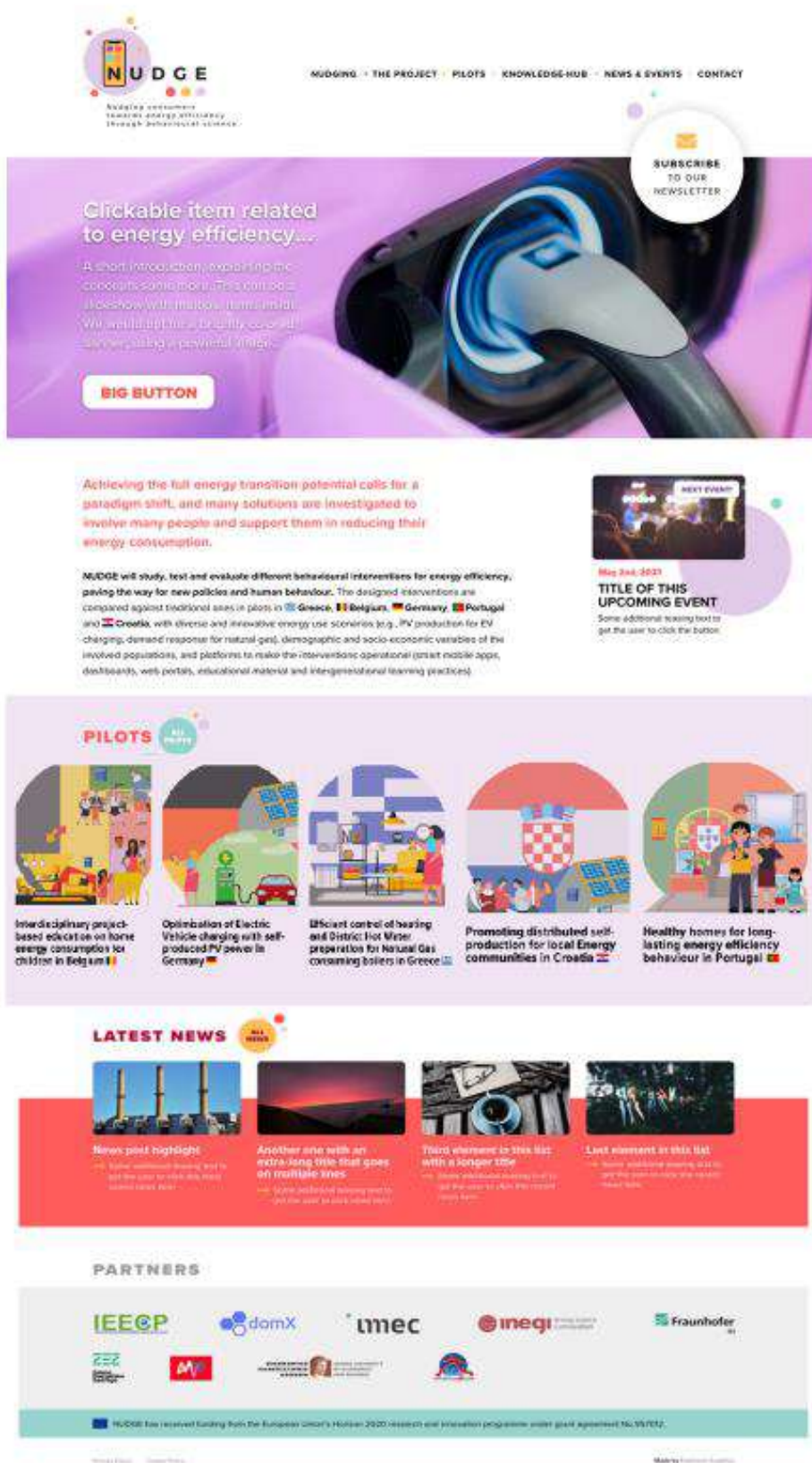


Figure 21. Project website



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 first one was sent in March 2021, following the design below.



Figure 22. Project newsletter #1

2. Overview of the main communication and dissemination activities up to month 12

This section provides an overview of the communication and dissemination work completed between M1 and M12. It includes a summary of both the activities conducted (e.g., workshops, conferences, papers, meetings) and the tools used to support the delivery of NUDGE messaging (e.g. newsletter, social media, press, videos).

All the efforts allowed reaching our target audiences:

- The scientific community
- End consumers (households, schools & representatives)
- Civil Society & NGOs
- Policy makers at local, regional, national & EU levels
- Public authorities
- Media
- Energy agencies

2.1. Events and webinars

As part of the project's dissemination efforts, NUDGE partners have participated and given presentations in the following events.

Event	Partner	Presentation title / link	Date	Attendees
Webinars presenting the project - First webinar was named "How to install PV system and what are the benefits", Second webinar was named "What to do after the installation of the PV system"	ZEZ	https://www.varazdinske-vijesti.hr/aktualno/zelena-energetska-zadruga-varazdinci-prijavite-se-na-online-predavanja-o-suncanim-elektranama-44903/	15+17-12-20	81 attendees (the data can be found in the Monitoring excel table)
Webinar for promoting NUDGE and for answering questions from potential participants	MVV	Projekt NUDGE: Web-Seminar für Bewerber	09-02-21	50 attendees
BEHAVE conference	DOMX & IEECP	Presentation of the NUDGE project	21-04-21	unknown

eceee summer study	DOMX & IEECP	Nudging the delivery of the EED through home-IoT and digital user interfaces	11-06-21	30 attendees
Online consumer research forum "Nudging in Consumer Policy" of the Ministry of Food, Rural Affairs and Consumer Protection	MVV	Projekt NUDGE - mit Anreizen zu mehr Energieeffizienz	08-06-21	Over 140 attendees - Ministry of Food, Rural Affairs and Consumer Protection; Zeppelin University; ConPolicy; Robert Schuman Centre for Advanced Studies

Table 1. Events and Webinars



Figure 23 MVV event, February 2021

2.2. Partners' website pages

Partners have uploaded news about the project on their websites:

Media outlet	Language	Date	Statistics if available
IEECP website	EN	28-09-20	199 pageviews
IMEC website	EN	29-09-20	-
Active Citizenship Network website (activecitizenship.net)	EN and IT	September 2020, October 2020, February 2021	-

<ul style="list-style-type: none"> - NUDging consumers towards enerGy Efficiency through behavioral science (Last updated: March 2021) - Transizione energetica e consumatori: il nostro impegno europeo (March 11, 2021) - La scienza comportamentale per aiutare i cittadini nella transizione energetica (February 11, 2021) - AL via NUDGE: Nuovo progetto europeo in tema di efficienza energetica (October 1st, 2020) - NUDging consumers towards enerGy Efficiency through behavioral science (NUDGE) (September 29, 2020) 			
AUEB website	GR	29-09-20	-
ZEZ website	HR and ENG	16-11-20	
INEGI website	PT	26-11-20	-
INEGI website	EN	26-11-20	-
MVV website	DE	14-12-20	-
AUEB website – OPA News	GR	12-04-21	5000 university recipients
ZEZ - Public call for the express of interest on the ZEZ official webpage	HR	03-05-21	-
ZPS- ACN partner	SLOVENIAN	April 2021	-
EEKE – ACN Partner	GR	March 2021	-
EEKE – ACN Partner	EN	March 2021	-
Association of consumer organizations of Slovakia	SLOVAKIAN	March 2021	-
Vartotojų teisių gynimo centras	LITHUANIAN	March 2021	-
SPRING-STOF	DUTCH	June 2021	-

Table 2. Partners' posts on websites

2.3. Press releases and articles following them

To mark the beginning of the project, NUDGE prepared a press release titled: *5 countries to become the field of behavioural experiments to encourage EE habits*, which was translated by project partners and published in the following outlets – it is worth noting that all partners have contributed to this effort:

Media outlet	Language	Date	Statistics if available
Construction21	EN	29-09-20	777 views
buildup.eu	EN	September 2020	-
The innovation platform	EN	29-09-20	-
energetika-net.com	HR	03-11-20	8 articles followed the press release with about 5000 readers
h-alter.org	HR	03-11-20	
oie.hr	HR	03-11-20	
aktualno.hr	HR	03-11-20	
varazdinski.net.hr	HR	03-11-20	
poslovnifm.com	HR	03-11-20	
varazdinske-vijesti.hr	HR	03-11-20	
sjeverozapad.hr	HR	03-11-20	
startupper.gr	GR	05-11-20	-
CORDIS	EN	20-11-20	-
zfk.de	DE	14-12-20	-
Canale Energia	IT	25-01-20	-
EnergyPost.eu	EN	27-01-21	-
AUEB magazine	GR	March-April 2021	-
Presscut energia	HR	November 2020	-
SUvremena.hr online news	HR	19-04-21	-

Table 3. Kick off Press Release publications



Figure 24. MVV press release to recruit German NUDGE pilots, December 2020

2.4. Additional articles/ interviews in the mainstream press

NUDGE partners have prepared the following articles published in the national and international press:

Title	Partner	Media Outlet & link	Date	Language
<ul style="list-style-type: none"> • NUDGE project releases new survey on energy consumption and consumer behaviour • The role of citizens in achieving a low-carbon future (for the download, click here) 	ACN	Innovation news network	15-09-20 & 01-04-21	EN
NUDGE promotion on radio	ZEZ	Radio Sjeverozapad	16-11-20	HR
Investigadores vão criar 'app' para mudar hábitos e combater desperdício energético	Inegi	Lusa , Sicnoticias , noticiasao minuto , Eco sapo , MSN .	03-12-20	PT
INEGI desenvolve app para combater desperdício energético	Inegi	Viva Porto	07-12-20	PT
Diventare più efficienti con il questionario di Nudge (Italian)	ACN	Canale Energia	30-03-21	IT

Nudge, ovvero la scienza comportamentale a servizio dell'efficienza energetica	ACN	Canale Energia	25-01-21	IT
Promoting NUDGE and the launch of the online survey: La scienza comportamentale per aiutare i cittadini a fare più efficienza energetica	ACN	Canale Energia	04-02-21	IT

Table 4. Articles in the press

MEDIA PARTNERSHIP

To ensure visibility of the Nudge project, and a proper dissemination of the survey, Cittadinanzattiva has built different media partnerships with national, European, and international media, as follows:

At national level (Italy):

- National media partner: [Canale Energia](#), Italian specialized magazine focusing on the energy sector



At European level & beyond:

- European media partner: [Innovation News Network](#), focused on the latest science, research and innovation news, with a dedicated session called "[sustainable planet](#)" able to host news on energy issues



- International media partner: [Resources and Environmental Economics \(REE\)](#) (ISSN:2630-4457), an international peer-reviewed journal to discuss, analyze and evaluate the trend of resources economics and environmental economics.



2.5. Scientific publications

NUDGE partners have prepared the following scientific publications based on the preliminary results of the project:

Title	Partner	Outlet & Link	Date
SDGs and the engagement of EU citizens: The role of behavioral science in the energy transition	ACN	Resources and Environmental Economics syncsci.com	08-03-21

Table 5. Scientific publications

2.6. Synergies with Horizon2020 projects

NUDGE aims to create connections with other initiatives and projects funded by the EU. A key element of the synergy networking strategy was to establish a group of Horizon 2020-funded sister projects. NUDGE contacted EU projects with a similar background / objective to identify the common interests and aims of the group and come up with ideas to further increase each project outreach as well as connect research results.

Subsequently, the Horizon 2020 sister projects group has grown and currently consists of: eTEACHER, WHY, ENCHANT, INTERCONNECT, UtilitEE, SocialRES, EVIDENT.

Three of the above-mentioned sister projects (WHY, ENCHANT, EVIDENT) were brought together by EASME/CINEA in the 11th of February online conversation on *Behavioural Insights for Energy Efficiency Policy*. A first outcome of this interaction has been the forthcoming Symposium of these four projects in the context of the International Conference of Environmental Psychology (ICEP) to be held in October 2021 in Ciracussa Italy.

First additional activities to report are:

- On the NUDGE side, inclusion of news from the projects on social media and in the first newsletter, as well as logos of the sister projects added on the Knowledge hub page of the website
- The E-teacher project shared news about NUDGE in their newsletter as well: <http://www.eteacher-project.eu/?na=v&nk=g2-bb0391d9f1&id=65>

2.7. Newsletters

Six newsletters over the course of the project (sent approximately twice per year) aim to present the project, its results, objectives and regular updates. Mailchimp, the newsletter service provider, is allowing for monitoring and maintenance of the newsletter list. The first newsletter audience was quite low (25 recipients), as per GDPR law we cannot add recipients to our list. These are therefore

contacts who subscribed on the website between January and March 2021. The 2nd newsletter will reach more stakeholders as now the list comprises 65 recipients.

NUDGE is also featured in the newsletters of partners. The following table presents the progress so far and outreach.

	Date	Recipients	Opens & clicks
NUDGE Newsletter No. 1	24-03-21	25	76% opens, 40% clicks
IEECP Newsletter: nudging consumers to energy efficiency behaviours, e-learning platform for F&B energy efficiency & more	25-02-21	274	45% open
ACN Newsletter promoting NUDGE project and survey (EN – IT) <ul style="list-style-type: none"> - Cittadinanzattiva Informa, N. 621 (March 11, 2021) - Cittadinanzattiva Informa, N. 617 (February 11, 2021) - Cittadinanzattiva Informa, N. 601 (October 1st, 2020) - Active Citizenship Network News, N. 83 (September 2020), "SPECIAL EDITION ON CONSUMERS AND ENERGY ISSUES" - Active Citizenship Network News, N. 89 (March 2021) "SPECIAL EDITION ON THE H2020 PROJECT NUDGE NUDging consumers towards enerGy Efficiency through behavioral science" 	22-03-21	9,748	18.1% opens, 13.4% clicks
IEECP newsletter: Support behavioural policies by completing the NUDGE survey!	15-04-21	277	38% open
ZEZ newsletter promoting the T1.1 profiling survey	12-05-21	25-50	56,5% opens & 7,7% clicks
ZEZ - Public call for express of interest in the ZEZ newsletter	22-04-21	-	38,5% opens & 9,7% clicks
EEKE and ZPS – ACN partners	30-03-21	-	-

Table 6. Newsletters of / mentioning NUDGE

All issues of the newsletter are accessible through an updated archive on the project website. Each newsletter is also published via the social media channels and disseminated via the partners' own tools as well. Interested stakeholders register to the newsletter from the website through a GDPR-compliant form.

Through its networking office, over the years, partner Cittadinanzattiva has developed several thematic formal and informal mailing lists, which have been used between March and May 2021 to disseminate information about NUDGE and the link to the survey. More precisely:

CITTADINANZATTIVA MAILING LISTS



At national level (Italy):

- Survey sent via email to a range of Italian contacts working in the energy sector (ca. 1000).
- A dedicated email was sent twice to all adherents to Cittadinanzattiva (volunteers, employers, etc.) (ca. 36000).
- A dedicated email was sent to external contacts of Cittadinanzattiva through a paid [dedicated platform specialized in Mailing service](#): [web](#) version of the email sent to the mailing.

At European level & beyond:

- The survey link was disseminated via email to a range of European contacts working in the sectors of energy and civic activism (ca. 300).

2.8. Videos

In the period up to M12, three videos have presented the NUDGE project. The first is describing the core of the project through an easy to follow narrated powerpoint presentation.

Title	Description	Date	Views
Nudging consumers towards energy efficiency through behavioural science: discover H2020 NUDGE in 15'	Project introduction video	11-02-21	70

ZEZ webinars (2 videos) - Link to the 1st webinar: https://www.youtube.com/watch?v=MGLPIpW5Nu8&t=45s 2nd webinar: https://www.youtube.com/watch?v=gOFPcrh4S6g	Coming soon	15-12-20. and 17.12.20	141 in total
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Table 7. Videos

2.9. Social media

NUDGE has its own **Twitter** account where news from the project but also related to our topics are being shared: <https://twitter.com/NUDGEH2020>. The NUDGE2020 project on Twitter has, by August 2021:

- 60 tweets and retweets
- 107 followers
- 4,222 tweet impressions

Specific hashtags are used for monitoring purposes: #NUDGEH2020 and #NUDGEPROJECT.

NUDGE builds on each **partners' existing accounts for Facebook and LinkedIn** to share information and get visibility with a multiplier effect, rather than creating too many new accounts. The social media impact is measured through each media statistics (Twitter analytics for the project-owned account, each partners' own social media analytics for other accounts).

A few social media dissemination activities of all partners are summarized in the following table while the full activity can be found in the annexes – representing an impressive amount of posts:

Action	Partner	Date	Outreach	Link
Promoting press release	IEECP	29-09-20	388	Twitter
Promoting press release	IEECP	29-09-20		LinkedIn
Promoting press release	IEECP	29-09-20		Facebook
Project Start promotion	Spring-Stof	1-10-20		LinkedIn
Project Start promotion	ZEZ	19-10-20	1028	Facebook
Project Start promotion	ZEZ	19-10-20	861	LinkedIn
Introduction to Nudging	IEECP	15-02-21	448	Twitter
General engagement	IEECP	5-02-21	216	Twitter
Promoting the T1.1 survey	IEECP	31-03-21	2428	Twitter
Promoting the T1.1 survey	Beegy	07-05-21		Twitter
Promoting the T1.1 survey	Beegy	02-06-21		Twitter
Promoting the T1.1 survey at the Solar Club Facebook group	ZEZ	-		Facebook
Promoting the T1.1 survey	ZEZ	13.5.21.		ZEZ Facebook
Promoting the T1.1 survey	ZEZ	25.5.21.		ZEZ Facebook

INEGI integra projeto europeu que aposta na ciência comportamental para combater desperdício energético	Inegi	-		LinkedIn
INEGI integra projeto europeu que aposta na ciência comportamental para combater desperdício energético	Inegi	-		Facebook
INEGI integra projeto europeu que aposta na ciência comportamental para combater desperdício energético	Inegi	-		Twitter

Table 8. Social media dissemination

2.10. Website

As presented in section 1, the project website is available at the domain www.nudgeproject.eu. The website is 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. Its public pages 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).
- subscription to the project newsletter
- all dissemination documents and public deliverables available for download.

IEECP keeps track of the visits on the website through Google Analytics. The cookie policy allows people to decide not to be tracked, following the requirements of the General Data Privacy Regulation (GDPR).

New features are added when needed, for instance, in summer 2021, the option to split events and news was added.

Below statistics can be reported for the first project year.

1,518 users have visited the project website, coming from various countries, and visiting, for over 50 persons per language, the website in the different languages available. 41 downloads are to be reported (so far only the brochure and poster are available for download).

Users ▾ by Language

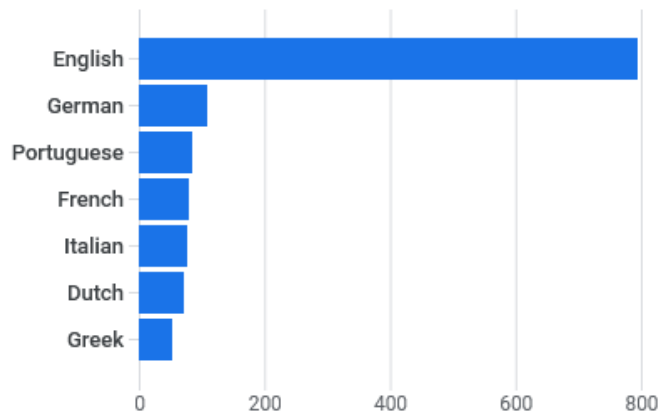


Figure 25 Website statistics from Google Analytics: language chosen

Users ▾ by Country



Figure 26 Website statistics from Google Analytics: countries of visitors

2.11. The specific case of the WP1 Survey dissemination

An activity that has generated efforts from almost all partners is the WP1 survey dissemination. The main steps and efforts are summarised below.

ACN and IEECP have been involved from the first stage of thinking by IMEC, to plan on how to promote the survey, to whom, ensuring therefore a high completion rate.

ACN reported below actions as part of the WP1 survey dissemination:

- Kristina Petljak, Vice President of the Croatian Association HUZP, has informed the students about the NUDGE project on the course "Consumer Protection", which she holds at University of Zagreb, Faculty of Economics and Business Zagreb, and asked them to take an active part and participate in the research. On April 20, 2021 on the national television - HTV, in the show "We are all consumers" the president of HUZP, Mrs. Ana Knežević announced the participation of HUZP in the NUDGE project and survey data collection. Link to the research was published on the web site of portal Suvremena trgovina.
- The ECC-Net (European Consumer Centres Network) is a Network of 28 Centres established in every EU Country – Norway and Island included – which offers free help and advice to consumers on cross-border purchases. The Network was founded in 2005 by the European Commission in collaboration with the national governments of each Member State. There is an ECC in each EU country (Italy; Belgium; Germany; Portugal; Greece; Croatia; etc.). Cittadinanzattiva has contacted the European Consumer Centers present in all EU countries and we have received the support of some of them for the dissemination of the survey. More specifically, the ECC from the Netherlands, Bulgaria, Poland, and Spain have positively embraced our initiative and posted the link to the survey in their social media and newsletters. For instance: ECC Spain: <https://twitter.com/eccspain/status/1384909998170509321?s=20> ECC Netherlands: https://twitter.com/ECC_Nederland/status/1387667973477969921
- EKOenergy is an international not-for-profit ecolabel for energy (renewable electricity as well as renewable gas, heat and cold). EKOenergy is also an international network of environmental NGOs. Their aim is to promote the use of sustainable energy. After being contacted by Cittadinanzattiva, EKOenergy provided its support via Twitter ([here](#) to find an example) and LinkedIn ([here](#) to find an example).
- The European Consumer Consultative Group was the Commission's main forum to consult with national and European consumer organisations. Since its establishment in 1973, the European Consumer Consultative Group (ECCG) assisted the Commission by providing expert advice on EU consumer related issues, issuing opinions and participating in different fora. The European Consumer Consultative Group was the Commission's main forum to consult with national and European consumer organisations. In order to raise awareness among the institutions, Cittadinanzattiva has contacted via email the members of the [last ECCG](#), to which Cittadinanzattiva, through Mariano Votta, was officially appointed by the EU Institutions to represent the Italian consumer associations from 2016 to 2019. As

part of the New Consumer Agenda, the ECCG has been replaced since 2021 by the Consumer Policy Advisory Group (CPAG) and, of course, Cittadinanzattiva has also contacted the new members of the CPAG.

- BEUC, the European Consumer Organisation, is an umbrella consumers' group, founded in 1962 to represent the voice of consumers. Some of its member organizations have voluntarily supported the NUDGE project and disseminated the survey through the social media channels. For instance, here you can find the [tweet](#) by Confederación de Consumidores y Usuarios (CECU), a Spanish consumer organization, Member of BEUC and of Consumers International.
- CA entered in direct contact with different consortia of European projects in which Cittadinanzattiva has been involved in the past or is still actively participating. Some of the partners of these consortia have supported the NUDGE project by filling in the survey and/or disseminating the survey via their social media platforms.
 - [CITIZENENERGY](#)
 - [CropBooster-P](#)
 - Promoting European Energy communities (PEERS)
 - Monitoring Experiences with Energy Tool Station (MEETS)
 - Creating Energy efficiency common Actions for energy COMMunities (CREA-COMM)
 - DIGital transition in public services for the promotion of the citizens' WELLbeing (DIGIWELL)
 - SmartConsumer50Plus
 - Fair Energy for All con Fondazione (FETA)

To reach as many consumers as possible from all across Europe, Cittadinanzattiva/ACN has built partnerships with over twenty consumer organizations, as well as other private and academic bodies, in 12 European countries, including NUDGE pilot countries. These organizations have agreed to support Cittadinanzattiva, and the NUDGE project overall, contributing to translating and/or disseminating the general profiling survey via their email contacts, social media platforms, newsletters, and websites.

List of organizations that have contributed to the translation and dissemination activities:

- | | |
|--|---|
| • CEIP-Center for Education and Consumer Information (Croatia) | • EEKE- Union of Working Consumers (Greece) |
| • HUZP- Croatian Association for Consumer Protection (Croatia) | • Talented Borders (Latvia) |
| • Indecosa-Information et défense Desconsommateurs Salariés (France) | • Lithuanian Consumer Association (Lithuania) |
| • Ifok (Germany) | • Infocons – Protecția Consumatorilor (Romania) |

- Association of Consumer Organization in Slovakia (Slovakia)
- ZPS- Slovene Consumers' Association (Slovenia)
- Social Mentés Canarias (Spain)
- CONSUMUR (Spain)
- Association For Consumer Rights (Malta)
- Consumer Association of Malta (Malta)
- UNWE Eco Club, University of Sofia (Bulgaria)

Moreover, ACN has interacted with ECU, the [European Consumer Union](#), and demanded to disseminate the survey by involving the associations in its network (24 associations in 17 countries).

As Cittadinanzattiva has collaborated with DG COMM on different communication campaigns, and it is thus in touch with the "Partnerships team" of the secretariat of the European Parliament – which leads a dedicated newsletter information regarding campaigns, news, meetings, events, and surveys from the European Parliament – it was given the opportunity to share the news about the NUDGE survey in the newsletter sent last 22 March 2021 and titled "The Conference on the Future of Europe begins & more", as visible in the following screenshot.



Figure 27 EU Commission newsletter promoting the NUDGE survey

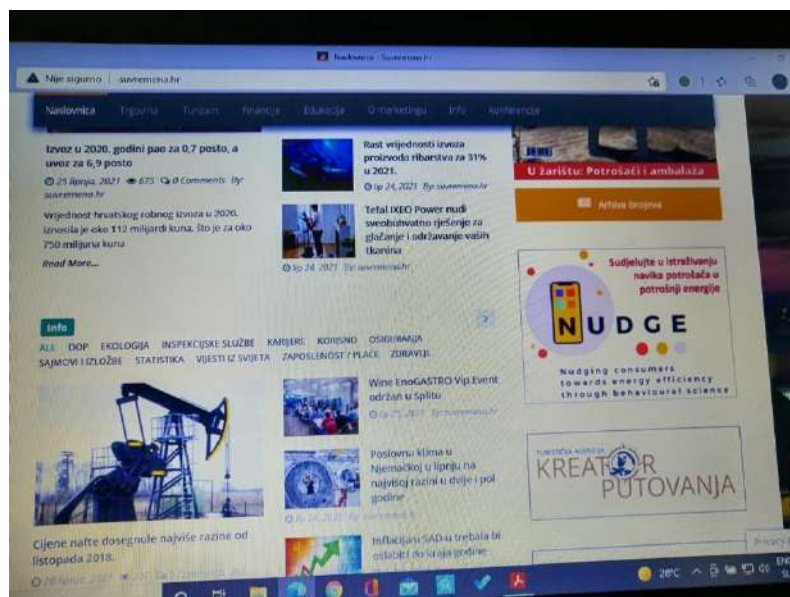


Figure 28 NUDGE survey promoted on a website

To further promote the T1.1 survey, additional press releases were prepared and published by national media (by ACN, domX, IEECP, etc.):

Media outlet	Language	Date
canaleenergia.com	IT	30-03-21
innovationnewsnetwork.com	EN	01-04-21
energypress.gr	GR	30-04-21
ZEZ website	HR	14-4-21.
HUZP, the Croatian Association for consumer protection - http://www.huzp.hr/?p=3933	HR	14-04-2021
Suvremena.hr	HR	19-04-21
AUEB Mobile Multimedia Laboratory (MMLab)	GR/EN	No date

Table 9. Task1.1 user profiling survey promotion in websites

4. Communication and dissemination: adaptation measures

As many projects and organisations, the project was impacted by the COVID19 situation with events being moved online and facing a lot of competition, and some delays in the website delivery. Less events happened than foreseen and, in addition, not “much” was available this first year to disseminate, yet new ideas are in the pipeline for the months to come (briefing in collaboration with our sister projects group, infographics, dissemination actions).

The partners are involved in helping make sure we support them in the right way and with the proper tools.



5. Planned activities towards September 2022

In the coming year, the effort to maintain what can be considered a great first year for outreach will be maintained.

The project first steps in terms of research will be summarised in the communication activities (website, newsletters, to be able to demonstrate what is happening in our pilots, what nudges are used and studied, the web platforms and apps developed, etc.).

Additional **newsletters** will be produced, linking to website news and blogs. Partners will be asked to share more news about the project in their own, SPRING-STOF and IEECP therefore already foresee to include news in September/October 2021 (over 250 recipients each).

Infographics/factsheets using WP2 results, the definition of the NUDGE principle, best-practice cases and related barriers, targeting policy-makers, citizens and others will be produced later in the project.

Towards the end of the project, NUDGE will prepare **policy briefings** to show the effectiveness of the nudging applied to policy planning and build on the policy recommendations from WP5.

A **project video** will also be produced at a later stage, showcasing the project goals and pilots and presenting first results.

In terms of **events**, several will now be planned, hopefully as face-to-face events. Co-creation workshops are kick-starting in September, in the pilot countries. SPRING-STOF will introduce the project and the NUDGE course on September, 15th in their general information evening, more than 50 people are already registered. SPRING-STOF will organize an event for teachers and parents (about 50 participants) in October 2021 to announce the NUDGE course developed.

Finally, more efforts will be done to organise activities with **sister projects**.



Conclusion

This document is a screenshot of activities happened in a year time, showing results from our actions for communication and dissemination, and their impact.

It confirms the necessary involvement and support of all partners and we will keep pushing partners to be involved until the project end – and further – allowing the project to get the attention it deserves.

ANNEX II - SOCIAL MEDIA REPORTING M1-12

Partner	Medium	Language	Date	Link
[ZEZ]	ZEZ's linkedin profile - call for the express of interest in joining the project	croatian	3-5-2021.	https://www.linkedin.com/feed/update/urn:li:activity:6794966857330782208/
[ZEZ]	ZEZ's Facebook profile - call for express of interest in joining the project	croatian	3-5-2021.	https://www.facebook.com/zelenaenergetskazadruka/posts/4142737259106553
[ZEZ]	ZEZ facebook group Solar Club - call for express of interest in joining the project	croatian	13-5-2021.	https://www.facebook.com/groups/solarniklub/permalink/530901534711111/
[ZEZ]	ZEZ's Facebook profile - call for express of interest in joining the project	croatian	21.5-2021.	https://www.facebook.com/zelenaenergetskazadruka/posts/4198306263549652
[ZEZ]	ZEZ's Facebook profile - call for express of interest in joining the project	croatian	1.6-2021.	https://www.facebook.com/zelenaenergetskazadruka/posts/4232356153477996
[ZEZ]	Promotion of the webinars Dec 2020 - Geotechnical faculty in the city of Varazdin	croatian	17.12.2021.	https://www.facebook.com/unizg.gfv/posts/3064221260472023
[ZEZ]	Promotion of the webinars Dec 2020 - Geotechnical faculty in the city of Varazdin	croatian	14.12.2021.	https://www.facebook.com/unizg.gfv/posts/3061828757377940
Active Citizenship Network (Cittadinanzattiva)	Facebook	ENG	29/03/2021	https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3797303053651125/
Active Citizenship Network (Cittadinanzattiva)	Facebook	ENG	30/03/2021	https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3800337993347631/
Active Citizenship Network	Facebook	ENG	31/03/2021	https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3803874312993999/

(Cittadinanza attiva)				
Active Citizenship Network (Cittadinanza attiva)	Facebook	EN G	31/03/2021	https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3804029579645139/
Active Citizenship Network (Cittadinanza attiva)	Facebook	EN G	01/04/2021	https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3807448309303266/
Active Citizenship Network (Cittadinanza attiva)	Facebook	EN G	02/04/2021	https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3807457992635631/
Active Citizenship Network (Cittadinanza attiva)	Facebook	EN G	02/04/2021	https://www.facebook.com/InfoCons/photos/a.262322357154386/3752862711433649/
Active Citizenship Network (Cittadinanza attiva)	Facebook	EN G	06/04/2021	https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3825412107506886/
Active Citizenship Network (Cittadinanza attiva)	Facebook	EN G	12/04/2021	https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3845093638872066/
Active Citizenship Network (Cittadinanza attiva)	Facebook	EN G	13/04/2021	https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3847652355282861/
Active Citizenship Network (Cittadinanza attiva)	Facebook	EN G	17/05/2021	https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3948668281847934/
Active Citizenship Network (Cittadinanza attiva)	Facebook	EN G	18/05/2021	https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3952576604790435/

Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	25/0 5/20 21	https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3974653175916111/
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	25/0 5/20 21	https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3975305529184209/
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	26/0 5/20 21	https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3975329369181825/
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	26/0 5/20 21	https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3975336659181096/
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	27/0 5/20 21	https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3980472938667468/
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	27/0 5/20 21	https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3980479765333452/
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	28/0 5/20 21	https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3983675875013841/
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	28/0 5/20 21	https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3983687265012702/
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	28/0 5/20 21	https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3983697748344987/
Active Citizenship Network	Facebook	EN G	29/0 5/20 21	https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3983703445011084/

(Cittadinan zattiva)				
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	29/05/2021	https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3983711115010317/
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	29/03/2021	https://twitter.com/activecitnet/status/1376485908971683844
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	29/03/2021	https://twitter.com/activecitnet/status/1376490835282432003
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	29/03/2021	https://twitter.com/activecitnet/status/1376488975779688451
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	30/03/2021	https://twitter.com/activecitnet/status/1376855473492660226
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	31/03/2021	https://twitter.com/activecitnet/status/1377199794628747270/photo/1
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	31/03/2021	https://twitter.com/activecitnet/status/1377260391953272833/photo/1
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	01/04/2021	https://twitter.com/activecitnet/status/1377624853302370308
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	02/04/2021	https://twitter.com/activecitnet/status/1377969064308510720/photo/1

Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	06/0 4/20 21	https://twitter.com/activecitnet/status/1379433725302218762
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	12/0 4/20 21	https://twitter.com/activecitnet/status/1381644406734880780
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	13/0 4/20 21	https://twitter.com/activecitnet/status/1381970141819330564/photo/1
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	17/0 5/20 21	https://twitter.com/activecitnet/status/1394216285253292035
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	18/0 5/20 21	https://twitter.com/activecitnet/status/1394578025824624640/photo/1
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	19/0 5/20 21	https://twitter.com/activecitnet/status/1395028004817022980/photo/1
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	25/0 5/20 21	https://twitter.com/activecitnet/status/1397169593752465410
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	25/0 5/20 21	https://twitter.com/activecitnet/status/1397232954712154112
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	26/0 5/20 21	https://twitter.com/activecitnet/status/1397488429307473923
Active Citizenship Network	Twitter	EN G	26/0 5/20 21	https://twitter.com/activecitnet/status/1397590855586824195

(Cittadinanza attiva)				
Active Citizenship Network (Cittadinanza attiva)	Twitter	EN G	27/05/2021	https://twitter.com/activecitnet/status/1397853920656084992
Active Citizenship Network (Cittadinanza attiva)	Twitter	EN G	27/05/2021	https://twitter.com/activecitnet/status/1397945697463242755
Active Citizenship Network (Cittadinanza attiva)	Twitter	EN G	28/05/2021	https://twitter.com/activecitnet/status/1398219818147450881/photo/1
Active Citizenship Network (Cittadinanza attiva)	Twitter	EN G	28/05/2021	https://twitter.com/activecitnet/status/1398277883655704576
Active Citizenship Network (Cittadinanza attiva)	Twitter	EN G	28/05/2021	https://twitter.com/activecitnet/status/1398323185343361025/photo/1
Active Citizenship Network (Cittadinanza attiva)	Twitter	EN G	29/05/2021	https://twitter.com/activecitnet/status/1398549676048097280
Active Citizenship Network (Cittadinanza attiva)	Twitter	EN G	29/05/2021	https://twitter.com/activecitnet/status/1398610075174965250
Active Citizenship Network (Cittadinanza attiva)	Twitter	EN G	29/05/2021	https://twitter.com/activecitnet/status/1398685819502796803
Active Citizenship Network (Cittadinanza attiva)	Twitter	EN G	30/05/2021	https://twitter.com/activecitnet/status/1398912059698552833

Active Citizenship Network (Cittadinanzattiva)	Twitter	EN G	30/05/2021	https://twitter.com/activecitnet/status/1399006180022779909
Active Citizenship Network (Cittadinanzattiva)	Twitter	EN G	31/05/2021	https://twitter.com/activecitnet/status/1399244252950024194
Cittadinanzattiva Aps	Twitter	IT	31/03/2021	https://twitter.com/Cittadinanzatti/status/1377289586489970694
Cittadinanzattiva Aps	Twitter	IT	18/05/2021	https://twitter.com/Cittadinanzatti/status/1394578788915294210
Cittadinanzattiva Aps	Twitter	IT	29/05/2021	https://twitter.com/Cittadinanzatti/status/1398625174363131906
[Beegy]	Promoting the T1.1 survey	German	07/05/2021	https://twitter.com/beegy_team?lang=de
[Beegy]	Promoting the T1.1 survey	German	02/06/2021	https://twitter.com/beegy_team?lang=de
[IEECP]	Promoting press release	English	29/09/2020	https://twitter.com/ieecp_org/status/1310881232578895873 https://www.linkedin.com/feed/update/urn:li:activity:6716639695536713728 https://www.facebook.com/ieecp.org/posts/1256680064683127
[Spring-Stof]	Promoting project start	Dutch	01/10/2020	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6717171494599847936/?actorCompanyId=18078249
[ZEZ]	Promoting project start	Croatian	19/10/2020	https://www.facebook.com/zelenaaenergetskazadruka/photos/a.556110017769313/3589159671130984/
[ZEZ]	Promoting project start	Croatian	19/10/2020	https://www.linkedin.com/feed/update/urn:li:activity:6723872117290491904/
[ZEZ]	ZEZ Facebook page post Profiling survey	Croatian	13.5.2021.	https://www.facebook.com/zelenaaenergetskazadruka/posts/4173833312663614
[ZEZ]	ZEZ Facebook page post Profiling survey	Croatian	25.5.2021.	https://www.facebook.com/zelenaaenergetskazadruka/posts/4210733745640237

[MVV]	Promoting the T1.1 survey	German	09/06/2021	
Marine Cornelis (CITTADIN ANZATTIVA Contact)	LinkedIn	EN	01/04/2021	https://www.linkedin.com/feed/update/urn:li:activity:6790620522691604480/
EkoEnergy EcoLabel	LinkedIn	EN	01/04/2021	https://www.linkedin.com/feed/update/urn:li:activity:6782580988590473216/?commentUrn=urn%3Ali%3Acomment%3A(ugcPost%3A6782580988070379520%2C6782581552011337728)
EkoEnergy EcoLabel	Twitter	EN	29/04/2021	https://twitter.com/EKOenergy_/status/1376517640492048390
CEIP - Centar za edukaciju i informiranje potrošača	Facebook	HR	26/03/2021	https://www.facebook.com/permalink.php?story_fbid=2878488629088999&id=1587498368188038
InfoCons	Facebook	RO	01/04/2021	https://www.facebook.com/InfoCons/photos/3752862711433649
CECU Madrid	Twitter	SP	29/03/2021	https://twitter.com/CECUMadrid/status/1376494815362301953
ZPS	Twitter	Slovenian	08/04/2021	https://twitter.com/zpsslo/status/1380111294485893120
ZPS	Twitter	Slovenian	08/04/2021	https://twitter.com/zpsslo/status/1380111294485893120
ZPS	Twitter	Slovenian	04/05/2021	https://twitter.com/zpsslo/status/1389505578343571459
ZPS	Twitter	Slovenian	10/05/2021	https://twitter.com/zpsslo/status/1391653898629353474
ZPS	Facebook	Slovenian	11/04/2021	https://www.facebook.com/zpsslo/posts/10158622267257839
ZPS	Facebook	Slovenian	22/04/2021	https://www.facebook.com/zpsslo/posts/10158644388662839

ZPS	Facebook	Slovenian	04/05/2021	https://www.facebook.com/zpsslo/posts/10158670577622839
ZPS	LinkedIn	Slovenian	09/04/2021	https://www.linkedin.com/feed/update/urn:li:activity:6786186028135784448
EEKE	Twitter	GR	23/03/2021	https://twitter.com/eeke_gr/status/1374405478201974794
EEKE	Instagram	GR	23/03/2021	
EEKE	Facebook	GR	29/03/2021	
EEKE	Twitter	GR	30/03/2021	https://twitter.com/eeke_gr/status/1376851795302084608
EEKE	Facebook	GR	30/03/2021	
EEKE	Instagram	GR	30/03/2021	
EEKE	Facebook	GR	18/04/2021	
EEKE	Facebook	GR	21/04/2021	
EEKE	Facebook	GR	23/04/2021	
EEKE	Twitter	GR	16/04/2021	
Association of consumer organizations of Slovakia	Facebook	Slovakian	15/04/2021	https://www.facebook.com/consumercompetency
Association of consumer organizations	Facebook	Slovakian	15/04/2021	https://www.facebook.com/groups/553141925418021

ns of Slovakia				
Association of consumer organizations of Slovakia	LinkedIn	Slovakian	15/04/2021	16.04.2021
Vartotojų teisių gynimo centras	Facebook	Lithuanian	08/04/2021	https://www.facebook.com/vartotojucentras/posts/109569717906990
Vartotojų teisių gynimo centras	Facebook	Lithuanian	14/04/2021	https://www.facebook.com/vartotojucentras/posts/112121670985128
Vartotojų teisių gynimo centras	Facebook	Lithuanian	11/05/2021	https://www.facebook.com/vartotojucentras/posts/120159936847968
Cittadinanz attiva Aps	Twitter	IT	31/03/2021	https://twitter.com/Cittadinanzatti/status/1377289586489970694
Cittadinanz attiva Aps	Twitter	IT	18/05/2021	https://twitter.com/Cittadinanzatti/status/1394578788915294210
Cittadinanz attiva Aps	Twitter	IT	29/05/2021	https://twitter.com/Cittadinanzatti/status/1398625174363131906
SyncSci Publishing	Twitter	EN G	14/03/2021	https://twitter.com/syncscipublish/status/1371121166425882625
ECC Spain (Centro Europeo del Consumidor en España)	TWITTER	SPA	21/04/2021	https://twitter.com/eccspain/status/1384909998170509321?s=20
ECC_Nederland	TWITTER	Dutch	29/04/2021	https://twitter.com/ECC_Nederland/status/1387667973477969921
ECC_Nederland	TWITTER	Dutch	29/04/2021	https://twitter.com/ECC_Nederland/status/1387667977923878914

ECC_Nederland	TWITTER	Dutch	29/04/2021	https://twitter.com/ECC_Nederland/status/1387667979677184000
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Table 10. Reported social media posts by partners