



Nudging consumers  
towards energy efficiency  
through behavioural science

Deliverable 6.3: Reporting on all dissemination and communication activities,  
including media publications and events 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.

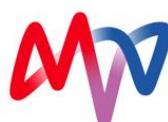
The designed interventions are compared against traditional ones in field trials (pilots) in five different EU states, exhibiting striking diversity in terms of innovative energy usage scenarios (e.g., PV production for EV charging, DR for natural gas), demographic and socio-economic variables of the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

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

## Project partners



Zelena  
Energetska  
Zadruga



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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 life, in the period M1-M12, as reported by all project partners or monitored.

The actions undertaken in the period build upon the activities outlined in the *Dissemination and Communication Strategy* (D6.1) 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 after a year of efforts through links, screenshots and statistics, and it provides a roadmap for the activities in the coming period to ensure that all KPIs are reached.

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.

It concludes by providing a picture of what is coming up until the project end.



## 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.

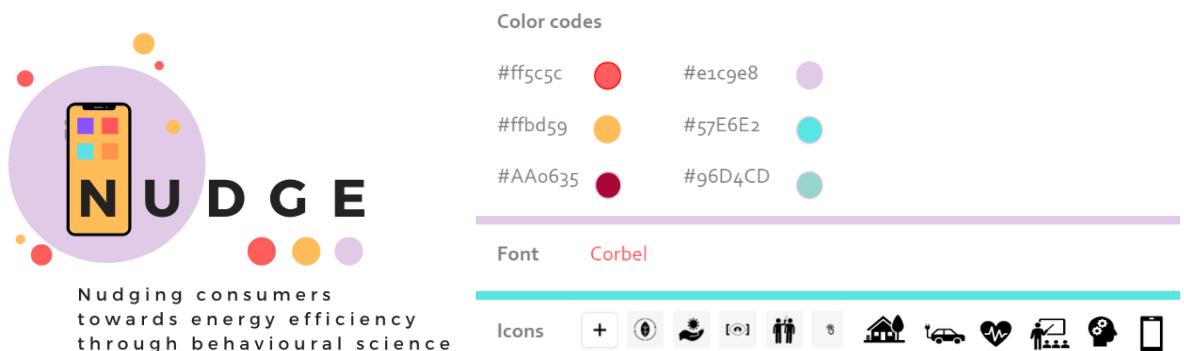


Figure 1. NUDGE logo and tagline, color codes

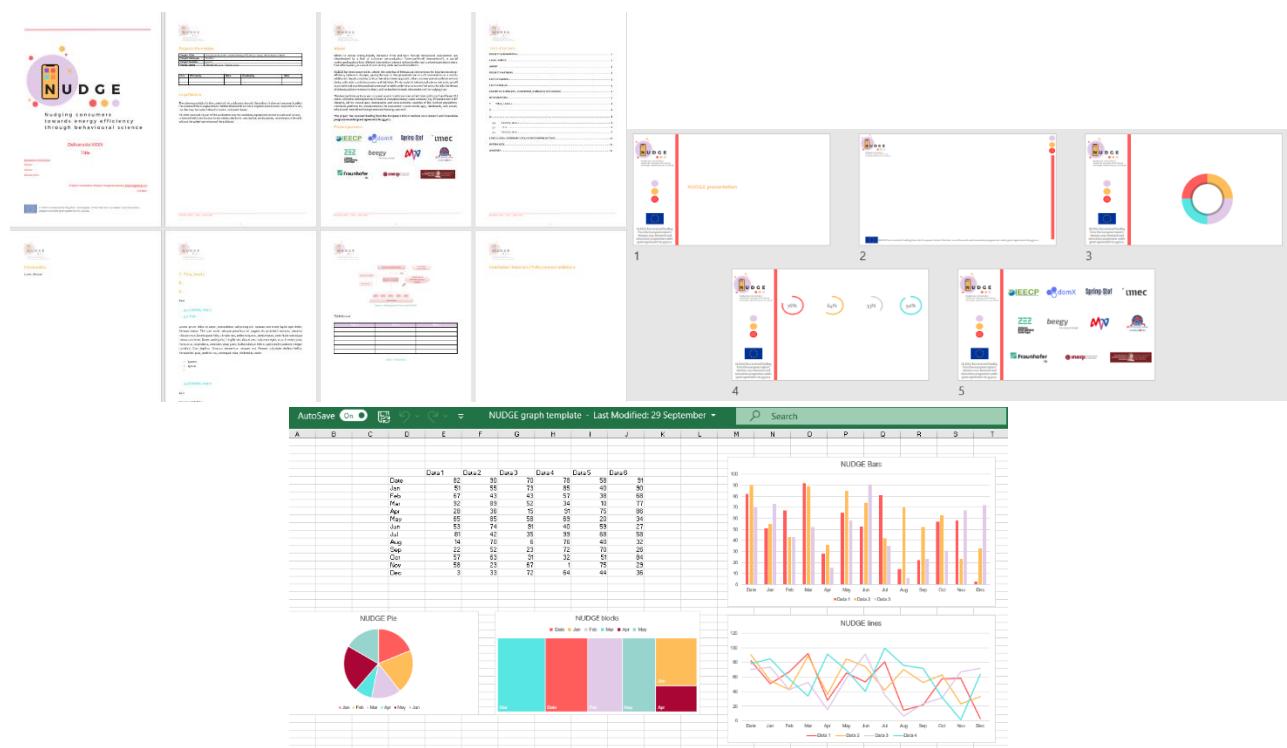


Figure 2. PowerPoint, Excel and Word templates



## 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 3. First project banner highlighting the pilots

The project	Our pilots	Work steps & objectives	Nudges?	Project information
<p><b>NUDGE</b> 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><b>Find out more on <a href="http://www.nudgeproject.eu/">www.nudgeproject.eu!</a></b></p>	<p>Activating the full energy transition potential calls for a paradigm shift. Interventions are needed that involve many people and aspects of life, reducing their energy consumption. Reducing energy consumption requires behavioural changes, from behaviours regarding users' and providers' behaviour to those that affect the energy efficiency of our homes.</p> <p>Nudges – small, non-coercive, yet effective – 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 pilot in Greece, Belgium, Germany, Portugal and Croatia, with diverse and innovative:</p> <ul style="list-style-type: none"> <li>Energy use scenarios (e.g., PV production for EV charging, demand response for natural gas).</li> <li>Demographic and socio-economic variables of the involved populations, and</li> <li>Platforms to make the interventions operational (smart mobile apps, dashboards, web applications, printed material and intergenerational learning practices).</li> </ul>	<p>Interdisciplinary project-based education on home energy consumption for children in Belgium</p> <p>Efficient control of heating and hot water preparation for natural gas cooking in Greece</p> <p>Charging of electric vehicles charging with self-produced PV power in Germany</p> <p>Healthy homes for long-lasting energy efficiency behaviour in Portugal</p> <p>Promoting distributed self-production for local energy communities in Croatia</p>	<p>NUDGE is based on the application of behavioural science principles to develop a mixed approach for analyzing consumer profiles, designing energy efficiency interventions and applying nudges, taking into account 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 project starts using the intervention approach 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 application in mobile devices, thermostats, mobile application will be applied, which enables energy consumers to actively and efficiently monitor and manage energy consumption as well as adapt to 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 pilots' outcomes and translate them into recommendations for policy-makers, regulators, including policy and decision-makers, energy and technology providers (e.g., smartphone app designers, energy communities and consumer advocates). The project will also evaluate the cost and impact of behavioural energy interventions, will foster investments in energy efficiency improvements.</p>	<p><b>NUDGE</b> is a soft push that can make people act or reach – and consume less energy. Nudges can be classified into 6 categories:</p> <ul style="list-style-type: none"> <li><b>MACHINERED NUDGES</b>: Nudges that facilitate desirable behaviours by providing a physical or mental effort of individuals.</li> <li><b>SOCIAL INFLUENCE NUDGES</b>: Nudges that draw on human desire to conform to what they perceive as others' expectations from them.</li> <li><b>FEAR NUDGES</b>: Nudges that attempt to generate fear and uncertainty.</li> <li><b>REINFORCEMENT NUDGES</b>: Nudges that reinforce desirable behaviours.</li> <li><b>DECEIVE NUDGES</b>: Nudges that favour desirable behaviours by manipulating a person's perception about alternatives.</li> <li><b>CONFIRM NUDGES</b>: Nudges that ask to prevent an unwanted behaviour by confirming doubt about it.</li> </ul> <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><b>Project partners:</b> IEECP, Fraunhofer ISE, Ineqi, Domex, beegy, Domex, IMEC, domX, Spring-Stof, ZEZ, Institute for Energy and Climate Research</p> <p><b>Project coordinator:</b> Filippos Anagnostopoulos, Institute for Energy and Climate Policy - IEECP Contact: <a href="mailto:fili@ieeep.org">fili@ieeep.org</a></p> <p>NUDGE has received funding from the European Union's Horizon 2020 Research and Innovation programme under grant agreement No 820102.</p>

Figure 4. Project brochure



**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.

### The project

Anticipating EU integration potential role for a paradigm shift in energy efficiency, NUDGE will study and evaluate the most effective interventions in reducing energy consumption, from behaviour when using heating and electrical appliances, to behaviours that contribute to the energy efficiency of homes.

The designed interventions are compared against baseline ones in pilot EU countries: Greece, Belgium, Germany, Portugal and Croatia, with diverse and innovative:

- Energy use scenarios (e.g. Plug-in solution for EV charging, demand response for natural gas)
- Demographic and socio-economic profiles of the involved populations, and
- Performance measures (interventions' outcomes (Smart mobile app, demonstrator, web portal), educational material and integrated learning protocol).

### Our pilots

- Household energy management system for residential consumption in Belgium
- Efficient control of heating and hot water provision for natural gas buildings in Greece
- Optimization of electric vehicle charging with smart technologies PV solar integration
- Healthy homes for integrating energy efficiency participation
- Promoting sustainable production for local energy communities in Croatia

### Work steps & objectives

NUDGE is based on the application of behavioural science principles to develop a mixed approach for a behavioural intervention framework, combining efficiency measurements related to individual, psychological and contextual variables, by using different methods and tools, and evaluating their behaviour change potential.

Once the behavioural science inspired framework is established, the project starts its trial activities, involving the implementation of the designed interventions through trials engaging consumers across multiple energy scenarios, under real-life conditions.

In pilot sites encourage changes in digital approach (e.g. smart meters, thermostats, apps) supporting consumers to analyse energy consumption and efficiency, monitor and manage energy consumption, as well as educate for the best possible exploitation and adoption of new technologies.

Finally, NUDGE will combine all work outputs to provide a consolidated view of the pilot's success and lessons learned, and propose recommendations for different stakeholders, including policy and decision-makers, energy and technology providers, local government, energy efficiency associations, communities and consumer associations.

Recommendations on the design and impact of behavioral energy interventions will allow investment in energy efficiency improvements.

### Nudges?

Nudging is a soft push that can make people act or react – and consume less energy. Nudges can be classified into 6 categories:

- **FACILITATING NUDGES**: Nudges that facilitate decision-making by diminishing the physical or mental effort of individuals
- **CONFIRM NUDGES**: Nudges that prevent an unwanted behavior by making it easier
- **SOCIAL INFLUENCE NUDGES**: Nudges that change human desire to comply with what they perceive as social expectations from others
- **EAT, THINK NUDGES**: Nudges that stimulate health and well-being
- **REINFORCEMENT NUDGES**: Nudges that reinforce behaviors
- **DECIDE NUDGES**: Nudges that favor desired behaviors by changing users' perceptions about alternatives

**Project partners and contact**

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

H2020 grant agreement no 957012

IEECP Fraunhofer ISE ineqi  
imperial college london  
imec domX Spring-Stof ZEZ  
beegy  
Project coordinator: Filipepos Anagnostopoulos, Institute for European Energy and Climate Policy - IEECP Contact: filipepos@ieecpol.org

@NUDGEH2020  
[www.nudgeproject.eu](http://www.nudgeproject.eu)

**Find out more on [www.nudgeproject.eu](http://www.nudgeproject.eu)!**

Figure 5. 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 Union's Horizon 2020 research and innovation programme 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](http://www.nudgeproject.eu)

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

**NUDGE**

Nudging consumers  
towards energy efficiency  
through behavioural science



*Figure 6. 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](http://www.nudgeproject.eu)



**NUDGE**

Nudging consumers towards energy efficiency through behavioural science

**NUDGE**  
Nudging consumers towards energy efficiency through behavioural science

**NUDGE** • THE PROJECT • PILOTS • KNOWLEDGE-HUB • NEWS & EVENTS • CONTACT

**Clickable item related to energy efficiency...**

A short introduction explaining the concept: some more info this can do... It shows with mobile items inside. We would like them to directly click on it by using a visual image.

**BIG BUTTON**

**SUBSCRIBE TO OUR NEWSLETTER**

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

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

**PILOTS** All pilots

- Interdisciplinary project-based education on home energy consumption for children in Belgium
- Optimization of Electric Vehicle charging with self-produced PV power in Germany
- Efficient control of heating and District Hot Water preparation for Natural Gas consuming boilers in Greece
- Promoting distributed self-production for local Energy communities in Croatia
- Healthy homes for long-lasting energy efficiency behaviour in Portugal

**LATEST NEWS** All news

- News post highlight
- Another one with an extra-long title that goes on multiple lines
- Third element in this list with a longer title
- Last element in this list

#### PARTNERS



NUDGE has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 957042.

Privacy Policy | Contact Us

Mobility | Customer Support

Figure 7. 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.

[View this email in your browser](#)



Nudging consumers towards energy efficiency through behavioural science

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

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

To get a taste of the NUDGE paper, consider three questions:

- Would you charge your EV at hours that support CO2 neutrality?
- Do you like the default energy saving settings on new equipment?
- Would you turn your thermostat if the heat has the highest heating consumption in the neighbourhood?

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 relevance behind the practice of nudging. A simple-to-follow PowerPoint presentation is also available if that's your preferred medium. This information is accessible on our [website](#), while regular updates will reach you through [Email](#). You will also find links to our [Facebook](#) and [Twitter](#), and you can always contact us by [Email](#).

One thing we mainly benefit from in this newsletter is the [EU Energy](#) supporting behavioural policies – it has been one of the most inspiring and well-designed surveys I've seen! Identifying energy consumption profiles and attitudes towards energy efficiency. The early testing seems to our organization would greatly recommend it.

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

Enjoy the read!

Filippe Assenderspeute, IECP, NUDGE project coordinator

**Discover NUDGE: what to expect from the project?**

Activating 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 change, from behaviour when using houses and electrical appliances, to behaviour that contributes to the energy inefficiency 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 place in Greece, Belgium, Germany, Portugal and Croatia, with diverse and innovative:

- Energy use incentives (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 intervention operational (smart mobile apps, dashboards, web portals, educational material and interactive learning practices).

**Work steps and objectives:**

- NUDGE is based on the application of behavioural science principles as driving a mind shift to analyse consumer practice, enabling energy efficiency interventions tailored to individual psychological and contextual variables, by leveraging digital platforms, data analysis, and evaluating their behaviour change potential.
- Once the behavioural science implied framework is established, the pilot work starts with trial setup, review, testing and evaluating the designed intervention through real engaging consumers across multiple energy scenarios under real-life conditions.
- To encourage change, a digital approach (e.g. smart meters, thermostats, mobile applications will be applied, which enable energy consumers to actively and efficiently measure and monitor their energy consumption, as well as education for the best possible usage and adoption of new habits).
- NUDGE will combine all work to provide a consolidated view of the pilot's outcome and translate them into recommendations for different stakeholders, including policy and decision-makers, energy and technology providers (e.g., smartphone app developers) and communication and consumer associations.

**Nudging:**

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

**Focus on Spring-Stop**

This pilot will involve citizens educated through a project-based course on energy consumption, to understand the impact of everyday decisions on home energy consumption and living the large home as 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 behaviour of several subjects such as science and maths to understand the real issues. NUDGE will allow extending the course material, install electricity smart-meters in 10 children households and school buildings, and a dashboard for visualising the collected consumption data. The pilot goal is to develop a curriculum with four 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 automated collection and monitoring of pilot data and the calculation of the relevant KPIs. NUDGE will also reuse existing material to enable users to interact with the newly implemented systems.

**Discover NUDGE pilots!**

Our five field sites are planned to evaluate a broad mix of behavioural interventions in scenarios with high potential for energy savings, targeting consumers:

- In 5 different EU states (Greece, Belgium, Germany, Portugal and Croatia)
- In different environments (residential, energy communities, schools)
- Belonging to different age groups (young children as well)
- Belonging to different income classes (low, medium, high)
- Being served by different energy carriers (electricity, natural gas)
- Including residents and Electric Vehicle (EV) drivers as well

[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' perception of their own behaviour, by considering a variety of psychological and contextual variables. It will also help to understand how you consume and save energy at home, gathering the following aspects:

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

**NUDGE Survey is available until May 14 in languages including Greek, English, French, German, Dutch, Portuguese, Italian, Croatian, Spanish, Swedish, Norwegian, Danish.**

**PILOTS**

[Discover our pilots common features and unique characteristics](#)

**Join the NUDGE survey! Available in 14 languages**

[Give your personal opinion on energy consumption and consumer behaviour](#)

[NUDGE Survey](#)

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Figure 8. Project newsletter #1

NUDGE D6.3 – Reporting on communication and dissemination activities – August 31, 2021

## 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	<a href="https://www.varazdinske-vijesti.hr/aktualno/zelena-energetska-zadruga-varazdinci-prijavite-se-na-online-predavanja-o-suncanim-elektranama-44903/">https://www.varazdinske-vijesti.hr/aktualno/zelena-energetska-zadruga-varazdinci-prijavite-se-na-online-predavanja-o-suncanim-elektranama-44903/</a>	15+17-12-20	unknown
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 9 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
<a href="#">IEECP website</a>	EN	28-09-20	199 pageviews
<a href="#">IMEC website</a>	EN	29-09-20	-
Active Citizenship Network website <a href="#">(activecitizenship.net)</a>	EN and IT	September 2020, October 2020, February 2021	-

<ul style="list-style-type: none"> <li>- <a href="#">NUDging consumers towards enerGy Efficiency through behavioral science (Last updated: March 2021)</a></li> <li>- <a href="#">Transizione energetica e consumatori: il nostro impegno europeo (March 11, 2021)</a></li> <li>- <a href="#">La scienza comportamentale per aiutare i cittadini nella transizione energetica (February 11, 2021)</a></li> <li>- <a href="#">AL via NUDGE: Nuovo progetto europeo in tema di efficienza energetica (October 1st, 2020)</a></li> <li>- <a href="#">NUDging consumers towards enerGy Efficiency through behavioral science (NUDGE) (September 29, 2020)</a></li> </ul>			
<a href="#">AUEB website</a>	GR	29-09-20	-
<a href="#">ZEZ website</a>	HR	16-11-20	
<a href="#">INEGI website</a>	PT	26-11-20	-
<a href="#">INEGI website</a>	EN	26-11-20	-
<a href="#">MVV website</a>	DE	14-12-20	-
<a href="#">AUEB website – OPA News</a>	GR	12-04-21	5000 university recipients
<a href="#">ZEZ - Public call for the express of interest on the ZEZ official webpage</a>	HR	03-05-21	-
<a href="#">CEIP – ACN partner</a>	HR	March 2021	-
<a href="#">ZPS- ACN partner</a>	SLOVENIAN	April 2021	-
<a href="#">EEKE – ACN Partner</a>	GR	March 2021	-
<a href="#">EEKE – ACN Partner</a>	EN	March 2021	-
<a href="#">Association of consumer organizations of Slovakia</a>	SLOVAKIAN	March 2021	-
<a href="#">Vartotojų teisių gynimo centras</a>	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
<a href="#">Construction21</a>	EN	29-09-20	777 views
<a href="#">buildup.eu</a>	EN	September 2020	-
<a href="#">The innovation platform</a>	EN	29-09-20	-
<a href="#">energetika-net.com</a>	HR	03-11-20	8 articles followed the press release with about 5000 readers
<a href="#">h-alter.org</a>	HR	03-11-20	
<a href="#">oie.hr</a>	HR	03-11-20	
<a href="#">aktualno.hr</a>	HR	03-11-20	
<a href="#">varazdinski.net.hr</a>	HR	03-11-20	
<a href="#">poslovnifm.com</a>	HR	03-11-20	
<a href="#">varazdinske-vijesti.hr</a>	HR	03-11-20	
<a href="#">sjeverozapad.hr</a>	HR	03-11-20	
<a href="#">startupper.gr</a>	GR	05-11-20	-
<a href="#">CORDIS</a>	EN	20-11-20	-
<a href="#">zfk.de</a>	DE	14-12-20	-
<a href="#">Canale Energia</a>	IT	25-01-20	-
<a href="#">EnergyPost.eu</a>	EN	27-01-21	-
<a href="#">AUEB magazine</a>	GR	March-April 2021	-
<a href="#">Presscut energia</a>	HR	November 2020	-
<a href="#">SUvremena.hr online news</a>	HR	19-04-21	-

Table 3. Kick off Press Release publications



**Pressemitteilung** Fraunhofer ISE  
Press Release



**NUDGE**  
Institut für System- und Innovationsforschung

**Pressemitteilung** Fraunhofer ISE  
Press Release



**NUDGE**  
Institut für System- und Innovationsforschung

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**MVV entwickelt gemeinsam mit Fraunhofer ISE Anreize für ein energieeffizientes Laden von Elektroautos**

**MVV**, ihr Tochterunternehmen bevy sowie Fraunhofer ISE beteiligen sich am Energieeffizienz-Projekt NUDGE der Europäischen Union – Pilotprojekt in Deutschland untersucht innovative Anreize für energieoptimiertes Laden von Elektroautos mit 100 Haushalten in Mannheim und Berlin.

Ein effizienter Umgang mit Energie für die Elektrovergabe. Im Rahmen des EU-Projektes NUDGE entwickeln zehn Partner aus Hochschulen, Forschungseinrichtungen und Unternehmen – darunter das Mannheimer Energieunternehmen MVV, ihr Tochterunternehmen bevy sowie das Institut für System- und Innovationsforschung (Kurz Fraunhofer ISE) in Karlsruhe – neue, nicht-monetäre Anreizsysteme, um energieeffizienten Verhalten zu fördern. Diese sollen in den kommenden drei Jahren in den fünf Mitgliedsstaaten Deutschland, Belgien, Griechenland, Kroatien und Portugal mit unterschiedlichen Schwerpunkten erprobt werden.

In Deutschland kooperiert MVV und ihr Tochterunternehmen bevy mit Fraunhofer ISE, um im Rahmen von NUDGE gemeinsam mit den Nutzern von Elektroautos voranzuschreiten. Hersteller können sich 100 Prüfuhstühle in Mannheim und der Region an einen Testbetrieb begleiten. Darunter ist, dass eine Photovoltaikanlage mit einem Service-Vertrag vom MVV beschafft wird, um die Kosten für die Anschaffung einer Photovoltaikanlage und deren Betrieb einer entsprechenden Anreizplanung zu planen. Für den Testbetrieb erhalten die Kunden Zugang zu einem Webportal, das Informationen zur individuellen Energiebilanz liefert. Außerdem steht den Haushalten eine Ladestation und Elektroauto der Marke Audi HEMLAND für die Smartphonetechnologie zur Verfügung. Die Anreizsysteme sollen die Nutzer motivieren, ihren Stromverbrauch durch den selbst produzierten Solarstrom der Photovoltaikanlage zum kosteneffizienten Laden des Elektroautos zu nutzen. Zentrale Gemeinschaftsanreize für MVV, bevy und HEMLAND ist es, den Testbetrieb so zu gestalten, dass die Nutzer die Anreize individuell optimieren. Dadurch können Kosten gesenzt und die Umwelt geschont werden.

„Eine erfolgreiche Energiegewinnung braucht auch ein Verständnis im Verkehr. Mit gezielten Anreizen zur Förderung der Elektromobilität stellen wir die Weichen für ein nachhaltiges und klimafreundliches Mobilitätsystem der Zukunft“, betont MVV-Bevölkerungsvertretung Ralf Köppler. Um die Akzeptanz für Elektromobilität zu erhöhen, will MVV unter anderem eine Kombination aus einer Photovoltaikanlage auf dem Dach mit einer eigenen Ladestation für

Prüfuhstühle, so dass der selbst erzeugte Strom auch für das eigene Elektrofahrzeug genutzt werden kann.

Wissenschaftlich begleitet wird das Projekt vom Fraunhofer-Institut für System- und Innovationsforschung, das die nicht-monetären Anreize für das Projekt entwickelt. Dr. Katharina Wohlfahrt, die das Projekt bei Fraunhofer ISE betreut, sieht in NUDGE eine wichtige Basis für die Entwicklung eines wirtschaftlichen und sozialen Marktes für intelligente Elektrofahrzeuge, der nicht nur die Elektrofahrzeuge im Alltag verringert, sondern auch die Energieversorgung im Alltag senken. Die in NUDGE entwickelten Methoden sollen dabei helfen, einen bewussteren Umgang mit Energie zu fördern. Alltagssituationen zu hinterfragen, Einsparmöglichkeiten zu erkennen und dadurch die Optimierung des Verbrauchsverhaltens zu unterstützen.

**MVV** setzt Anreize zum Energiesparen motivieren

Das Projekt NUDGE fordert die Idee, dass für einen reduzierten Energieverbrauch im privaten Bereich eine Förderung des Verbrauchsverhaltens notwendig ist. Der englische Begriff „incentive“ steht dabei für einen Anreiz bzw. Anreiz – in diesem Fall also für einen Anreiz zu einem energieeffizienten Verhalten.

NUDGE zielt darauf ab, das Potenzial nicht-monetärer Anreize zur Förderung energieeffizienten Verhaltens und die daraus entstehenden Vorteile für den Verbraucher zu untersuchen. Das EU-Projekt kombiniert dafür Praxiswissen der wissenschaftlichen Forschung zur Entwicklung von Anreizsystemen mit dem theoretischen Wissen der Wirtschaftswissenschaften. Dabei werden verschiedene Faktoren, die das Verbrauchsverhalten zugrunde liegen und wie Verhaltensänderungen angeregt werden können. Dafür werden unterschiedliche Testfelder in den fünf Ländern eingerichtet. Ein konkretes Projekt soll in Griechenland stattfinden, das ein breites Spektrum konkreter energiewirtschaftlicher Anwendungsfälle abdeckt. Aus den Ergebnissen sollen Anregungen zur Entwicklung von Richtlinien und für die Formulierung länderspezifischer Empfehlungen angelegt werden.

Das EU-Projekt läuft über drei Jahre und wird durch das europäische Forschungs- und Innovationsprogramm „Horizon 2020“ gefördert.

**Fraunhofer ISE**  
Das Fraunhofer-Institut für System- und Innovationsforschung (ISE) analysiert Erneuerung und Ausweitung von Innovationen. Es beschreibt Prozesse, Produkte und Dienstleistungen, die in der Zukunft eine Rolle spielen könnten. Der Fokus liegt auf der Analyse von Technologien und Dienstleistungen. Auf dieser Grundlage sieht die Institut seinen Auftragsempfang als Wissens-, Politik- und Praxisberatung. Der Schwerpunkt liegt auf der Entwicklung von Anreizsystemen für die Förderung von Nachhaltigkeit. Das Fraunhofer-Institut für System- und Innovationsforschung liegt in der fundierten wissenschaftlichen Kompetenz sowie deren praktischer und systematischer Umsetzung.

*Figure 10 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"> <li>• <a href="#">NUDGE project releases new survey on energy consumption and consumer behaviour</a></li> <li>• <a href="#">The role of citizens in achieving a low-carbon future</a> (for the download, click <a href="#">here</a>)</li> </ul>	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	<a href="#">Lusa</a> , <a href="#">Sicnoticias</a> , <a href="#">noticiasaoiminuto</a> , <a href="#">Eco sapo</a> , <a href="#">MSN</a> .	03-12-20	PT
INEGI desenvolve app para combater desperdício energético	Inegi	<a href="#">Viva Porto</a>	07-12-20	PT
<a href="#">Diventare più efficienti con il questionario di Nudge</a> (Italian)	ACN	Canale Energia	30-03-21	IT

<a href="#"><u>Nudge, ovvero la scienza comportamentale a servizio dell'efficienza energetica</u></a>	ACN	Canale Energia	25-01-21	IT
Promoting NUDGE and the launch of the online survey: <a href="#"><u>La scienza comportamentale per aiutare i cittadini a fare più efficienza energetica</u></a>	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 <a href="http://syncsci.com">syncsci.com</a>	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 11<sup>th</sup> 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=q2-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 2<sup>nd</sup> 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
<a href="#">IEECP Newsletter: nudging consumers to energy efficiency behaviours, e-learning platform for F&amp;B energy efficiency &amp; more</a>	25-02-21	274	45% open
ACN Newsletter promoting NUDGE project and survey (EN – IT) <ul style="list-style-type: none"> <li>- <a href="#">Cittadinanzattiva Informa, N. 621 (March 11, 2021)</a></li> <li>- <a href="#">Cittadinanzattiva Informa, N. 617 (February 11, 2021)</a></li> <li>- <a href="#">Cittadinanzattiva Informa, N. 601 (October 1st, 2020)</a></li> <li>- <a href="#">Active Citizenship Network News, N. 83 (September 2020)</a>, "SPECIAL EDITION ON CONSUMERS AND ENERGY ISSUES"</li> <li>- <a href="#">Active Citizenship Network News, N. 89 (March 2021)</a> "SPECIAL EDITION ON THE H2020 PROJECT NUDGE NUDging consumers towards enerGy Efficiency through behavioral science"</li> </ul>	22-03-21	9,748	18.1% opens, 13.4% clicks
<a href="#">IEECP newsletter: Support behavioural policies by completing the NUDGE survey!</a>	15-04-21	277	38% open
<a href="#">ZEZ newsletter promoting the T1.1 profiling survey</a>	12-05-21	25-50	-
<a href="#">ZEZ - Public call for express of interest in the ZEZ newsletter</a>	22-04-21	-	-
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
<a href="#"><u>Nudging consumers towards energy efficiency through behavioural science: discover H2020 NUDGE in 15'</u></a>	Project introduction video	11-02-21	70
ZEZ webinars (2 videos) -link not yet available	Coming soon	Coming soon	-

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	<a href="#">Twitter</a>
Promoting press release	IEECP	29-09-20		<a href="#">Linkedin</a>
Promoting press release	IEECP	29-09-20		<a href="#">Facebook</a>
Project Start promotion	Spring-Stof	1-10-20		<a href="#">LinkedIn</a>
Project Start promotion	ZEZ	19-10-20	1028	<a href="#">Facebook</a>
Project Start promotion	ZEZ	19-10-20	861	<a href="#">LinkedIn</a>
Introduction to Nudging	IEECP	15-02-21	448	<a href="#">Twitter</a>
General engagement	IEECP	5-02-21	216	<a href="#">Twitter</a>
Promoting the T1.1 survey	IEECP	31-03-21	2428	<a href="#">Twitter</a>
Promoting the T1.1 survey	Beegy	07-05-21		<a href="#">Twitter</a>
Promoting the T1.1 survey	Beegy	02-06-21		<a href="#">Twitter</a>
Promoting the T1.1 survey at the Solar Club Facebook group	ZEZ	-		<a href="#">Facebook</a>
Promoting the T1.1 survey	ZEZ	-		ZEZ Facebook
Promoting the T1.1 survey	ZEZ	-		ZEZ linkedin profile
INEGI integra projeto europeu que aposta na ciência comportamental para combater desperdício energético	Inegi	-		<a href="#">LinkedIn</a>

INEGI integra projeto europeu que aposta na ciência comportamental para combater desperdício energético	Inegi	-		<a href="#">Facebook</a>
INEGI integra projeto europeu que aposta na ciência comportamental para combater desperdício energético	Inegi	-		<a href="#">Twitter</a>

*Table 8. Social media dissemination*

## 2.10. Website

As presented in section 1, the project website is available at the domain [www.nudgeproject.eu](http://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

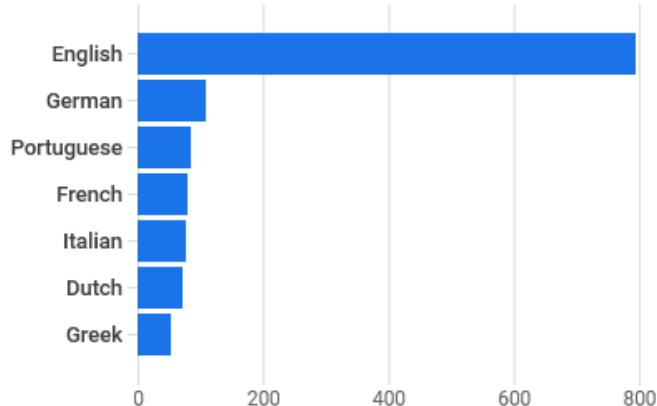
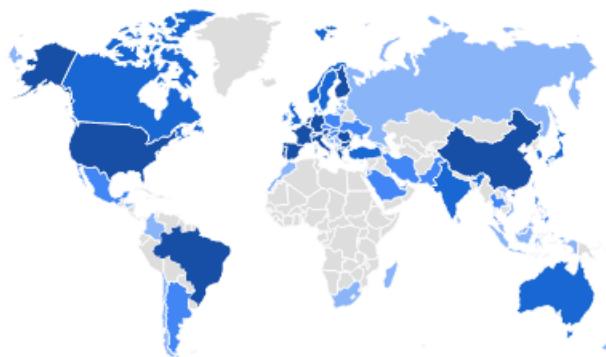


Figure 11 Website statistics from Google Analytics: language chosen

Users ▾ by Country



COUNTRY	USERS
Belgium	130
Germany	120
Greece	116
Netherlands	112
Portugal	91
France	87
United States	86

Figure 12 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](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.

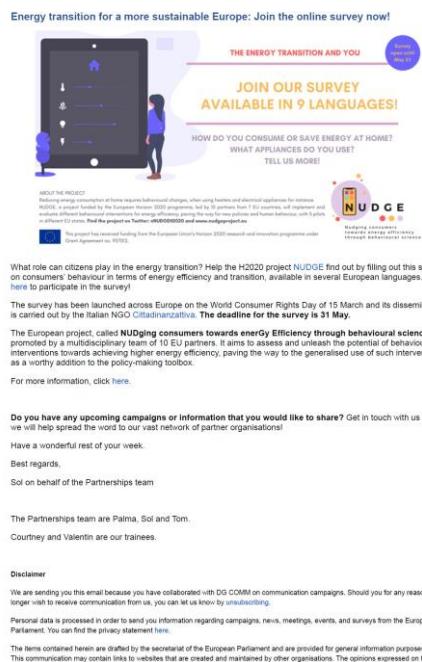
List of organizations that have contributed to the translation and dissemination activities:

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

- ZPS- Slovene Consumers' Association (Slovenia)
- Social Mentes 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 13 EU Commission newsletter promoting the NUDGE survey*

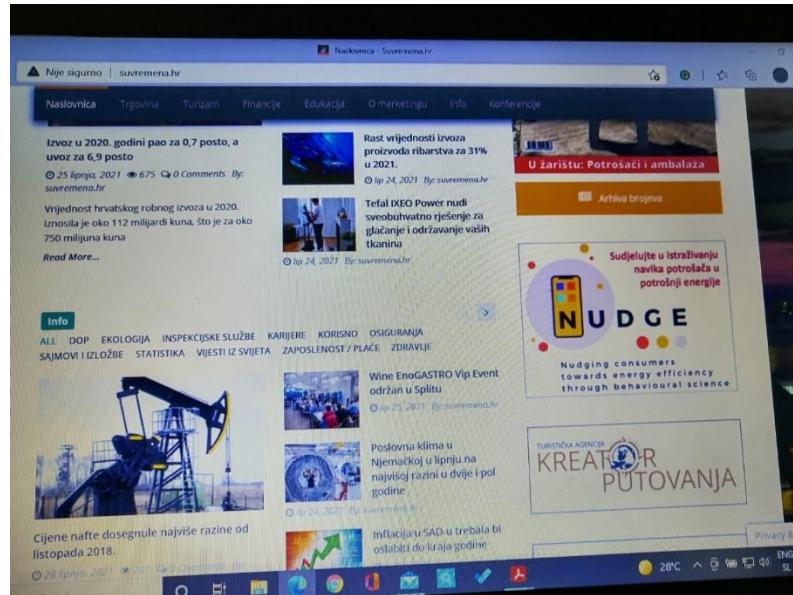


Figure 14 NUDGE survey promoted on a website

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
<a href="http://canalenergia.com">canalenergia.com</a>	IT	30-03-21
<a href="http://innovationnewsnetwork.com">innovationnewsnetwork.com</a>	EN	01-04-21
<a href="http://energypress.gr">energypress.gr</a>	GR	30-04-21
<a href="http://ZEZ website">ZEZ website</a>	HR	No date
HUZP, the Croatian Association for consumer protection - <a href="http://www.huzp.hr/?p=3933">http://www.huzp.hr/?p=3933</a>	HR	14-04-2021
<a href="http://AUEB Mobile Multimedia Laboratory (MMlab)">AUEB Mobile Multimedia Laboratory (MMlab)</a>	GR/EN	No date

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

### 3. Monitoring: file and process

A digital monitoring file, available on the project shared drive and therefore accessible and modifiable by all, was created at the project start, in order to track all partners' communication and dissemination activities, and report some Key Performance Indicators per activity. Reminders are regularly sent to partners to fill the document.

Columns to be filled are:

- Partner (list to pick from)
- Activity (list to pick from)
- Title (event, article, etc.)
- Country
- Language
- Date
- Description
- Target audience and reach
- Outreach (total n° of reached people, even if estimation)
- Proof (Y/N) - please if Yes, upload
- Link if any
- Additional comments

		MONITORING FILE - NUDGE PROJECT					This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 957012									
Partner	Activity	Name of "medium"		Language	Date	This column is Outreach: total n° of reached people, Social	Target audience & reach: for events or newsletters, put figures instead of crosses	Proof (Y/N) - please if Yes, upload in TEAMS	Others							
[IEECP]	Press release	5 countries to become the field of behavioural experiments to encourage EE habits	EU	English	29/09/2020	10 000 UV / 10 000 Impression	x	x	x	x	x	x	x	x	x	Yes <a href="http://www.ieecp.org/efficiency-habits/">http://www.ieecp.org/efficiency-habits/</a>
[IEECP]	Social media post	Promoting press release	EU	English	29/09/2020	5, 28	x	x	x	x	x	x	x	x	x	Yes <a href="https://www.linkedin.com/in/ieecp/">https://www.linkedin.com/in/ieecp/</a>
[IEECP]	Website news or page	Promoting project start	EU	English	29/09/2020	Viewed 379 times until 09/11/2020	x	x	x	x	x	x	x	x	x	not available
[IEECP]	Website news or page	Promoting project start	EU	English	29/09/2020	NA	x	x	x	x	x	x	x	x	x	yes <a href="https://www.buildupefficiency-habits.com/">https://www.buildupefficiency-habits.com/</a>
[Cittadinanzatt]	Website news or page	Promoting project start	EU	English	29/09/2020	please fill										yes <a href="http://www.activecitizen.it/">http://www.activecitizen.it/</a>
[Cittadinanzatt]	Website news or page	Promoting project start	EU	English	29/09/2020	please fill										yes <a href="http://www.activecitizen.it/09.pdf">http://www.activecitizen.it/09.pdf</a>
[AUEB]	Website news or page	Promoting project start	EU	English	29/09/2020											<a href="https://www.aueb.gr/">https://www.aueb.gr/</a>
[Spring-Stof]	Social media post	Promoting project start	BE	Dutch	01/10/2020											yes <a href="https://www.linkedin.com/in/8078249">https://www.linkedin.com/in/8078249</a>
[ZEZ]	Social media post	Promoting project start	HR	Croatian	19/10/2020	1.028	x	x	x	x	x	x	x	x	x	yes <a href="https://www.facebook.com/zekomunikacija/">https://www.facebook.com/zekomunikacija/</a>

Figure 15 Monitoring file



## 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.

## Annexes

### ANNEX I - SOCIAL MEDIA REPORTING

Partner	Medium	Language	Date	Link
[ZEZ]	ZEZ's linkedin profile - call for the express of interest in joining the project	cro atia n	3.5. 202 1.	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6794966857330782208/">https://www.linkedin.com/feed/update/urn:li:activity:6794966857330782208/</a>
[ZEZ]	ZEZ's Facebook profile - call for express of interest in joining the project	cro atia n	3.5. 202 1.	<a href="https://www.facebook.com/zelenenergetskazadraga/posts/4142737259106553">https://www.facebook.com/zelenenergetskazadraga/posts/4142737259106553</a>
[ZEZ]	ZEZ facebook group Solar Club - call for express of interest in joining the project	cro atia n	13.5. 202 1.	<a href="https://www.facebook.com/groups/solarniklub/permalink/530901534711111/">https://www.facebook.com/groups/solarniklub/permalink/530901534711111/</a>
[ZEZ]	ZEZ's Facebook profile - call for express of interest in joining the project	cro atia n	21.5 .202 1.	<a href="https://www.facebook.com/zelenenergetskazadraga/posts/4198306263549652">https://www.facebook.com/zelenenergetskazadraga/posts/4198306263549652</a>
[ZEZ]	ZEZ's Facebook profile - call for express of interest in joining the project	cro atia n	1.6. 202 1.	<a href="https://www.facebook.com/zelenenergetskazadraga/posts/4232356153477996">https://www.facebook.com/zelenenergetskazadraga/posts/4232356153477996</a>
[ZEZ]	Promotion of the webinars Dec 2020 - Geotechnical faculty in the city of Varazdin	cro atia n	17.1 2.20 21.	<a href="https://www.facebook.com/unizg.gfv/posts/3064221260472023">https://www.facebook.com/unizg.gfv/posts/3064221260472023</a>
[ZEZ]	Promotion of the webinars Dec 2020 - Geotechnical faculty in the city of Varazdin	cro atia n	14.1 2.20 21.	<a href="https://www.facebook.com/unizg.gfv/posts/3061828757377940">https://www.facebook.com/unizg.gfv/posts/3061828757377940</a>
Active Citizenship Network (Cittadinanzattiva)	Facebook	EN G	29/0 3/20 21	<a href="https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3797303053651125/">https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3797303053651125/</a>
Active Citizenship Network (Cittadinanzattiva)	Facebook	EN G	30/0 3/20 21	<a href="https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3800337993347631/">https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3800337993347631/</a>

Active Citizenship Network (Cittadinanza attiva)	Facebook	EN G	31/03/2021	<a href="https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3803874312993999/">https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3803874312993999/</a>
Active Citizenship Network (Cittadinanza attiva)	Facebook	EN G	31/03/2021	<a href="https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3804029579645139/">https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3804029579645139/</a>
Active Citizenship Network (Cittadinanza attiva)	Facebook	EN G	01/04/2021	<a href="https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3807448309303266/">https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3807448309303266/</a>
Active Citizenship Network (Cittadinanza attiva)	Facebook	EN G	02/04/2021	<a href="https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3807457992635631/">https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3807457992635631/</a>
Active Citizenship Network (Cittadinanza attiva)	Facebook	EN G	02/04/2021	<a href="https://www.facebook.com/InfoCons/photos/a.262322357154386/3752862711433649/">https://www.facebook.com/InfoCons/photos/a.262322357154386/3752862711433649/</a>
Active Citizenship Network (Cittadinanza attiva)	Facebook	EN G	06/04/2021	<a href="https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3825412107506886/">https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3825412107506886/</a>
Active Citizenship Network (Cittadinanza attiva)	Facebook	EN G	12/04/2021	<a href="https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3845093638872066/">https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3845093638872066/</a>
Active Citizenship Network (Cittadinanza attiva)	Facebook	EN G	13/04/2021	<a href="https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3847652355282861/">https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3847652355282861/</a>
Active Citizenship Network (Cittadinanza attiva)	Facebook	EN G	17/05/2021	<a href="https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3948668281847934/">https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3948668281847934/</a>
Active Citizenship Network	Facebook	EN G	18/05/2021	<a href="https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3952576604790435/">https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3952576604790435/</a>

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Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	25/05/2021	<a href="https://www.facebook.com/activecitizenshipnet/work/photos/a.178384782209655/3974653175916111/">https://www.facebook.com/activecitizenshipnet/work/photos/a.178384782209655/3974653175916111/</a>
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	25/05/2021	<a href="https://www.facebook.com/activecitizenshipnet/work/photos/a.178384782209655/3975305529184209/">https://www.facebook.com/activecitizenshipnet/work/photos/a.178384782209655/3975305529184209/</a>
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	26/05/2021	<a href="https://www.facebook.com/activecitizenshipnet/work/photos/a.178384782209655/3975329369181825/">https://www.facebook.com/activecitizenshipnet/work/photos/a.178384782209655/3975329369181825/</a>
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	26/05/2021	<a href="https://www.facebook.com/activecitizenshipnet/work/photos/a.178384782209655/3975336659181096/">https://www.facebook.com/activecitizenshipnet/work/photos/a.178384782209655/3975336659181096/</a>
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	27/05/2021	<a href="https://www.facebook.com/activecitizenshipnet/work/photos/a.178384782209655/3980472938667468/">https://www.facebook.com/activecitizenshipnet/work/photos/a.178384782209655/3980472938667468/</a>
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	27/05/2021	<a href="https://www.facebook.com/activecitizenshipnet/work/photos/a.178384782209655/3980479765333452/">https://www.facebook.com/activecitizenshipnet/work/photos/a.178384782209655/3980479765333452/</a>
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	28/05/2021	<a href="https://www.facebook.com/activecitizenshipnet/work/photos/a.178384782209655/3983675875013841/">https://www.facebook.com/activecitizenshipnet/work/photos/a.178384782209655/3983675875013841/</a>
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	28/05/2021	<a href="https://www.facebook.com/activecitizenshipnet/work/photos/a.178384782209655/3983687265012702/">https://www.facebook.com/activecitizenshipnet/work/photos/a.178384782209655/3983687265012702/</a>
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	28/05/2021	<a href="https://www.facebook.com/activecitizenshipnet/work/photos/a.178384782209655/3983697748344987/">https://www.facebook.com/activecitizenshipnet/work/photos/a.178384782209655/3983697748344987/</a>

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Active Citizenship Network (Cittadinanza attiva)	Twitter	EN G	29/03/2021	<a href="https://twitter.com/activecitnet/status/1376490835282432003">https://twitter.com/activecitnet/status/1376490835282432003</a>
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Active Citizenship Network (Cittadinanza attiva)	Twitter	EN G	30/03/2021	<a href="https://twitter.com/activecitnet/status/1376855473492660226">https://twitter.com/activecitnet/status/1376855473492660226</a>
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Active Citizenship Network	Twitter	EN G	02/04/2021	<a href="https://twitter.com/activecitnet/status/1377969064308510720/photo/1">https://twitter.com/activecitnet/status/1377969064308510720/photo/1</a>

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Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	12/04/2021	<a href="https://twitter.com/activecitnet/status/1381644406734880780">https://twitter.com/activecitnet/status/1381644406734880780</a>
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	13/04/2021	<a href="https://twitter.com/activecitnet/status/1381970141819330564/photo/1">https://twitter.com/activecitnet/status/1381970141819330564/photo/1</a>
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	17/05/2021	<a href="https://twitter.com/activecitnet/status/1394216285253292035">https://twitter.com/activecitnet/status/1394216285253292035</a>
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	18/05/2021	<a href="https://twitter.com/activecitnet/status/1394578025824624640/photo/1">https://twitter.com/activecitnet/status/1394578025824624640/photo/1</a>
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	19/05/2021	<a href="https://twitter.com/activecitnet/status/1395028004817022980/photo/1">https://twitter.com/activecitnet/status/1395028004817022980/photo/1</a>
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	25/05/2021	<a href="https://twitter.com/activecitnet/status/1397169593752465410">https://twitter.com/activecitnet/status/1397169593752465410</a>
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Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	26/05/2021	<a href="https://twitter.com/activecitnet/status/1397488429307473923">https://twitter.com/activecitnet/status/1397488429307473923</a>

Active Citizenship Network (Cittadinanza attiva)	Twitter	EN G	26/05/2021	<a href="https://twitter.com/activecitnet/status/1397590855586824195">https://twitter.com/activecitnet/status/1397590855586824195</a>
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Active Citizenship Network (Cittadinanza attiva)	Twitter	EN G	27/05/2021	<a href="https://twitter.com/activecitnet/status/1397945697463242755">https://twitter.com/activecitnet/status/1397945697463242755</a>
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Active Citizenship Network (Cittadinanza attiva)	Twitter	EN G	28/05/2021	<a href="https://twitter.com/activecitnet/status/1398277883655704576">https://twitter.com/activecitnet/status/1398277883655704576</a>
Active Citizenship Network (Cittadinanza attiva)	Twitter	EN G	28/05/2021	<a href="https://twitter.com/activecitnet/status/1398323185343361025/photo/1">https://twitter.com/activecitnet/status/1398323185343361025/photo/1</a>
Active Citizenship Network (Cittadinanza attiva)	Twitter	EN G	29/05/2021	<a href="https://twitter.com/activecitnet/status/1398549676048097280">https://twitter.com/activecitnet/status/1398549676048097280</a>
Active Citizenship Network (Cittadinanza attiva)	Twitter	EN G	29/05/2021	<a href="https://twitter.com/activecitnet/status/1398610075174965250">https://twitter.com/activecitnet/status/1398610075174965250</a>
Active Citizenship Network (Cittadinanza attiva)	Twitter	EN G	29/05/2021	<a href="https://twitter.com/activecitnet/status/1398685819502796803">https://twitter.com/activecitnet/status/1398685819502796803</a>
Active Citizenship Network	Twitter	EN G	30/05/2021	<a href="https://twitter.com/activecitnet/status/1398912059698552833">https://twitter.com/activecitnet/status/1398912059698552833</a>

(Cittadinanza attiva)				
Active Citizenship Network (Cittadinanza attiva)	Twitter	EN G	30/0 5/20 21	<a href="https://twitter.com/activecitnet/status/1399006180022779909">https://twitter.com/activecitnet/status/1399006180022779909</a>
Active Citizenship Network (Cittadinanza attiva)	Twitter	EN G	31/0 5/20 21	<a href="https://twitter.com/activecitnet/status/1399244252950024194">https://twitter.com/activecitnet/status/1399244252950024194</a>
Cittadinanza attiva Aps	Twitter	IT	31/0 3/20 21	<a href="https://twitter.com/Cittadinanzatti/status/1377289586489970694">https://twitter.com/Cittadinanzatti/status/1377289586489970694</a>
Cittadinanza attiva Aps	Twitter	IT	18/0 5/20 21	<a href="https://twitter.com/Cittadinanzatti/status/1394578788915294210">https://twitter.com/Cittadinanzatti/status/1394578788915294210</a>
Cittadinanza attiva Aps	Twitter	IT	29/0 5/20 21	<a href="https://twitter.com/Cittadinanzatti/status/1398625174363131906">https://twitter.com/Cittadinanzatti/status/1398625174363131906</a>
[Beegy]	Promoting the T1.1 survey	Ger ma n	07/0 5/20 21	<a href="https://twitter.com/beegy_team?lang=de">https://twitter.com/beegy_team?lang=de</a>
[Beegy]	Promoting the T1.1 survey	Ger ma n	02/0 6/20 21	<a href="https://twitter.com/beegy_team?lang=de">https://twitter.com/beegy_team?lang=de</a>
[IEECP]	Promoting press release	Eng lish	29/0 9/20 20	<a href="https://twitter.com/ieecp_org/status/1310881232578895873">https://twitter.com/ieecp_org/status/1310881232578895873</a> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6716639695536713728">https://www.linkedin.com/feed/update/urn:li:activity:6716639695536713728</a> <a href="https://www.facebook.com/ieecp.org/posts/1256680064683127">https://www.facebook.com/ieecp.org/posts/1256680064683127</a>
[Spring- Stof]	Promoting project start	Dut ch	01/1 0/20 20	<a href="https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6717171494599847936/?actorCompanyId=18078249">https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6717171494599847936/?actorCompanyId=18078249</a>
[ZEZ]	Promoting project start	Cro atia n	19/1 0/20 20	<a href="https://www.facebook.com/zelenaeenergetskazadruga/photos/a.556110017769313/3589159671130984/">https://www.facebook.com/zelenaeenergetskazadruga/photos/a.556110017769313/3589159671130984/</a>
[ZEZ]	Promoting project start	Cro atia n	19/1 0/20 20	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6723872117290491904/">https://www.linkedin.com/feed/update/urn:li:activity:6723872117290491904/</a>
[ZEZ]	ZEZ Facebook page post Profiling survey	Cro atia n	13.5- 2021.	<a href="https://www.facebook.com/zelenaeenergetskazadruga/posts/4173833312663614">https://www.facebook.com/zelenaeenergetskazadruga/posts/4173833312663614</a>

[ZEZ]	ZEZ Facebook page post Profiling survey	Croatia .202 1.	25.5 .202 1.	<a href="https://www.facebook.com/zelenenergetskazadruga/posts/4210733745640237">https://www.facebook.com/zelenenergetskazadruga/posts/4210733745640237</a>
[MVV]	Promoting the T1.1 survey	Germany	09/0 6/20 21	
Marine Cornelis (CITTADIN ANZATTIV A Contact)	LinkedIn	ENG	01/0 4/20 21	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6790620522691604480/">https://www.linkedin.com/feed/update/urn:li:activity:6790620522691604480/</a>
EkoEnergy EcoLabel	LinkedIn	ENG	01/0 4/20 21	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6782580988590473216/?commentUrn=urn%3Ali%3Acomment%3A(ugcPost%3A6782580988070379520%2C6782581552011337728)">https://www.linkedin.com/feed/update/urn:li:activity:6782580988590473216/?commentUrn=urn%3Ali%3Acomment%3A(ugcPost%3A6782580988070379520%2C6782581552011337728)</a>
EkoEnergy EcoLabel	Twitter	ENG	29/0 4/20 21	<a href="https://twitter.com/EKOenergy_/status/1376517640492048390">https://twitter.com/EKOenergy_/status/1376517640492048390</a>
<u>CEIP - Centar za edukaciju i informiranje potrošača</u>	Facebook	HR	26/0 3/20 21	<a href="https://www.facebook.com/permalink.php?story_fbid=2878488629088999&amp;id=1587498368188038">https://www.facebook.com/permalink.php?story_fbid=2878488629088999&amp;id=1587498368188038</a>
InfoCons	Facebook	RO	01/0 4/20 21	<a href="https://www.facebook.com/InfoCons/photos/3752862711433649">https://www.facebook.com/InfoCons/photos/3752862711433649</a>
CECU Madrid	Twitter	SPA	29/0 3/20 21	<a href="https://twitter.com/CECUMadrid/status/1376494815362301953">https://twitter.com/CECUMadrid/status/1376494815362301953</a>
ZPS	Twitter	Slovenian	08/0 4/20 21	<a href="https://twitter.com/zpsslo/status/1380111294485893120">https://twitter.com/zpsslo/status/1380111294485893120</a>
ZPS	Twitter	Slovenian	08/0 4/20 21	<a href="https://twitter.com/zpsslo/status/1380111294485893120">https://twitter.com/zpsslo/status/1380111294485893120</a>
ZPS	Twitter	Slovenian	04/0 5/20 21	<a href="https://twitter.com/zpsslo/status/1389505578343571459">https://twitter.com/zpsslo/status/1389505578343571459</a>
ZPS	Twitter	Slovenian	10/0 5/20 21	<a href="https://twitter.com/zpsslo/status/1391653898629353474">https://twitter.com/zpsslo/status/1391653898629353474</a>
ZPS	Facebook	Slovenian	11/0 4/20 21	<a href="https://www.facebook.com/zpsslo/posts/10158622267257839">https://www.facebook.com/zpsslo/posts/10158622267257839</a>

ZPS	Facebook	Slovenian	22/04/2021	<a href="https://www.facebook.com/zpsslo/posts/1015864438662839">https://www.facebook.com/zpsslo/posts/1015864438662839</a>
ZPS	Facebook	Slovenian	04/05/2021	<a href="https://www.facebook.com/zpsslo/posts/10158670577622839">https://www.facebook.com/zpsslo/posts/10158670577622839</a>
ZPS	LinkedIn	Slovenian	09/04/2021	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6786186028135784448">https://www.linkedin.com/feed/update/urn:li:activity:6786186028135784448</a>
EEKE	Twitter	GR	23/03/2021	<a href="https://twitter.com/eeke_gr/status/1374405478201974794">https://twitter.com/eeke_gr/status/1374405478201974794</a>
EEKE	Instagram	GR	23/03/2021	
EEKE	Facebook	GR	29/03/2021	
EEKE	Twitter	GR	30/03/2021	<a href="https://twitter.com/eeke_gr/status/1376851795302084608">https://twitter.com/eeke_gr/status/1376851795302084608</a>
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	Facebook	GR	16/04/2021	
Association of consumer organizations of Slovakia	Facebook	Slovakian	15/04/2021	<a href="https://www.facebook.com/consumercompetency">https://www.facebook.com/consumercompetency</a>

Association of consumer organizations of Slovakia	Facebook	Slovakian	15/04/2021	<a href="https://www.facebook.com/groups/553141925418021">https://www.facebook.com/groups/553141925418021</a>
Association of consumer organizations of Slovakia	LinkedIn	Slovakian	15/04/2021	16.04.2021
Vartotojų teisių gynimo centras	Facebook	Lithuanian	08/04/2021	<a href="https://www.facebook.com/vartotojucentras/posts/109569717906990">https://www.facebook.com/vartotojucentras/posts/109569717906990</a>
Vartotojų teisių gynimo centras	Facebook	Lithuanian	14/04/2021	<a href="https://www.facebook.com/vartotojucentras/posts/12121670985128">https://www.facebook.com/vartotojucentras/posts/12121670985128</a>
Vartotojų teisių gynimo centras	Facebook	Lithuanian	11/05/2021	<a href="https://www.facebook.com/vartotojucentras/posts/120159936847968">https://www.facebook.com/vartotojucentras/posts/120159936847968</a>
Cittadinanzattiva Aps	Twitter	IT	31/03/2021	<a href="https://twitter.com/Cittadinanzatti/status/1377289586489970694">https://twitter.com/Cittadinanzatti/status/1377289586489970694</a>
Cittadinanzattiva Aps	Twitter	IT	18/05/2021	<a href="https://twitter.com/Cittadinanzatti/status/1394578788915294210">https://twitter.com/Cittadinanzatti/status/1394578788915294210</a>
Cittadinanzattiva Aps	Twitter	IT	29/05/2021	<a href="https://twitter.com/Cittadinanzatti/status/1398625174363131906">https://twitter.com/Cittadinanzatti/status/1398625174363131906</a>
SyncSci Publishing	Twitter	ENG	14/03/2021	<a href="https://twitter.com/syncscipublish/status/1371121166425882625">https://twitter.com/syncscipublish/status/1371121166425882625</a>
ECC Spain (Centro Europeo del Consumidor en España)	TWITTER	SPA	21/04/2021	<a href="https://twitter.com/eccspain/status/1384909998170509321?s=20">https://twitter.com/eccspain/status/1384909998170509321?s=20</a>
ECC_Nederland	TWITTER	Dutch	29/04/2021	<a href="https://twitter.com/ECC_Nederland/status/1387667973477969921">https://twitter.com/ECC_Nederland/status/1387667973477969921</a>



ECC_Nederland	TWITTER	Dutch	29/0 4/20 21	<a href="https://twitter.com/ECC_Nederland/status/1387667977923878914">https://twitter.com/ECC_Nederland/status/1387667977923878914</a>
ECC_Nederland	TWITTER	Dutch	29/0 4/20 21	<a href="https://twitter.com/ECC_Nederland/status/13876679677184000">https://twitter.com/ECC_Nederland/status/13876679677184000</a>

Table 10. Reported social media posts by partners