



Nudging consumers  
towards energy efficiency  
through behavioural science

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

### Deliverable Information

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## Project information

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## About

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

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

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

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

## Project partners





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## Executive summary and 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 for the whole project life, focusing on statistics. It gathers results as reported by all project partners or monitored by IEECP. 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, and includes visuals, while D6.4 – Scientific booklet, gathers all scientific publications and event proceedings.

The actions undertaken have increased the project outreach, made our target audiences familiar with the project and allowed disseminate the research results. This deliverable follows up on the strategy (D6.1), reporting on its results and checks 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.

This report is the final update of D6.3, and reports on all actions since the project first day. It therefore gathers the previous version content (D6.3 interim) and adds to it for a comprehensive overview of all activities. Note that we therefore only include in the annexes the first version of D6.3. The actions reported in D6.2, which gathers the graphical reporting (versus here the analytics) are also not repeated here.



## OBJECTIVES OF THE DISSEMINATION AND COMMUNICATION ACTIVITIES

Upon starting NUDGE, IEECP prepared (and updated twice) the communication plan / strategy that aimed at securing actions to increase dissemination and communication of the project results and activities and was closely linked to all other project tasks which fed into it. This strategy has guided IEECP-organised but also partner-organised activities, with various roadmaps and brainstorming sessions organised to maximise the use of results. Indeed, the main goal of our **dissemination activities** was the use and uptake of NUDGE results, therefore maximizing the impact of our research. **Communication activities** differ from dissemination as they aim to reach a larger public, that is not limited to the target groups mentioned later in this document. They have the objective to promote the project and enhance its visibility, with an audience as broad as possible, making information about the project and its results easy-to-understand.

Our project-specific objectives were to :

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

This report presents how much we have succeeded in reaching these goals, while the how is detailed in D6.2.





## WP6 DELIVERABLES AND MILESTONES

WP6 entailed many activities divided into 5 tasks and 5 deliverables: the list below includes links to the PDFs on the website when available.

Most of the NUDGE deliverables are public and will remain available on the project website for 2 more years, and on the European Commission's CORDIS website for a longer period of time.

Only one milestone is linked to these activities:

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

The communication and dissemination project deliverables are listed below – the public ones available at M36 will be uploaded soon on the website knowledge hub:

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

## OVERVIEW OF THE DISSEMINATION KPIs AND OUTREACH

This table gathers information from the next chapter and assesses how we reached KPIs in NUDGE, based on the available data from websites and analytics (please note that these figures could be even higher due to missing data).

*Table 1. Overview of planned tools and KPIs*

Activity	Expected audience /KPI	Achieved audience	Monitoring tool
<b>Website</b>	1000 unique visitors per year 500 downloads per year An average of 2.5 min stay	<b>13 000 unique visitors in the project 39 months</b>  <b>1500 report downloads</b>  <b>An average of 2 min stay</b>	Google Analytics account set up when website launched.
<b>E-newsletters</b>	6 items: 150 recipients from the web registration box, 1500 reached with partners' enews	<b>4 newsletters, one more planned.</b> <b>NUDGE audience: 204 contacts.</b>	MailChimp emailing system
<b>Social Media channels</b>	Reach at the project end: 200 followers on Twitter / 100 retweets 200 likes on Facebook posts, 300 on LinkedIn	<b>486 followers on Twitter, and over 20400 impressions of the NUDGE posts.</b> <b>On LinkedIn, over 45 posts by IEECP and partners, for over 700 likes.</b> <b>Facebook was not used.</b>	Twitter and Facebook own analytics, partners' reporting
<b>Videos</b>	Get 300 views	<b>The <u>first project video</u>, an introduction to the project, got 764 views.</b> <b>A final project video is planned for December 2023.</b>	Youtube statistics
<b>Project Brochure</b>	200 downloads per year from the website, 700 printed copies distributed (EN + pilot languages)	<b>The brochure was uploaded on the Knowledge hub page, with versions in EN, PT and HR. That page generated 235 downloads.</b>	Number of downloads on the website and number of copies distributed (and where) tracked
<b>Policy briefings</b>	Sent in 100 targeted emails	<b>5 policy briefs were produced and shared by email as well as online.</b>	List of stakeholders targeted
<b>Infographics and posters</b>	200 downloads per year 15 events in total where the posters are displayed	<b>Achieved, see website downloads and event tables.</b>	Number of downloads on the website and number of

			copies distributed (and where) tracked
<b>Articles</b>	Readership expected: about 5 articles per year	<b>A readership / listenership of over 87 500 people, 40 articles / blogs / podcasts reported by partners.</b>	Media monitoring performed regularly. Copies of the articles shared on our website.
<b>Digital networking and clustering activities with EU projects</b>	Have our project referenced online on about 20 other websites and referenced to at EU-projects' meetings and conferences, at least 2 partnership events	<b>Over 28 'sister projects' referencing the project on their sites or social media.</b>	Digital monitoring
<b>Conferences</b>	Expected audience of 80-100 participants per conference, participation to at least 6 EU-wide events	<b>Over 7000 attendees estimated in events where partners spoke. Over 67 events reported.</b>	Number and list of participants if available. Photos. Minutes. Events link
<b>Webinars</b>	3-4 webinars gathering 50-70 participants each	<b>First project webinar + EUSEW event (&amp; recording) + sister projects webinar, each gathering over 100 participants (+ additional views in the recordings!).</b>	Statistics from webinar tool
<b>Workshops (WP5)</b>	20-30 participants in each	<b>Achieved, see D5.1.</b>	List of participants, minutes
<b>Scientific publications / Booklet</b>	400 downloads from the website	<b>Not uploaded yet.</b>	List of places where uploaded, statistics
<b>Final conference</b>	100-120 participants	<b>We reached over 100 participants on both days, 140 in total. See chapter on the final event.</b>	Monitoring file, photos, presentations and minutes

## TARGET AUDIENCES – WHO NUDGE AIMED AT REACHING

The target groups for NUDGE, identified at the project start, are listed below. Each target group was approached using specific messages which highlighted the relevance of the project and a possible return of knowledge, with specific channels.

*Table 2. Target audiences, messages and channels*



Primary target groups	
<b>Policymakers at local, regional, national &amp; EU levels</b>	<p><b>Key messages:</b> Introducing nudging techniques, new policies understanding the different behavioural interventions for energy efficiency. Achieving the full energy transition potential calls for a paradigm shift. NUDGE has been conceived to unleash the potential of behavioural interventions for long-lasting energy efficiency behaviour changes, paving the way to the generalized use of such interventions as a worthy addition to the policy-making toolbox.</p> <p><b>Channels:</b> Events in pilot countries, exhibitions, WP5 workshops, specific briefings linking NUDGE to the current policy framework. Final conference. Policy briefs and recommendations, infographics. Survey results from WP1 will also be turned into infographics and factsheets, while WP4-5 results will be used to develop generic briefings and policy briefs, to make them familiar with the concept and nudging techniques developed, and ensure they use the results. Webinars, clustering activities.</p>
<b>Public authorities</b>	<p><b>Key messages:</b> Achieving the full energy transition potential calls for a paradigm shift. NUDGE has been conceived to unleash the potential of behavioural interventions for long-lasting energy efficiency behaviour changes, paving the way to the generalized use of such interventions as a worthy addition to the policy-making toolbox.</p> <p><b>Channels:</b> Events in pilot countries, exhibitions, WP5 workshops; final conference. Other events in museums / schools / universities or at fairs. Briefs and infographics.</p>
<b>End consumers, such as households &amp; schools, and their representatives / associations)</b>	<p><b>Key messages:</b> Achieving the full energy transition potential calls for a paradigm shift. Reducing energy consumption demands behavioural changes, from the way we use our heating, cooling and electric appliances, to the way we cater for (structural) energy inefficiencies of our houses. Nudging interventions, without limiting people's options, can support their behavioural choices in a predictable manner. Children will be educated on and understand the impact of everyday life decisions on home energy consumption, with the support of intergenerational learning among family members and a great replication potential by transferring lessons learned to parents, family and friends, etc. NUDGE will impact large audiences in terms of awareness-raising on sensitive issues such as energy demand, building design, data collection and use as well as nudging techniques.</p> <p><b>Channels:</b> Exhibitions, social media, brochures. Trainings and course material from WP3. Project website. Advertisements / publications in local newspaper and public places, like metro, buses, etc. Other events in museums / schools / universities or at fairs. Specific briefs.</p>
Secondary target groups	

<b>Energy agencies</b>	<p><b>Key messages:</b> Achieving the full energy transition potential calls for a paradigm shift. A set of five heterogeneous trials (also referred to as pilots) have been carefully selected to demonstrate effective interventions in various scenarios of energy consumption. NUDGE will impact large audiences in terms of awareness-raising on sensitive issues such as energy demand, building design, data collection and use as well as nudging techniques.</p> <p><b>Channels:</b> workshops organized in collaboration with WP5, Other events in museums / schools / universities or at fairs, final conference, infographics, website, newsletter, brochure, etc. Webinars, clustering activities.</p>
<b>Civil society organizations</b>	<p><b>Key messages:</b> Achieving the full energy transition potential calls for a paradigm shift. Reducing energy consumption demands behavioural changes, from the way we use our heating and electric appliances, to the way we cater for (structural) energy inefficiencies of our houses. NUDGE will impact large audiences in terms of awareness-raising on sensitive issues such as energy demand, building design, data collection and use as well as nudging techniques.</p> <p><b>Channels:</b> workshops organized in collaboration with WP5, other events in museums / schools / universities or at fairs, final conference, infographics, website, newsletters, brochure, poster. Webinars.</p>
<b>Research &amp; academia</b>	<p><b>Key messages:</b> Efforts to induce energy-friendly behaviour from end-users through behavioural interventions are characterized by a lack of customer personalization (“one-size-fits-all interventions”), a partial understanding about how different interventions interact with each other and contrasting evidence about their effectiveness, as a result of poor testing under real world conditions. NUDGE takes a mixed approach to the consumer analysis and intervention design with tasks combining surveys and field trials. Firmly rooted in behavioural science methods, we will study individual psychological and contextual variables underlying consumers’ behaviour to tailor the design of behavioural interventions for them, with a clear bias towards interventions of the nudging type.</p> <p><b>Channels:</b> Events &amp; workshops organized in collaboration with WP5, scientific papers and posters, final conference, website. NUDGE scientific booklet. Webinars and clustering activities.</p>
<b>Media</b>	<p><b>Key messages:</b> Innovative aspect of the project. Project involving end users, various groups (children, families, EV users, etc.), delivering recommendations for multiple stakeholder categories. NUDGE will impact large audiences in terms of awareness-raising on sensitive issues such as energy demand, building design, data collection and use as well as nudging techniques.</p> <p><b>Channels:</b> press releases, articles, final conference.</p>

## MONITORING – HOW WE MONITORED NUDGE-RELATED ACTIONS

Partners had access, from the early days of the project, to an Excel file located on the project Sharepoint, where to keep track of all the dissemination work they undertook over the project lifetime: this includes press coverage, specialised journal contributions, events' presentations, mentions by relevant stakeholders in different kinds of public files.

Monthly reminders to fill the file were sent to partners. Partners could in addition put crosses next to the stakeholders their actions allowed reaching. Screenshots from the template are available below.

Comms & diss activities - monitoring file NUDGE																Marine IEECP	
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
1		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									
2						This column is very important, please pay attention to it!											
3						↓											
4																	
5	Partner	Activity	Name of "medium"	Language	Date	Outreach: total n° of reached people, Social media impressions & followers, number of views, etc.	Target audience & reach: for events or newsletters, put figures instead of crosses!								Proof (Y/N) - please if Yes, upload in TEAMS folder	Link if any	
6							Domestic Community (households, shops, municipalities, etc.)	Domestic Community (households, shops, municipalities, etc.)	Domestic Community (households, shops, municipalities, etc.)	Domestic Community (households, shops, municipalities, etc.)	Domestic Community (households, shops, municipalities, etc.)	Domestic Community (households, shops, municipalities, etc.)	Domestic Community (households, shops, municipalities, etc.)	Domestic Community (households, shops, municipalities, etc.)	Domestic Community (households, shops, municipalities, etc.)		
10	[IEECP]	Website news or page	Promoting project start	EU	English	29/09/2020	NA	X			X	X	X	X		yes	<a href="https://www.buildup.eu/en/news/five-countries-become-field-behavior-efficiency-habits">https://www.buildup.eu/en/news/five-countries-become-field-behavior-efficiency-habits</a>
11	[Cittadinanzattiva]	Website news or page	Promoting project start	EU	English	29/09/2020	please fill									yes	<a href="http://www.activecitizenship.net/consumers-rights/projects/366-nu-efficiency-through-behavioral-science-nudge.html">http://www.activecitizenship.net/consumers-rights/projects/366-nu-efficiency-through-behavioral-science-nudge.html</a>
12	[Cittadinanzattiva]	Website news or page	Promoting project start	EU	English	29/09/2020	please fill									yes	<a href="http://www.activecitizenship.net/files/citizenship-web-press-articles/09.pdf">http://www.activecitizenship.net/files/citizenship-web-press-articles/09.pdf</a>
13	[Spring-Stof]	Social media post	Promoting project start	BE	Dutch	#####											<a href="https://www.linkedin.com/feed/update/urn:li:activity:6723872117218078249">https://www.linkedin.com/feed/update/urn:li:activity:6723872117218078249</a>
14	[ZEZ]	Social media post	Promoting project start	HR	Croatian	19.10.2020	Facebook: 1.028 people reached, 66 engagements, 3 shares, 42 LinkedIn: 861 impressions, 28 reactions, 1 share, 27 clicks	X	X		X	X	X	X	X		<a href="https://www.facebook.com/zelenenergiskazaduga/photos/a.5561">https://www.facebook.com/zelenenergiskazaduga/photos/a.5561</a>
15	[ZEZ]	Social media post	Promoting project start	HR	Croatian	19.10.2020		X	X		X	X	X	X	X		<a href="https://www.linkedin.com/feed/update/urn:li:activity:6723872117218078249">https://www.linkedin.com/feed/update/urn:li:activity:6723872117218078249</a>
16	[ZEZ]	Press release	Promoting project start	HR	Croatian	3.11.2020.	8 articles in different papers - cca 10000 reach (people that on daily basis read this papers) Local newspapers in the city of Varaždin	X	X		X	X	X	X	X		<a href="http://www.presscut.hr/Web%20sharing%20ZON/11-2020/10-11-20">http://www.presscut.hr/Web%20sharing%20ZON/11-2020/10-11-20</a>
17	[ZEZ]	Article (general public)	Promoting project start	HR	Croatian	10.11.2020		X	X		X	X	X	X	X	Yes	<a href="https://cordis.europa.eu/article/id/423167-five-countries-to-become-field-behavior-efficiency-habits">https://cordis.europa.eu/article/id/423167-five-countries-to-become-field-behavior-efficiency-habits</a>
18	[IEECP]	Website news or page	Promoting project start on CdEU	English	#####	NA		X			X	X	X	X	X		<a href="https://cordis.europa.eu/article/id/423167-five-countries-to-become-field-behavior-efficiency-habits">https://cordis.europa.eu/article/id/423167-five-countries-to-become-field-behavior-efficiency-habits</a>

### HOW TO FILL THE MONITORING FILE

1. See first line examples
2. Partner and activity can be selected from the drop-down list
3. Target groups and outreach: put per column in question the number of reached participants (example: column media= 10 people, column policy makers= 150, etc.). If you do not know, please put crosses to say these targets were reached and put a ballpark figure in the Outreach column.
4. Proof documents: please write Yes or No, and if Yes, list the proving document you provided in XXXX, in communication material > Monitoring files (see screenshot on right side)
5. Upload your proofs on XXX (photos, screenshots, presentations, pdf, leaflets, participants list, etc.) with a clear name and date. For tweets, take screenshots of engagement if possible

Partner	Activity
[IEECP]	Website news or page
[IMEC]	Article (general public)
[Beegy]	Webinar
[MIVV]	Oral presentation
[ZEZ]	Event exhibition or poster
[Cittadinanzattiva]	Scientific article
[AUEB]	Social media post
[Inegi]	Other (please specify in comment)

Figure 1. Monitoring file and "How to"

The monitoring file was checked constantly during the project to check if we are in line with our communication KPIs.



The activities that could be reported include:

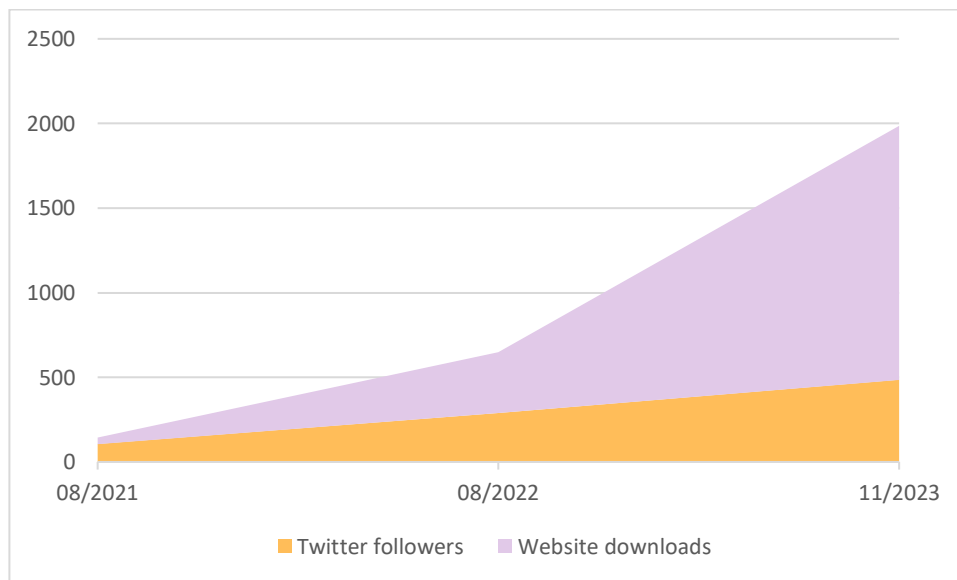
- Newsletter insertion
- Website news or page
- Article (general public)
- Webinar
- Oral presentation
- Event exhibition or poster
- Scientific article
- Social media post
- Other (please specify in comments)
- Brochure dissemination
- Video
- Press release
- Interview
- Event organisation (workshop or other)

The following target groups were added in the monitoring file and reached:

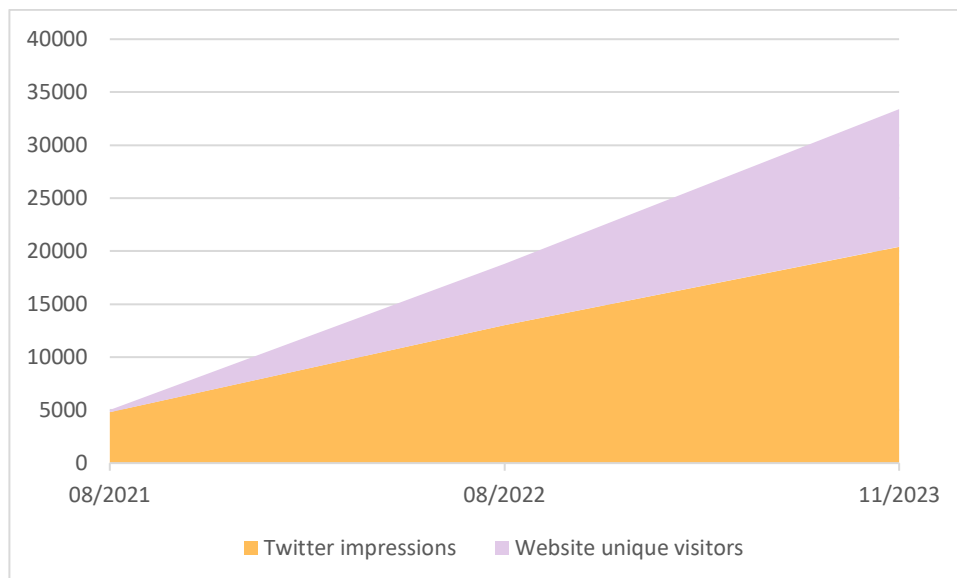
- Scientific Community
- End consumers (households, schools & representatives)
- Civil Society & NGOs
- Policy makers at local, regio, national & EU levels
- Public authorities
- Media
- Energy agencies

## DIGITAL FOCUS – REPORTING M1-39

With now almost all NUDGE results available, interest in the project has grown and the number of followers and unique visitors on Twitter and the website raised organically and steadily. The number of downloads and impressions also more than doubled. We present key statistics from NUDGE digital tools / channels in this first chapter.



*Figure 2. Twitter followers and website downloads*



*Figure 3. Twitter impressions and website unique visitors*





## 1. Website

The project website, available from early 2021 (and until end of 2025) was directly 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, or a tool developed with WP5 was added in the navigation, designed by IEECP.

In the years, the website was kept lively, with the following updates:

- **Material and links** were regularly added to our [knowledge hub](#), including posters, podcasts, videos, policy briefs, **reports** as they became available.
- Event material and **recordings** were added.
- More **articles** to feed our news section.
- **Events** in the calendar section.
- Project newsletters.
- **Sister projects** logos and information.

The website unique visitors have kept growing. As of November 27, 2023, we can report:

- 13 000 unique visitors.
- 46 000 page views.
- An average engagement time of nearly 2 minutes.
- 1 500 report downloads, by 836 visitors.
- Visitors who most visit the website come from: the US, Belgium, Germany, UK, Portugal, The Netherlands and France.
- The most viewed pages are: the homepage, the information about the project, the information page about nudging, the knowledge hub, the pilot pages and the newsletters, with statistics for each ranging from a thousand views to 16 000.
- The country visitors with more downloads are Germany, Belgium (nearly 200), France, Italy (over 100), Greece, Portugal and The Netherlands (over 80).
- The most downloaded material are the ones hosted on the knowledge hub, the nudges poster, the final event information, the first policy brief, the profiling report and the educational booklets.

PAGE TITLE AND SCREEN ...	VIEWS
<a href="#">Nudge • Nudging consumers...</a>	16K
<a href="#">The Project • Nudge</a>	4.2K
<a href="#">Nudging, a definition • Nudge</a>	3.7K
<a href="#">Knowledge-hub • Nudge</a>	2K
<a href="#">Pilots • Nudge</a>	2K
<a href="#">Support behavioural policies...</a>	1.2K
<a href="#">Newsletter • Nudge</a>	1K

Figure 4. Website visits per page

The visitors come from the following countries:

Users▼ by Country

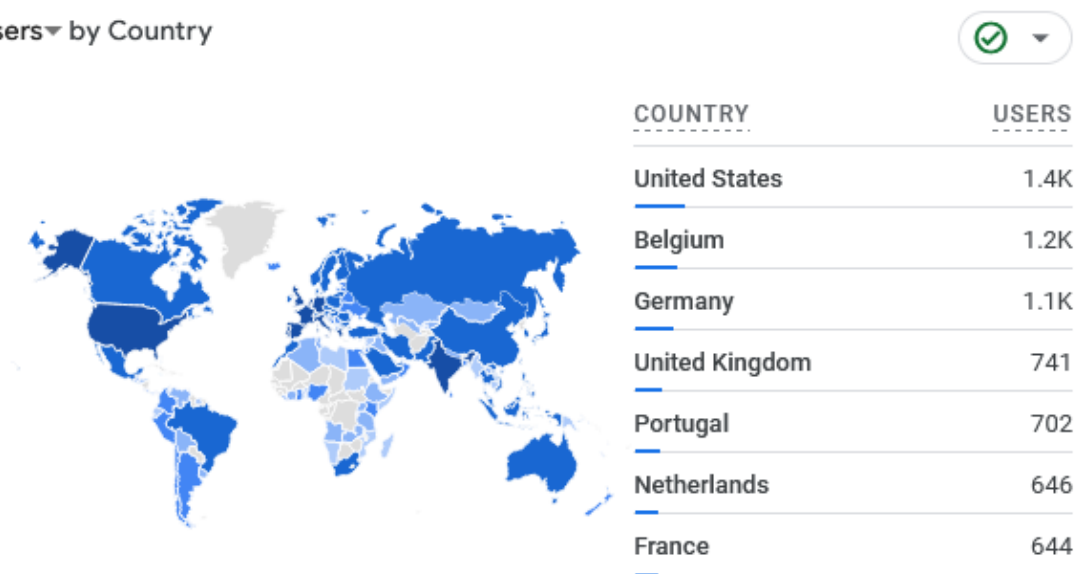


Figure 5. Website visitors countries

It is worth noting that partners also included information on their websites – we share below links to the first news about NUDGE, but more were added (to share the survey, add blogs or events, etc.). These additional news have also generated many visits.

- IEECP: <https://ieecp.org/projects/nudge/>
- Fraunhofer ISI: <https://www.isi.fraunhofer.de/en/competence-center/energiepolitik-energiemaerkte/projekte/nudge.html>
- Cittadinanzattiva: <https://www.activecitizenship.net/insights/879>



- AUEB: <https://www.aueb.gr/el/content/symmetohi-toy-oikonomikoy-panepistimioy-athinon-opa-se-ereynitiko-ergo-gia-tin-entharrynsi>
- ZEZ: <https://www.zez.coop/en/nudge/>
- domX: <https://mydomx.eu/nudge-h2o2o-research-project/>
- INEGI: <http://www.inegi.pt/en/news/inegi-joins-european-project-that-uses-behavioral-science-to-combat-energy-waste/>
- IMEC- UGent: <https://www.ugent.be/mict/en/research/projects/2020/nudge-project>
- MVV: <https://www.mvv.de/journalisten/pressemitteilungen/detail/mvv-entwickelt-gemeinsam-mit-fraunhofer-isi-anreize-fuer-ein-energieeffizientes-laden-von-elektroautos>



## 2. Social media progress and activities

As could be seen in the two graphics in the introduction of this chapter, NUDGE social media presence was also notable. With a Twitter account dedicated to the project, and posts made by partners on other networks (especially LinkedIn), the project has achieved great results.

Posts were 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). In terms of voice and message the project uses a tone and nudges destined to trigger change and action. We vary the content, sharing news, publications, videos, polls, and adding whenever possible graphs and images as they tend to increase the reader's attention. This strategy has proven effective so far, especially on Twitter, when comparing the project statistics with those of similar projects.

Some material has been developed especially for sharing on social media, as can be seen in the material deliverable, D6.2 (banners to promote events for instance). IEECP sent an email to partners each time campaigns were made to share project results, to share the direct links with them and ease reposting. It is worth noting that the most shared posts were the ones promoting the survey.

On **LinkedIn**, posts can be spotted by searching for the hashtags #H2o2oNUDGE and #NUDGEh2o2o. Partners have made posts either through their company or personal profiles, reaching in the past 3 years over 45 posts for 700 likes and over 60 reposts.

On **Twitter**, 486 followers receive news from NUDGE, with over 20 400 impressions for 417 posts. Partners also posted with their own accounts.

Some of the partners key posts are reported below:

- **AUEB** on [Twitter](#) (4900 followers) and [LinkedIn](#) (78 500 followers).
- **IEECP** and employees, with posts on [Twitter](#) (1367 followers) and [LinkedIn](#) (7691 followers).
- **Beegy** on [Twitter](#) (797 followers).
- **domX** with over 10 posts on [LinkedIn](#) (790 followers).
- **Spring-Stof**, with posts on [LinkedIn](#) (112 followers).
- **ZEZ** reported 23 posts, on [Facebook](#) (7900 followers), [LinkedIn](#) (2182 followers).
- **Fraunhofer ISI** and employees (Heike Brugger, Sabine Pelka), with posts on [LinkedIn](#) (15000 followers) and [Twitter](#) (3209 followers).
- **Cittadinanzattiva** reported 55 posts, on [Facebook](#) (1300 followers) and [Twitter](#) (889 followers).
- **Imec**, and employees ([Peter Conradie](#), 571 followers), with posts on [LinkedIn](#) (96 125 followers) and [Twitter](#) (22 500 followers).

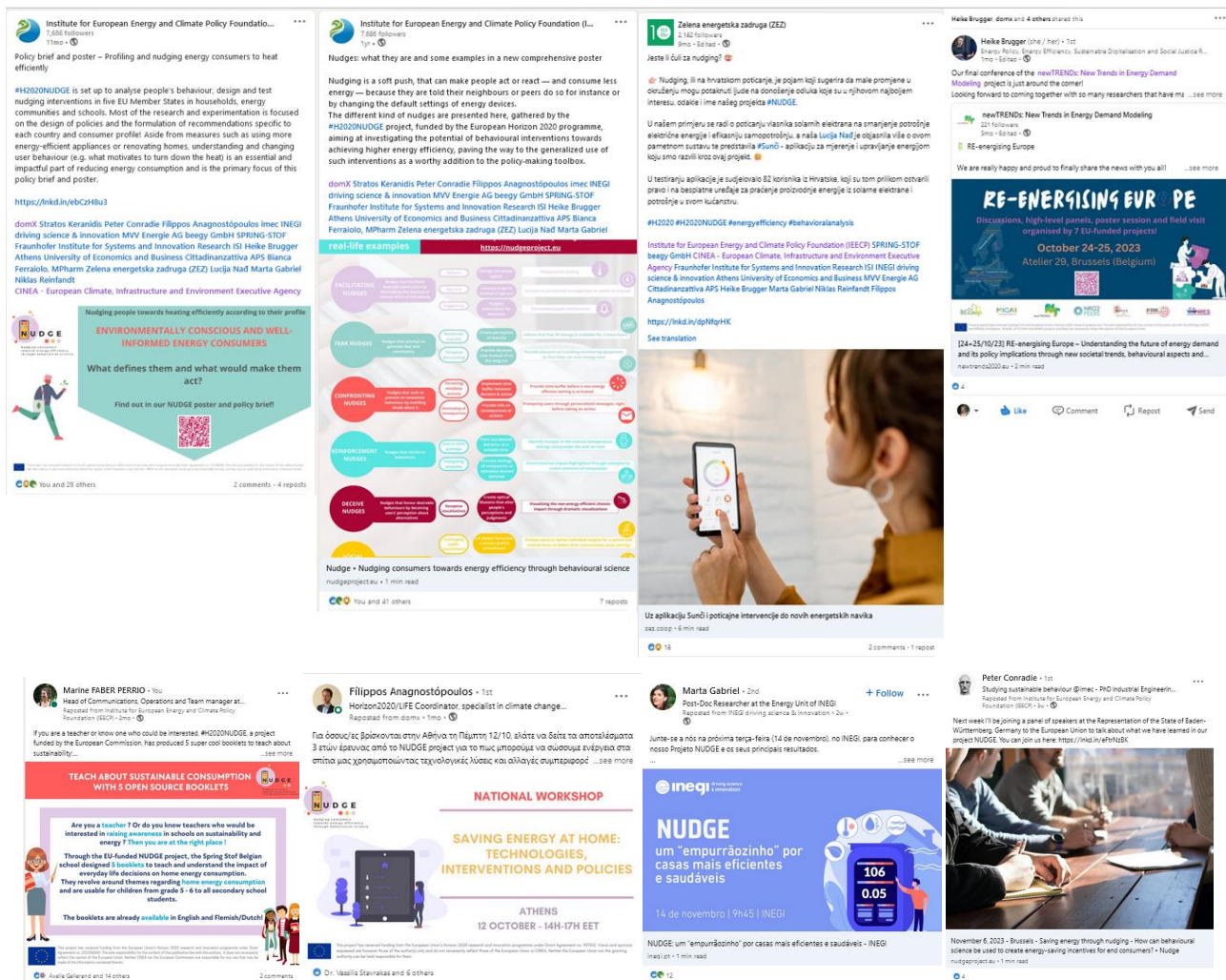


Figure 6. LinkedIn posts by partners

This is also worth noting that as part of the activities to organise for the awareness-campaign, IEECP had the idea to create an Instagram account, and start campaigns such as #NUDGE4change and #NUDGEambassador, sharing tips and good practices on key topics such as water consumption, and nudging! The campaigns and associated stories are all saved under the Spotlight function (allowing elements to stay longer than the usual 24h), under the “our projects”, “inspire and nudge” and “play and learn” highlights. The first “NUDGE-orientated” post, focused on “What do you know about nudging?”, shared about the project, our event on the youth and much more. A second campaign – “The true cost of water” - focused on sharing tips to save water. The post played also on the concept of “Did you know”, sharing figures about how much such food or clothes consumes to be produced. In another post, we focus on wildfires, and how our actions can have an impact on them. Finally, another carousel presented the teaching material from NUDGE, with the goal to reach a maximum of teachers on the social network. Further posts are in the loop, using key moments such as Christmas to “nudge” people. A campaign on sustainable presents is on the way.



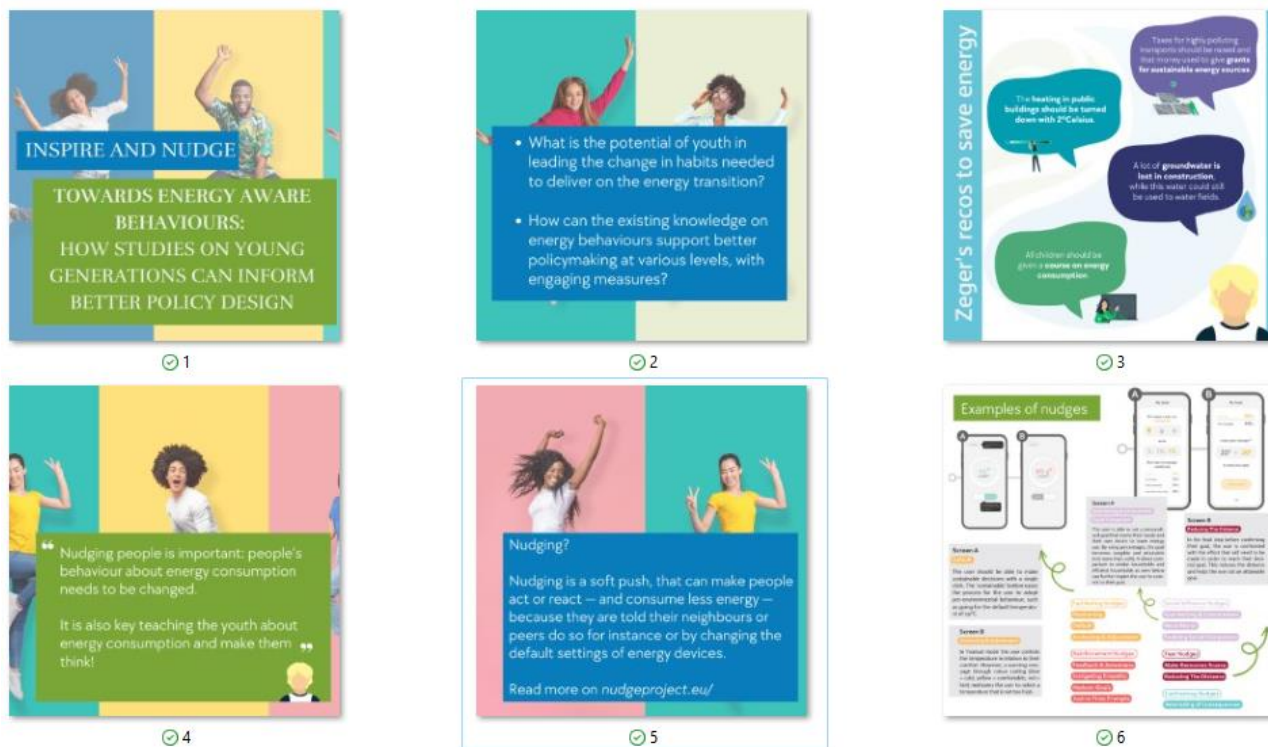


Figure 7 –NUDGE goes to Instagram!



Figure 8 –NUDGE Instagram campaigns



Figure 9 –NUDGE Instagram campaign on teaching



Figure 10 –Repost of the NUDGE Instagram campaign by a partner



### 3. Newsletters

The project issued, as of November 2023, 4 newsletters. The first project review meeting ended with reviewers mentioning the need not to focus effort on producing more newsletters, yet as the audience list continue growing, IEECP decided to send a 3<sup>rd</sup> and 4<sup>th</sup> newsletters, as well as special issues to promote events (2 editions). More enews were therefore produced, only less of them.

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

- [First project newsletter – March 2021, sent to 25 subscribers.](#)
- [Second project newsletter, November 2021, sent to 101 subscribers.](#)
- [Third newsletter, March 2023, sent to 176 subscribers.](#)
- [Fourth newsletter, July 2023, sent to 186 subscribers.](#)
- Fifth newsletter, December 2023 (coming soon) – this issue will be sent to over 204 recipients, and will gather final reports, policy briefs, the final event material, and much more!
- The two event-focused news were sent to 79 and 153 people.

Partners all reported adding news from the project in their own newsletters, for instance:

- IEECP's [December 2022](#), [January 2023](#), [March 2023](#), [June 2023](#), [September 2023](#), [October 2023](#) and [November 2023](#) (please note that earlier newsletters also included material, yet due to a move from the servers, issues previous to November 2022 are not available anymore).
- ACN European monthly newsletter, in [September](#) 2020, [March](#), [October](#), [November](#) and [December](#) 2021, [January](#), [September](#), 2022, and [January](#), [June](#), [July](#), and [October](#) 2023.
- ZEZ: [April 2021](#), [May 2021](#),
- Spring-Stof, in October 2022
- AUEB, [summer 2023](#).





## DIGITAL NETWORKING

Upon setting up NUDGE, we had the idea, that was quite new back then, to work collaboratively with sister projects, in a more regular way than what Horizon2020 (and previous programmes) were doing. We listed projects that were working on similar topics upon starting NUDGE, and contacted some of them to create a sister projects group, planning actions together. As more and more projects are delivered and generate valuable outputs and policy recommendations, it was time to gather and build on each others' strength and knowledge. A lot of ongoing projects now start partnerships, sharing results or links on the websites, and the consortium believed it is of high value to start such partnerships with key projects. The goal is to share ideas and workforce / outreach for communication and dissemination activities, but also for research with the idea to, when possible, combine forces to produce papers, briefings or newsletters together.

There also exist projects where more than one NUDGE partners participate, e.g. the EU H2020 InterConnect project.

The main tools used for clustering activities were social media, newsletters and event organisation.

The NUDGE website was designed to contain a sister project section, while the newsletters featured a section "Interesting reads and watch", where existing works of other platforms and interesting related projects was listed.

The preliminary list of projects can be found below:

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

Networking with sister projects has also allowed increasing awareness about the NUDGE project. NUDGE has built strong ties in the first years, especially with H2020:

- DECIDE,
- ENCHANT,
- ENCLUDE,
- EVIDENT,



- WHY,
- ETEACHER,
- INTERCONNECT,
- UTILITEE,
- SOCIAL RES.

While some have ended along the way, others have actively engaged with NUDGE, sharing news in their newsletters ([ETEACHER](#), WHY [#3](#), [#4](#), [#5](#), and [#6](#)), adding information on their website ([ENCHANT](#) and [ENCLUDE](#)) or on social media (most of the above sister projects were often reposting our tweets for instance), inviting NUDGE to present at their [events \(EVIDENT in June 2022\)](#), or deciding to collaborate and organise a policy conference during EUSEW 2022, another webinar in September 2023 or a collaborative final event in October 2023 between 7 EU-funded projects (see the event chapter for more on all these 3 events). Before closing, NUDGE engaged with another group, created by the IneeXs project in 2023. To make the smart energy transition a reality, [19 projects came together](#) under the #SmartEnergyCluster to mutually support each other by building on and multiplying all their results. The 19 projects have the common aim to develop, conceptualise and deploy new business models and concepts which fully tap the economic value and the wider benefits of integrated services. These combine different energy services, such as energy efficiency, distributed generation and flexibility, and/or which integrate energy services with non-energy benefits. The cluster works together in the framework of dissemination, communication and exploitation of the projects activities and results, aiming at engaging interested and common target groups. These collaborative actions also aim to multiply the impacts of the benefits of each project, including for example, the integration of new and smart service offers, reduced energy costs for end-users and payback times of investments into sustainable energy. Finally, NUDGE agreed to share results from additional projects such as Audit2measure (business behaviours) and RENAISSANCE (NUDGE library).

SMART ENERGY CLUSTER

Meet our cluster!

**Follow our #SmartEnergyCluster on social media!**

These projects receive funding from the European Commission Horizon and LIFE programmes. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

Figure 11. NUDGE joins The smart energy cluster of projects



## MEDIA AND PLATFORMS

When it comes to articles by NUDGE or quoting NUDGE, our monitoring file reports at least 40 articles, blogs and podcasts, for an estimated readership of over 87 500 people.

IEECP shared the project results with EU media and English-speaking professional press at Member State level, through press releases and articles, regularly along the project life. We identified at the project start relevant media channels to promote the project findings in specialised press, raising awareness about NUDGE and highlighting the challenges and solutions for policymakers to address and examine.

IEECP coordinated efforts to ensure that the project was covered in outlets with a wider reach. Partners supported in getting closer to media contacts at the national level and to list other interesting media targets, as well as translate if deemed necessary media pieces.

We published several blogs, articles and press releases in the project course, completing the set of articles and editorials written for the newsletter and project website with the partners' support, listed below.

### 1. Articles authored by partners

A series of blogs was produced by IEECP and other partners for the website, some available in several languages and published on the partners website (ZEZ, imec-Ugent):

- [How to know when to use the energy produced by your own solar PV plant? Focus on NUDGE Croatian pilot](#)
- [Blog-How have habits changed amid the energy crisis? Assessing self-reported energy-saving behaviours in Flanders](#)
- [Blog \(EN/HR\)- From Sunči app and nudging interventions to energy efficiency of your household / Uz aplikaciju Sunči i poticajne intervencije do novih energetske navika](#)
- [How NUDGE is crossing the bridge between changing our energy habits and moving away from our dependence on Russian gas](#)
- [Flemish people weigh comfort against energy savings – But how many of these strategies are already part of the Flemish savings palette?](#) Imec-mict investigates rising energy prices and the energy behaviour of the Flemish with the aim of facilitating sustainable behavioural change.
- [Co-creation workshops – evaluating and designing the project nudges.](#) 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.
- [Five countries to become the field of behavioural experiments to encourage energy efficiency habits \(press release, 2020\)](#)

## 2. Media publications and addition to platforms

Additionally, other organisations or platforms have mentioned NUDGE:

- In 2020, upon starting the project, **ZEZ** translated the press release and sent it to media, leading to articles in 8 different media: [Energetika](#), [Alter](#), [Oie](#), [Aktualno](#), [Varazdinski](#), [Poslovnifm](#), [Varazdinske](#), [Suvremena](#), [HUZP](#), [Sjeverozapad](#). They also promoted the project in [local newspapers](#) of the city of Varaždin. In addition, ZEZ participated in a radio interview on Radio Sjeverozapad and published several times on their [website](#).
- **AUEB** published twice about NUDGE in the University media, [once in 2021](#), and lately in summer 2023 with a double page, reaching 5000 people, and in an article in the [Greek economic media OT](#), in September 2023.
- **domX** reported publications in [Energy press](#), [Naftemporiki](#), [Efsyn](#), [Startupper](#) and [Kathimerini energy columns](#). The [Voria](#) e-newspaper, under the title "**domX**: The startup from Thessaloniki that upgrades the smartness of legacy heating systems", refers to NUDGE, with a readership of over 10 000 people.
- **Spring-Stof** published about the NUDGE energy classes by Spring-Stof webpage on website of [School2030 of the city Leuven](#).
- **MVV** published an article on [Zfk](#) and on their [website](#).
- **Cittadinanzattiva** published several times, in their [own magazine](#) in September 2020, in Canale energia in [January 2021](#), [February 2021](#) and [March 2021](#), and in the online magazine Innovation news network:
- [RE-energising Europe – optimising the European energy landscape](#), October 2023
- [How can we ensure citizens are safeguarded from rising energy prices?](#) January 2023
- [European Citizens Energy Forum: Understanding energy consumers' behaviour to design nudging interventions](#), November 2022
- [NUDGE project releases new survey on energy consumption and consumer behaviour](#), April 2021
- [The role of citizens in achieving a low-carbon future](#), September 2020
- NUDGE was added by **IEECP** on various platforms, such as Macaronight 2021 or [Enlit](#) (July 2022), [Construction21](#), Build UP, [Cordis](#).



## Πώς θα επηρεάσουμε την ενεργειακή συμπεριφορά των καταναλωτών;

Ένα ερευνητικό έργο τριετούς διάρκειας με συμμετοχή 10 φορέων από 7 χώρες με σκοπό τη βελτίωση της ενεργειακής αποδοτικότητας

 του Ισλάμ Κοινωνικού, Αναλυτική Καθυστή Τεχνατος Πινακας του ΟΠ

[illegible]

την αποδοτική χρήση της ενέργειας, να απο-  
κωδύκεται (Nudging consumers towards  
energy efficiency through behavioural science),  
να χρησιμοποιείται και η επινοητική δύναμη  
στο πλαίσιο του προγράμματος «Επένδυση  
2020» και ότι είναι υποχρεωτικό το Κοινωνικό  
Παρατηρητήριο Αθηνών. Το πλαίσιο αυτό  
από ξεκίνημα της 1ης Ιανουαρίου 2022 θα υπο-  
στηρίξει 10 πόλεις και 7 χώρες. Εμπνευσμένο  
από τις αρχές του nudging, οι οποίες αφορούν  
αυτές που επηρεάζουν ο γρήγορα ή αργά  
το **Μεσοπρόθεσμο Κρατικό Πρόγραμμα** και οι υποχρεώ-  
σεις **Επένδυση Αθηνών 2020**, είναι στην  
Βιομηχανία Νudging και οι **Αποδοτικοί Έργοι**  
www.ann.edu.gr/ το Τμήμα Κινημα-  
τοποίησης του ΟΠΑ.

[illegible][illegible][illegible]

Figure 12. NUDGE in Greece in AUEB media



Figure 13. NUDGE in the Enlit project directory

### 3. Podcasts

NUDGE had the opportunity to participate in two podcasts over the project life.

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



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



Figure 14. NUDGE participation in podcasts

## 4. Recognitions

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.](#)

Later that year, IEECP and imec-Ugent were invited by the IEA to present in Paris, see event chapter.



## EVENTS

We add in this chapter a comprehensive list of all events organised by NUDGE and partners, links and statistics from the recordings.

To demonstrate the research findings and raise awareness in the scientific community, publications in technical literature and dedicated journals were foreseen by academic and technological partners through publications in peer-reviewed journals and magazines and through papers presented at conferences and other events. IEECP and the partner each time responsible for a publication ensured the papers follow the open access standards (through self-archiving (green open access) or open access publishing (gold open access)), i.e., without costs for the readers. Please note we do not here report further on our scientific publications and event proceedings, which are part of D6.4. We though can report 13 of them, while more are in the plan.

Coming back to events, we estimate from our excel monitoring file an outreach of over 7000 in-presence attendees (and further 7573 viewers as seen below) for over 55 events reported.

We report below on the main events (internal and external) and the number of views generated by the recordings as well as where to find them.

*Table 3 - NUDGE videos and event recordings*

Video title	Views
Final event in Brussels, October 2023 – <a href="#">RE-energising Europe</a> . Videos, presentations and summary	265 (videos uploaded 2 days ago)
Empowering Consumer Energy Saving and Sharing, <a href="#">webinar</a> with sister projects, September 2023	71
How to support efficient heating (& cooling) by profiling and nudging energy consumers, a <a href="#">webinar by Users TCP of the IEA</a> , March 2023	171
EUSEW event, 2022 – <a href="#">Towards energy aware behaviours: how studies on young generations can inform better policy design</a>	135
Special workshop on reducing energy demand with behaviour and awareness campaigns, <a href="#">IEA</a> , September 2022	5 500
Webinar #1, 2021 – <a href="#">Understanding energy consumers' behaviour to design nudging interventions: first dive into the NUDGE project</a>	222
2020 – <a href="#">NUDGE in Croatian in 2 webinars</a>	445
Discover NUDGE in a <a href="#">15-minutes video</a> ! 2020	764
TOTAL	7 573



## 1. Event organisation

At least 20 events have been organised by the NUDGE project team, at EU and national levels. Some, like the national level events and policy events, are reported under WP5 yet will be mentioned in this chapter.

- The first project webinar was organised in November 2021 and gathered a lot of interest, we can still see the number of views growing on YouTube. **“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. This event was really key into the project life as not many reports or other outputs were planned in the 2 first project years.
- **In July 2022, the Fraunhofer institute celebrated its 50<sup>th</sup> 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 CO<sub>2</sub> 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.





Figure 15 Photos from the Fraunhofer birthday

- The [policy conference at EUSEW 2022](#), September 29, Brussels: *"Towards energy aware behaviours: how studies on young generations can inform better policy design"* was 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. This event aimed at empowering policymakers to engage the communities and in particular youth, giving space to various testimonials from the ground in short videos. It built on the research on energy-related behaviour produced in several EU funded projects, providing evidence from surveys and onsite demonstration activities as well as findings on behaviour aspects related to energy consumption and production and what they tell us to refine top-notch policy measures, targeting specifically younger generations. A panel of policymakers, youth and consumer representatives focused on how to design policies that can favour a large-scale change in how we produce and consume energy and how to include youth in energy policies at various levels (as participants in and focus subjects). The [after event material](#) is available on the project website.
- In September 2023, an event was organised jointly with sister projects, led on the NUDGE side by IEECP with Fraunhofer speaking. This [September 12 webinar](#), aimed at showing how WHY, NewTRENDS, SmartLivingEPC, NUDGE and EVIDENT's research is integrating both technical, energy efficiency improvements and behavioural change to reduce consumption effectively and justly to meet the EU climate goals. The discussion invited transmission system operators, consumer and energy-saving experts to highlight the ongoing challenges as well as innovative practices that are empowering consumers, alleviating challenges in the near-term while enabling long-term decarbonisation strategies. IEECP wrote minutes of the event, as [highlights](#), available on the project website.
- November 6, 2023, Fraunhofer organised the project policy event in Brussels, in the Representation of the State of Baden-Württemberg to the European Union, under the header: [Saving energy through nudging – How can behavioural science be used to create energy-saving incentives for end consumers?](#) Based on the research findings, policy



recommendations derived from the project were presented and discussed at the event. Practical examples were given of how nudging can have an impact on energy consumption. The event provided an opportunity for exchange between researchers, policy makers and other interested parties to discuss the results and recommendations presented in terms of understandability, feasibility, barriers and user acceptance. Read more in D5.1.

- Finally, IEECP led the organisation of NUDGE final event as a collaborative one, involving 6 other EU-funded projects – IEECP working on 4 of them. Below is a longer explanation due to the size of the event.

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

## The process

A year prior to writing this report, discussions started between projects to organise something together for some of the projects' final events. Early 2023, we agreed with the following projects to have a day focused on on energy demand and multiple impacts of energy efficiency with:

- NUDGE: <https://www.nudgeproject.eu/>
- newTRENDS: <https://newtrends2020.eu/>
- MICAT: <https://micatool.eu/micat-project-en/>

As IEECP is leading communication work for other projects with similar end dates, the idea quickly came to make the event a 2-day event around sustainable energy, adding a day on energy communities:

- W4RES: <https://w4res.eu/>
- UP-STAIRS: <https://www.h2020-upstairs.eu/>
- NRG2peers: <https://www.linkedin.com/showcase/nrg2peers/>



- BECoop: [www.becoop-project.eu](http://www.becoop-project.eu)

The event was now officially a 2-day event, on **24-25 of October**, in Brussels.

Other important decisions were made in April and May 2023:

- The event would be **in-presence only**.
- Yet, **video producers** would be hired to film the whole event and make a short summary video. As the event was organised by 7 projects, costs were reduced, and more actions could be planned.
- The 24/10 would start with an **event organised by CINEA** for some projects related to the topic, and end with a **cocktail**.
- The 25/10 would end with the **visit to an energy community** in Brussels, organised by NRG2peers.
- Both days were planned to integrate many **external speakers** and avoid a project-focused event with long presentations.
- Quotes were asked to few places and Brussels and the decision was made to organise the event in the Brussels EU district, in **Atelier29**.
- We invited other projects to submit **posters**, as there was the possibility onsite to attach 16 of them.
- **41 speakers** agreed to join the event in **8 panels**!
- Finally, we also **left space in the agenda** for people to discuss and question project partners, test our tools, etc. The final event agenda is included in the annexes.

## Organisational aspects

- **Monthly calls** were set up between the projects, and two partners took the lead to simplify the exchanges, yet always involving everybody at all steps (definition of the agenda, speakers, panels, choosing the location, etc.): EUREC (W4RES) and IEECP (BECoop, NUDGE, MICAT and newTRENDS). Many emails were exchanged, the preparation really was a high effort from everybody, as we hope was reflected in the event success.
- The full organisation (and event itself) was really a **team effort**: moderators actively engaged in exchanges with the speakers to prepare the panels, discuss the questions and presentations. We cannot thank enough everybody and our 41 speakers for playing the game and being so engaged in the preparation!
- A **drive** was created, to share all event material such as:
  - Offers and project contacts
  - List of participants
  - Information about all speakers and photos
  - Identity of the event, photos, etc. with the video producers
  - Moderators briefings



- Final presentations

## Communication about the event

It was decided to [launch the first save the date](#) before summer, from June onwards, and open quickly registrations. All 7 projects intensely promoted the event, with posts on social media, in newsletters, on websites, etc. Several networks were also leveraged including:

- The EU Commission [newsletters](#)
- The Fleishman Hillard energy daily news
- RESCoop.eu newsletter
- Eceee [website](#) and newsletter
- The Coalition for energy savings newsletter
- Organisations websites and socials: [IEECP](#), [Wuppertal Institute](#), [Cittadinanzattiva](#), [Housing Europe](#), [White research](#), [UIPI](#), etc
- Projects websites: [NUDGE](#), [W4RES](#), [Smartspin](#), [MICAT](#), [UP-STAIRS](#), etc
- And many more!

The event was declared full, and registrations were closed a week before the end of September. Therefore, we created a new registration form to allow people to receive updates about the event and, in case seats became available again, to be placed on a waiting list.

**Target audiences and attendees included experts from the following areas:** Energy experts, researchers, energy communities, policy makers, industry, energy agencies, NGOs and civil society.





- Usual thank you emails to speakers and participants were planned, including links to an after event page gathering all posters, presentations and recordings, as well as our 2-minute recap video.

The **final event agenda** is included below. The programme was split into two parts:

- First part – research focus - Modelling, nudging and assessing future energy demand patterns (including a scientific keynote and presentation of projects' results).
- Second part – policy focus - Multiple benefits, behavioural change and new societal trends  
- Contributions to energy policy (including a keynote, two panel discussions and a presentation).



**October 24**

**Understanding the future of energy demand and its policy implications through new societal trends, behavioural aspects and multiple benefits**



Organised by MICAT, newTRENDS and NUDGE.

*Event moderated by Heike Brugger, Fraunhofer ISI*

**10.30 – 10.45 - Registration & welcome coffee**

**10.45 - 11.00 - Welcome and introduction** - Heike Brugger, Fraunhofer ISI

**First part - Modelling, nudging and assessing future energy demand patterns**

**11.00 - 11.15 - Scientific keynote** - Nives Della Valle, European Commission Joint Research Centre, Directorate of Energy, Transport and Climate - Unit of Energy Efficiency and Renewables

**11.15 - 13.00 - Modelling, nudging and assessing future energy demand patterns** - In-depth presentation of the projects' methods and findings, tools and models to understand and reduce energy demand.

*Scientific audience, including Q&A - For more information about the projects, posters about tools, pilots and more will be hung in the event room.*

*Moderation: Filippas Anagnostopoulos, IEECP*

- Meta Thuid Lotz, Fraunhofer ISI (representing newTRENDS)
- Philipp Mascherbauer, TU Wien (representing newTRENDS)
- Peter Conradie, Senior Researcher, IMEC (representing NUDGE)
- Anne Kesselring, Fraunhofer ISI (representing NUDGE)
- Frederic Berger, Fraunhofer ISI (representing MICAT)
- Felix Suerkemper, Wuppertal Institute (representing MICAT)

**13.00 - 14.30 - Networking lunch**, including poster sessions

**Second part - Multiple benefits, behavioural change and new societal trends - Contributions to energy policy.**

**14.30 - 14.45 - Keynote** - Margot Pinault, DG ENER, European Commission

**14.45 - 15.45 - Policy learnings from the projects**

*Moderation: Giulia Pizzini, IEECP*

- MICAT: Barbara Schlomann, Fraunhofer ISI
- NUDGE: Heike Brugger, Fraunhofer ISI
- newTRENDS: Maksymilian Kochanski, RIC

**15.45 - 16.00 - The Necessary Evolution of Energy Efficiency Policies for Inclusive Transitions** – Emma Mooney, International Energy Agency

**16.00 - 17.00 - Panel - The way forward for energy policy**

*Moderation: Giulia Pizzini, IEECP*

- Nives Della Valle, European Commission, Joint Research Centre, Directorate of Energy, Transport and Climate - Unit of Energy Efficiency and Renewables
- Emma Mooney, International Energy Agency
- Roland Gladushenko, EURIMA
- Heleen Schockaert, RESCoop.eu
- Indra Van Sande, Gent city
- Alessandro Mostaccio, President of Movimento Consumatori, EESC Member and Board Member of the European Consumer Union (ECU)

**17.00-18.30 - Cocktail reception**

*Figure 18 – Agenda of October 24*





October 25

**Energy communities and renewable energy, accelerating Europe's transition towards a climate neutral, inclusive future**



Organised by BECoop, NRG2PEERS, UP-STAIRS and W4RES

Master of ceremony: Ioannis Konstas, Q-PLAN

8.45 - 9.00 - **Registration & welcome coffee**

9.00 - 9.15 - **Keynote** - Tadhg O'Brien, European Commission, DG Energy, Deputy Head of Unit for Consumers, Local Initiatives and Just Transition (tbc)

9.15 - 9.40 - **Skill up! RECs, RES, inclusivity: What are we talking about? Fire pitching of the 4 projects**

- Dimitrios Chapizanis, White Research (representing BECoop)
- Simona D'Oca, Huygen Engineers and Consultants (representing NRG2peers)
- Lorena Sánchez Relañó, IERC (representing UP-STAIRS)
- Giulia Zendron, White Research (representing W4RES)

9.40 - 11.00 - **Policy panel: Driving a clean energy transition through tapping the biomass potential, boosting rescops and empowering women as agents of change: discussing the projects' recommendations**

Moderation: Pádraig Lyons, IERC

Fire pitch by project representatives:

- Diana Süsser, IEECP (for BECoop)
- Anna Klöpper, UIPI (for NRG2Peers)
- Paweł Gilewski, Polish National Energy Conservation Agency (KAPE) (for UP-STAIRS)
- Elsebeth Terkelsen, European Green Cities (for W4RES)

Then joined in a panel by:

- Stavroula Pappa, REScoop.eu
- Tadhg O'Brien, European Commission, DG Energy

11.00 - 11.15 - **Coffee break**

11.15 - 12.15 - **Get inspired - Innovative Approaches, Success stories from the RES and RHC ecosystems**

Moderation: Dara Turnbull, Housing Europe

- BECoop - From your morning coffee to heat: Vasilis Filippou (ESEK)
- NRG2peers - Lessons learnt from the pilot sites: Eelke Kingma (Schoonschip)
- UP-STAIRS - One-Stop-Shops to empower community energy: Ivanka Pandelieva-Dimova (Sofia Energy Centre)
- W4RES - Elke Weidenfelder (Steinbeis Europa Zentrum) and Carina Holzapfel (H2MC)

12.15 - 13.30 - **Lunch + poster session**

13.30 - 14.30 - **The legacy of our projects / Looking forward - Once our projects end: what comes next? How can we replicate our projects' findings/work?**

Moderation: Dimitrios Chapizanis, White Research

- W4RES: Ioannis Konstas, Q-PLAN - The next steps for W4RES in terms of gender awareness in RES - The way to an inclusive energy transition
- UP-STAIRS: Paco Jofra, Ecoserveis Association
- NRG2peers: Stefan Kop, Spectral & Sylvia Breukers, Dune Works - Tool and follow-up projects.
- BECoop: Kostas Dasopoulos, Q-PLAN - Adjusted Business Model Canvas for REScoops

14.30 - 15.30 - **Networking session**

- W4RES co-creation workshop "DIY Gender Equal RES sector: Dive into practice with W4RES towards a gender equal RHC and RES sector". Register [here](#) (the number of seats is limited).
- Poster presentations, world café discussions, access to computers to play with our tools, etc.

15.30 - 18.00 - **Visit to an energy community**

Visit of the new citizen energy community in low-income housing near Gare du Midi (Brussels).

[https://foverdusud.be/sunsud\\_vloqaert/](https://foverdusud.be/sunsud_vloqaert/)

The number of seats is limited. Register [here](#) (only if you are sure to attend.).

Figure 19 – Agenda of October 25





*Figure 20 –Final event in Brussels*

The scientific keynote was given by **Nives Della Valle from the European Commission Joint Research Centre**, Directorate of Energy, Transport and Climate - Unit of Energy Efficiency and Renewables. She discussed the issues of climate change and energy crisis, as well as the ways in which citizens can participate in the energy transition, known as Energy Citizenship. She outlined both the drivers and barriers to the energy transition, emphasising that promoting it is crucial in tackling the challenges we face today. She also pointed out that we have already significant knowledge in designing effective instruments and testing their efficiency using various methods and lenses. With this knowledge, we can further improve the design of these instruments to make them even more effective. She finally presented results from key behaviour science research.

### **Modelling, nudging and assessing future energy demand patterns – In-depth presentation of the projects' methods and findings, tools and models to understand and reduce energy demand**

This first panel was moderated by **Filippos Anagnostopoulos from IEECP**. The following experts delivered presentations and discussed the main project results:

- Meta Thurid Lotz, Fraunhofer ISI (representing newTRENDS)
- Philipp Mascherbauer, TU Wien (representing newTRENDS)



- Peter Conradie, Senior Researcher, IMEC (representing NUDGE)
- Anne Kesselring, Fraunhofer ISI (representing NUDGE)
- Frederic Berger, Fraunhofer ISI (representing MICAT)
- Felix Suerkemper, Wuppertal Institute (representing MICAT).

### Keynote

The second part began with a keynote by **Margot Pinault from DG ENER, European Commission**. Her presentation was dedicated mainly to the Energy Efficiency Directive and its articles. She discussed in detail the 'Energy Efficiency First' principle, which was described in the Article 3 of EED.

### Policy learnings from the projects

This session was moderated by **Giulia Pizzini from IEECP**. It hosted the following speakers:

- Barbara Schlomann, Fraunhofer ISI (representing MICAT)
- Heike Brugger, Fraunhofer ISI (representing NUDGE)
- Maksymilian Kochanski, RIC (representing newTRENDS).

### Presentation "The Necessary Evolution of Energy Efficiency Policies for Inclusive Transitions"

The presentation was delivered by **Emma Mooney from International Energy Agency**. She mentioned that technology offers us the capability to increase progress in energy efficiency by two-fold from the present to the year 2030.

### Panel - The way forward for energy policy

This last panel discussion was moderated by **Giulia Pizzini from IEECP** and attended by the following experts:

- Nives Della Valle, European Commission, Joint Research Centre, Directorate of Energy, Transport and Climate - Unit of Energy Efficiency and Renewables
- Emma Mooney, International Energy Agency
- Heleen Schockaert, RESCoop.eu
- Indra Van Sande, Gent city
- Alessandro Mostaccio, President of Movimento Consumatori, EESC Member and Board Member of the European Consumer Union (ECU)

During an energy system discussion, the moderator posed several questions to the panellists. **Emma Mooney** was the first to answer and emphasized the importance of hearing citizens' voices in the conversation. Giulia mentioned the various levels and roles of different actors in the energy

system. **Indra Van Sande** was asked about data availability and highlighted the challenges faced in Gent. However, she also mentioned the authorities' efforts to collect data through surveys and a one-stop-shop. **Nives Della Valle** emphasized the need to find a common language that includes not only citizens and consumers but also other stakeholders. **Helen Schockaert** was asked how an energy community can function as an actor, and she provided insights into the role of energy communities. Finally, **Alessandro Mostaccio** concluded by summarizing the discussion, stating that although the Commission is doing a good job, the EU still lacks the structure to carry out foreign policy. He cited the example of countries with raw materials that have been colonized in the past, which now prefer to trade with China rather than with Europe.



*Figure 21 – Panel - The way forward for energy policy*

The official part was followed by a cocktail reception where most people stayed to exchange and went in the area where all posters were hung.

## 2. Events participation

Partners were invited to present the BECoop project in many conferences/workshops/fairs/university summer courses at a national and/or EU level. In the monitoring file, the participation to a total of over 67 events is reported, for a total (not complete, so the number is probably much higher) of 7000 attendees.

*Table 4 NUDGE partners reported event speaking slots appearances*

Partner	Reported event speaking slots
IEECP	7
AUEB	7
domX	15
Fraunhofer ISI	12
Imec	4
INEGI	3
MVV	2
Spring-Stof	10
ZEZ	7
<b>TOTAL</b>	<b>67</b>

*Table 5 – Patners’ speaking at external events*

Event	Date + Location	Partner	Description /link
BEHAVE	28/11/2023	Imec, IEECP, INEGI, ISI, AUEB	See D6.4
Berlin Science Week	03/11/2023	ISI	<a href="https://berlinscienceweek.com/event/nudging-for-energy-efficiency/">https://berlinscienceweek.com/event/nudging-for-energy-efficiency/</a>
Flexcon 2023	20/09/23, Brussels	domX	<a href="https://www.flexcon.energy/">https://www.flexcon.energy/</a>
International Fair of Thessaloniki	16/09/2023, Thessaloniki	domX	<a href="https://www.linkedin.com/posts/domx_today-we-participated-at-the-international-activity-7108878320716382208-bg1a/?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/domx_today-we-participated-at-the-international-activity-7108878320716382208-bg1a/?utm_source=share&amp;utm_medium=member_desktop</a>
Presentation of master thesis on the survey data - scientific dissemination for the next generation of scientists	27/07/2023	ISI	
CEES 2023 - 2nd International Conference on Construction, Energy, Environment & Sustainability	30/06/2023	INEGI	<a href="https://www.cees2023.uc.pt/index.php?module=sec&amp;id=954&amp;f=1">https://www.cees2023.uc.pt/index.php?module=sec&amp;id=954&amp;f=1</a>

Presentation at ICEP conference "Nudges for increasing self-consumption of prosumers – an evaluation of German field experiment "	21/06/2023	ISI	
Policy Workshop	15/06/2023, Zagreb		<a href="https://www.zez.coop/ucinkovito-koristenje-energije-iz-solarne-elektrane-predstavljanje-rezultata-projekta-i-rasprava/">https://www.zez.coop/ucinkovito-koristenje-energije-iz-solarne-elektrane-predstavljanje-rezultata-projekta-i-rasprava/</a>
Beyond Expo 2023	24/05/2023, Thessaloniki	domX	<a href="https://www.linkedin.com/posts/domx_today-was-the-last-day-at-beyond-expo-2023-activity-7067940812390547457-Cjqa?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/domx_today-was-the-last-day-at-beyond-expo-2023-activity-7067940812390547457-Cjqa?utm_source=share&amp;utm_medium=member_desktop</a>
Renewable Energy Sources Fair	23/03/2023	ZEZ	<a href="https://www.sisak.info/2023/03/24/galerija-odrzan-prvi-sajam-obnovljivih-izvora-energije-u-sisku/">https://www.sisak.info/2023/03/24/galerija-odrzan-prvi-sajam-obnovljivih-izvora-energije-u-sisku/</a>
How to support efficient heating (& cooling) by profiling and nudging energy consumers, presented at the Users TCP Academy	15/03/2023, online	IEECP	<a href="https://www.youtube.com/watch?v=mFwRLZX8XIM">https://www.youtube.com/watch?v=mFwRLZX8XIM</a>
Concerted Action EED: Beyond saving CO <sub>2</sub> and energy costs – what is in it for society? The multiple impacts of energy efficiency and their role for consumers	15/03/2023	IEECP, ISI	<a href="https://www.ca-eed.eu/ia_document/2nd-plenary-meeting-summary-of-proceedings-2/">https://www.ca-eed.eu/ia_document/2nd-plenary-meeting-summary-of-proceedings-2/</a>
Enlit 2022	29/11/2022, Frankfurt	domX	<a href="https://www.enlit-europe.com/2022-edition">https://www.enlit-europe.com/2022-edition</a>
IEA Special workshop on reducing energy demand with behaviour and awareness campaigns	28/09/2022	Imec and IEECP	<a href="https://www.iea.org/events/special-workshop-on-reducing-energy-demand-with-behaviour-and-awareness-campaigns">https://www.iea.org/events/special-workshop-on-reducing-energy-demand-with-behaviour-and-awareness-campaigns</a>
EVIDENT sister project EU Sustainable Energy Day	28/06/2022, online	AUEB	<a href="https://evident-h2020.eu/evident-eu-sustainable-energy-days-event/">https://evident-h2020.eu/evident-eu-sustainable-energy-days-event/</a>
Eceee summer study, work on social network simulation capturing the V2G flexibility provided by users after nudging interventions	10/06/2022, Hyères, France	ISI	
IAPS Conference	07/06/2022	imec	



1st meeting of the dialogue groups on behaviour changes and small-scale RES	11/05/2022, online	domX	<a href="https://streamsaver.flexx.camp/support-contribution-400">https://streamsaver.flexx.camp/support-contribution-400</a>
Good energy festival	5-7/05/2022	ZEZ	<a href="https://dobraenergija.zez.coop/">https://dobraenergija.zez.coop/</a>
Promotion of NUDGE at EU researchers night organised by LPRC - La Palma Research Centre - Macaronight	24/09/2021, online	IEECP	<a href="https://macaronight.eu/nudge/">https://macaronight.eu/nudge/</a>
Eceee summer study	11/06/2021, online	domX	
ICEP2021 - International Conference on Environmental Psychology	10/06/2021	IEECP	<a href="http://icep2021.com/congress-recordings/">http://icep2021.com/congress-recordings/</a>
Presentation of the project in online event: Online-Verbraucherforschungsforum 2021: „Nudging in der Verbraucherpolitik: Stand und Entwicklungen“	08/06/2021, online	MVV	<a href="https://www.zu.de/forschung-themen/forschungszentren/konsum/news/online-verbraucherforschungsforum-2021.php">https://www.zu.de/forschung-themen/forschungszentren/konsum/news/online-verbraucherforschungsforum-2021.php</a>
BEHAVE 2021	21/04/2021	domX	<a href="https://c2e2.unepccc.org/wp-content/uploads/sites/3/2021/07/nudge-project.pdf">https://c2e2.unepccc.org/wp-content/uploads/sites/3/2021/07/nudge-project.pdf</a>

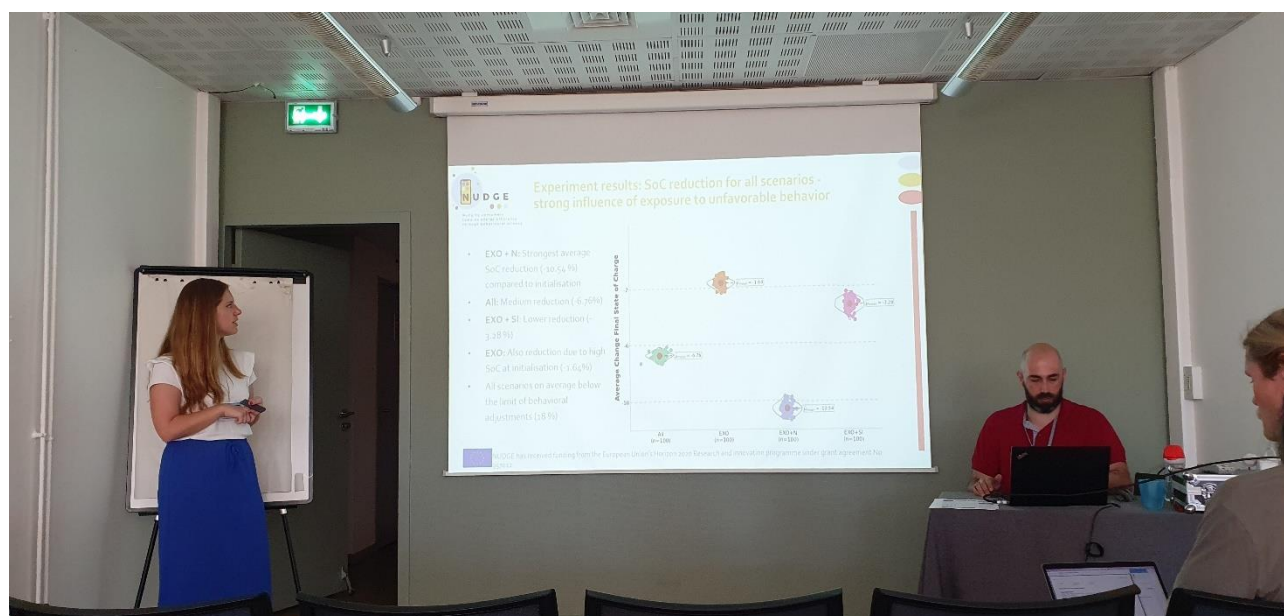



Figure 22 Sabine Pelka from Fraunhofer at eceee 2022






**Policy recommendation 3**  
Targeted campaigns to reduce energy consumption  
*Perceived behavioural control, moral norms, subjective norms, environmental concern, bill consciousness*

**Means**

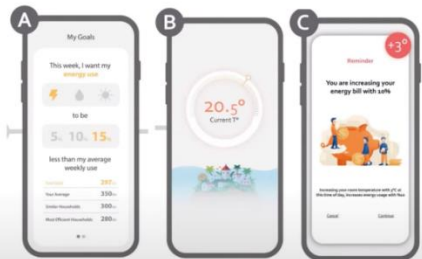
- Public awareness multi-level campaigns, including TV, press and various social media

**Nudging features**

- Emphasize saving behaviour of role models
- A) Goal Setting / doing one's own part
- B) Stress environmental impact
- C) Estimate financial Impact

 NUDGE has received funding from the European Union's Horizon 2020 Research and Innovation programme under grant agreement No 957032.

**MORE VIDEOS**






Figure 23 Peter Conradie and Filippas Anagnostopoulos at the IEA event, 2022

Giulia Pizzini – IEECP

Heike Brugger – Fraunhofer ISI

Concerted Action meeting, March 2023

**Beyond saving CO<sub>2</sub> and energy costs – what is in it for society?**  
The multiple impacts of energy efficiency and their role for consumers



Nudging consumers towards energy efficiency through behavioural science

**ENSMOV<sup>PLUS</sup>**

**MICAT**  
Multiple Impacts Calculation Tool

Figure 24 CA EED presentation, 2023



Figure 25 Good Energy Festival poster and roll ups

Additional events were organised by national partners, with a restricted audience, such as meetings with municipalities, research institutes, CRES or with energy suppliers in Greece (domX), webinar to pilot participants in Portugal, Germany and Croatia, meetings to train installers about Shelly smart devices, and more.

Spring-Stof organised or joined several such as:

- Educational market at 'Onderwijsliving' to promote education material and results of the Belgian pilot (for teachers, event organized by the city of Leuven and Leuven2030) where





they promoted the educational material at (for teachers, event organized by the city of Leuven and Leuven2030, see photos)

- Several calls for participating schools for pilot study during the online information evening by Spring-Stof
- Live oral presentation by Spring-Stof and EnergyID to interested participants (parents and teachers) to inform about the project and Belgian pilot study
- Online oral presentation to interested participants (parents and teachers) to inform about the project and Belgian pilot study
- Onderwijsliving topic energy: presentation of EnergyID + promotion of educational materials Nudge by Spring-Stof
- Promoting 5 booklets educational material during (online) information evenings by Spring-Stof

The active participation, including speaking slots, in these events has significantly supported NUDGE outreach efforts and is likely a major contributing factor to the impressive figures we presented at the beginning of this report. While all partners were required to organize events, many partners went above and beyond by actively participating in numerous events.

Finally, in October and November 2023, our pilots organised their final event:

- In [Greece](#), the National Workshop: Saving energy at home: technologies, interventions and policies, was organised the 12 of October 2023, by AUEB –
- In [Portugal](#) – INEGI organised on November 14, 2023 – NUDGE: nudging for more efficient and healthier homes. This event's target audience is all entities and stakeholders involved or interested in topics related to energy efficiency and air quality in housing, such as companies in the electrical sector, municipal entities, associations and interest groups, and public authorities, as well as families that participated in the pilot study. We will also have as a guest speaker Mariana Almeida, jurist from DECO's Consumer Support Office, with an intervention entitled «Energy transition vs energy poverty: what is the consumer's place?», it gathered 29 participants.
- In Belgium, on November 8, imec and Spring-Stof organised the final event in Gent, 12 participants, with Stad Gent.
- In Germany, MVV, ISI and Beegy organised the final event on October 10 with 20 participants.



## CONCLUSION

This final report gave an overview of the communication and dissemination activities of NUDGE, focusing specifically on the analytics part of them. This report should be seen in conjunction with D6.2 and 6.4 which report on the project visual material and scientific publications, in order to grasp of full overview of the outreach results.

As can be seen in the chapter "Overview of the KPIs and outreach", the results are quite impressive, and will continue to be even after the official days of NUDGE are over, as more material is to be released and further actions are planned. Considering the success of the project and its topic, partners have gathered ideas to maintain the results available with various exploitation measures. In particular, for the outreach, IEECP plans to transfer the most important NUDGE project results from the current website in the IEECP knowledge hub, in the [NUDGE microsite](#). This will ensure that even after the project is closed in 2 years, results remain available.



## ANNEXES – REPORTING ACTIVITIES FROM M1-12

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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.

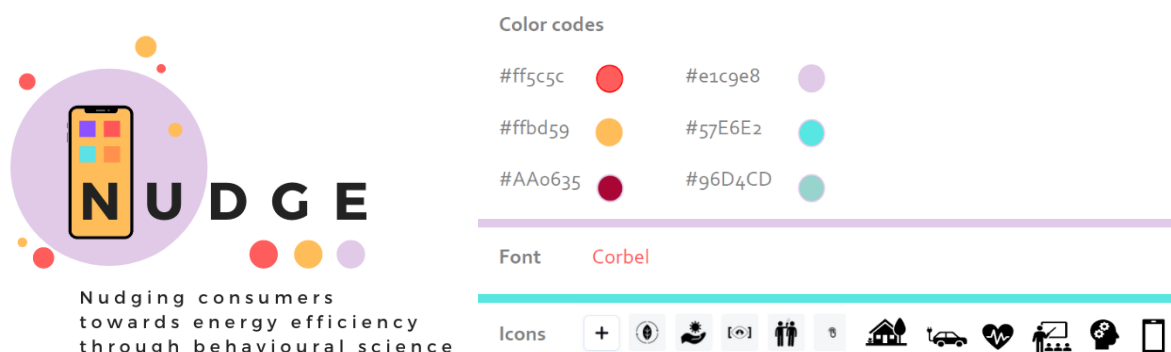


Figure 26. NUDGE logo and tagline, color codes

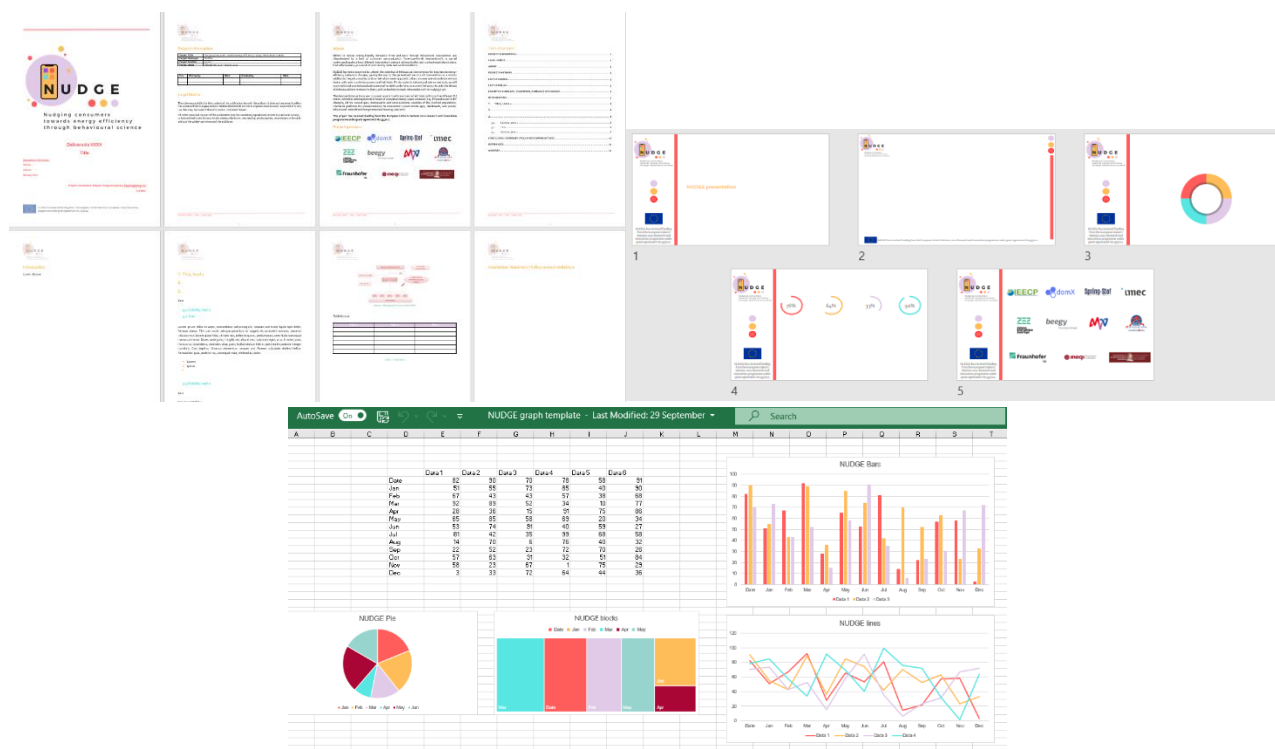


Figure 27. PowerPoint, Excel and Word templates

## 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 28. First project banner highlighting the pilots



Figure 29. Project brochure



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

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

Achieving the full energy efficiency potential calls for a paradigm shift, and many actions are envisaged to involve many people and support them in reducing their energy consumption. Reducing energy consumption requires behavioural change, from behaviour when using heaters and electrical appliances, to behaviours that contribute to the energy efficiency of our homes.

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

The designed interventions are compared against national ones in place in Greece, Belgium, Germany, Portugal and Croatia, with diverse and innovative:

- Energy use scenarios (e.g. 40% reduction for EU emerging demand response for nuclear gas).
- Demographic and socioeconomic variables of the involved populations, and
- Platforms to make the interventions actionable (from mobile apps, websites, web portals, educational materials and intergenerational learning schemes).

#### Our pilots

- Home energy programmes: education on home energy consumption for children in **Belgium**.
- Efficient control of heaters and hot water preparation for nuclear gas boilers in **Germany**.
- Comparison of electric vehicle charging with behavioural nudges in **Portugal**.
- Healthy homes for improving energy efficiency behaviour in **Spain**.
- Promoting community self-production for solar energy communities in **Spain**.

#### Work steps & objectives

NUDGE is based on the application of behavioural science principles to develop a mixed approach for analysing consumer profiles, designing energy efficiency interventions tailored to individual psychological and contextual variables, by leveraging digital platforms and data analytics, and evaluating their behavioural change potential.

Once the behavioural science inspired framework is established, the pilot work starts with trial periods towards testing and evaluating the designed interventions through trials engaging consumers across multiple energy scenarios, under realistic conditions.

In order to encourage change, a digital ecosystem (e.g. smart meters, thermostats, mobile applications) will be applied, which enables energy consumers to actively and efficiently monitor and manage energy consumption, as well as education for the best possible application and adoption of the measures.

Finally, NUDGE will combine all work phases to provide a consolidated view of the pilot outcomes and translate them into recommendations for efficient escalations, including policy and decision-making, energy and technology providers (e.g. smartphone app designers, energy communities and consumer associations). Recommendations, on the design and impact of behavioural energy interventions, will foster improvements in energy efficiency instruments.

#### 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 desirable behaviours by diminishing physical or mental effort of individuals.
- CONFRONT NUDGES**: Nudges that seek to prevent an unwanted behaviour by meeting double action 1.
- SOCIAL NORMS NUDGES**: Nudges that draw on human desire to comply with what they perceive as others' expectations from them.
- FEED NUDGES**: Nudges that deliver a feedback to generate fear and uncertainty.
- REINFORCEMENT NUDGES**: Nudges that reinforce behaviours.
- DECEIVE NUDGES**: Nudges that foster desirable behaviours by deceiving users' perception about alternatives.

Figure 30. 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**

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

**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](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.



*Figure 31. 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)



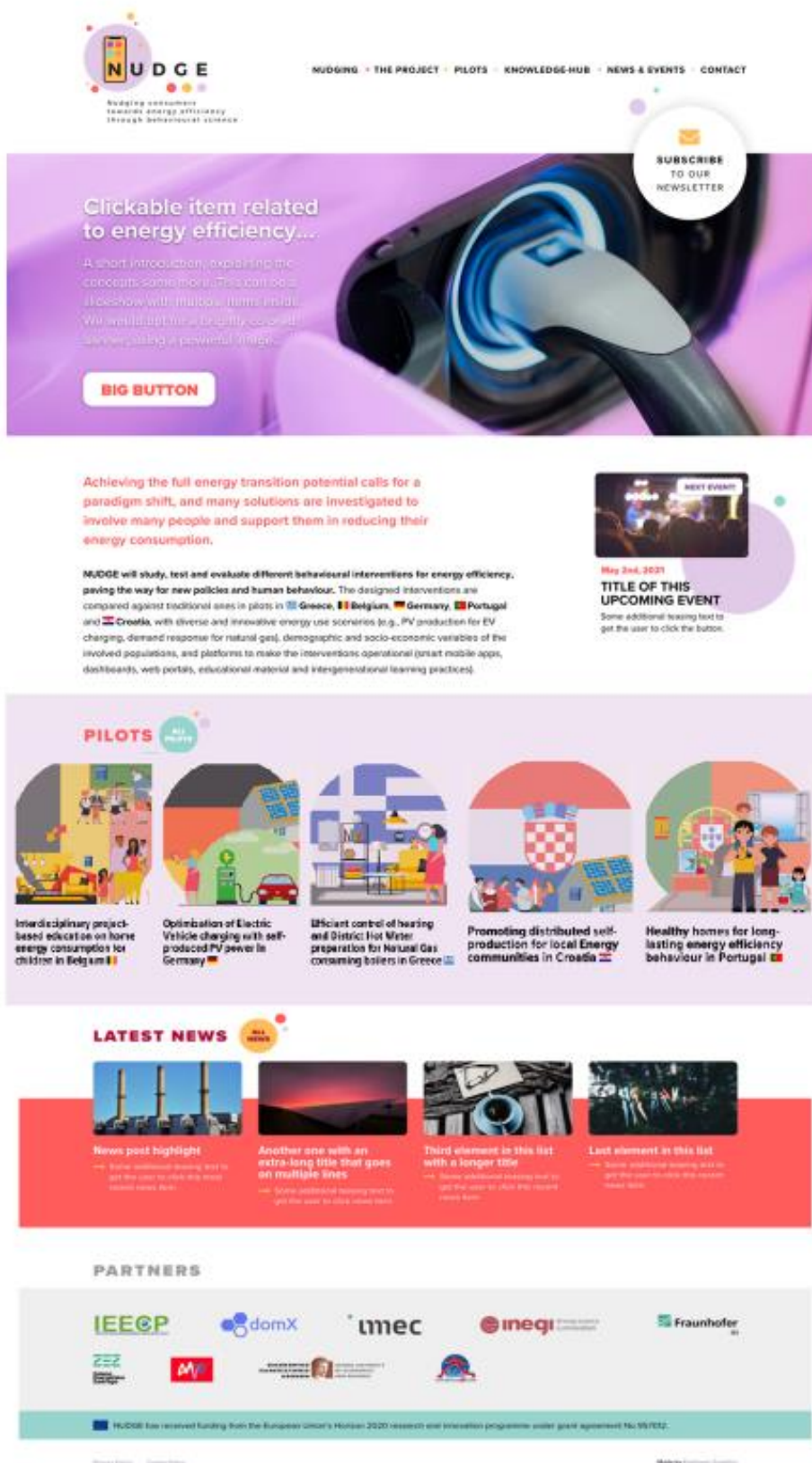


Figure 32. Project website



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.

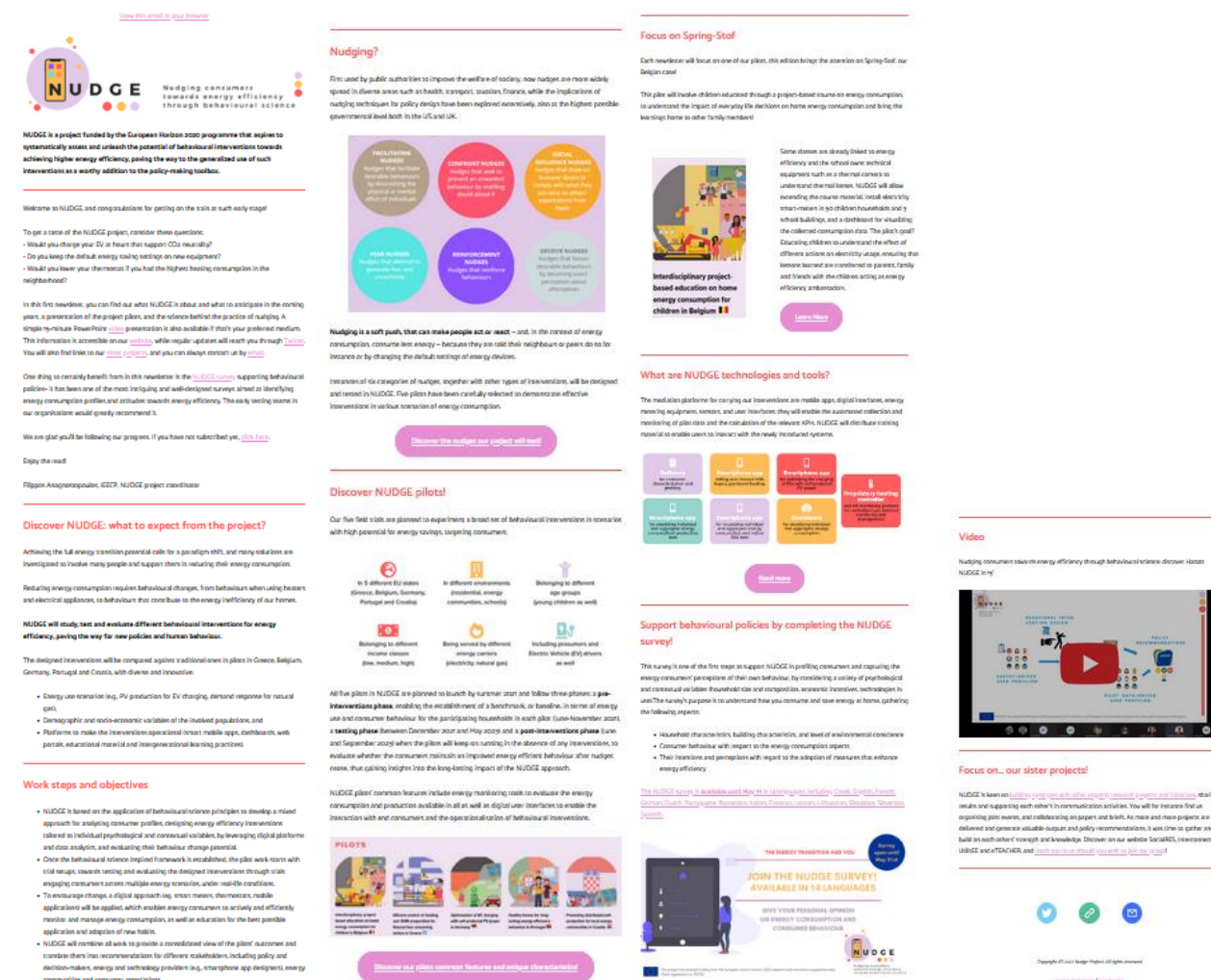


Figure 33. Project newsletter #1

## 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	<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	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 6. Events and Webinars



Figure 34. 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="http://activecitizenship.net">activecitizenship.net</a> ) - <a href="#">NUDging consumers towards enerGy Efficiency through</a>	EN and IT	September 2020, October 2020, February 2021	-

<a href="#">behavioral science</a> (Last updated: March 2021) - <a href="#">Transizione energetica e consumatori: il nostro impegno europeo</a> (March 11, 2021) - <a href="#">La scienza comportamentale per aiutare i cittadini nella transizione energetica</a> (February 11, 2021) - <a href="#">AL via NUDGE: Nuovo progetto europeo in tema di efficienza energetica</a> (October 1st, 2020) - <a href="#">NUDging consumers towards enerGy Efficiency through behavioral science (NUDGE)</a> (September 29, 2020)			
<a href="#">AUEB website</a>	GR	29-09-20	-
<a href="#">ZEZ website</a>	HR and ENG	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="#">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 7. 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="#">MVV</a>	DE	11-12-20	
<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 8. Kick off Press Release publications



Figure 35 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="#">noticiasaminuto</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="#">Nudge, ovvero la scienza comportamentale a servizio dell'efficienza energetica</a>	ACN	Canale Energia	25-01-21	IT
Promoting NUDGE and the launch of the online survey: <a href="#">La scienza comportamentale per aiutare i cittadini a fare più efficienza energetica</a>	ACN	Canale Energia	04-02-21	IT

Table 9. 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="https://syncsci.com">syncsci.com</a>	08-03-21

Table 10. 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=92-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)  - <a href="#">Cittadinanzattiva Informa, N. 621 (March 11, 2021)</a>	22-03-21	9,748	18.1% opens, 13.4% clicks

<ul style="list-style-type: none"> <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>			
<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	56,5% opens & 7,7% clicks
<a href="#">ZEZ - Public call for express of interest in the ZEZ newsletter</a>	22-04-21	-	38,5% opens & 9,7% clicks
EEKE and ZPS – ACN partners	30-03-21	-	-

Table 11. 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="#">Nudging consumers towards energy efficiency through behavioural science: discover H2020 NUDGE in 15'</a>	Project introduction video	11-02-21	70
ZEZ webinars (2 videos) - Link to the 1st webinar: <a href="https://www.youtube.com/watch?v=MGLPlpW5Nu8&amp;t=45s">https://www.youtube.com/watch?v=MGLPlpW5Nu8&amp;t=45s</a>  2nd webinar: <a href="https://www.youtube.com/watch?v=gOFFPcrh4S6g">https://www.youtube.com/watch?v=gOFFPcrh4S6g</a>	Coming soon	15-12-20. and 17.12.20	141 in total

Table 12. 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	13.5.21.		<a href="#">ZEZ Facebook</a>
Promoting the T1.1 survey	ZEZ	25.5.21.		<a href="#">ZEZ Facebook</a>
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 13. 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).

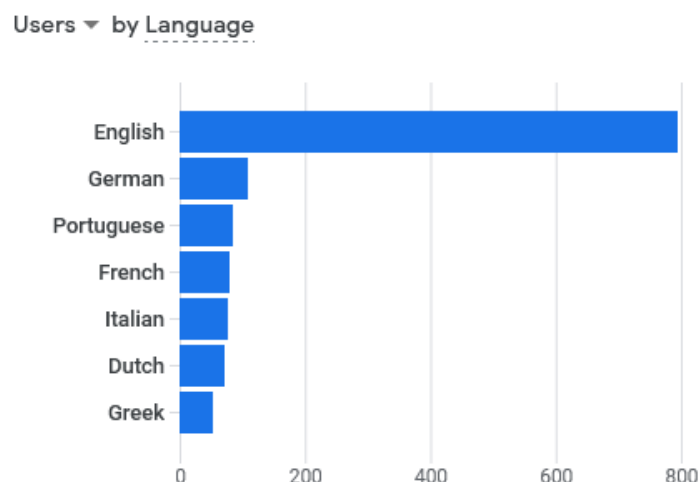


Figure 36 Website statistics from Google Analytics: language chosen

Users ▼ by Country

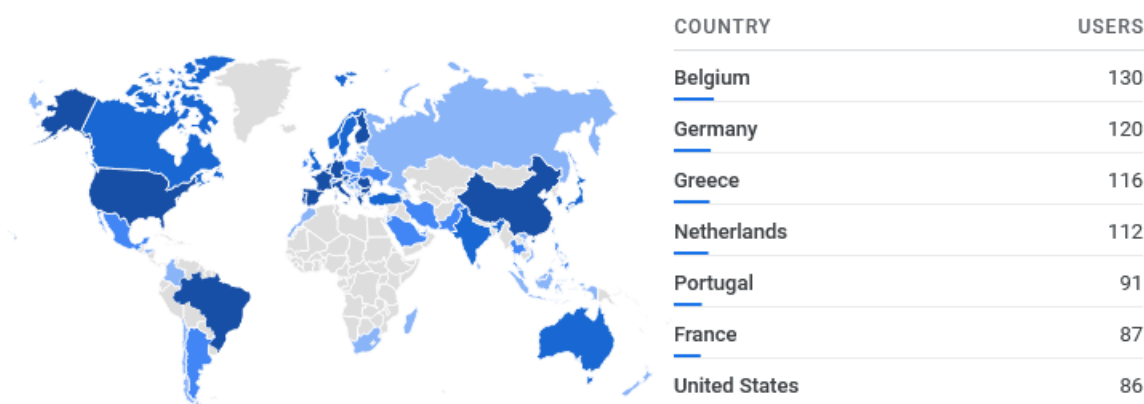


Figure 37 Website statistics from Google Analytics: countries of visitors

## 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)
- EEKE- 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 38 EU Commission newsletter promoting the NUDGE survey

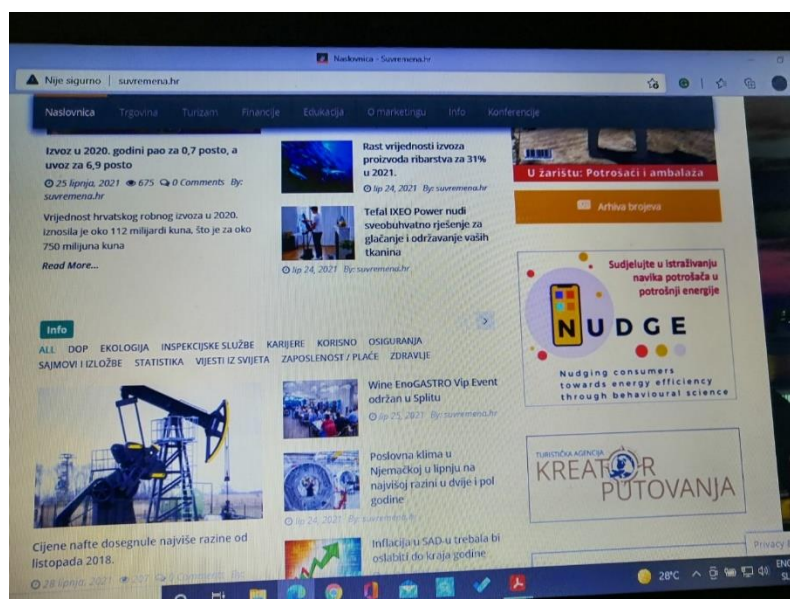


Figure 39 NUDGE survey promoted on a website

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://canaleenergia.com">canaleenergia.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	14-4-21.
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://Suvremena.hr">Suvremena.hr</a>	HR	19-04-21
<a href="#">AUEB Mobile Multimedia Laboratory (MMLab)</a>	GR/EN	No date

*Table 14. 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										Proof (Y/N) - please if Yes, upload in TRACES	
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!										Yes	Link
						Scientific Community (First column)	Academics, schools & universities	Policy makers & decision makers	Local media (Radio, television)	Local media (Print)	Local media (Digital)	Local media (Energy agencies)	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 / impression	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			Yes	<a href="https://www.linkedin.com/company/ieecp/">https://www.linkedin.com/company/ieecp/</a> <a href="https://www.facebook.com/ieecp/">https://www.facebook.com/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			not available	<a href="https://www.construction-encourage-energy-efficiency-habits/">https://www.construction-encourage-energy-efficiency-habits/</a>
[IEECP]	Website news or page	Promoting project start	EU	English	29/09/2020	NA	X			X	X	X	X			yes	<a href="https://www.buildup-efficiency-habits/">https://www.buildup-efficiency-habits/</a>
[Cittadinanzattivi]	Website news or page	Promoting project start	EU	English	29/09/2020	please fill										yes	<a href="http://www.activcity-efficiency-through-behavioural-experiments/">http://www.activcity-efficiency-through-behavioural-experiments/</a>
[Cittadinanzattivi]	Website news or page	Promoting project start	EU	English	29/09/2020	please fill										yes	<a href="http://www.activcity-efficiency-through-behavioural-experiments-09.pdf">http://www.activcity-efficiency-through-behavioural-experiments-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												<a href="https://www.linkedin.com/company/springstof/">https://www.linkedin.com/company/springstof/</a>
[ZEZ]	Social media post	Promoting project start	HR	Croatian	19/10/2020	1,028	X	X	X	X	X	X	X			yes	<a href="https://www.facebook.com/zez.hr/">https://www.facebook.com/zez.hr/</a>

Figure 40 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.

## 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.	<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	croatian	3.5.2021.	<a href="https://www.facebook.com/zelenaenergetskazadruka/posts/4142737259106553">https://www.facebook.com/zelenaenergetskazadruka/posts/4142737259106553</a>
[ZEZ]	ZEZ facebook group Solar Club - call for express of interest in joining the project	croatian	13.5.2021.	<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	croatian	21.5.2021.	<a href="https://www.facebook.com/zelenaenergetskazadruka/posts/4198306263549652">https://www.facebook.com/zelenaenergetskazadruka/posts/4198306263549652</a>
[ZEZ]	ZEZ's Facebook profile - call for express of interest in joining the project	croatian	1.6.2021.	<a href="https://www.facebook.com/zelenaenergetskazadruka/posts/4232356153477996">https://www.facebook.com/zelenaenergetskazadruka/posts/4232356153477996</a>
[ZEZ]	Promotion of the webinars Dec 2020 - Geotechnical faculty in the city of Varazdin	croatian	17.12.2021.	<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	croatian	14.12.2021.	<a href="https://www.facebook.com/unizg.gfv/posts/3061828757377940">https://www.facebook.com/unizg.gfv/posts/3061828757377940</a>
Active Citizenship Network (Cittadinanzattiva)	Facebook	ENG	29/03/2021	<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	ENG	30/03/2021	<a href="https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3800337993347631/">https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3800337993347631/</a>
Active Citizenship Network (Cittadinanzattiva)	Facebook	ENG	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 (Cittadinan zattiva)	Facebook	EN G	31/0 3/20 21	<a href="https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3804029579645139/">https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3804029579645139/</a>
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	01/0 4/20 21	<a href="https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3807448309303266/">https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3807448309303266/</a>
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	02/0 4/20 21	<a href="https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3807457992635631/">https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3807457992635631/</a>
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	02/0 4/20 21	<a href="https://www.facebook.com/InfoCons/photos/a.262322357154386/3752862711433649/">https://www.facebook.com/InfoCons/photos/a.262322357154386/3752862711433649/</a>
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	06/0 4/20 21	<a href="https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3825412107506886/">https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3825412107506886/</a>
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	12/0 4/20 21	<a href="https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3845093638872066/">https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3845093638872066/</a>
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	13/0 4/20 21	<a href="https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3847652355282861/">https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3847652355282861/</a>
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	17/0 5/20 21	<a href="https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3948668281847934/">https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3948668281847934/</a>
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	18/0 5/20 21	<a href="https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3952576604790435/">https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3952576604790435/</a>
Active Citizenship Network	Facebook	EN G	25/0 5/20 21	<a href="https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3974653175916111/">https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3974653175916111/</a>

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Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	25/05/2021	<a href="https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3975305529184209/">https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3975305529184209/</a>
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	26/05/2021	<a href="https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3975329369181825/">https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3975329369181825/</a>
Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	26/05/2021	<a href="https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3975336659181096/">https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3975336659181096/</a>
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Active Citizenship Network (Cittadinan zattiva)	Facebook	EN G	27/05/2021	<a href="https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3980479765333452/">https://www.facebook.com/activecitizenshipnetwork/photos/a.178384782209655/3980479765333452/</a>
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Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	29/0 3/20 21	<a href="https://twitter.com/activecitnet/status/1376485908971683844">https://twitter.com/activecitnet/status/1376485908971683844</a>
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Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	29/0 3/20 21	<a href="https://twitter.com/activecitnet/status/1376488975779688451">https://twitter.com/activecitnet/status/1376488975779688451</a>
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	30/0 3/20 21	<a href="https://twitter.com/activecitnet/status/1376855473492660226">https://twitter.com/activecitnet/status/1376855473492660226</a>
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Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	01/0 4/20 21	<a href="https://twitter.com/activecitnet/status/1377624853302370308">https://twitter.com/activecitnet/status/1377624853302370308</a>
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	02/0 4/20 21	<a href="https://twitter.com/activecitnet/status/1377969064308510720/photo/1">https://twitter.com/activecitnet/status/1377969064308510720/photo/1</a>
Active Citizenship Network	Twitter	EN G	06/0 4/20 21	<a href="https://twitter.com/activecitnet/status/1379433725302218762">https://twitter.com/activecitnet/status/1379433725302218762</a>



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Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	13/0 4/20 21	<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	17/0 5/20 21	<a href="https://twitter.com/activecitnet/status/1394216285253292035">https://twitter.com/activecitnet/status/1394216285253292035</a>
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	18/0 5/20 21	<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	19/0 5/20 21	<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	25/0 5/20 21	<a href="https://twitter.com/activecitnet/status/1397169593752465410">https://twitter.com/activecitnet/status/1397169593752465410</a>
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	25/0 5/20 21	<a href="https://twitter.com/activecitnet/status/1397232954712154112">https://twitter.com/activecitnet/status/1397232954712154112</a>
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	26/0 5/20 21	<a href="https://twitter.com/activecitnet/status/1397488429307473923">https://twitter.com/activecitnet/status/1397488429307473923</a>
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	26/0 5/20 21	<a href="https://twitter.com/activecitnet/status/1397590855586824195">https://twitter.com/activecitnet/status/1397590855586824195</a>

Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	27/0 5/20 21	<a href="https://twitter.com/activecitnet/status/1397853920656084992">https://twitter.com/activecitnet/status/1397853920656084992</a>
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	27/0 5/20 21	<a href="https://twitter.com/activecitnet/status/1397945697463242755">https://twitter.com/activecitnet/status/1397945697463242755</a>
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	28/0 5/20 21	<a href="https://twitter.com/activecitnet/status/1398219818147450881/photo/1">https://twitter.com/activecitnet/status/1398219818147450881/photo/1</a>
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	28/0 5/20 21	<a href="https://twitter.com/activecitnet/status/1398277883655704576">https://twitter.com/activecitnet/status/1398277883655704576</a>
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Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	29/0 5/20 21	<a href="https://twitter.com/activecitnet/status/1398549676048097280">https://twitter.com/activecitnet/status/1398549676048097280</a>
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	29/0 5/20 21	<a href="https://twitter.com/activecitnet/status/1398610075174965250">https://twitter.com/activecitnet/status/1398610075174965250</a>
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	29/0 5/20 21	<a href="https://twitter.com/activecitnet/status/1398685819502796803">https://twitter.com/activecitnet/status/1398685819502796803</a>
Active Citizenship Network (Cittadinan zattiva)	Twitter	EN G	30/0 5/20 21	<a href="https://twitter.com/activecitnet/status/1398912059698552833">https://twitter.com/activecitnet/status/1398912059698552833</a>
Active Citizenship Network	Twitter	EN G	30/0 5/20 21	<a href="https://twitter.com/activecitnet/status/1399006180022779909">https://twitter.com/activecitnet/status/1399006180022779909</a>

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Active Citizenship Network (Cittadinanz attiva)	Twitter	EN G	31/05/2021	<a href="https://twitter.com/activecitnet/status/1399244252950024194">https://twitter.com/activecitnet/status/1399244252950024194</a>
Cittadinanz attiva Aps	Twitter	IT	31/03/2021	<a href="https://twitter.com/Cittadinanzatti/status/1377289586489970694">https://twitter.com/Cittadinanzatti/status/1377289586489970694</a>
Cittadinanz attiva Aps	Twitter	IT	18/05/2021	<a href="https://twitter.com/Cittadinanzatti/status/1394578788915294210">https://twitter.com/Cittadinanzatti/status/1394578788915294210</a>
Cittadinanz attiva Aps	Twitter	IT	29/05/2021	<a href="https://twitter.com/Cittadinanzatti/status/1398625174363131906">https://twitter.com/Cittadinanzatti/status/1398625174363131906</a>
[Beegy]	Promoting the T1.1 survey	German	07/05/2021	<a href="https://twitter.com/beegy_team?lang=de">https://twitter.com/beegy_team?lang=de</a>
[Beegy]	Promoting the T1.1 survey	German	02/06/2021	<a href="https://twitter.com/beegy_team?lang=de">https://twitter.com/beegy_team?lang=de</a>
[IEECP]	Promoting press release	English	29/09/2020	<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	Dutch	01/10/2020	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6717171494599847936/?actorCompanyId=18078249">https://www.linkedin.com/feed/update/urn:li:activity:6717171494599847936/?actorCompanyId=18078249</a>
[ZEZ]	Promoting project start	Croatian	19/10/2020	<a href="https://www.facebook.com/zelenaaenergetskazadruga/photos/a.556110017769313/3589159671130984/">https://www.facebook.com/zelenaaenergetskazadruga/photos/a.556110017769313/3589159671130984/</a>
[ZEZ]	Promoting project start	Croatian	19/10/2020	<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	Croatian	13.5.2021.	<a href="https://www.facebook.com/zelenaaenergetskazadruga/posts/4173833312663614">https://www.facebook.com/zelenaaenergetskazadruga/posts/4173833312663614</a>
[ZEZ]	ZEZ Facebook page post Profiling survey	Croatian	25.5.2021.	<a href="https://www.facebook.com/zelenaaenergetskazadruga/posts/4210733745640237">https://www.facebook.com/zelenaaenergetskazadruga/posts/4210733745640237</a>
[MVV]	Promoting the T1.1 survey	German	09/06/2021	
Marine Cornelis (CITTADIN)	LinkedIn	EN G	01/04/2021	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6790620522691604480/">https://www.linkedin.com/feed/update/urn:li:activity:6790620522691604480/</a>

ANZATTIV A Contact)				
EkoEnergy EcoLabel	LinkedIn	EN G	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	EN G	29/0 4/20 21	<a href="https://twitter.com/EKOenergy_/status/1376517640492048390">https://twitter.com/EKOenergy_/status/1376517640492048390</a>
CEIP - Centar za edukaciju i informiranj e potrošača	Facebbok	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	SP A	29/0 3/20 21	<a href="https://twitter.com/CECUMadrid/status/1376494815362301953">https://twitter.com/CECUMadrid/status/1376494815362301953</a>
ZPS	Twitter	Slo ven ian	08/0 4/20 21	<a href="https://twitter.com/zpsslo/status/1380111294485893120">https://twitter.com/zpsslo/status/1380111294485893120</a>
ZPS	Twitter	Slo ven ian	08/0 4/20 21	<a href="https://twitter.com/zpsslo/status/1380111294485893120">https://twitter.com/zpsslo/status/1380111294485893120</a>
ZPS	Twitter	Slo ven ian	04/0 5/20 21	<a href="https://twitter.com/zpsslo/status/1389505578343571459">https://twitter.com/zpsslo/status/1389505578343571459</a>
ZPS	Twitter	Slo ven ian	10/0 5/20 21	<a href="https://twitter.com/zpsslo/status/1391653898629353474">https://twitter.com/zpsslo/status/1391653898629353474</a>
ZPS	Facebook	Slo ven ian	11/0 4/20 21	<a href="https://www.facebook.com/zpsslo/posts/10158622267257839">https://www.facebook.com/zpsslo/posts/10158622267257839</a>
ZPS	Facebook	Slo ven ian	22/0 4/20 21	<a href="https://www.facebook.com/zpsslo/posts/10158644388662839">https://www.facebook.com/zpsslo/posts/10158644388662839</a>
ZPS	Facebook	Slo ven ian	04/0 5/20 21	<a href="https://www.facebook.com/zpsslo/posts/10158670577622839">https://www.facebook.com/zpsslo/posts/10158670577622839</a>
ZPS	LinkedIn	Slo ven ian	09/0 4/20 21	<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	23/0 3/20 21	<a href="https://twitter.com/eeke_gr/status/1374405478201974794">https://twitter.com/eeke_gr/status/1374405478201974794</a>

EEKE	Instagram	GR	23/0 3/20 21	
EEKE	Facebook	GR	29/0 3/20 21	
EEKE	Twitter	GR	30/0 3/20 21	<a href="https://twitter.com/eeke_gr/status/1376851795302084608">https://twitter.com/eeke_gr/status/1376851795302084608</a>
EEKE	Facebook	GR	30/0 3/20 21	
EEKE	Instagram	GR	30/0 3/20 21	
EEKE	Facebook	GR	18/0 4/20 21	
EEKE	Facebook	GR	21/0 4/20 21	
EEKE	Facebook	GR	23/0 4/20 21	
EEKE	Twitter	GR	16/0 4/20 21	
Association of consumer organizations of Slovakia	Facebook	Slovakian	15/0 4/20 21	<a href="https://www.facebook.com/consumercompetency">https://www.facebook.com/consumercompetency</a>
Association of consumer organizations of Slovakia	Facebook	Slovakian	15/0 4/20 21	<a href="https://www.facebook.com/groups/553141925418021">https://www.facebook.com/groups/553141925418021</a>
Association of consumer organizations of Slovakia	LinkedIn	Slovakian	15/0 4/20 21	16.04.2021
Vartotojų teisių gynimo centras	Facebook	Lithuanian	08/0 4/20 21	<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/112121670985128">https://www.facebook.com/vartotojucentras/posts/112121670985128</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>
Cittadinanz attiva Aps	Twitter	IT	31/03/2021	<a href="https://twitter.com/Cittadinanzatti/status/1377289586489970694">https://twitter.com/Cittadinanzatti/status/1377289586489970694</a>
Cittadinanz attiva Aps	Twitter	IT	18/05/2021	<a href="https://twitter.com/Cittadinanzatti/status/1394578788915294210">https://twitter.com/Cittadinanzatti/status/1394578788915294210</a>
Cittadinanz attiva Aps	Twitter	IT	29/05/2021	<a href="https://twitter.com/Cittadinanzatti/status/1398625174363131906">https://twitter.com/Cittadinanzatti/status/1398625174363131906</a>
SyncSci Publishing	Twitter	EN G	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	SP A	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	29/04/2021	<a href="https://twitter.com/ECC_Nederland/status/1387667977923878914">https://twitter.com/ECC_Nederland/status/1387667977923878914</a>
ECC_Nederland	TWITTER	Dutch	29/04/2021	<a href="https://twitter.com/ECC_Nederland/status/1387667979677184000">https://twitter.com/ECC_Nederland/status/1387667979677184000</a>

Table 15. Reported social media posts by partners