



## BEYOND SHAPE ENERGY

### Final dissemination report on lessons learned and continuing platform impact



## Authors

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## Executive summary

SHAPE ENERGY – *Social sciences and Humanities for Advancing Policy in European Energy* – was a two-year funded Horizon 2020 project which aimed to develop Europe's expertise in using and applying energy-related Social Sciences and Humanities (energy-SSH) to accelerate the delivery of Europe's Energy Union Strategy. It ran from Feb 2017 – Jan 2019.

The project's outputs were successfully disseminated at European-level throughout the Platform's life, and will continue to be freely available for many years to come. Our robust interim dissemination and exploitation plan, entitled "Communicating the SHAPE ENERGY project" (published in January 2018)<sup>1</sup>, laid out a series of communications strategies and tactics we employed to reach our target stakeholder groups, from leveraging social media to disseminating key information via a regular newsletter, as well as sharing SHAPE ENERGY information in a timely manner at relevant externally organised events.

This document, the project's second and final dissemination and exploitation report, first outlines a number of key achievements of the project in the sphere of communications, dissemination and exploitation, and our approach to linking to the external EU and energy agenda, before highlighting key lessons learned (reflecting back to the strategies planned in the interim plan) and laying out post-project dissemination recommendations designed to ensure that the value of the SHAPE ENERGY project extends beyond its mandate.

**Key successes over the Platform's life include achieving:** over 18k downloads of our open access edited collection; over 5,100 views of our 65 videos on YouTube; over 513k twitter impressions; and reaching 20k+ members of our targeted audiences via our collective activities. The consortium members also did a terrific job leveraging the external agenda to promote SHAPE ENERGY content at over 100 face-to-face events across the world – reaching over 6,600 stakeholders in this way.

**Key lessons include:** visual materials – from photographs and videos, to slides and infographics – were consistently very popular on social media, and getting going early with our video outputs encouraged all partners to contribute to these. Our success with the open access 'Advancing Energy Policy' collection involved careful planning of all stages of the process: rigorous peer review, high profile foreword and afterword authors, and a launch event. We also successfully promoted several outputs as teaching resources, with Google Scholar now picking up a large number of SHAPE ENERGY publications. Our bi-monthly newsletter (as well as our links to other H2020 projects, and thereby their newsletters) proved valuable to promote our attractively designed outputs.

**Post-project plans include:** maintaining the availability of key resources; sharing SHAPE ENERGY resources via partners' future projects (including the upcoming Energy-SHIFTS Forum); and widely sharing the publications due to come out of the final conference.

The SHAPE ENERGY project comes to a close having completed all planned activities and deliverables, having met or surpassed all communications targets, and being named as a H2020 'Success Story' in September 2018<sup>2</sup>.

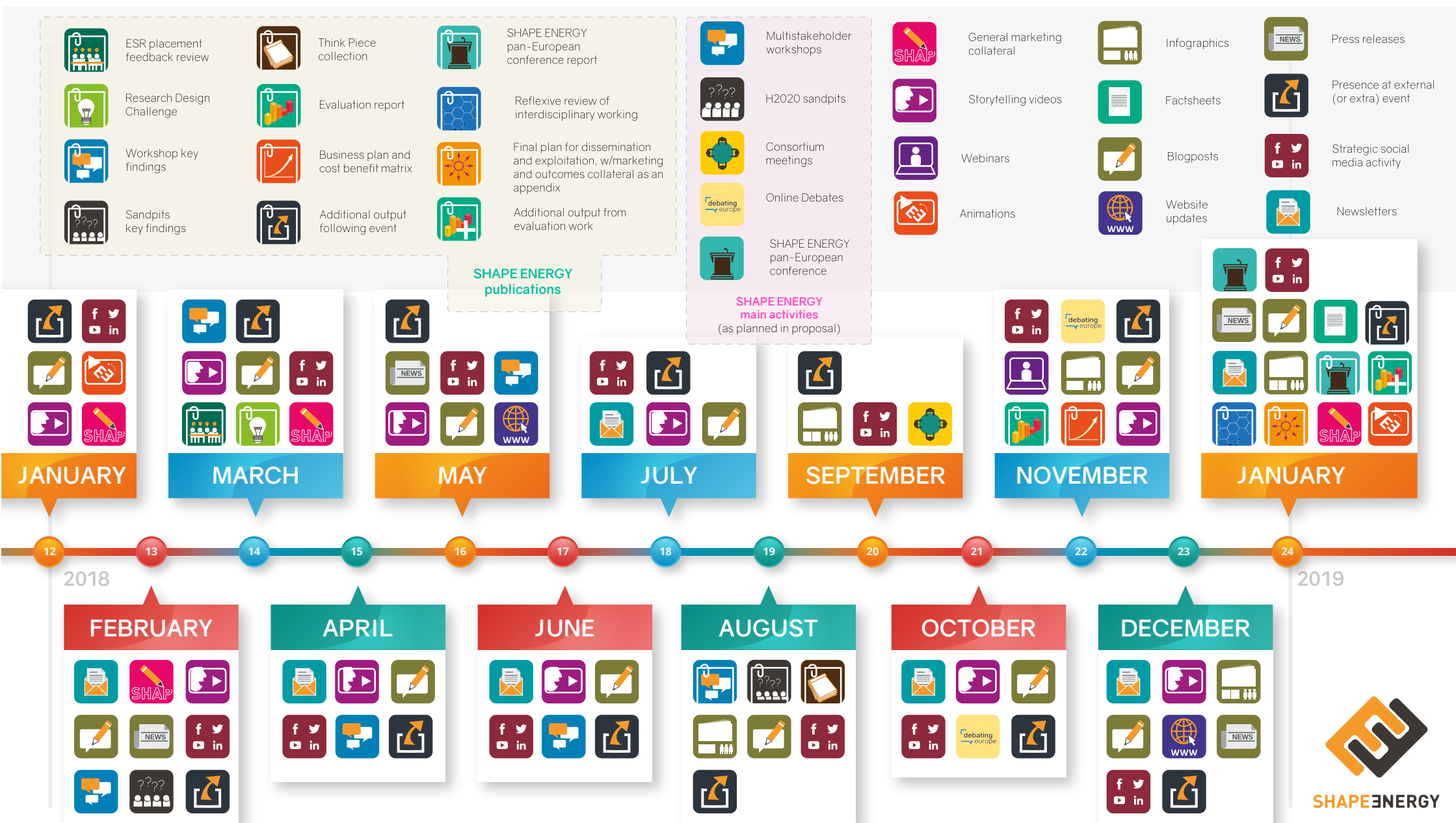
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<sup>1</sup> Danglade, R., Robison, R., Balint, L., Foulds, C., Garzón, O., Torres, M., Furrer, N., Kanani, D., Andre, I. and Bentz, S. 2018. *Communicating the SHAPE ENERGY H2020 project – Strategies for dissemination and exploitation in the coming year*. Cambridge: SHAPE ENERGY.

<sup>2</sup> 'Shaping the future of Europe's energy policy', available at: [http://ec.europa.eu/research/infocentre/article\\_en.cfm?&artid=49680&caller=other](http://ec.europa.eu/research/infocentre/article_en.cfm?&artid=49680&caller=other)

## Visual summary of communications activities in the second year of Platform

For a visual overview of communications activities that took place during the first year of the Platform, please refer to the 'Visual summary of communications activities to date' contained within the interim plan<sup>1</sup> (p. 3), available via the project website.







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## Acronyms

ACC	Acentoline Comunicación Editora SL
ARU	Anglia Ruskin University
BSERC	Black Sea Energy Research Centre
DW	Duneworks BV
ECEEE	European Council for an Energy Efficient Economy
EC	European Commission
ECIT	Energy Cities
Energy-SSH	Energy-related Social Sciences and Humanities
ENTPE	Ecole Nationale des Travaux Publics de l'Etat
ESR	Early-Stage Researcher
EU	European Union
FOE	Friends of Europe
H2020	Horizon 2020
KIT	Karlsruher Institut fuer Technologie
METU	Middle East Technical University
NGO	Non-Governmental Organisation
NTNU	The Norwegian University of Science and Technology
POLITO	Politecnico di Torino
RIA	SHAPE ENERGY's 2020-2030 Research and Innovation Agenda
SET-Plan	The European Strategic Energy Technology Plan
SHAPE ENERGY	Social sciences and Humanities for Advancing Policy in European ENERGY
SSH	Social Sciences and Humanities
STEM	Science, Technology, Engineering, Mathematics
TBU	Univerzita Tomase Bati ve Zline



# 1. Introduction

Europe's energy transition – and indeed, that of the rest of the world – is a crucial challenge for our generation to meet. There is now significant evidence related to the devastating toll that climate change will take, and is already taking, globally. In large part this is due to the way we are using resources such as energy. Europe is, without a doubt, rallying to the call. But as increasing numbers of energy projects are funded and pushed out across the continent, it is vital that they include the key understandings that come out of Social Sciences and Humanities research in order to take account of the central role of society in addressing energy challenges.

The SHAPE ENERGY Platform was designed in response to this need and has worked for two years to develop Europe's expertise in using and applying energy-related Social Sciences and Humanities (energy-SSH) to accelerate the delivery of Europe's Energy Union Strategy. It has done this via the publication of informational resources and academic papers, presentations at external events, and stakeholder engagement at workshops and sandpits, all of which were supported by a robust communications strategy designed to expand the reach of our outputs.

As a Platform aimed at working across multiple stakeholder groups, and a H2020 'Coordination & Support Action', communication has been a particularly important strand of SHAPE ENERGY's work from the very start. As such, we planned both an interim plan and final report on our communication, dissemination and exploitation<sup>3</sup>. In our interim plan, we briefly outlined our overarching communications objective as:

*"... to widely spread the project's goals and results and to reach the stakeholder groups targeted by the project's scope. It is vital that information from each project milestone result is well communicated and disseminated, both to consortium members and wider audiences."*

*Communicating the SHAPE ENERGY project<sup>1</sup>, January 2018*

That interim plan then provided a detailed structure, strategy, objectives, deliverables and tactics to be used to communicate and disseminate the project's outputs. It first broke down SHAPE ENERGY's communications objectives and targets, then laid out a communication strategy, including details on principles and implementation, before describing the overall communications resources available (channels and tools), and details on choosing the appropriate channels/tools for each activity. The plan finally included details about the range of SHAPE ENERGY events and how the project's outputs could best be linked to the external EU energy agenda. In order to streamline the reporting process, this current report does not repeat the content included in the interim plan, unless it is relevant.

The communications responsibilities, though relying on input from all consortium members, were primarily held by Anglia Ruskin University (coordinator), Friends of Europe (Communications Work Package lead), and Acentoline Comunicacion Editora SL (branding and online resources lead) – as well as ARU, Karlsruher Institut fuer Technologie, Politecnico di Torino and Energy Cities (Work Package leads). For a detailed breakdown of the communications responsibilities, see Table 5 of the interim plan<sup>1</sup>.

'Beyond SHAPE ENERGY' is one of the final two deliverables of the SHAPE ENERGY project<sup>4</sup> – and follows directly on from that interim plan. It opens by highlighting the project's notable successes and breaking down how we leveraged external events to amplify our work, before detailing what the major lessons learned were across our four main activity types. The report ends with a proposal for post-project dissemination. Relevant details about the marketing resources produced, communications activities over the second year of the Platform, and audience reach are included in the Appendices.

<sup>3</sup> For a full description of how the SHAPE ENERGY Platform distinguishes between these three, see Figure 1 in the interim plan (full reference in footnote 1).

<sup>4</sup> The other being our final conference report.

## 2. Top ten successes and communications targets

In addition to SHAPE ENERGY being named by the European Commission as a H2020 'Success Story' in September 2018<sup>2</sup>, the project's most notable achievements in the spheres of communication, dissemination and exploitation are:





Our overall communications targets, as indicated in the interim plan<sup>1</sup>, can be found in Table 1.

*Table 1. List of communications targets outlined in the interim plan.*

TYPE OF DISSEMINATION AND COMMUNICATIONS ACTIVITIES	PROJECTED NUMBER OF ACTIVITIES	NUMBER OF ACTIVITIES ACHIEVED
Final Conference	1	1
Multistakeholder workshops	18	17 (plus two extra follow-on events in Granada and Ankara)
Press releases	5	4, plus a collection of several press releases for South-East Europe
Newsletters	12	13
Blogposts (including news items)	41-56	89
Website	1	1
Storytelling videos	10	65

In addition, we produced 5 infographics, 3 animations, a set of presentation packs, etc (see Appendix 8.1. for full details). All communications deliverables (see Table 2 in the interim plan<sup>1</sup>) have also now been successfully submitted, this current report representing two of the final three. Finally, the stakeholder targets established in the interim plan have been met (see Appendix 8.3. for details).

In summary, the SHAPE ENERGY project comes to a close having met or surpassed all communications targets, thanks to the hard work of its consortium and enthusiasm of stakeholder participants.



### 3. Linking to the external EU and energy agendas

Leveraging external events was defined as a key tactic in the interim plan in order to allow us to scale up the number of stakeholders reached. By linking our work to relevant events around the world, though primarily in Europe, we were able to increase visibility of the SHAPE ENERGY project beyond the usual stakeholders (see Figure 1).

Figure 1. Social media linking our content to external events.





**SHAPE ENERGY**  
@ShapeEnergyEU

Moving from **#MissionInnovation** **#MI3** to **#CleanEnergy** **#CEM9** now. The importance of human & social aspects in our relationship to these innovations is often left out of the discussion. @ShapeEnergyEU is tackling this gap+pushing for greater integration of **#SSH** into energy projects.

**Energy4Europe** @Energy4Europe  
Expanding clean energy is a global top priority: EC **#MI3** & **#CEM9**. Copenhagen/Malmö where participating countries represent about 90% of global **#cleanenergy** investment & 75% of global ...

12:14 pm - 24 May 2018

1 Retweet 5 Likes

**SHAPE ENERGY**  
@ShapeEnergyEU - 24 May 2018

Through innovative workshops in cities across Europe we identified on-the-ground questions, including the importance of considering social issues: inequality+citizen's participation+creating shared visions to ensure maximum impact **#bit.ly/2y6eyVF** **#CEM9** **#MI3** **#CleanEnergy**

THE MOST IMPACTFUL CHALLENGES

1:29 pm - 20 Sep 2018

**SHAPE ENERGY**  
@ShapeEnergyEU - 5 Jun 2018

Replying to @Kevin\_O'Donovan @bertrandpiccard and 10 others  
It's about **#local** **#energy** challenges for real people. **#300** people from very different sectors gathered together in 17 European cities so far, thanks to @ShapeEnergyEU workshops. Want to know what topics they discussed? **#bit.ly/2y6eyVF** **#energystories** **#EUSEW18**

1:29 pm - 20 Sep 2018

**SHAPE ENERGY**  
@ShapeEnergyEU - 27 Mar 2018

**#tagging** **#how** the 14th South-East **#European** Conference on **#EnergyEfficiency** & **#renewables** is about to start in **#Bulgaria** **#bit.ly/2phtz8d5**. 2nd panel on New Energy Technologies. Time to revisit our publication on **#SSH** & **#Smart** **#technologies** **#bit.ly/2pFezvO**

ENERGY SYSTEM OPTIMISATION AND SMART TECHNOLOGIES  
a social sciences and humanities annotated bibliography

2:26 pm - 22 May 2018

**SHAPE ENERGY**  
@ShapeEnergyEU - 10 Oct 2018

In the light of the new **#IPCC** **#report**, an unprecedented shift in **#energy** systems/consumption + **#transport** is needed to save the planet. Europe local **#energy** challenges in 17 cities were tackled during @ShapeEnergyEU city workshops. Find out more **#bit.ly/2A2t8H**

EUROPE'S LOCAL ENERGY CHALLENGES  
stories and research priorities from 17 multi-stakeholder city workshops

**SHAPE ENERGY**  
@ShapeEnergyEU

Over 300 people in 17 cities across Europe shared their **#energystories** to inspire local energy transitions. Five workshops tackled aspects of **#transport** **#decarbonisation**. Find out more **#bit.ly/2NmvsVh**. **#MobilityWeek** **#SemanaEuropeaDeLaMovilidad** **#WeekvandeMobiliteit**

1:29 pm - 20 Sep 2018

**SHAPE ENERGY**  
@ShapeEnergyEU

On Monday 29 January the **#EU** Energy Poverty Observatory will be launched **@EPOV\_EU**. Shall we talk about **#energyjustice** or **#energypoverty**? Check out the @ShapeEnergyEU Lexicon and find out **#bit.ly/2ufdX0k**

8:43 am - 22 Jan 2018

**SHAPE ENERGY**  
@ShapeEnergyEU - 15 Jan 2018

As 2018 gets into full gear with international **#energy** events such as the **#CECIP** and **#WEE** taking place, it seems a good time to highlight @ShapeEnergyEU report on energy and multi-stakeholders interests **#SSH** **#research**

ENERGY & MULTI-STAKEHOLDER INTERESTS  
a social sciences and humanities cross-cutting theme report

**SHAPE ENERGY**  
@ShapeEnergyEU

As **#EUSEW18** is in full swing and **#smart** **#energy** services of the future will be debated this afternoon, we would like to revisit this bibliography **#bit.ly/2pFezvO** to give **#policymakers** a selected+broader impression of the **#SSH** **#research** community focusing on this topic.

ENERGY SYSTEM AND SMART  
a social sciences and humanities annotated bibliography

Dominique Ristori  
@ristori20  
Director-General, European Commission, DG **#Energy** @Energy4Europe. Views are my own and do not represent the position of @EU\_Commission. RT=endorsement.

2:27 pm - 7 Jun 2018

Tweets 53.2K Following 2,052 Followers 12.5K

**SHAPE ENERGY**  
@ShapeEnergyEU

Initiatives like this week's **#EUGreenWeek** + **#MissionInnovation** **#MI3** + **#CEM9** bring together experts from across the globe to brainstorm solutions+accelerate energy innovation. However, new technology isn't enough, **#EnergyTransition** needs a holistic approach.

How does SHAPE ENERGY fit into H2020? Listen to Gerd ...  
Dr. Gerd Schönwälder, Policy Officer at the European Commission (DG Research and Innovation), is the Project Officer for SHAPE ENERGY. He explains in this in...  
youtube.com

1:30 pm - 23 May 2018

**SHAPE ENERGY**  
@ShapeEnergyEU

As the **#EU** Green Cities Summit is about to start in **#Brussels**, we would like to remind decision-makers+experts that **#energy** is a social issue. It's essential that this understanding be incorporated into **#EnergyTransition** strategies developed at local+national level **#EUGreenWeek**

EU Environment @EU\_ENV  
Everything is ready for **#EUGreenWeek** here in **#Brussels**! Join us at 14:30 CEST to listen to our participants @KarmenuVella @VCALLEBAUT @RaymondJohansen and @DuarteCordeiro debating on how we can help cities become more **#sustainable**...

2:26 pm - 22 May 2018

**SHAPE ENERGY**  
@ShapeEnergyEU

Citizens should be at the core of all policies, specially on **#ClimateChange** and the **#energytransition** **#COP24**. @ShapeEnergyEU has produced a large number of resources to develop Europe's expertise in using and applying **#energy**-**#SSH**. Find out here **#bit.ly/2pFezvO**

How energy policies can fulfil their potential with the Social...  
How energy policies can fulfil their potential with the Social Sciences and Humanities View this short webinar presented by SHAPE ENERGY partner Ruth Mourik explaining how SSH can ...  
shapeenergy.eu

9:34 am - 5 Dec 2018



Of the 17 events taking place in 2018 identified in the interim plan<sup>1</sup>, the following 13 were successfully leveraged, via strategic social media activity linking to relevant hashtags and highlighting the most appropriate SHAPE ENERGY resources for that event:

- World Future Energy Summit (15-18 Jan, 2018)
- Financing Energy Efficiency in Romania (1 Feb, 2018)
- EU Clean Energy Industrial and Innovation Forum (22-23 Feb, 2018)
- 2018 Cities and Climate Change Conference (5-7 Mar, 2018)
- World Sustainable Energy Days (28 Mar, 2018)
- Energy Efficiency and Renewable Energy Congress and Exhibition for South-East Europe (27-29 Mar, 2018)
- Conference on Sustainable Development, Clean Energy and Competitiveness (11 Apr, 2018)
- UN Sustainable Energy for All Forum (2-3 May, 2018)
- European Commission Green Week (21-25 May, 2018)
- 3rd Mission Innovation and 9th Clean Energy Ministerial (21-25 May, 2018)
- 7th International Hybrid and Electric Vehicle Conference (11-12 Jun, 2018)
- International Conference on Power, Energy, Electrical Engineering 2018 (11-12 June, 2018)
- Global Climate Action Summit (12-14 Sept, 2018)
- 2018 Behaviour, Energy and Climate Change Conference (7-10 Oct, 2019)
- IPCC Special Report (October 2018)
- 11th Annual SET-Plan conference in Vienna (20-22 Nov, 2018)
- UN Climate Change Conference - COP24 (3-14 Dec, 2018)

A press release was also pushed out in the context of both the European Commission Green Week and 3rd Mission Innovation and 9th Clean Energy Ministerial.

Being a dynamic project, there were four events originally identified in the interim plan which were ultimately not felt to be a priority to link to (2018 Cities and Climate Change Conference; World Sustainable Energy Days; 7th International Hybrid and Electric Vehicle Conference; International Conference on Power, Energy, Electrical Engineering 2018). This was because some months were filled up with events of our own that took precedence, and because some of the events were not trending or as relevant as initially anticipated. However, a large number of further events were identified during the year, including:

- Sustainable Energy Investment Forums (Feb 2018)
- The Nordics EV Summit (Feb 2018)
- European Covenant of Mayors for Climate and Energy at the European Parliament (Feb 2018)
- Berlin Energy Transition Dialogue (Mar 2018)
- Rennes 2018, Energy Cities Annual conference (April 2018)
- Digital Day 2018 by the Bulgarian Presidency (April 2018)
- Energy Poverty, by AC Ambientales (April 2018)
- Sustainable Energy for All Forum (May 2018)
- RoEnergy Trade Fair (May 2018)
- Climate Conference in Bonn, Talanoa Dialogue (May 2018)
- EU Sustainable Energy Week (June 2018)
- EU's SETPlan Steering Group meeting (June 2018)
- World Environment Day (June 2018)
- Industrial Efficiency Conference 2018 (June 2018)
- Foresight4EU: The Joint Research Centre FTA 2018 Conference (June 2018)



- Foro Ciudad Madrid (June 2018)
- World Overshoot Day (August 2018)
- Royal Geographical Society Conference 2018 (August 2018)
- European Association of Social Anthropologists Conference 2018 (August 2018)
- European Mobility Week (September 2018)
- World Cities Day (September 2018)
- IEA Demand Side Management TCP Conference (October 2018)
- Clean Air For Health - WHO Global Conference on Air Pollution and Health (October 2018)
- BECC2018: 12th Annual Conference on Behaviour and Energy (October 2018)

Again, activity primarily related to linking to relevant hashtags and highlighting appropriate SHAPE ENERGY resources for these events, however we also had partners present at: European Covenant of Mayors for Climate and Energy at the European Parliament, RoEnergy Trade Fair, Royal Geographical Society Conference, and IEA Demand Side Management TCP Conference, amongst others.

As discussed later in subsection 4.4., daily social media posts and following key EU events live – though very time-consuming – were very effective in increasing visibility and gaining new followers. Most of our top tweets in 2018 were related to EU events that we leveraged through their hashtags. This includes for example, a tweet using #EUSEW18, which was retweeted by Dominique Ristori. Another tweet, using #CONAMA2018 was retweeted by Fundacion Renovables, a top influencer in clean energy in Spain. On average, we gained 29 Twitter followers a month, however, we gained a record 60 new followers in February 2018, when we generated content around the H2020 sandpits.

Finally, the large number of external presentations given by partners (see Appendix 8.2. for full details) included a number of highly strategic/impactful events in the second year of the project, some of which are detailed in Table 2. Across around 100 external and additional events partners attended, ran or supported during the Platform's life, we reached an audience of over 6,600 stakeholders in person, which does not include the additional reach generated from social media activities around these events.

Table 2. Selection of high profile external events where SHAPE ENERGY content was shared by project partners.

EVENT	LOCATION	MONTH
University of Texas Energy Week	Texas, USA	January 2018
Third International Conference of the Sustainable Consumption Research and Action Initiative (SCORAI)	Copenhagen, Denmark	January 2018
4th Geography of Innovation Conference	Barcelona, Spain	January 2018
Forum for Economists International 2018 Annual Conference	Amsterdam, Netherlands	May 2018
ICCE - International Conference on Clean Energy	Famagusta, Cyprus	May 2018
ICEES - International Conference on Empirical Economics and Social Sciences	Bandirma, Turkey	June 2018
POLLEN Biennial Conference 2018	Oslo, Norway	June 2018
International Sustainability Transitions Conference	Manchester, UK	June 2018
SET-Plan steering group meeting	Brussels, Belgium	June 2018
Conference of Environmental Psychology	Lillehammer, Norway	November 2018
International Congress of Energy Economy and Security, ENSCON'18	Istanbul, Turkey	November 2018
Better integration of SSH to meet energy challenges (workshop for the European Commission)	Brussels, Belgium	November 2018



## 4. Lessons learned

In this section, we describe our 'lessons learned', broken down according to SHAPE ENERGY's four main activity types (1. Publications and online resources; 2. SHAPE ENERGY events; 3. Participatory outputs; 4. External related activities), as well as reflections on the involvement of consortium partners in communication activities.

In our interim dissemination and communication plan<sup>5</sup>, detailed strategies were given for each of these four types, and here we reflect on both what worked well and what could be improved in future initiatives. The interim plan also detailed communications roles played by each SHAPE ENERGY partner (Table 5, p. 23, in that report) and the lessons in this section were developed from insights from the three partners most involved in communications activities (Friends of Europe, Acento Comunicación, Anglia Ruskin University), as well as through feedback from partners who ran specific Platform activities<sup>5</sup>.

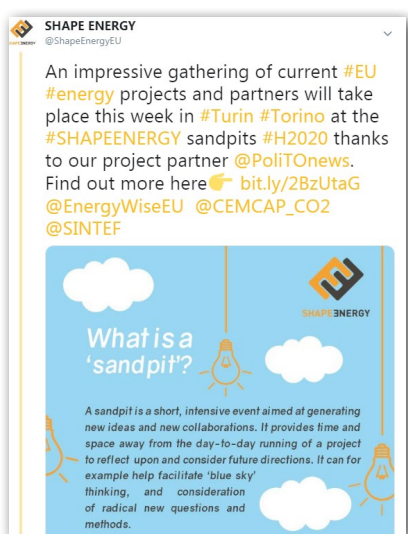
Cutting across all of our activity types was the (unsurprising) lesson that visual materials – from photographs and videos, to slides and infographics – used across our social media platforms were very popular. Specifically, it was evident that capturing a photo of an event, or creating an attractive, readable graphic for use on social media, increases impact considerably (see Box 1).

*Box 1: SHAPE ENERGY's top tweets/posts.*



### Twitter

Up to mid-January 2019, we had published 327 photos/videos and 1672 tweets. In 2018 the SHAPE ENERGY profile gained over 328K impressions, with a monthly average of over 27k impressions. Strategies including making sure that every tweet included an image to illustrate it; some of them were specially created by Acento Comunicación to disseminate key outputs. During the lifetime of the project our most popular tweet gained over 7K impressions (see right):



This tweet was launched in December 2018 (so, towards the end of the project) and is about the SHAPE ENERGY Research & Innovation Agenda 2020-2030, which we had just launched. We used a new illustration created by María Torres. Our second most popular tweet (see left) also included an image created especially for the H2020 sandpits by Maria of Acento Comunicación. We used a very attractive illustration created for the sandpit invitations. It gained almost 5K impressions.

<sup>5</sup> Early-Stage Researcher programme – Ecole Nationale des Travaux Publics de l'Etat (ENTPE); Research Design Challenge – Karlsruhe Institute of Technology (KIT); H2020 sandpits – Politecnico di Torino (POLITO); Multi-Stakeholder Workshops – Energy Cities (ECIT), The Norwegian University of Science and Technology (NTNU), Karlsruhe Institute of Technology (KIT), Black Sea Energy Research Centre (BSERC), Middle East Technical University (METU), DuneWorks (DW), Univerzita Tomase Bati ve Zline (TBU).

Other top tweets include: a post about the 14th South-East European Conference on Energy Efficiency & Renewables that took place in Bulgaria in March 2018, with the front cover of SHAPE ENERGY annotated bibliography on energy systems and smart technologies:

And a recent post about our presentation pack for energy technologists:



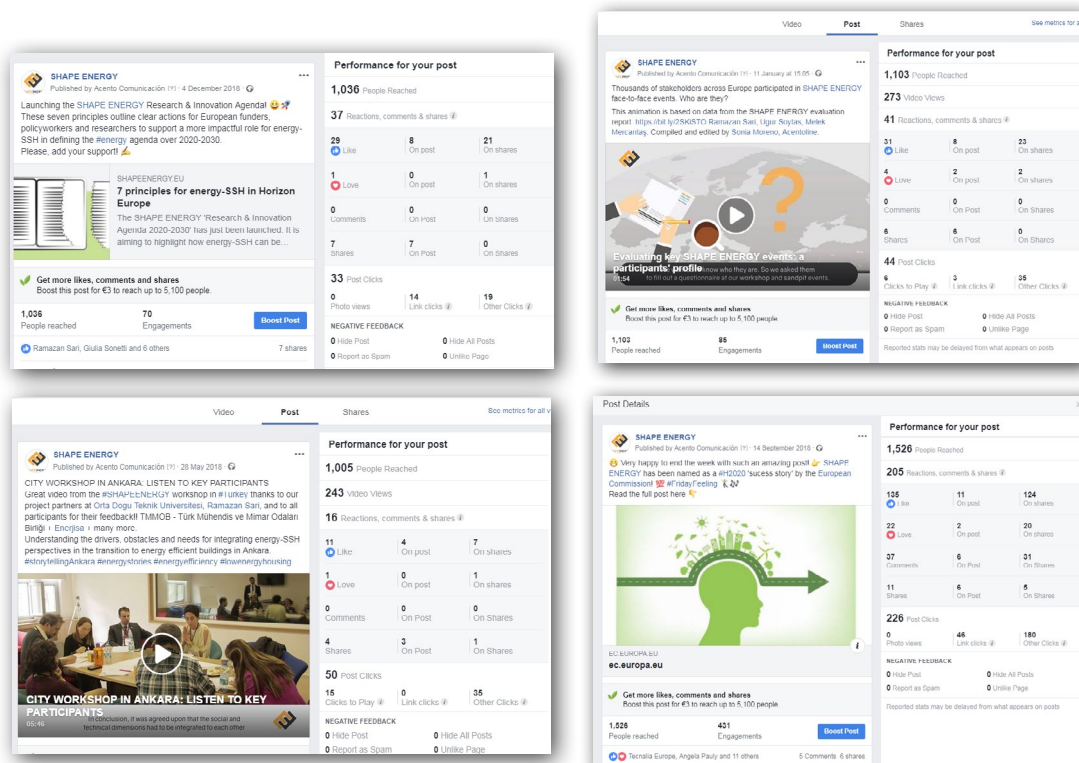
An engaging illustration was created to promote each presentation pack on social media.

As of 28 January 2019 @ShapeEnergyEU has 822 twitter followers.



## Facebook

On Facebook as of mid-January 2019 we had published 35 videos, 3 slideshows and 132 photos. Our top posts got over 1k reach and they displayed images of events, videos and illustrations, like the animation created using the evaluation report data or the illustrations created for the SHAPE ENERGY Research & Innovation Agenda. Our page cut had gained 233 followers and 223 likes by 28 January 2019.

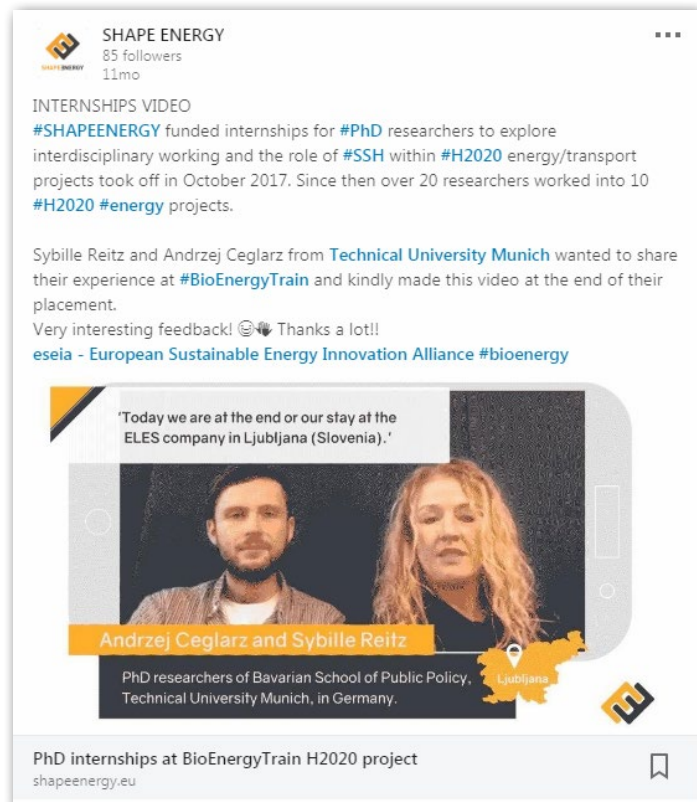




## LinkedIn

On LinkedIn some of our top posts were about the PhD internships where researchers talk about their experience. In February 2018 we shared this video made by researchers at the BioEnergy Train project in Slovenia in this post(see right):

This became our top post for a few months. Other top posts include the one below about SHAPE ENERGY sandpits, using a great illustration to promote it:



And a video from the city workshop in Ankara:



As of 28 January 2019 we had 91 followers and 110 connections.





## 4.1. Publications and online resources: lessons

SHAPE ENERGY resources included in this category are primarily our public deliverables for the European Commission (that is our 'publications' as listed on our website) but they also include: infographics; our Researcher database and Research & Innovation Agenda; and academic publications (see Appendix 8.1. for details of the latter).

In the interim plan, communications strategies planned for publications and online resources were to:

- share them widely via SHAPE ENERGY's social media platforms;
- include them in the newsletter;
- freely host them on the project website to ensure as wide as possible reach and availability for interested stakeholders.

### Lessons learned

We firstly reflect on lessons from our open access edited collection 'Advancing Energy Policy', which brought together 57 authors, and has had impressive external engagement (over 18.5k downloads in 5 months). Several factors that helped in achieving this included:

- ensuring a robust (and well-advertised) application process to bring high quality submissions, including external peer review of submitted abstracts from colleagues outside of SHAPE ENERGY;
- deliberately seeking co-authorship teams and thus increasing geographical and disciplinary coverage;
- giving authorship teams access to funds to arrange meetings/events, leading to more face-to-face engagement with the project;
- developing a good working relationship with the publishers, and indeed selecting the publisher (Palgrave Macmillan) in part because of the book format and publishing service that was offered, e.g. edited 'pivot' (short, focused) online book with rapid editing/publishing timescales;
- providing clear guidance for authors, complemented by a comprehensive peer review process, that prioritised accessibility (e.g. in terms of jargon, overly academic arguments, sentence/paragraph length, use of figures and tables, labels of section titles, etc.);
- seeking high profile Foreword and Afterword contributors;
- having chapter content and presentation style that appealed to lecturing staff, for them to then provide the book to their university students as core reading text;
- being open access, which was facilitated by the editors (Foulds, Robison) seeking additional non-project funding from Anglia Ruskin University's open access support fund; and
- arranging a launch event bringing authors together.

More generally, other lessons learned from communication activities around SHAPE ENERGY publications and online resources include:

- Taking advantage of Google scholar 'noticing' SHAPE ENERGY publications. Indeed, whilst we had not initially planned for this, it became clear midway through the project that Google Scholar (the part of Google that searches predominantly academic research literature, as part of e.g. generating citation counts for individual researchers and papers/reports) started picking up SHAPE ENERGY publications. This was not an automatic process, but Google Scholar did start to pick up literature if it had been cited by another paper/report that it would cover citations for (e.g. by a traditional journal publisher). This was an exciting development and certainly helped to (1) enthuse partners more when writing their deliverables, e.g. there was now wider exposure to their own academic peers, (2) publicly afford more credibility to SHAPE ENERGY's outputs, and (3) ensure wider dissemination, and a more solid legacy, of SHAPE ENERGY's core research.





- Sharing publications via the SHAPE ENERGY's social media platforms – in particular Twitter – using hashtags of relevant external events, allowed us to leverage momentum and expand the reach of the project resources. Relatedly, our Twitter interactions were especially enabled by our strategic 'following' of key 'tweeters' as early as possible during the project.
- Using the newsletter as a valuable tool to reach identified interested stakeholders with relevant resources, particularly as MailChimp allows us to monitor click and open rates, and thus iteratively learn how best to disseminate our publications to others.
- Deliberately highlighting the use of outputs as teaching resources was an important tactic which we used for example with our annotated bibliographies and open access collection. This could however be done even more strategically through advertising through academic networks/ learned societies etc.
- Attractive layouts of publications allowed them to be easily shared across social media platforms. This worked well in particular with our SHAPE ENERGY Lexicon. Disseminating it bit by bit (ie. publishing one page/one definition with each post), saw this content becoming our top tweet of the month many times over, using the hashtag #20wordsin20minutes and targeting trending key words and events.
- Regarding social media, when authors posted information about their ongoing research this was very useful to keep the momentum and attention even before outputs were published. See for example our Twitter Moment about the Research Design Challenge: <https://twitter.com/i/moments/989426710188904448>.
- Having been professionally designed by our partner Acento Comunicación, our publications had a very attractive layout which could be shared effectively on social media. Overall, as of 28 January 2019, a total of 3,416 individual visits to SHAPE ENERGY publication pages had been made on our website.

## 4.2. Events (face-to-face and online): lessons

SHAPE ENERGY activities included in this category are both face-to-face events – in the second year of the project these included our multi-stakeholder workshops, Horizon 2020 sandpits, 'extra' events like our book launch, final consortium meeting and final conference – as well as online 'events' including our online debates and end-of-project webinars.

In the interim plan, strategies planned for this category of activity involved:

- uploading event details to the website;
- encouraging participants and relevant appropriate external stakeholders to share information with their networks;
- encouraging participants and organisers to submit blogposts;
- featuring events prominently on social media;
- encouraging organisers and attendees to tweet, retweet and engage with social media content;
- ensuring teams were provided with guidance to develop banners and other visuals for display;
- ensuring that every event had some sort of 'take-home' resource(s), whether it be hard-copy or digital;
- developing explanation videos (such as of the sandpit concept);
- identifying specialist media to attend relevant events; and
- featuring events and outcomes in the newsletter.



## Lessons learned

The lessons learned from communication activities around events include:

- Videos and infographics proved to be important tools for attracting attention. Partners however, needed clear instructions on how to record videos (e.g. always record in landscape/horizontal mode) and to send material promptly for uploading on the webpage.
- The more practice partners had in recording videos at events, the more streamlined the process was (as well as then reviewing and editing the draft formatted videos), and the easier it became. Relatedly though, a clear lesson was that having communications experts (e.g. with media editing skills) was invaluable, as it ensured a high and consistent standard and non-communications partners were not burdened with things that they did not know how to do – which we have certainly experienced in other projects.
- Getting going with videos at events early, so it became the standard for many events to have accompanying short videos with attendees, allowed us to easily surpass our target number of videos we produced.
- Using twitter 'moments' to gather together tweets from across attendees is an excellent way of showing live engagement.
- Detailed financial planning and communication with partners in the last six months of the project ensured that any funds remaining, through underspend earlier in the project, could be directed towards high impact final events wherever possible.
- Tagging participants (individuals and institutions) on social media when posting about the events was a useful tool. This made them aware of new outcomes/publications related to the event, gave them a chance to participate in related social media activity, and acknowledged their valuable contributions. Furthermore, by identifying and following most participants, and in turn being followed by them, we gained access to their communities. Every new event secured us a generous follower boost.
- The SHAPE ENERGY project committed to producing five press releases through the project, translated into multiple European languages. These resulted in useful resources for the website (in particular giving us an excellent set of non-English language resources) however there is a growing trend away from press releases and towards social media to disseminate newsworthy content. Thus our key lesson would be allow flexibility in the format of news dissemination in future projects, which is ultimately what we did.

### 4.3. Participatory outputs: lessons

SHAPE ENERGY activities included in this category were: the Early Stage Researchers (ESR) Programme (which took place in 2017); and the Think Piece Collection and the Research Design Challenge. All of these activities involved participants actually co-producing outputs arising, and therefore committing significant time to the activity. They also thus offered a different set of opportunities to get them involved in SHAPE ENERGY communications activities, and/or to share their own promotion of their work.

In the interim plan, strategies planned for participatory outputs involved:

- including information on upcoming activities in the newsletter;
- encouraging participants to take and share photos;
- encouraging participants to produce (and/or invite) blogs from their experiences;
- conducting video interviews of those involved in the activities and uploading to YouTube;
- including information in the website calendar;
- including participant information and post-activity outputs (e.g. blogs, audio-visual materials) online;
- sharing information across social media platforms; and
- sharing information with relevant external stakeholders.



## Lessons learned

The main lessons learned from communications activities around participatory outputs include:

- Collating lists of Twitter handles for those involved in activities, and sharing these between the consortium and participants, and including in e.g. event agendas, facilitated social media engagement.
- Direct contact between our media team and participants who were most engaged (e.g. active on Twitter) generated several more blog posts, including ones which were particularly well disseminated.
- We were pleasantly surprised with the appetite from our collaborators and participants to commit in-kind resources (predominantly, their time) to the project, via e.g. writing blogs and/or connecting us to their own networks of contacts. The importance of having these informal, personal relationships cannot be understated.
- Recruiting participants for the RDC in the first place turned out to be harder than expected. One solution may be to better leverage social/alternative media rather than rely on classic academic email lists in recruiting efforts.
- Creating Moments on Twitter and Albums on Facebook was a good way to gather information in one place for people to easily find. The summer school [Album](#) on Facebook and the PhD internships [Moment](#) on Twitter, for instance, were very popular. These would likely have done even better had participants been informed of this type of activity earlier so they could participate in sharing content.
- Choosing a hashtag for each activity, for instance #SHAPEinternships and #ResearchDesignChallenge, was a good way to post new information about our activities. Indeed, our hashtag #ShapeEnergyEU trended on the day of our final conference. However, it is critical participants be informed in advance and encouraged to use the hashtag in their own social media activities.
- Overall, better informing participants and consortium members – via regular reminders – of the communication strategy could have helped to increase engagement and visibility.

## 4.4.External activities: lessons

The full list of activities included in this category are given in Appendix 8.2., marked as 'Strategic social media' – where we linked to external events taking place globally – and 'Presence at external (or extra) event' – where a member of the consortium was present face-to-face at an event which was not part of the primary SHAPE ENERGY programme.

In the interim plan, strategies planned for external activities involved:

- posting information about the event in the 'news' section of the SHAPE ENERGY website;
- posting content before, during and after the event on the project's social media platforms using the appropriate hashtags and engaging with others' content;
- reaching out and engaging virtually (e.g. social media, newsletters, informational emails) with stakeholders who may be participating/speaking at external events, and in person at events;
- featuring the contributions of consortium members at external events in the SHAPE ENERGY newsletters; and
- inviting external authors to contribute blogs aligned with the themes of the SHAPE ENERGY project.



## Lessons learned

Key lessons learned from communicating around external activities include:

- As mentioned above, including funding in our participatory activities for others to arrange collaborative meetings increased the number of SHAPE ENERGY's external events and helped us reach far beyond the consortium's networks.
- Through building contacts with the leads and communications teams of other related projects (often other Horizon 2020 projects), we were invited to relevant activities and able to liaise on sharing e.g. newsletter items.
- The internal spreadsheet developed to facilitate the recording of external events that consortium partners leveraged to spread the word about the SHAPE ENERGY project has worked well. Routine reminders to partners to keep it updated were, however, required and are thus recommended for any future similar endeavour – it cannot be expected/assumed that all partners will keep such a spreadsheet up-to-date.
- Daily social media posts and following key EU events live – though very time-consuming – were very effective in increasing visibility and gaining new followers. For this it was essential to have an experienced consortium member dedicated to the task (Olga Garzón of Acento Comunicación).
- Sharing and promoting information about the events, newsletters, and job vacancies (for example) of SHAPE ENERGY stakeholders was very useful. It allowed us to improve our relationship with them and show that we were a valuable resource for information, thus generating an increase in followers.

## 4.5. Consortium involvement: lessons

For a project such as this, it is critical that the consortium members themselves engage in communications project outputs across their own networks. SHAPE ENERGY project members certainly stepped up to the task and did a terrific job contributing to the project success – in particular with regards to the production of videos. There are of course, still lessons to be learned to better leverage consortium members.

## Lessons learned

Key lessons learned from efforts to engage consortium members in communications activities include:

- The project's branding 'book' was not exploited as much as expected by partners. It would have therefore been good to have a better understanding of partners' needs and also to ensure regular reminders were circulated on the availability of the resource (essentially: a set of guidelines for how exactly to brand all sorts of project materials). Furthermore, having a larger section devoted to social media visuals may have been another way to help cement the 'visual identity' of the project, which was an explicit component/section of the branding book. Having said this, branding was often taken care of by our primary branding partner (Acento Comunicación) and thus was relatively consistent across the project.
- A few partners were either not present on social media platforms, or were too far apart (from an organisational structure perspective) from their organisation's communications team, to ensure that content was shared and engaged with. It would have been good to tackle this issue early in the project, so as to find further solutions.
- A plan for quarterly reviews had been established in the interim plan, but in the end, did not come into effect. This was primarily because the monthly reporting provided the information that would have been discussed during the reviews, thus rendering them redundant. Having said that, increasing the number of regular meetings (over the phone or online) with all partners involved in the Communications Work Package could have been useful.



## 5. Post-project dissemination

The large number of resources made available through the SHAPE ENERGY project are a valuable source of specific expertise for many groups, including to advise EU policymakers on issues such as how to best embed SSH aspects in H2020 energy calls, as well as how to address SSH dimensions in EU energy initiatives more broadly, as well as for academics wanting to highlight the diversity and depth of energy-SSH research, including for teaching purposes. For these reasons, it is crucial that they continue to be disseminated, and made available beyond the project's lifetime, and in this section we detail three strategies for this: 1. Maintaining availability of key resources; 2. Publications issuing from the final conference; and 3. Partners' future projects.

In addition to the below efforts, all participants in events and activities that took place as part of the SHAPE ENERGY project have also been encouraged to continue to promote the work they were exposed to and took part in, and this is expected to be particularly effective for participatory outputs where participants were named authors (including the Think Piece collection and Research Design Challenge).

### 5.1. Maintaining availability of key resources

The SHAPE ENERGY website is the gateway to accessing the myriad of resources produced throughout the course of this project. It will be important for all partners to continue linking to the website and sharing it whilst at events, conference and meetings. The project website will remain live for 10 years and can therefore continue to be a valuable resource for a long time.

The presentation packs, produced at the end of the project, also contain specific summary materials (and recorded webinars) aimed at three of our main stakeholder groups: energy technologists, academics and policy workers. These will also be particularly useful for project partners to use moving forward, and are highlighted from the front page of the SHAPE ENERGY website.

### 5.2. Publications issuing from the final conference

A report of the final conference will be produced by SHAPE ENERGY partner Friends of Europe by the end of January 2019. The report will include a summary of the event, key takeaways, select quotes from key speakers, and the key recommendations that emerged from the debate. It will also include details around live-tweeting that will be conducted by Friends of Europe, including impressions and engagements with content.

This report will be uploaded to both the SHAPE ENERGY and Friends of Europe websites and shared via the latter's organisational newsletter, which reaches over 10,000 stakeholders across the world, and own social media platforms (Twitter, LinkedIn, Facebook and Instagram).

This event was a key moment for promoting the SHAPE ENERGY Research & Innovation Agenda (RIA). The SHAPE ENERGY Platform has been working to close the gap between energy-SSH research and strategic energy policy bodies in terms of common working agendas. Building on its work with diversity of well over 10,000 stakeholders over two years the RIA, entitled "7 Principles for energy-SSH in Horizon Europe", contains seven tangible recommendations particularly aimed at better integrating energy-SSH into the Horizon Europe funding programme. We have already received feedback through our stakeholders that the RIA is being recommended for use in country negotiations with the EU and by national research councils.

### 5.3. Partners' future projects

The SHAPE ENERGY partners of course play a key role in ensuring that the project resources remain in play. They have been encouraged to share and promote the outputs throughout their networks, at events, in publications and across social media when relevant to future projects, and have done a fantastic job



during the lifetime of the project, as evidenced by our over-reaching our targets for external presentation of results.

Future partner projects which are highly likely to link back to SHAPE ENERGY include (but are not limited to):

- **Energy-PIECES** (ARU lead, ECIT supporting) – Provides SSH PhD students secondment opportunities to gain insight into working in energy policy, has already linked back to SHAPE ENERGY. Launched in September 2018 and will run until October 2019. <https://www.anglia.ac.uk/global-sustainability-institute-gsi/research/consumption-and-change/energy-pieces>
- **Energy-SHIFTS** (ARU) – Builds on SHAPE ENERGY, advising the European Commission on energy-SSH and includes a policy fellowship scheme. H2020 Forum that will launch in April 2019. <https://www.anglia.ac.uk/news/anglia-ruskins-gsi-to-lead-1million-project>
- **RRING** (ARU) – H2020 project on Responsible Research & Innovation and the Sustainable Development Goals. Started in May 2018 and runs for three years. <https://www.rring.eu/>
- **Energy Justice Beyond the West** (METU, ARU) – This Newton Fund/SHAPE ENERGY workshop on gender issues in energy policy ran between 2017 and 2018, but will have further outputs in 2019. <https://shapeenergy.eu/index.php/event/energy-justice-beyond-the-west/>
- **SCORE** (POLITO) – Supports consumer ownership of renewable energy. Started April 2018, ends in March 2021. <https://www.score-h2020.eu/about-us/score-consortium/>
- **CESBA MED** (POLITO) – Supporting a drive towards sustainable cities. Ongoing and runs til March 2021. <https://cesba-med.interreg-med.eu/>
- **RESTORE** (COST action) (POLITO) – Living lab initiative looking at energy and comfort in buildings. Ongoing and runs til March 2020. <https://www.cost.eu/actions/CA16114/>
- **MOLOC** (POLITO, ECIT) – Expert advisors supporting the city of Turin in rethinking their city plan. Ongoing and runs until March 2021. <https://www.interregeurope.eu/moloc/>
- **Smarter together** (ECIT) – Looking at smart cities and communities that focus on citizen engagement. Ongoing and runs til 2019. <https://www.smarter-together.eu/>
- **N Power** (ECIT) – Focused on energy projection and consumption. Ongoing and runs til 2022. <https://www.interregemr.eu/projecten/n-power>
- **Prospect** (ECIT) – Financing for local authorities to fund sustainable energy sources. Ongoing and runs til 2020. <https://www.h2020prospect.eu/>
- **RESILIENCE** (ENTPE) – Looking at how political actors deal with energy vulnerability. Ongoing and runs til 2019.
- **Veleva** (ENTPE) – A small project about cycling mobility. Ongoing and runs til 2019. <http://imu.universite-lyon.fr/projet/veleva-evaluation-de-la-praticabilite-a-velo-des-espaces-urbains-2017/>
- **ECHOES** (NTNU) – H2020 project on energy choices, supporting the energy Union and the SET-Plan. <https://echoes-project.eu/>
- **INVADE** (NTNU) – Working to speed up the process of integrated electric vehicles and batteries. <https://h2020invade.eu/>
- **MATCH** (NTNU) – Markets, actors, technologies. An H2020 comparative study of smart grid solutions. <https://www.match-project.eu/>
- **DRIVERS** (NTNU) – Looking at digitalization of the road sector and its consequences. <https://driversproject.org/>
- **Minder** (NTNU) – Studying energy-efficient buildings and requirements for how energy could be managed in buildings. <http://minderproject.org>
- **Sustainable Transition through Transformed Transportation** (NTNU) – a PhD project exploring sustainable transport. <https://www.ntnu.no/ansatte/ivana.suboticki>





- **Nature 4 Cities** (METU, DW) – H2020 project working to create a flexible framework for social acceptance research. <https://www.nature4cities.eu/>
- **Direct Rebound Effect of Heating in Ankara and the Reasons Behind It** (METU). Ongoing, runs until Nov 2019.
- **Assessments of the Potential Role of Nuclear Energy in National Climate Change Mitigation Strategies** (METU). Ongoing, runs until May 2019.

Partners' projects are not limited to those listed above, and many partners have several other future projects at the planning stage that they will be able to leverage to share SHAPE ENERGY outputs.





## 6. Conclusion

The energy transition is key – but research from across the Social Sciences and Humanities must be better incorporated into the projects that seek to drive it.

SHAPE ENERGY has helped stakeholders in policy, researchers, business, third sector, and other relevant fields, take a large step in that direction. The resources made available through this project will continue to feed into and guide future projects in the field.

This report shows how successful a project of this nature can be, and has drawn out key lessons to support replication of this success in future projects. The achievements outlined throughout this report underscore the value of robust communication, dissemination and exploitation planning and the value of collaborative work.

While there are still lessons to be learned and areas for improvement – the SHAPE ENERGY project has earned its place as an EU H2020 Success Story.



## 7. Acknowledgements

We are very grateful to Emma Milroy for her input and review of this report, as well as the contributions of all SHAPE ENERGY partners. This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731264.



## 8. Appendices

### 8.1. Appendix: Platform marketing and published material

This Appendix represents Deliverable 5.4 of the SHAPE ENERGY project, and contains a description of the project's marketing and published material used to promote the goals of the Platform and encourage participation. It was prepared by Olga Garzón (Acento Comunicación), with support from Rosie Robison and Emma Milroy (Anglia Ruskin University).

The materials outlined herein include the SHAPE ENERGY: (1) newsletters; (2) exhibition banners; (3) videos; (4) animations; (5) infographics; (6) partner/stakeholder blogs; (7) press releases; (8) conference/seminar presentations; and (9) academic publications. Additionally to those planned outputs, we detail (10) some extra resources which were produced for key events, or translated into additional languages.

#### 8.1.1. Newsletters

Every 1-2 months, since June 2017, SHAPE ENERGY has sent an electronic newsletter to interested stakeholders. These newsletters have also been shared via social media, and made publicly available on the website.

The mailing list includes initial interested parties (who contacted the coordinators before the official launch of the website), SHAPE ENERGY activity participants who consented to be added, as well as those registering directly from the website itself and on our [Facebook page](#), where we added buttons in prominent places.

SHAPE ENERGY newsletters inform recipients of project updates and upcoming activities. We have also used this space to share calls for applications for activities and highlight key external activities taking place within the EU and international agenda.

A total of 13 project newsletters were launched on the following dates:

- Newsletter #01 – 14 June 2017
- Newsletter #02 – 3 August 2017
- Special edition – 21 September 2017
- Newsletter #03 – 2 November 2017
- Newsletter #04 – 22 December 2017
- Newsletter #05 – 27 February 2018
- Newsletter #06 – 20 April 2018
- Newsletter #07 – 11 June 2018
- Newsletter #08 – 17 July 2018
- Newsletter #09 – 08 October 2018
- Newsletter #10 – 17 December 2018
- Special edition – 21 January 2019
- Special edition – end Jan/start Feb 2019

Dates were planned ahead to make the most of key project activities and outcomes. Three special issues were launched when needed: in September 2017, to raise awareness about a number of funding opportunities with deadlines coming up (Think Piece collection, Research Design Challenge and PhD internships); and in January 2019 to attract signatories to the Research & Innovation Agenda, and to focus on the pan-European conference and provide a final legacy newsletter. They are all available on the [website](#).

The SHAPE ENERGY newsletter has been a very successful channel to disseminate project outcomes and maintain engagement. The list's open rate average is 28.7% and click rates average 7.6% (figures taken from Mailchimp full reports, see Figure 2) which are well above Mailchimp non-profit industry average,



whose open rate is 19.4% and click rate 2.1%. It started in June 2017 with 211 recipients and by the 10th newsletter we had reached 514 recipients (see Figure 3), partly because many SHAPE ENERGY activities were implemented in 2018 and participants were invited to join our mailing list, and partly because our online presence was improving gradually. The bouncing rate is extremely low (1.1%) and only 19 people unsubscribed during the life of the project (2 years). All this suggests that our audience was very well selected and monitored, and the content proved to be interesting and useful.

Figure 2. Graphic portraying SHAPE ENERGY Newsletters performance from June 2017 to December 2018 (circles indicate each newsletter) compared to industry average open rate (as given by Mailchimp).

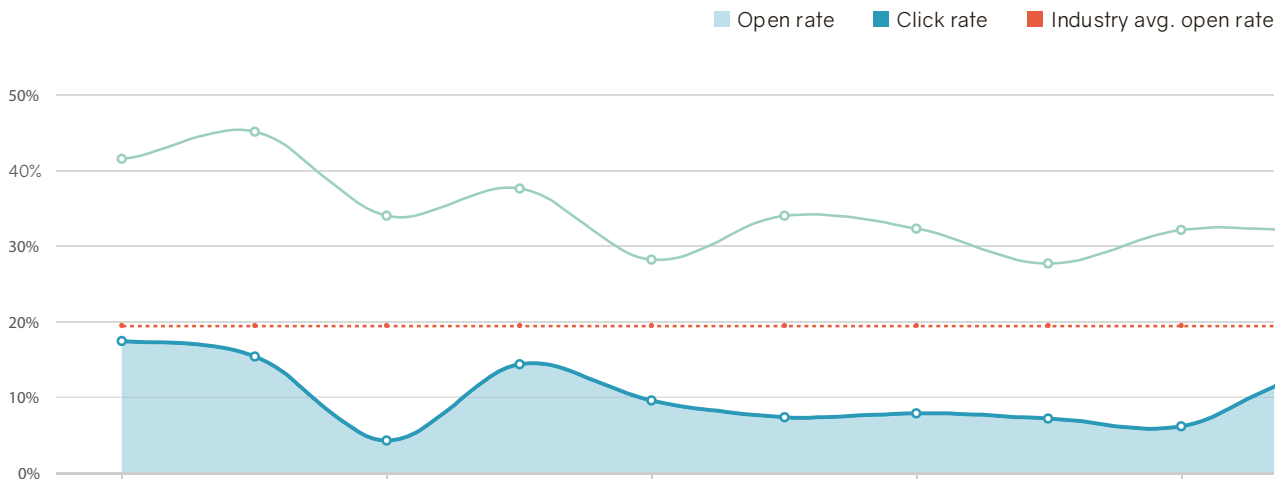




Figure 3. Mailchimp reports for the SHAPE ENERGY Newsletters showing number of subscribers, opens, and clicks.

<b>SHAPE ENERGY Newsletter 01</b> Regular • SHAPE ENERGY Newsletter Sent on Wed, Jun 14, 2017 4:21 am	211 Subscribers	41.5% Opens	17.4% Clicks
<b>SHAPE ENERGY Newsletter 02</b> Regular • SHAPE ENERGY Newsletter Sent on Thu, Aug 03, 2017 7:27 am	257 Subscribers	45.1% Opens	15.3% Clicks
<b>Newsletter -Special edition</b> Regular • SHAPE ENERGY Newsletter Sent on Thu, Sep 21, 2017 7:23 am	286 Subscribers	34.0% Opens	4.2% Clicks
<b>SHAPE ENERGY Newsletter 03</b> Regular • SHAPE ENERGY Newsletter Sent on Thu, Nov 02, 2017 7:54 am	350 Subscribers	37.5% Opens	14.4% Clicks
<b>SHAPE ENERGY Newsletter 04</b> Regular • SHAPE ENERGY Newsletter Sent on Fri, Dec 22, 2017 10:20 am	381 Subscribers	28.1% Opens	9.5% Clicks
<b>SHAPE ENERGY Newsletter 05</b> Regular • SHAPE ENERGY Newsletter Sent on Tue, Feb 27, 2018 8:14 am	416 Subscribers	33.9% Opens	7.4% Clicks
<b>SHAPE ENERGY Newsletter 06</b> Regular • SHAPE ENERGY Newsletter Sent on Fri, Apr 20, 2018 6:13 am	450 Subscribers	32.3% Opens	7.9% Clicks
<b>SHAPE ENERGY Newsletter 07</b> Regular • SHAPE ENERGY Newsletter Sent on Mon, Jun 11, 2018 7:15 am	460 Subscribers	27.7% Opens	7.3% Clicks
<b>SHAPE ENERGY Newsletter 08</b> Regular • SHAPE ENERGY Newsletter Sent on Tue, Jul 17, 2018 5:22 am	465 Subscribers	32.1% Opens	6.1% Clicks
<b>SHAPE ENERGY Newsletter 09</b> Regular • SHAPE ENERGY Newsletter Sent on Mon, Oct 08, 2018 8:17 am	489 Subscribers	31.7% Opens	12.9% Clicks
<b>SHAPE ENERGY Newsletter 10</b> Regular • SHAPE ENERGY Newsletter Sent on Mon, Dec 17, 2018 3:39 am	514 Subscribers	29.3% Opens	8.8% Clicks

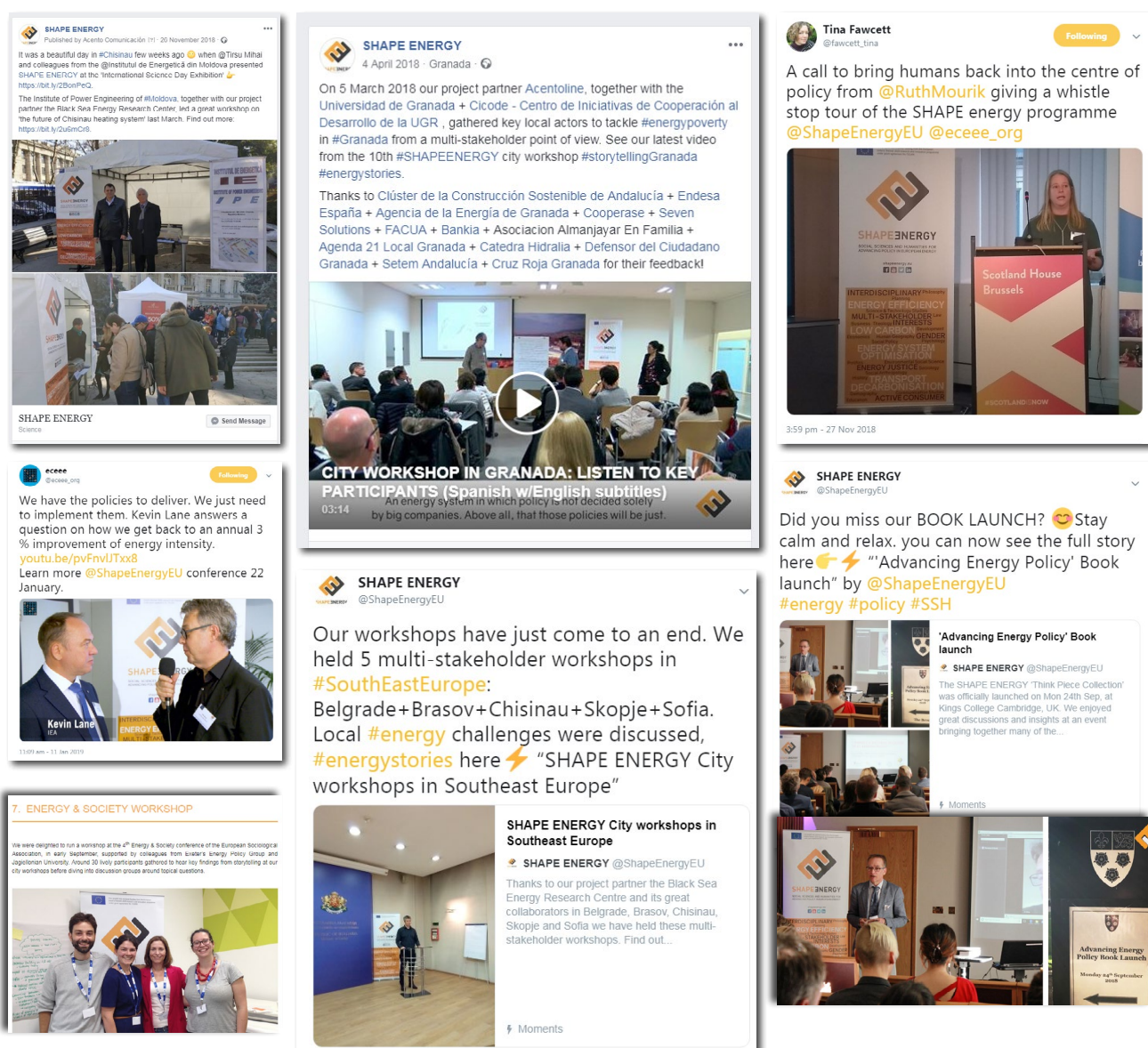
### 8.1.2. Exhibition banners

As we explained in the interim plan for dissemination and exploitation<sup>6</sup>, a roll-up banner was created in early 2017 to enhance visibility and provide consistent and professional branding across all activities of the project (see Figure 4).

Six banners were produced in 2017 and ten in 2018. Each partner running a city workshop produced one banner for use there, except the Black Sea Energy Research Centre who produced five banners to be used at different locations in the city workshops led by them, as implemented by collaborators across South-East Europe.

In addition to the city workshops, this tool was successfully used at numerous other events, such as the Summer School in Lyon, the eceee summer study in Hyères, the H2020 sandpits in Turin, the eceee annual policy seminar in Brussels, Think Piece book launch and many other presentations/conferences. It was also used as a background image for video interviews to promote SHAPE ENERGY to its fullest potential.

Figure 4. Widespread use of the SHAPE ENERGY banners.



<sup>6</sup> Danglade, R., Robison, R., Balint, L., Foulds, C., Garzón, O., Torres, M., Furrer, N., Kanani, D., Andre, I. and Bentz, S. 2018. *Communicating the SHAPE ENERGY H2020 project – Strategies for dissemination and exploitation in the coming year*. Cambridge: SHAPE ENERGY.



### 8.1.3. Videos

SHAPE ENERGY committed to producing a minimum of 10 short storytelling videos in order to showcase social innovation. As the project developed we expanded the scope and reached a total of 65 videos by the end of January 2019, all available on our [YouTube channel](#).

Videos are key resources to produce engaging online communication. They are very popular on social media, easily shared, and allowed stakeholders who participated in our activities to share their views.

SHAPE ENERGY videos include: 1 video to present the project from our leads; 7 videos from the Solutions Workshop at the 2017 eceee summer study; 1 video about the PhD summer school by the coordinator; 1 video about the Research Design Challenge by the coordinator; 1 video introducing the city workshops by the coordinator and 1 video about the storytelling training we undertook; 19 videos with feedback from participants at our city workshops; 4 videos about the H2020 sandpits; 2 videos from the PhD internships; 1 video interview with our Policy Officer at the European Commission; 1 video about the pan-European conference by the coordinator; and 3 webinars for the presentation packs. We also produced special videos for Christmas and New Year in 2017 and 2018 to thank all stakeholders for their participation. Our project partners from Turkey, Middle East Technical University, produced 4 videos about local SHAPE ENERGY events they held and presentations of the project in Turkish. In addition to this, eceee produced 5 video interviews with feedback from participants at their annual policy seminar held in Brussels in November 2018, and Acento Comunicación produced a video in Spanish for a local event in Granada in November 2018.

In addition to this, eceee produced 16 videos with interviews, presentations and the final debate from SHAPE ENERGY and eceee policy seminar held in Brussels in November 2018, and Acento Comunicación produced a video in Spanish for a local event in Granada in November 2018. The pan-European conference also led to 5 videos.

### 8.1.4. Animations

SHAPE ENERGY partner Acento Comunicación also produced three animations to promote the project through social media and on the website in a friendly, dynamic and time efficient manner.

**Animation 1:** was published in February 2018 and is a general presentation of the project, the consortium and its geographical outreach. With this animation SHAPE ENERGY participated in the EC campaign 'Showcase your project'<sup>7</sup>. It was promoted via the EU Research & Innovation's YouTube Playlist and via their social media channels. Thanks to this campaign we gained visibility and reached out to a large non-specialist audience. This SHAPE ENERGY animation gained over 1.4k views and 237 likes, reaching 28<sup>th</sup> place out of 339 entries by the end of summer 2018 (see Figure 5).

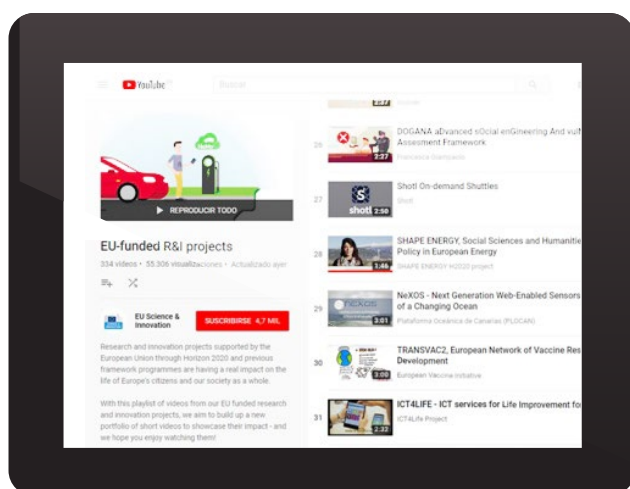


Figure 5. The EU Science & Innovation YouTube playlist where the EC campaign 'Showcase your project' was displayed.

<sup>7</sup> A video contest organised by DG Research & Innovation (European Commission) for H2020 projects to highlight the impact of EU funded research and innovation on our daily lives. See: <http://ec.europa.eu/research/investeuresearch/index.cfm>



**Animation 2:** was based on data from the SHAPE ENERGY Evaluation Report<sup>8</sup>. In January 2019 we produced a short animation to show in an attractive way the profile of those who participated in key SHAPE ENERGY face-to-face activities. It is available at: <https://www.youtube.com/watch?v=BYyfI53hMPg>.

**Animation 3:** discussed the innovative methods used at the H2020 sandpits, such as storytelling and live drawing, to enable collaboration and mutual understanding. It was published in January 2019 and is available at <https://youtu.be/gD4Y8ihxAdM>.

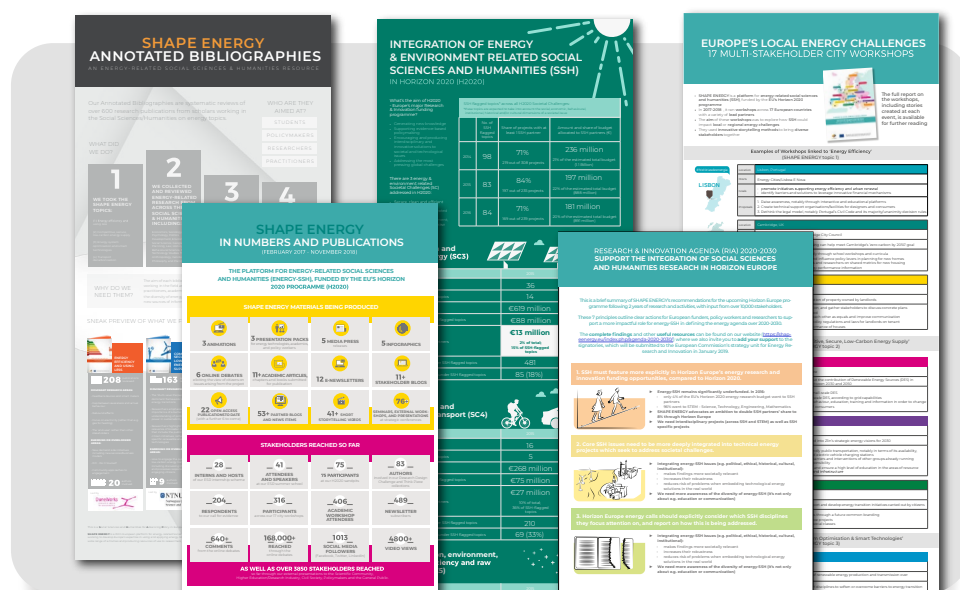
### 8.1.5. Infographics

Project infographics helped stakeholders visualise various key outputs, and linked results, at-a-glance (see Figure 6). SHAPE ENERGY partner Friends of Europe produced five infographics as follows:

- **Infographic 1:** 'Annotated bibliographies: an energy-related SSH resource' released in July 2018. Available at <https://shapeenergy.eu/index.php/shape-energy-annotated-bibliographies/>.
- **Infographic 2:** 'Integration of energy & environment related SSH in H2020' released in September 2018. Available at <https://shapeenergy.eu/index.php/integration-of-energy-environment-related-ssh-in-h2020/>.
- **Infographic 3:** 'Europe's local energy challenges – 17 multi-stakeholder city workshops' released in November 2018. Available at <https://shapeenergy.eu/index.php/europes-local-energy-challenges-17-multi-stakeholder-city-workshops/>.
- **Infographic 4:** 'SHAPE ENERGY in numbers and publications' released in December 2018. Available at <https://shapeenergy.eu/index.php/shape-energy-publications-stakeholders-in-numbers/>.
- **Infographic 5:** 'Research & Innovation Agenda (RIA) 2020-2030' released in January 2019. Available at [https://shapeenergy.eu/wp-content/uploads/2019/01/DE\\_Research-Innovation-Agenda-2020-2030.pdf](https://shapeenergy.eu/wp-content/uploads/2019/01/DE_Research-Innovation-Agenda-2020-2030.pdf).

All infographics are clearly displayed on the SHAPE ENERGY Home page and were widely disseminated via newsletters and social media.

Figure 6. The five SHAPE ENERGY infographics.



<sup>8</sup> Demircioglu, D., Sari, R., Soytaş, U., Foulds, C. and Mercantas, M., 2018. SHAPE ENERGY evaluation report - Participant feedback from core face-to-face Platform events. Cambridge: SHAPE ENERGY.



### 8.1.6. Partner and stakeholder blogposts

Blogpost activity really began when a large number of resources were published and main activities were well underway. We published 30 blogposts (including news stories) in 2017, 52 in 2018, and 7 in 2019 all of them hosted on our website and widely shared on social media (see Figure 7).

A number of **partners** wrote a blogpost about their detailed involvement in key tasks. Thus three interesting posts about the annotated bibliographies, the researcher database and the storytelling methodology were written by colleagues from Anglia Ruskin University, NTNU and DuneWorks. They are available at:

- <https://shapeenergy.eu/index.php/blog-british-ladies-accelerators-berlin-90s-submarine-techno-transport-took-life/>
- <https://shapeenergy.eu/index.php/energy-ssh-researchers-unite-within-database/>
- <https://shapeenergy.eu/index.php/reflections-on-the-use-of-storytelling-at-workshops/>

Several **stakeholders and facilitators (including partners)** who participated in the SHAPE ENERGY workshops also contributed via a blogpost. There were 2 posts written in the local language (Spanish and Portuguese) by CatedraHidralia (Spain) and Lisboa E- Nova (Portugal) and 13 posts in English. This included contributions from colleagues from the Regional Environmental Center (Turkey), the Centre for Energy (University of Belgrade), the Center for Promotion of Clean and Efficient Energy – ENERO (Romania), the Institute of Power Engineering of Academy of Sciences (Moldova) and the Macedonian Center for Energy Efficiency – MACEF, as well as contributions from partners from Anglia Ruskin University, Energy Cities, Black Sea Energy Research Centre, Politecnico di Torino, DuneWorks and Tomas Bata University. They are available on the News section and each city workshop's page.

The opportunity to write additional blogposts to share their experiences and promote their work was offered to **stakeholders** who participated in our PhD internships. This resulted in five blogposts (and a video) about daily work at the EURECA and BioEnergyTrainH2020 projects. These 'internships diaries' were very popular on social media. Early Stage Researchers who contributed with their videos and posts included: Miriam Aczel (Imperial College London), Tina Schivatcheva (Free University Berlin), Sybille Reitz and Andrzej Ceglaz (Bavarian School of Public Policy - Technical University Munich). There is a special section dedicated to this on the SHAPE ENERGY ESR internships report<sup>9</sup> with lots of information and images on how the internships were communicated.

There were also guest blogs from key **stakeholders** related to the EU/international energy agenda, such as the European Commission Green Week, authored by Daniel Calleja Crespo, European Commission DG Environment's Director General (available at <https://shapeenergy.eu/index.php/blog-cleaner-smarter-and-greener-eu-policies-and-the-cities-of-tomorrow/>) and Dominique Ristori, Director-General for Energy at the European Commission (available at <https://shapeenergy.eu/index.php/clean-energy-for-all-europeans-is-a-reality/>). Three **stakeholders** who contributed to the SHAPE ENERGY Think Piece Collection gave us permission to publish their forewords as blogposts on the SHAPE ENERGY website to widen the dissemination of this open access book<sup>10</sup>. In addition, the following stakeholders who participated in our final conference contributed blogposts: Michaël Gillis (Director Strategy, Legal, Regulatory & Public Affairs at ENGIE); Kathleen Van Brempt - (Member of the European Parliament, Committee for Industry, Research and Energy) and Patrick Child (Deputy Director General for Research and Innovation at the European Commission).

<sup>9</sup> Ortar, N., Burguet, D., and Robison, R., 2018. *Bringing Social Sciences & Humanities into H2020 energy projects: Early-Stage Researcher internship diaries*. Cambridge: SHAPE ENERGY

<sup>10</sup> Foulds, C. & Robison, R. (2018). *Advancing Energy Policy: lessons on the integration of Social Sciences and Humanities*. Cham: Palgrave MacMillan.

Figure 7. SHAPE ENERGY stakeholder blogposts.



Finally, two blogposts regarding SHAPE ENERGY were written by our **partner** Ruth Mourik from DuneWorks to be published jointly on eceee's opinion column and the SHAPE ENERGY website. They are available at: <https://shapeenergy.eu/index.php/free-our-minds-opinion/> and <https://shapeenergy.eu/index.php/leave-no-one-behind/>.

### 8.1.7. Media press releases

Planned in connection with key EU events or Platform activities, SHAPE ENERGY partner Friends of Europe coordinated five press releases, which were distributed to targeted media outlets and/or journalists. These press releases were made publically available on the SHAPE ENERGY website, in a 'Press room' section (see Figure 8). Press releases 1, 2, 4 and 5 were translated into six European languages: English, French, German, Italian, Spanish and Danish (Polish for PR4) with press release 3 a special collection for the Eastern European region, released in Bulgarian and Serbian, among other languages.

**PR 1 “It’s not only about the tech”:** In February 2018 POLITO organized two sandpits for H2020 and FP9 interdisciplinary projects in Turin. It was an impressive gathering of current EU energy projects and partners from SSH and STEM background. We took this opportunity to publish a press release that highlighted the success of the activity and focused on delivering the key message and topical information on the project and its milestones. Available at <https://shapeenergy.eu/index.php/its-not-only-about-the-tech/>.

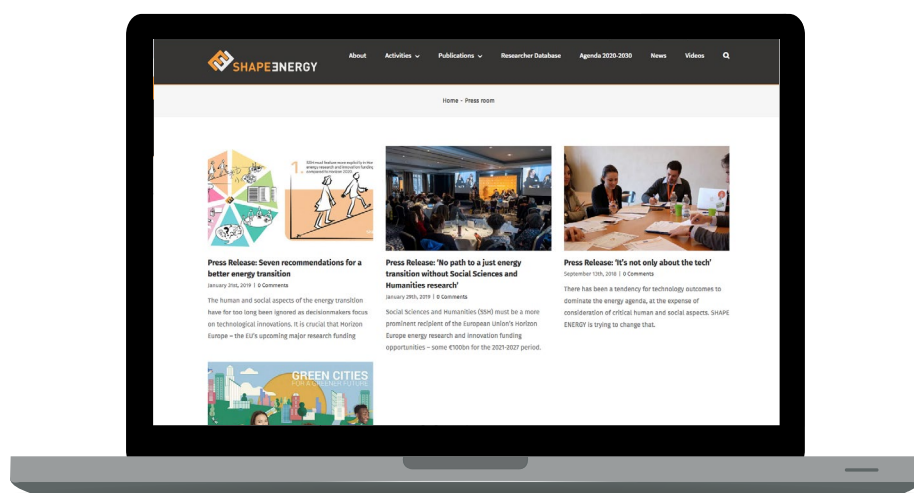
**PR 2 “Energy and the city: it’s a social issue”:** In May 2018 key events like the EU Green Week and Mission Innovation took place. We took this opportunity to publish a press release highlighting that energy is a social issue, and linking this to our city workshops (available at <https://shapeenergy.eu/index.php/eu-green-week/>). SHAPE ENERGY is pushing for greater integration of social considerations into energy projects and energy transition strategies that are developed at local and national level.

**PR3 “Published resources to help energy policies consider social sciences and humanities”:** This was in fact a collection of several coordinated press releases in December 2018/January 2019, across the South-Eastern European region. These covered release of the storytelling resources translated into local languages in the region (available at: <https://shapeenergy.eu/index.php/storytelling-shape-energy-facilitation-guidelines-translated/>), as well as other SHAPE ENERGY outputs. Available via <https://shapeenergy.eu/index.php/publications/non-english-language-resources/>.

**PR4 “Seven recommendation for a better energy transition”:** This press release, in January 2019 ahead of our final conference, announced the seven principles and recommendations outlined in the SHAPE ENERGY Research & Innovation agenda (available at: <https://shapeenergy.eu/index.php/agenda-2020-2030/>). It was designed to publicise the agenda to potentially gain further signatories, as well as highlight the support already gained. Available a <https://shapeenergy.eu/wp-content/uploads/2019/02/SHAPE-ENERGY-AGENDA-2020-2030.pdf>.

**PR5 “No path to a just energy transition without Social Sciences and Humanities research”:** This press release in January 2019 shared key recommendations that emerged from the SHAPE ENERGY project’s final conference – *Designing Future Energy Policies*. It included relevant quotes from the high-level speakers and referred back to the Research & Innovation Agenda, providing the most up-to-date signatory numbers. The press release was shared with Brussels-based media, as well as select targeted media. Available at <https://shapeenergy.eu/index.php/press-release-no-path-to-a-just-energy-transition-without-social-sciences-and-humanities-research/>.

Figure 8. The SHAPE ENERGY Press room is available at <https://shapeenergy.eu/index.php/press-room/>.



### 8.1.8. Academic publications

SHAPE ENERGY partners committed to submit at least 11 academic journal papers/ books/ book chapters from findings of the project. Outputs established new insights within and across the energy-SSH domain and publishing via academic avenues is of critical importance in giving SHAPE ENERGY a legacy within the wider European energy research landscape. The following Table 3 gives details of these academic outputs either submitted or in preparation. Whilst the academic review process does not guarantee that those in preparation will be published in exactly their current form, this list of 19 demonstrates we have over-achieved our target (titles in blue are where a link is available).

Table 3. Academic publications (published, submitted and in preparation) related to SHAPE ENERGY activities.

	TITLE / PROVISIONAL TITLE	AUTHOR(S)	LINKED TO THE FOLLOWING SHAPE ENERGY ACTIVITY/IES
1	<a href="#">Creating an interdisciplinary energy lexicon: Working with terminology differences in support of better energy policy</a>	Rosie Robison & Chris Foulds (ARU)	SHAPE ENERGY lexicon/academic workshop
2	<a href="#">Advancing energy policy: Lessons on the integration of Social Sciences and Humanities</a>	Editors: Chris Foulds & Rosie Robison (ARU)	Think Piece Collection
3	Emotional work as a necessity: a psychosocial analysis of low-carbon energy collaboration stories	Rosie Robison (ARU)	Cambridge multi-stakeholder workshop
4	Who with and How to? Urgent questions that interdisciplinary energy projects must address in the energy-social relationship	Emmet Fox, Chris Foulds & Rosie Robison (ARU)	Active Consumer cross-cutting theme report
5	Gender Inequality in Turkey's Energy Transition: Insights from Central Anatolia	Ramazan Sari, Cagdas Kilic & Cengiz Haksoz	Energy justice cross-cutting theme report
6	<a href="#">Energy as a Sociotechnical Problem. An Interdisciplinary Perspective on Control, Change, and Action in Energy Transitions.</a>	Christian Büscher, Jens Schippl & Patrick Sumpf (KIT)	Research Design Challenge
7	Developing a business plan for platform sustainability: The SSH energy platform case	Premysl Palka, Michaela Blahova, Denisa Hrusecka, Eva Jurickova, Michal Pilik, Viera Pechancova (TBU), Patrick Sumpf (KIT), Ramazan Sari (METU) & Chris Foulds (ARU)	Business plan
8	How are EU-funded projects embedding SSH in energy-related topics? Insights from four sandpits	Giulia Sonetti, Osman Arobbio Patrizia Lombardi, Isabella Lami, Sara Monacci (POLITO)	H2020 sandpits





9	SSH perspectives on geographical and socio-demographic factors in transport decarbonisation research	Kat Buchmann & Rosie Robison (ARU)	Transport sector decarbonisation annotated bibliography
10	Gender issues and inclusive engagement in an SSH European H2020 Energy Research Project	Roger Søråa, Marianne Ryghaug, Vivian Lagesen, Martin Anfinssen & Marius Korsnes (NTNU)	Energy & gender cross-cutting theme report, as well as a reflection on how gender has been tackled in the whole project
11	The impact of Social Science and Humanities on energy policy and practice: insights from four extensive reviews	Lina H. Ingeborgrud, Marianne Ryghaug, Sara Heidenreich, Tomas Moe Skjølsvold (NTNU), Chris Foulds, Rosie Robison, Kat Buchmann (ARU), Ruth Mourik (DW) & Patrick Sumpf (KIT)	A cross-cutting theme analysis of all four annotated bibliographies
12	Storytelling as a local energy policy tool: from theory to practice	Ruth Mourik (DW), Rosie Robison (ARU) & Giulia Sonetti (POLITO)	Storytelling facilitation guide and multi-stakeholder workshops
13	Collaborative research strategies in energy and sustainability related Social Sciences and Humanities: A literature review and practical guide	Yvette Jeuken & Ruth Mourik (DW)	Reflexive review of interdisciplinary working
14	Collaborative Research – Between Integration and Autonomy	Patrick Sumpf & Christian Büscher (KIT)	Research Design Challenge
15	Futurs énergétiques européens: retour sur 17 ateliers tenus à travers l'Europe	Nathalie Ortar (ENTPE)	Multi-stakeholder workshops
16	Controversy around electric-cars: an analysis from SHAPE ENERGY online group discussions	Nathalie Ortar (ENTPE) & Marianne Ryghaug (NTNU)	Online debates
17	Policy, citizens and business: understanding energy-SSH related priorities and needs in different stakeholder groups	Giulia Sonetti & Osman Arobbio (POLITO)	Stakeholder needs assessment (in particular scoping interviews)
18	Energy justice research and the developing world: a review of conceptual frameworks, key themes and policy impacts	Max Lacey-Barnacle (Cardiff University), Rosie Robison & Chris Foulds (ARU)	Energy justice cross-cutting theme report
19	Disruption via Social Sciences and Humanities: reflecting upon a policy-led agenda for energy research and innovation	Chris Foulds, Rosie Robison (ARU), Hal Wilhite (University of Oslo/eceee), David Skinner (ARU), Raphael Danglade, (FOE), Patrizia Lombardi (POLITO), Ruth Mourik (DW), Angel Nikolaev (BSERC), Premysl Palka (TBU), Marianne Ryghaug (NTNU), Ramazan Sari (METU), Roger Søråa (NTNU), Giulia Sonetti (POLITO)	Research & Innovation Agenda

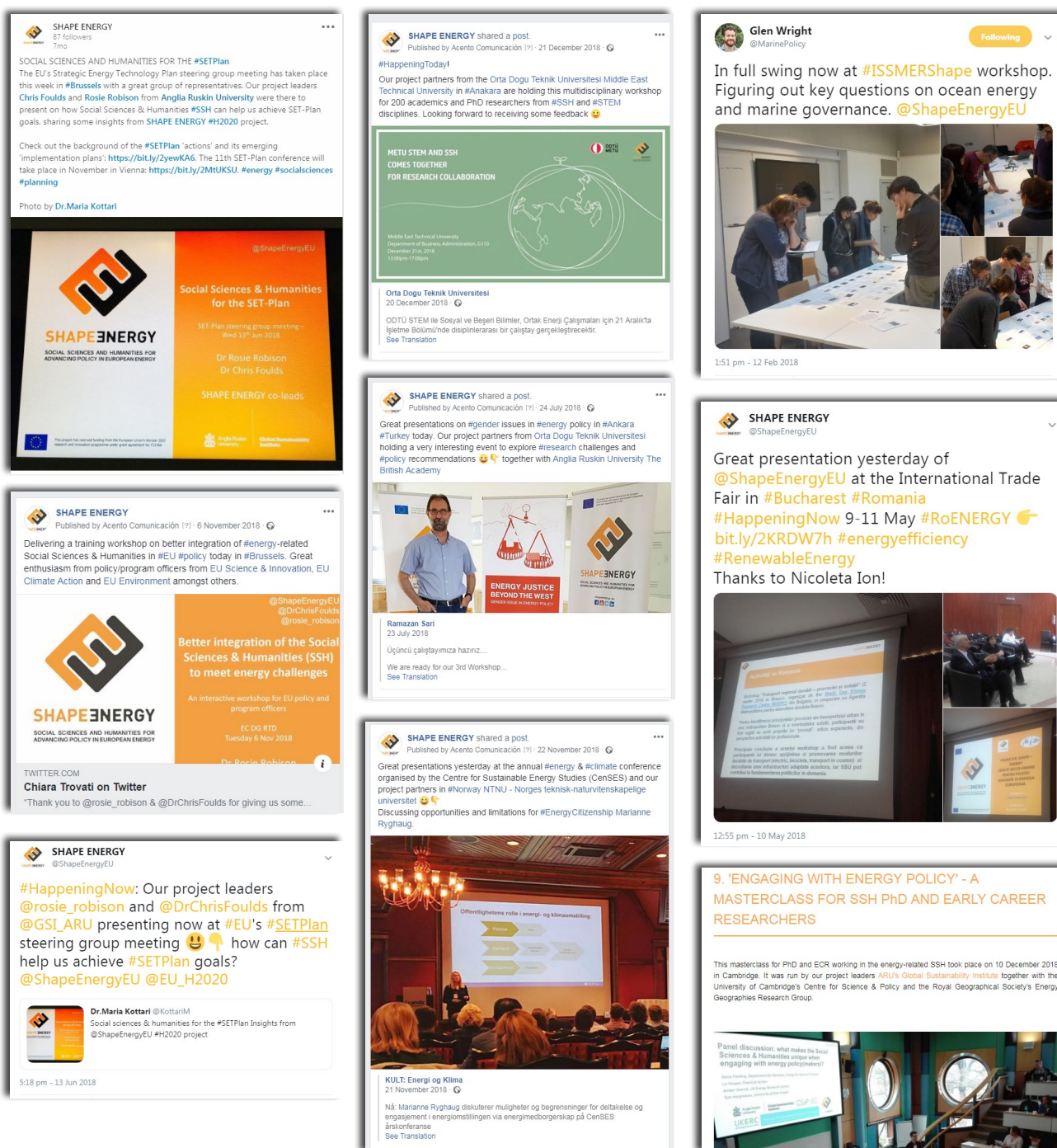


### 8.1.9. Partner presentations

SHAPENERGY partners committed to give at least 50 strategic conference/seminar presentations to help dissemination of our results to an array of audiences during the lifetime of the project. These outreach activities proved to be very effective, and we significantly over-achieved on our target, delivering 101 presentations and extra events over the lifetime of the project. They generated interesting content for our webpage, newsletter and social media activity and we gained many new followers thanks to them - see Figure 9.

You can see a comprehensive list of these activities in the second year of the project in the Appendix 8.2 table, marked as 'Presence at external (or extra) event'. (The first year of the project was detailed in the Appendix 8.3 of our previous report<sup>6</sup>).

Figure 9. Social media from external partner presentations.



### 8.1.10. Extra resources

Finally, some marketing resources were produced for key events, such as the SHAPE ENERGY Solutions Workshop at the 2017 eceee Summer Study, the H2020 sandpits and final conference. Relevant resources such as the SHAPE ENERGY factsheet was translated by partners at Acento Comunicación and Politecnico di Torino into Spanish and Italian for the city workshops taking place in Granada and Turin. Also, the storytelling guidelines were produced in different languages from across South-East Europe to facilitate dissemination in difficult-to-reach audiences. Non-English language resources were uploaded to a dedicated page: <https://shapeenergy.eu/index.php/publications/non-english-language-resources/>.

Overall then these extra resources (see Figure 10) included: the eceee workshop flyer, two factsheet translations, formatted invitations for the H2020 sandpits, an extra review of interdisciplinary working by DuneWorks<sup>11</sup>, translated versions of our storytelling facilitation guide, city factsheets by Energy Cities, a report from an extra event organised by partner Middle East Technical University<sup>12</sup>, and a background banner for use at the final conference. A number of post-project resources and activities are also planned, see the main report subsection 5.3.

Figure 10. Extra resources produced for key events and additional dissemination opportunities.

**Introducing the EU Horizon 2020 SHAPE ENERGY Platform (2017-2019)**

**Overview:** Social Sciences and Humanities for Advancing Policy in European Energy (SHAPE ENERGY) is a €2m investment through the EU Horizon 2020 programme. Specifically, it represents a new European platform for energy-related social sciences and humanities (energy-SSH). Energy-SSH has played less of a role to date in shaping European energy policy than Science, Technology, Engineering and Mathematics (STEM) disciplines. In funding this project, the European Commission is supporting better integration of energy-SSH into the policy process.

**Activities:** The Platform is co-ordinating an exciting array of activities, including:

- 18 multi-stakeholder workshops in partnership with cities across Europe
- MEP workshops in Brussels
- Conferences
- Horizon 2020 sandpits
- Early career researcher summer schools and secondments to Horizon 2020 energy projects
- Funding for collaborative think pieces
- Funding for an innovative 'research design challenge'
- Online policymaker-citizen debates

SHAPE ENERGY will ultimately provide the European Commission with recommendations for the future direction of the energy work programme in Horizon 2020 and beyond.

**See overleaf for details of our Tuesday Solutions workshop at the eceee summer study.**

**Disciplines:** SHAPE ENERGY is working across the full range of social sciences and humanities, including energy-related research (both current and potential) within: Business, Communication Studies, Demography, Development, Economics, Education, Environmental Social Science, Gender, History, Human Geography, Law, Philosophy, Planning, Politics, Psychology, Science and Technology Studies, Sociology, Social Anthropology, Social Policy, and Theology.

**Partners:** The SHAPE ENERGY consortium includes: Anglia Ruskin University, UK; Karlsruhe Institut fuer Technologie, Germany; Politecnico di Torino, Italy; École Nationale des Travaux Publics de l'État, France; Norges Teknisk-Naturvitenskapelige Universitet, Norway; Middle East Technical University, Turkey; Univerzita Tomáše Bati ve Zlíne, Czech Republic; Black Sea Energy Research Centre, Bulgaria; Energy Cities, France; Friends of Europe, Belgium; Duneworks, Netherlands; Acento Comunicación Editora, Spain; and European Council for an Energy Efficient Economy, Sweden.

**Contact:** For further details, please contact [rosie.robison@anglia.ac.uk](mailto:rosie.robison@anglia.ac.uk) / [chris.foulds@anglia.ac.uk](mailto:chris.foulds@anglia.ac.uk).

**La Piattaforma SHAPE ENERGY in sintesi (2017-2019)**

**Quadro generale:** SHAPE ENERGY, acronimo di Social Sciences and Humanities for Advancing Policy in European Energy (Scienze Sociali ed Umane per il miglioramento della Politica Energetica Europea) è un progetto di 2 milioni di Euro finanziato attraverso il programma Horizon 2020 dell'Unione Europea, biennale, iniziato il 1 Febbraio 2017 e coordinato dal Global Sustainability Institute di Cambridge, nel Regno Unito. SHAPE ENERGY è innanzitutto una nuova Piattaforma europea per le Scienze Sociali ed Umane che si occupano di temi relativi all'energia, per favorirne una migliore integrazione e incisone nei processi di definizione delle politiche energetiche europee. Finora, infatti, queste discipline hanno avuto un ruolo minore rispetto a quelle "dure", le cosiddette STEM (acronimo inglese per Scienza, Tecnologia, Ingegneria, Matematica).

**Obiettivi:** sviluppare la capacità di utilizzare le Scienze Sociali ed Umane nella definizione delle questioni energetiche europee. La Piattaforma SHAPE ENERGY intende collegare coloro che "richiedono" studi sull'energia – ad esempio per utilizzarli nello sviluppo di iniziative concrete – con coloro che li "forniscono". Ognuna delle attività della Piattaforma creerà lo spazio in cui questi due gruppi possano incontrarsi e comunicare, contribuendo così alla formazione dell'agenda politica dell'Unione Europea.

**Attività:** La Piattaforma coordinerà un ricco e vario insieme di attività: 18 seminari rivolti ai multistakeholder del panorama energetico, 18 città europee, 18 eventi seminari e conferenze, anche con i membri del...

**SHAPE ENERGY workshop Vize energetické strategie 2030 ve Zlínském kraji**

**23. května 2018**  
Radnice města Valašské Meziříčí  
Náměstí 7/5  
757 01 Valašské Meziříčí 1

**SHAPE ENERGY projekt**  
je dvouletý mezinárodní výzkumný projekt Horizon 2020, který se zabývá vlivem sociálních a humanitních věd na oblast energetiky, konkrétně na přechod energetického systému na spolehlivý, udržitelný a konkurenceschopný systém snižující závislost na fosilních palivech. Partneři projektu jsou renomované zahraniční akademické a výzkumné instituce. Jedním z členů konsorcia je také Fakulta managementu a ekonomiky, Univerzity Tomáše Bati ve Zlíne.

**SHAPE ENERGY workshop a jeho cíle**  
Fakulta managementu a ekonomiky, UTB ve Zlíne organizuje za podpory Krajského úřadu Zlínského kraje a města Valašské Meziříčí workshop zaměřen na budoucí výzvy v oblasti konceptu smart city, přechodu na nízko-emisní systémy ve Zlínském kraji a potenciálu obnovitelných zdrojů energie.

V souvislosti s tvorbou Strategie rozvoje Zlínského kraje 2030 a potřebou začlenit široké spektrum zájmových skupin do tohoto procesu si workshop klade za cíl nabídnout platformu pro diskusi zmíněných otázek mezi širokou skupinou zainteresovaných účastníků a přispět doporučeními k formování energetické politiky jak na lokální – regionální úrovni, tak na úrovních vyšších.

**Diskusní témata**

- Zkušenosti s konceptem Smart village/city/region a jeho elementy
- Optimalizace energetického systému a využití "smart" technologií
- Provázanost národních/regionálních strategických dokumentů na plány měst/obcí
- Regionální specifika přechodu na obnovitelné zdroje energie (cesty k energetické soběstačnosti obcí)
- Perspektivy elektromobility ve Zlínském kraji

**Účastníci workshopu**  
Workshop je koncipován jako „multi-stakeholder“ s vyváženým zastoupením účastníků z řad akademické sféry (UTB, Anglia Ruskin University Cambridge), zástupců krajské samosprávy (Krajský úřad Zlínského kraje, Energetická agentura Zlínského kraje), neziskové organizace (Veronica Hostětín), zástupců města (Valašské Meziříčí) a energetických podniků. Cílová skupina má mít 20 – 30 účastníků.

**R.S.V.P.**  
Ing. Viera Pechancová  
[pechancova@utb.cz](mailto:pechancova@utb.cz) +420 731 609 668

**Program**

- 09:00–09:30 Občerstvení a networking
- 09:30–09:45 Uvítání, představení projektu SHAPE ENERGY
- 09:45–10:45 Přednáška prof. Ing. Milan Zelený, M.S. Ph.D.
- 10:45–11:00 Přestávka, občerstvení
- 11:00–11:45 Blok odborných přednášek
- 11:45–12:45 Přestávka na oběd
- 12:45–13:45 1. kolo workshopu (diskuze v menších skupinách za použití metody storytelling)
- 13:45–14:00 Přestávka, občerstvení
- 14:00–14:45 2. kolo workshopu (diskuze v menších skupinách za použití metody storytelling)
- 14:45–15:00 Vyhodnocení a ukončení

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731264.

<sup>11</sup> Jeuken, Y. and Mourik, R. 2019. *Collaborative research strategies in energy and sustainability related Social Sciences and Humanities: A literature review and practical guide*. Cambridge: SHAPE ENERGY.

<sup>12</sup> Sari, R. et al. 2019. *METU's Science, Technology, Engineering & Mathematics (STEM) and Social Sciences & Humanities (SSH) communities come together for research collaboration*. Cambridge: SHAPE ENERGY.



## 8.2. Appendix: SHAPE ENERGY communications activities, second year

The following table summarises the SHAPE ENERGY communications activities in the second year of the project (thus, where the year is not indicated, the activity relates to 2018). Whilst it is not possible to indicate all social media activity, we have included reference to external events we have strategically prioritised by tweeting whilst they are happening, and/or key hashtags we have used, whilst pointing to relevant SHAPE ENERGY resources. A visual representation is given at the front of the report (p. 3).

A full table for the first year of the project was given in our previous deliverable<sup>1</sup>, in Appendix 8.3 of that report. However note that in this version, linked events organised by external collaborators, for example the Think Piece and Research Design Challenge authors, are also included. This means the lead(s) in some cases listed are not SHAPE ENERGY partners (who can be identified from the use of capitalised acronym, see acronyms on p. 6). In addition, we have chosen to organise this table by activity (and then by month).

Table 4. SHAPE ENERGY communications activities, second year

WP	ACTIVITY	TITLE AND FURTHER INFORMATION	MONTH	LOCATION	LEAD(S)	MAIN CONTRIBUTORS
SHAPE ENERGY PUBLICATIONS						
WP3	ESR placement feedback review	Bringing Social Sciences and Humanities into H2020 Energy Projects: Early-Stage Researcher internship diaries	March		ENTPE	ARU, ACC
WP3	Research and Design Challenge Collection	Control, change and capacity-building in energy systems: SHAPE ENERGY Research Design Challenge	March		KIT	ACC
WP3	Workshop key findings	Europe's local energy challenges: stories and research priorities from 17 multi-stakeholder city workshops	August		ECIT	ARU, DW, ACC
WP3	Sandpits key findings	Key findings: The SHAPE ENERGY Horizon 2020 Sandpits	August		POLITO	ARU, ACC
WP3	Think piece collection	Advancing Energy Policy: Lessons on the integration of Social Sciences and Humanities	August		ARU	KIT
WP4	Evaluation report	SHAPE ENERGY evaluation report: Participant feedback from core face-to-face Platform events	November		METU	ARU, ACC
WP4	Business plan and cost benefit matrix	Long-term stability beyond core funding: exploring options through a business plan and cost benefit matrix	November		TBU	KIT, METU, ARU, ACC
WP4	Reflexive review of interdisciplinary working	SHAPE ENERGY Reflexive Review of Interdisciplinary Working	January 2019		DW	ARU, DW, ENTPE, ACC
WP5	Final plan for dissemination and exploitation, w/marketing and outcomes collateral as an appendix	Beyond SHAPE ENERGY: Final dissemination report on lessons learnt and continuing Platform impact	January 2019		FOE	ARU, ACC
WP5	SHAPE ENERGY pan-European conference report	Designing future energy policies: Social sciences and humanities to accelerate the energy transition	January 2019		FOE	
WP4/5	Additional output from evaluation work	Collaborative research strategies in energy and sustainability related Social Sciences and Humanities: A literature review and practical guide	January 2019		DW	ACC, KIT
WP5	Additional output following event	METU's Science, Technology, Engineering & Mathematics (STEM) and Social Sciences & Humanities (SSH) communities come together for research collaboration	January 2019		METU	ACC



WP	ACTIVITY	TITLE AND FURTHER INFORMATION	MONTH	LOCATION	LEAD(S)	MAIN CONTRIBUTORS
<b>NEWSLETTERS</b>						
WP5	Newsletter #5	Actually sixth newsletter overall, due to earlier special edition	February		ACC	ARU, KIT, ENTPE
WP5	Newsletter #6	Seventh newsletter overall	April		ACC	ARU
WP5	Newsletter #7	Eighth newsletter overall	June		ACC	ARU, TBU, METU, FoE, POLITO, ENTPE
WP5	Newsletter #8	Ninth newsletter overall	July		ACC	ARU, FoE, ECIT
WP5	Newsletter #9	Tenth newsletter overall	October		ACC	ARU, FoE
WP5	Newsletter #10	Eleventh newsletter overall	December		ACC	ARU, FoE, METU
WP5	Newsletter - special edition	Call for signatories to the RIA	January		ACC	ARU, FoE
WP5	Newsletter - special edition	Pan-European conference and final legacy newsletter	January		ACC	ARU
<b>GENERAL MARKETING COLLATERAL</b>						
WP5	Marketing collateral	Exhibition banner for H2020 sandpits	January		POLITO	ACC
WP5	Marketing collateral	Exhibition banner Ankara city workshop	February		METU	ACC
WP5	Marketing collateral	Exhibition banner Granada city workshop	February		ACC	
WP5	Marketing collateral	Invitations for Granada city workshop	February		ACC	
WP5	Marketing collateral	Exhibition banner Heidelberg city workshop	March		KIT	ACC
WP5	Marketing collateral	Exhibition banner Utrecht city workshop	February		DW	ACC
WP5	Marketing collateral	Five exhibition banners for city workshops in South-East Europe	February		BSERC	ACC
WP5	Marketing collateral	Background banner for use at final conference	January 2019		ACC	FOE
<b>STORYTELLING VIDEOS &amp; WEBINARS</b>						
WP5	Storytelling video 22	City workshop in Cambridge: feedback from Viera Pechancová'	January	Cambridge, UK	ARU	ACC
WP5	Storytelling video 23	How does SHAPE ENERGY fit into Horizon 2020?' by Dr. Gerd Schönwälder, Policy Officer at the European Commission (DG Research and Innovation).	February	Brussels, BE	ARU	ACC
WP5	Storytelling video 24	PhD internships at BioEnergyTrain H2020 project' by Sybille Reitz and Andrzej Ceglarczy from Bavarian School of Public Policy (Technical University Munich, Germany)	February	Ljubljana, SL	ACC	
WP5	Storytelling video 25	City workshop in Brussels: listen to key participants'	February	Brussels, BE	ECIT	ACC



WP	ACTIVITY	TITLE AND FURTHER INFORMATION	MONTH	LOCATION	LEAD(S)	MAIN CONTRIBUTORS
WP5	Storytelling video 26	City workshop in Trondheim: listen to key participants'	February	Trohdheim, NO	NTNU	ACC
WP5	Storytelling video 27	H2020 Sandpit - Be amazed at what we can achieve together!	March	Turin, IT	POLITO	ACC
WP5	Storytelling video 28	City workshop in Lisbon: feedback from participants'	March	Lisbon, PT	ECIT	ACC
WP5	Webinar	'Embedding Social Sciences & Humanities into large energy projects – why and how?' webinar for H2020 energy National Contact Points network C-Energy	March		ARU	
WP5	Storytelling video 29	City workshop in Lisbon: feedback from participants'	April	Granada, ES	ACC	
WP5	Storytelling video 30	City workshop in Brasov: listen to key participants'	April	Brasov, RO	BSERC	ACC
WP5	Storytelling video 31	City workshop in Chisinau: feedback from participants'	April	Chisinau, MD	BSERC	ACC
WP5	Storytelling video 32	How to teach interdisciplinarity? Breaking down barriers in SHAPE ENERGY Sandpits'	April	Turin, IT	POLITO	ACC
WP5	Storytelling video 33	SHAPE ENERGY SANDPITS - Finding a common language'	May	Turin, IT	POLITO	ACC
WP5	Storytelling video 34	City workshop in Ankara: feedback from participants'	May	Ankara, TR	METU	ACC
WP5	Storytelling video 35	City workshop in Skopje: listen to key participants'	May	Skopje, MK	BSERC	ACC
WP5	Storytelling video 36	City workshop in Utrecht: feedback from participants'	June	Utrecht, NL	DW	ACC
WP5	Storytelling video 37	City workshop in Heidelberg: listen to key participants'	June	Heidelberg, DE	KIT	ACC
WP5	Storytelling video 38	City workshop in Zlin: feedback from participants'	July	Zlin, CZ	TBU	ACC
WP5	Storytelling video 39	SHAPE ENERGY PAN-EUROPEAN CONFERENCE'	October	Cambridge, UK	ACC	
WP5	Storytelling video 40	Granada4Energy, la transición energética que suma en Granada'	November	Granada, ES	ACC	
WP4	Webinars	Three presentation pack webinars, aimed at: academics, energy technologists, policyworkers	November		KIT	ARU, DW, ACC
WP5	Webinar	Energy Cities webinar: 'Luzy Village du futur'	November		ECIT	ACC
WP5	Storytelling video 41	SHAPE ENERGY TÜRKİYE	December	Ankara, TR	METU	
WP5	Storytelling video 42	SHAPE ENERGY Turkey - About the project' (in English)	December	Ankara, TR	METU	
WP5	Storytelling video 43	Multidisciplinary Workshop on Research Collaboration between STEM and SSH'	December	Ankara, TR	METU	
WP5	Storytelling video 44	ODTÜ İşletme Enerji Grubu - Projeler	December	Ankara, TR	METU	
WP5	Storytelling video 45	What shall we do to get things right' Susanne Dyrbøl at eceee SHAPE ENERGY seminar	December	Brussels, BE	ECEEE	
WP5	Storytelling video 46	How do we merge social sciences and humanities with BaU energy policy?' Agneta Persson replies	December	Brussels, BE	ECEEE	





WP	ACTIVITY	TITLE AND FURTHER INFORMATION	MONTH	LOCATION	LEAD(S)	MAIN CONTRIBUTORS
WP5	Storytelling video 47	What's the thing with energy sufficiency?' Tina Fawcett at eceee SHAPE ENERGY seminar	January	Brussels, BE	ECEEE	
WP5	Storytelling video 48	Why do we need social sciences as a complement to BaU?' Clemens Rohde at eceee SHAPE ENERGY seminar	January	Brussels, BE	ECEEE	
WP5	Storytelling video 49	Avoid policy disasters with social sciences and humanities perspective?' Joanne Wade replies	January	Brussels, BE	ECEEE	
WP5	Storytelling video 50	We need to make renovation more people centric' Kristina Klimovich at eceee SHAPE ENERGY seminar	January	Brussels, BE	ECEEE	
WP5	Storytelling video 51	Only by understanding people's motivation, we can accelerate renovation' Adrian Joyce replies	January	Brussels, BE	ECEEE	
WP5	Storytelling video 52	Behavioral insight teams is a good step, but need be broadened' Ruth Mourik replies	January	Brussels, BE	ECEEE	
WP5	Storytelling video 53	Governments need to introduce more policies and realize their potential' Kevin Lane replies.	January	Brussels, BE	ECEEE	
WP5	Storytelling video 54	Presentation from Tina Fawcett, ECI, Oxford University at eceee SHAPE ENERGY policy seminar	January	Brussels, BE	ECEEE	
WP5	Storytelling video 55	Presentation from Kevin Lane, International Energy Agency at eceee SHAPE ENERGY policy seminar	January	Brussels, BE	ECEEE	
WP5	Storytelling video 56	Presentation from Serena Pontoglio, European Commission, DG Energy at eceee SHAPE ENERGY policy seminar	January	Brussels, BE	ECEEE	
WP5	Storytelling video 57	Presentation from Rodolphe Nicolle, Buildings 2030 at eceee SHAPE ENERGY policy seminar	January	Brussels, BE	ECEEE	
WP5	Storytelling video 58	Presentation from Ruth Mourik, DuneWorks at eceee SHAPE ENERGY policy seminar	January	Brussels, BE	ECEEE	
WP5	Storytelling video 59	Presentation from Gerd Schönwälder, European Commission at eceee SHAPE ENERGY policy seminar	January	Brussels, BE	ECEEE	
WP5	Storytelling video 60	Final discussion of eceee SHAPE ENERGY seminar 27 November 2018	January	Brussels, BE	ECEEE	
WP5	Storytelling video 61	Interview with Xavier Troussard (JRC) at final conference	January 2019	Brussels, BE	FOE	ACC
	Storytelling video 62	Interview with Michaël Gillis (ENGIE) at final conference	January 2019	Brussels, BE	FOE	ACC
	Storytelling video 63	Interview part 1 with Kathleen Van Brempt (MEP) at final conference	January 2019	Brussels, BE	FOE	ACC
	Storytelling video 64	Interview part 2 with Kathleen Van Brempt (MEP) at final conference	January 2019	Brussels, BE	FOE	ACC
WP5	Storytelling video 65	SHAPE ENERGY final conference, interviews with Chris Foulds and Rosie Robison	January 2019	Brussels, BE	ACC	ARU
<b>ANIMATIONS</b>						
WP5	Animation 1	Participated in the EC Campaign, "Showcase your project": 'SHAPE ENERGY, Social Sciences and Humanities for Advancing Policy in European Energy'	January 2018		ACC	ARU
WP5	Animation 2	Based on data from the SHAPE ENERGY Evaluation Report	January 2019		ACC	METU
WP5	Animation 3	Discussed innovative methods used at H2020 sandpits, such as storytelling, improvisational theatre techniques, live drawing	January 2019		ACC	POLITO



WP	ACTIVITY	TITLE AND FURTHER INFORMATION	MONTH	LOCATION	LEAD(S)	MAIN CONTRIBUTORS
<b>INFOGRAPHICS &amp; FACTSHEETS</b>						
WP5	Infographic 1	SHAPE ENERGY ANNOTATED BIBLIOGRAPHIES: an energy-related social sciences & humanities resource	August		FOE	ARU, ACC
WP5	Infographic 2	INTEGRATION OF ENERGY & ENVIRONMENT RELATED SOCIAL SCIENCES AND HUMANITIES (SSH) IN HORIZON 2020 (H2020)	September		FOE	ARU, ACC
WP5	Infographic 3	EUROPE'S LOCAL ENERGY CHALLENGES 17 MULTI-STAKEHOLDER CITY WORKSHOPS	November		FOE	ARU, ACC
WP5	Infographic 4	SHAPE ENERGY IN NUMBERS AND PUBLICATIONS (FEBRUARY 2017 - NOVEMBER 2018)	December		FOE	ARU, ACC
WP5	Infographic 5	RESEARCH & INNOVATION AGENDA (RIA) 2020-2030 SUPPORT THE INTEGRATION OF SOCIAL SCIENCES AND HUMANITIES RESEARCH IN HORIZON EUROPE	January 2019		FOE	ARU, ACC
WP5	City factsheets	A set of factsheets aimed at local authorities	January 2019		ECIT	ARU, ACC
<b>BLOGPOSTS (INCLUDING NEWS POSTS) &amp; WEBSITE UPDATES</b>						
WP5	Partner blog	A blog post about the city workshop in Turin, Italy: 'Decentralisation of renewable energy production and transmission for the Turin metropolitan area'	January		POLITO	ACC
WP5	Stakeholder blog	A blog post about the PhD internships: 'My internship at EURECA Project'	January		Miriam Aczel, Imperial College, London, UK	ACC
WP5	Stakeholder blog	A blog post about the PhD internships: 'A visit with Winston Churchill'	January		Miriam Aczel, Imperial College, London, UK	ACC
WP5	Stakeholder blog	A blog post about the PhD internships: 'The greening of European data centres'	February		Tina Schivatcheva, Free University Berlin, Germany	ACC
WP5	Stakeholder blog	A blog post about the PhD internships: 'Internships Diaries - BioEnergyTrain project in Ljubljana'	February		Sybilie Reitz and Andrzej Ceglaz, Technical University Munich, Germany	ACC
WP5	Partner blog	A blog post about the city workshop in Brussels, Belgium: 'Are we all facing the same challenges when refurbishing?'	February		ECIT	
WP5	Website news post	SHAPE ENERGY H2020 Sandpits starting tomorrow!	February		ACC	
WP5	Website news post	Communicating the SHAPE ENERGY H2020 project	February		ACC	
WP5	Stakeholder blog	A blog post about the PhD internships: 'When policy meets technology'	March		Tina Schivatcheva, Free University Berlin, Germany	ACC



WP	ACTIVITY	TITLE AND FURTHER INFORMATION	MONTH	LOCATION	LEAD(S)	MAIN CONTRIBUTORS
WP5	Stakeholder blog	A blog post about the city workshop in Belgrade, Serbia: 'Notes about SHAPE ENERGY Workshop in Belgrade'	March		Dejan Ivezić, Centre for Energy University of Belgrade, Serbia	BSERC, ACC
WP5	Stakeholder blog	A blog post about the city workshop in Brasov, Romania: 'Sustainable transportation in Brasov'	March		Nicoleta Ion, ENERO – Center for Promotion of Clean and Efficient Energy in Romania	BSERC, ACC
WP5	Stakeholder blog	A blog post about the city workshop in Chisinau, Moldova: 'Challenges for the future of Chisinau heating system'	March		Mihai Tirsu from the Institute of Power Engineering of Academy of Sciences of Moldova	BSERC, ACC
WP5	Stakeholder blog	A blog post about the city workshop in Lisbon, Portugal: "Paris acorda em Lisboa"	March		Lisboa E-Nova	ECIT, ACC
WP5	Partner blog	A blog post about the city workshop in Lisbon, Portugal: 'SHAPE ENERGY multi-stakeholder workshop in Lisbon'	March		ECIT	ACC
WP5	Partner blog	A blog post about the city workshop in Ankara, Turkey: 'Energy efficiency policies in Ankara'	April		Dursun Bas, Regional Environmental Center, Turkey	METU, ACC
WP5	Stakeholder blog	A blog post about the city workshop in Granada, Spain: 'Pobreza energética en Granada'	April		Catedra Hidralia, Spain	ACC
WP5	Website news post	PhD Internships Review: new publication available!	April		ACC	
WP5	Partner blog	A blog post about the city workshop in Utrecht, Netherlands: 'A long road, but we are on our way!'	May		DW	ACC
WP5	Stakeholder blog	A blog post about the city workshop in Skopje, Macedonia: 'Energy efficiency and air pollution reduction'	May		Zarko Ilievski, Macedonian Center for Energy Efficiency	BSERC, ACC
WP5	Website update	GDPR Compliance work: updated subscription forms and mailing lists to better comply with new GDPR & created Privacy Policy page	May		ACC	
WP5	Partner blog	A blog post about the city workshop in Zlin, Czech Republic: 'Envisioning the energy strategy for 2030 in the Zlin region'	June		TBU	ACC
WP5	Partner blog	Joint blog post between SHAPE ENERGY and eceee. Opinion: Leave no one behind!?	June		DW	ACC
WP5	Partner blog	A blog post about the city workshop in Sofia, Bulgaria: 'The role of renewable energy in Bulgaria'	June		BSERC	ACC



WP	ACTIVITY	TITLE AND FURTHER INFORMATION	MONTH	LOCATION	LEAD(S)	MAIN CONTRIBUTORS
WP5	Website news post	Research Design Challenge Collection PUBLISHED!	June		ACC	
WP5	Website news post	New EC report on SSH in 2016 Horizon 2020 calls	June		ACC	
WP5	Website news post	Looking for Mission Innovation Champions	June		ACC	
WP5	Stakeholder blog	Cleaner, Smarter and Greener – EU Policies and the Cities of Tomorrow, by Daniel Calleja Crespo (EU Commission DG Environment)	July		FOE	ACC
WP5	Website news post	Think Piece Collection PUBLISHED!	August		ACC	
WP5	Partner blog	A blog post about the storytelling methodology: 'Reflections on the use of storytelling at workshops'	October		DW	ACC
WP5	Stakeholder blog	One of the Forewords from the Think Piece Collection: 'Multidisciplinary Partnerships for Access to Energy'	October		Lidia Borrell-Damián, Research & Innovation Unit, European University Association	ACC
WP5	Stakeholder blog	One of the Forewords from the Think Piece Collection: 'Making Multiple views count'	October		Gerd Schönwälder, European Commission (DG Research and Innovation)	ACC
WP5	Stakeholder blog	One of the Forewords from the Think Piece Collection: 'Energy Policies Outside the Silos'	November		Ernst Ulrich von Weizsäcker, Club of Rome	ACC
WP5	Website news post	New! SHAPE ENERGY Evaluation Report published	December		ACC	
WP5	Website news post	7 principles for energy-SSH in Horizon Europe	December		ACC	
WP5	Website news post	SHAPE ENERGY Business plan and cost benefit matrix	December		ACC	
WP5	Website update	Launching SHAPE ENERGY 2020-2030 research & innovation agenda	December		ARU	ACC
WP5	Website update	Launching SHAPE ENERGY presentation packs & webinars	December		KIT	ARU, DW, ACC, ECIT
WP5	Stakeholder blog	Bill Gates and the European Commission: A €100M ambition to revolutionise energy, by Patrick Child (DG RTD)	January 2019		FOE	ACC
WP5	Website news post	New publication! SHAPE ENERGY Interdisciplinarity report	January 2019		ACC	
WP5	Stakeholder blog	The industry perspective on the new Horizon Europe framework, by Michaël Gillis (ENGIE)	January 2019		FOE	ACC
WP5	Stakeholder blog	Technology alone will not solve climate change, by Kathleen Van Brempt (MEP)	January 2019		FOE	ACC
WP5	Stakeholder blog	Clean Energy for All Europeans is a reality, by Dominique Ristori (European Commission)	January 2019		FOE	ACC



WP	ACTIVITY	TITLE AND FURTHER INFORMATION	MONTH	LOCATION	LEAD(S)	MAIN CONTRIBUTORS
<b>PRESS RELEASES</b>						
WP5	Press release #1	'Energy and the City – It's a Social Issue'	February		FOE	ARU
WP5	Press release #2	'It's not only about the tech: The energy sector benefits from incorporating social sciences and humanities'	May		FOE	ARU
WP5	Press release #3	'Published resources to help energy policies consider social sciences and humanities'	Dec 2018 - Jan 2019		BSERC	FoE
WP5	Press release #4	Seven recommendation for a better energy transition'	January 2019		FOE	ARU
WP5	Press release #5	'No path to a just energy transition without Social Sciences and Humanities research'	January 2019		FOE	ARU
<b>STRATEGIC SOCIAL MEDIA ACTIVITY</b>						
WP5	Strategic social media activity	World Sustainable Energy Days #WSED @OESV/1st high-level meeting of the #renewables section of the #CleanEnergyEU Industrial Competitiveness & Innovation Forum/#CleanEnergyEU #EUEnergyDay and #CEICIF @Energy4Europe/World Future energy Summit #WFES #WFES2018 @WFES/World Economic Forum in Davos #WEF #WEF18 #Davos @wef/Launching of the European Energy Poverty Observatory #EPOV #energypoverty @EPOV_EU	January		ACC	
WP5	Strategic social media activity	Research Design Challenge & Think Pieces participants' posts on social media about their ongoing research/PhD internship at BioEnergy Train/Brussels city workshop #energystories #storytellingBrussels	January		ACC	KIT, ENTPE
WP5	Strategic social media activity	Sustainable Energy Investment Forums 'Financing #energyefficiency in Romania, Hungary and Bulgaria' #SEIForums @EU_Commission/2nd Nordic #EV Summit @nordicevs/European Covenant of Mayors 2018 ceremony #EUMayors18 @eumayors/#EUCleanEnergy Industrial & Innovation Forum #CEICIF #EUIndustryDay	February		ACC	ECIT
WP5	Strategic social media activity	PhD internship at ECOLED/Trondheim+Heidelberg+Belgrade city workshops #energystories #storytellingTrondheim #storytellingHeidelberg #storytellingBelgrade	February		ACC	ENTPE, NTNU, KIT, BSERC
WP5	Strategic social media activity	#EnergyEfficiency & Renewable Congress and Exhibition for South-East Europe in Bulgaria/#betd2018 #Energiewende #Berlin @greensofa_betd/Conference on Sustainable Development, Clean Energy and Competitiveness organised by the EU Bulgarian presidency #SSH #research @EUCouncil	March		ACC	BSERC
WP5	Strategic social media activity	Research Design Challenge & Think Pieces participants' posts on social media about their ongoing research @BC3Research/Brasov+Granada+Ankara+Skopje+Lyon+Chisinau city workshops #energystories	March		ACC	KIT, ARU, BSERC, METU, ENTPE
WP5	Strategic social media activity	EU Presidency Events: Conference on Sustainable Development, Clean Energy and Competitiveness #CleanEnergy #SustainableDevelopment #EU2018BG #BFIEC #Bulgaria #CleanEnergy4all @EUCouncil @EU2018BG/the 4th Berlin Energy Transition Dialogue #betd2018 #Energiewende hosted by the German Federal Government @greensofa_betd/ ECIT Annual conference #rennes2018/#DigitalDay18 #blockchains @EU2018BG/First National Meeting of #Energypoverty in #Spain #IEncuentroPE #PobrezaEnergetica @ACAmbientales	April		ACC	
WP5	Strategic social media activity	Utrecht city workshop #energystories #storytellingUtrecht	April		ACC	DW





WP	ACTIVITY	TITLE AND FURTHER INFORMATION	MONTH	LOCATION	LEAD(S)	MAIN CONTRIBUTORS
WP5	Strategic social media activity	#EUGreenWeek #EnergyUnion @EU_Commission/9th Clean Energy Ministerial & 3rd Mission Innovation Conference #CleanEnergy #MissionInnovation #MI3 #CEM9 @Energy4Europe @MICleanEnergyRD/#DecarbCitiesevent/#EUSEW18 @eumayors/Sustainable Energy for All Forum #SEforALLforum/#EuropeDay #DiadeEuropa/SHAPE ENERGY presentation at #RoENERGY/#TalanooaDialogue	May		ACC	
WP5	Strategic social media activity	Zlin city workshop #energystories #storytellingZlin	May		ACC	TBU
WP5	Strategic social media activity	EU Sustainable Energy Week #EUSEW18/EU's SETPlan steering group meeting #SETPlan where SHAPE ENERGY was presented/#Michampions/#WorldEnvironmentDay/#IndustrialEfficiency2018 conference @ecee_org/The #EU4Talanooa conference #TalanooaDialogue @EU_Commission/#forciudadmadrid international event about #energy #mobility #governance/#foresight4EU the Joint Research Centre FTA2018 conference	June		ACC	
WP5	Strategic social media activity	Sofia city workshop #energystories #storytellingSofia	June		ACC	BSERC
WP5	Strategic social media activity	Engaged around the workshop "Energy Justice Beyond the West: gender issues in energy policy" led by our project partners METU and ARU/Engaged around the latest @EU_Commission REPORT on the integration of #SSH in #H2020	July		ACC	METU
WP5	Strategic social media activity	2018 Annual International Conference #RGSIBG2018/15th @EASAINfo Biennial conference #EASA2018/launched a campaign to revisit our Lexicon posting one page every day #20wordsin20minutes/#WorldOvershootDay	August		ACC	
WP5	Strategic social media activity	#20wordsin20minutes @BIEE10 @UKERCHQ/4th Energy & Society conference @ESA_Sociology/European Mobility Week #MobilityWeek #MixandMove #Weekvandemobileiteit #SemanaEuropeadelaMovilidad/#cities4climate #GAS2018 #stepup2018 the 1st Global Climate Action Summit/@EU_Commission post naming SHAPE ENERGY as a @EU_H2020 'success story'	September		ACC	ARU
WP5	Strategic social media activity	Engaged around the Think Piece Collection Book launch in Cambridge	September		ACC	ARU
WP5	Strategic social media activity	Engaged around IEA Demand Side Management TCP Conference @LEADSM @beisgovuk where SHAPE ENERGY was presented by DW/Engaged around the IPCC report publication #IPCCReport/#climattitude @UNFCCC campaign/#WorldCitiesDay #DiaMundialdelasCiudades/the 1st @WHO Global Conference on #AirPollution & Health #CleanAir4Health/the 12th annual conference on Behaviour, Energy & climatechange @BECC conference by the @ACEEEdc #BECC2018/#districtheating #cooling by the UN Environment led Global District Energy in Cities Initiative	October		ACC	DW
WP5	Strategic social media activity	Engaged around Brussels workshop for @EU_Commission led by ARU/@EUScienceInnov post about SHAPE ENERGY/The 14th National Environment Conference in Spain #Conama2018 #Rumbo2030/International Science Day Exhibition in Moldova where @ShapeEnergyEU was presented/@ecee_org annual policy seminar together with SHAPE ENERGY/@Buildings2030 event #Building4People/#IIForoCatedraHidralia where Granada4Energy was presented/The Austrian EU Council Presidency Conference on the Impact of SSH #SSHImpact @SSH_Impact/#SCEWC18 @SmartCityexpo/11th #SETPlan Conference #SETPlan18 @SETPlan_eu/European Utility Week #EUW18 @EUW_live	November		ACC	ARU



WP	ACTIVITY	TITLE AND FURTHER INFORMATION	MONTH	LOCATION	LEAD(S)	MAIN CONTRIBUTORS
WP5	Strategic social media activity	The 24th Conference of the Parties #COP24 @COP24 @UNFCCC/energy policy masterclass led by ARU #energyPIECES @UKERCHQ @CSciPol @EnergyGeography/Multidisciplinary workshop for SSH & #STEM researchers led by METU in Ankara/Promoting SHAPE ENERGY 2020-2030 research & innovation agenda + presentation packs + Pan-European conference	December		ACC	ARU, METU, KIT
WP5	Strategic social media activity	Promoting SHAPE ENERGY 2020-2030 research & innovation agenda + presentation packs + Pan-European conference	January		ACC	FOE
<b>SHAPE ENERGY MAIN ACTIVITIES (AS PLANNED IN PROPOSAL)</b>						
WP3	Multistakeholder workshop 5	Workshop & online dissemination: The Decarbonisation of Trondheim's transport sector	February	Trondheim, NO	NTNU	
WP3	Multistakeholder workshop 6	Workshop & online dissemination: The 'energy citizen' and 'prosumer' – indispensable or unattainable?	February	Heidelberg, DE	KIT	ENTPE
WP3	Multistakeholder workshop 7	Workshop & online dissemination: Innovative instruments to support energy efficiency in urban rehabilitation in Lisbon	February	Lisbon, PT	ECIT	
WP3	Multistakeholder workshop 8	Workshop & online dissemination: Sustainable Transition of District Heating Systems in Serbia	February	Belgrade, RS	BSERC	
WP3	H2020 sandpits	Two events bringing together energy and transport H2020 projects	February	Turin, IT	POLITO	
WP3	Multistakeholder workshop 9	Workshop & online dissemination: Regional Sustainable transportation – challenges and solutions	March	Brasov, RO	BSERC	
WP3	Multistakeholder workshop 10	Workshop & online dissemination: A multi-stakeholder approach to energy poverty in Granada	March	Granada, ES	ACC	POLITO, ARU
WP3	Multistakeholder workshop 11	Workshop & online dissemination: Energy Efficiency and Building Insulation Policy in Ankara	March	Ankara, TR	METU	
WP3	Multistakeholder workshop 12	Workshop & online dissemination: The role of energy efficiency to reduce air pollution	March	Skopje, MK	BSERC	
WP3	Multistakeholder workshop 13	Workshop & online dissemination: What are the obstacles to implementing a cross-cutting energy and climate policy in the Grand Lyon?	March	Lyon, FR	ENTPE	ECIT
WP3	Multistakeholder workshop 14	Workshop & online dissemination: Challenges for the future of Chisinau heating system	March	Chisinau, MD	BSERC	
WP3	Multistakeholder workshop 15	Workshop & online dissemination: The retrofitting of private rental homes in Utrecht	April	Utrecht, NL	DW	
WP3	Multistakeholder workshop 16	Workshop & online dissemination: Zlin region energy strategy visions 2030	May	Zlin, CZ	TBU	
WP3	Multistakeholder workshop 17	Workshop & online dissemination: Do RES damage or support the security of energy supply?	June	Sofia, BG	BSERC	
WP6	Consortium Meeting 3	Final consortium meeting	September	Cambridge, UK	ARU	
WP5	Online Debate 5	What would it take for you to give up your car?	October		FOE	
WP5	Online Debate 6	Are energy companies charging too much?	November		FOE	
WP5	Final conference	Designing Future Energy Policies: Social Sciences and Humanities to accelerate the energy transition	January		FOE	all partners



WP	ACTIVITY	TITLE AND FURTHER INFORMATION	MONTH	LOCATION	LEAD(S)	MAIN CONTRIBUTORS
EXTERNAL & EXTRA EVENTS						
WP5	Presence at external (or extra) event	Poster presentation at UT Energy Week conference	January	Austin TX, USA	METU	
WP5	Presence at external (or extra) event	Think Piece chapter discussions: Plugging the Gap Between Energy Policy and the Lived Experience of Energy Poverty	January	Leeds, UK	Leeds University	ARU
WP5	Presence at external (or extra) event	SHAPE ENERGY writing workshop: Looking for Perspectives!	January	Gothenburg, Sweden	Chalmers University of Technology	ARU
WP5	Presence at external (or extra) event	Envisaging the unintended socio-technical consequences of a transition from fossil fuel-based to electric mobility	January	Krakow, PO	Jagiellonian University	KIT
WP5	Presence at external (or extra) event	Feeding back or feeding forward? A new lens into building energy use	February	Bristol, UK	University of Bristol	KIT
WP5	Presence at external (or extra) event	Rebels with a cause? Pioneers in the energy transition in Israel and Germany', roundtable	February	Tel Aviv, IL	ARU	KIT
WP5	Presence at external (or extra) event	Integrating a spatial perspective into research on socio-technical transitions', talk at 4th Geography of Innovation Conference	Jan - Feb	Barcelona, ES	KIT	
WP5	Presence at external (or extra) event	Energy pioneers: ecovillages and startups	February	Tel Aviv, IL	ARU	
WP5	Presence at external (or extra) event	Energy Justice Beyond the West	February	Cambridge, UK	ARU	METU
WP5	Presence at external (or extra) event	Towards a Political Ecology of EU Energy Policy seminar	February	Coimbra, PT	Durham University	ARU
WP5	Presence at external (or extra) event	Workshop on modelling and policy making	February	Oxford, UK	University of Oxford, University of Sussex, Delft University	ARU
WP5	Presence at external (or extra) event	Different modelling paradigms for understanding energy consumption at national and regional scales', workshop	February	Delft, NL	University of Delft, University of Oxford, University of Sussex	ARU
WP5	Presence at external (or extra) event	Social Impacts of Marine Energy	February	Edinburgh, UK	Heriot Watt University (with many others)	ARU
WP5	Presence at external (or extra) event	EU energy policy and research futures: The expected role of social sciences and humanities', Understanding Risk research group seminar	February	Cardiff, UK	ARU	
WP5	Presence at external (or extra) event	Should more energy projects be framed around social outcomes?', seminar	February	Exeter, UK	ARU	



WP	ACTIVITY	TITLE AND FURTHER INFORMATION	MONTH	LOCATION	LEAD(S)	MAIN CONTRIBUTORS
WP5	Presence at external (or extra) event	Erfaringer med FME CenSES og tværfaglig energiforskning	March	Oslo, NO	NTNU	
WP5	Presence at external (or extra) event	Energy Efficiency and Building Insulation Policy in Ankara, workshop	March	Ankara TR	METU	
WP5	Presence at external (or extra) event	EU Horizon 2020 funding: reflections on how to write bids', ARU's Research Funding Observatory	March	Cambridge UK	ARU	
WP5	Presence at external (or extra) event	Nuovi approcci concettuali e metodi per la transizione energetica: due proposte di ricerca', SOLARS Seminars - Social sciences laboratory for research on sustainable energy	March	Turin, IT	POLITO	
WP5	Presence at external (or extra) event	The future of Mobility - Hydrogen or Electric	March	Brussels, BE	FOE	
WP5	Presence at external (or extra) event	ENERGISE Think Piece Writing Workshop	March	Copenhagen, DK	Kingston University, NUI Galway	ARU
WP5	Presence at external (or extra) event	Crossing Borders: Social Sciences and Humanities Perspectives on European Energy Systems Integration	March	Durham, UK	Durham University	ARU
WP5	Presence at external (or extra) event	Building governance and energy efficiency: mapping the inter-disciplinary challenge	March	Oxford, UK	University of Oxford	ARU
WP5	Presence at external (or extra) event	Storytelling as a tool in interdisciplinary work', International Workshop 2018 on Sustainability and Interdisciplinary Research	March	Trondheim, NO	NTNU	
WP5	Presence at external (or extra) event	'Analyzing the embeddedness of social values in smart grid systems', NEST conference	March	Utrecht, NL	TU Delft	KIT
WP5	Presence at external (or extra) event	Writing workshop and seminar: Looking for Perspectives!	April	Eindhoven, NL	Technological University of Eindhoven	ARU
WP5	Presence at external (or extra) event	The Earth Day: panel discussion	April	Ankara TR	METU	
WP5	Presence at external (or extra) event	SHAPE ENERGY: an EU platform for interdisciplinary energy-SSH research', Centre for Industrial Energy, Materials and Products consortium meeting	April	Bath, UK	ARU	
WP5	Presence at external (or extra) event	Building Climate Resilience	April	Brussels, BE	FOE	
WP5	Presence at external (or extra) event	Science and Technical Conference organised by Association of Engineers of Installations of the Republic of Moldova	April	Chisinau, MD	BSERC	
WP5	Presence at external (or extra) event	14th Annual International Bata Conference for PhD students and young researchers	April	Ziln, CZ	TBU	



WP	ACTIVITY	TITLE AND FURTHER INFORMATION	MONTH	LOCATION	LEAD(S)	MAIN CONTRIBUTORS
WP5	Presence at external (or extra) event	Workshop on accelerated energy transitions	April	Utrecht, NL	Kings College London, Utrecht University	ARU
WP5	Presence at external (or extra) event	SHAPE-ENERGY Project - Relationship between Energy and SSH', RoEnergy South-East Europe	May	Bucharest, RO	BSERC	
WP5	Presence at external (or extra) event	Towards greener cities - Citizens as drivers for change	May	Brussels, BE	FOE	
WP5	Presence at external (or extra) event	Investing in a urban greener future: Towards sustainable housing and low-emission infrastructure	May	Brussels, BE	FOE	
WP5	Presence at external (or extra) event	In search of a limit to anthropogenic impacts on ecosystems: 'Fair use' of energy', talk at Forum for Economists International 2018 Annual Conference	May	Amsterdam, NL	METU	
WP5	Presence at external (or extra) event	Energy-Economy-Environment-Society (3ES)', 16th International Conference on Clean Energy	May	Famagusta, CY	METU	
WP5	Presence at external (or extra) event	Opening panel at 16th International Conference on Clean Energy	May	Famagusta, CY	METU	
WP5	Presence at external (or extra) event	Research Seminars in Southern Denmark University	June	Esbjerg, DK	METU	
WP5	Presence at external (or extra) event	Social Sciences & Humanities for the SET-Plan', presentation at SET-Plan steering group meeting	June	Brussels, BE	ARU	
WP5	Presence at external (or extra) event	Energy and the three pillars of sustainability', International Conference on Empirical Economics and Social Sciences	June	Bandırma, TR	METU	
WP5	Presence at external (or extra) event	Socio-technical scenarios for sustainability transitions: the double integration challenge', poster at 6th International Conference on Future-related Technology Analysis	June	Brussels, BE	KIT	
WP5	Presence at external (or extra) event	Spatial patterns of transitions in the mobility sector', International Sustainability Transitions Conference	June	Manchester, UK	KIT	
WP5	Presence at external (or extra) event	STS Perspectives on Energy and Environment in Norway and China	June	Trondheim, NO	NTNU	
WP5	Presence at external (or extra) event	Towards a Political Ecology of EU Energy Policy', POLLEN Biennial Conference 2018	June	Oslo, NO	Durham University	ARU
WP5	Presence at external (or extra) event	ENERGISE project meeting	June	Copenhagen, DK	Kingston University	ARU
WP5	Presence at external (or extra) event	Third International Conference of the Sustainable Consumption Research and Action Initiative (SCORAI)	June	Copenhagen, DK	Kingston University	ARU
WP5	Presence at external (or extra) event	Energising Research workshop', at Third International Conference of the Sustainable Consumption Research and Action Initiative (SCORAI)	June	Copenhagen, DK	ENTPE	





WP	ACTIVITY	TITLE AND FURTHER INFORMATION	MONTH	LOCATION	LEAD(S)	MAIN CONTRIBUTORS
WP5	Presence at external (or extra) event	New trends in energy or change of focus?, talk at European Association of Social Anthropologists conference	July	Stockholm, SE	ENTPE	
WP5	Presence at external (or extra) event	Energy justice beyond the West: Gender issues in Energy Policy	July	Ankara, TR	METU	ARU
WP5	Presence at external (or extra) event	'Harness the power of collaboration and be amazed at what you can achieve together', panel at ESOF	July	Toulouse, France	POLITO	ARU
WP5	Presence at external (or extra) event	'Social Sciences and Humanities for Advancing Policy in European Energy', Annual meeting of the Bulgarian energy agencies and centres	July	Borovets, BG	BSERC	
WP5	Presence at external (or extra) event	'Smart energy systems 2', 3rd South East European Conference on Sustainable Development of Energy, Water and Environment Systems	July	Novi Sad, RS	BSERC	
WP5	Presence at external (or extra) event	Lecture at Summer School on Energy Efficiency in Buildings	July	Ankara TR	METU	
WP5	Presence at external (or extra) event	Gender Inequality in Energy Transition in Turkey, at RGS-IBG Annual International Conference 2018	August	Cardiff, UK	METU	
WP5	Presence at external (or extra) event	'Prosumers and Citizen Engagement in Positive Energy Districts', talk at Sino-Norwegian Partnership on Sustainable Energy, Summer School on Sustainable Energy in Cities	August	Trondheim, NO	NTNU	
WP5	Presence at external (or extra) event	'The role of values in analyzing energy systems: Insights from moral philosophy, institutional economics and sociology' ICAE 2018		Hong Kong, CN	TU Delft	KIT
WP5	Presence at external (or extra) event	Meet the GSI seminar	September	Cambridge, UK	ARU	
WP5	Presence at external (or extra) event	Advancing Energy Policy book launch event	September	Cambridge, UK	ARU	
WP5	Presence at external (or extra) event	'Beyond the mainstream: diversity in Social Science & Humanities responses to city-level energy needs', Energy & Society conference workshop	September	Exeter, UK	ARU	POLITO
WP5	Presence at external (or extra) event	'Critiquing storytelling: local participation in low-carbon collaborations', Energy & Society conference talk	September	Exeter, UK	ARU	
WP5	Presence at external (or extra) event	'SHAPE ENERGY's Cambridge city workshop', presentation at Cambridge's City Leaders Climate Change Group meeting	September	Cambridge UK	ARU	
WP5	Presence at external (or extra) event	Intensive Lab Session, at H2020 Smarter Together	October	Venice, IT	ECIT	
WP5	Presence at external (or extra) event	Climate and Energy Summit: A landscape of division and transformation lies on the horizon	October	Brussels, BE	FOE	
WP5	Presence at external (or extra) event	Presentation at IEA DSM day	October	London, UK	DW	



WP	ACTIVITY	TITLE AND FURTHER INFORMATION	MONTH	LOCATION	LEAD(S)	MAIN CONTRIBUTORS
WP5	Presence at external (or extra) event	'Green and Gendered: Cultural Perspectives on the Road Towards Electric Mobility', talk at Gender & Representation II	October	Trondheim, NO	NTNU	
WP5	Presence at external (or extra) event	World Energy Outlook 2018	November	Brussels, BE	FOE	
WP5	Presence at external (or extra) event	Lessons from multistakeholders meetings held across Europe: a methodological focus, a paper at the Association of American Anthropologists conference	November	San Jose, US	ENTPE	
WP5	Presence at external (or extra) event	International Science Day for Peace and Development	November	Chisinau, MD	BSERC	
WP5	Presence at external (or extra) event	'Better integration of SSH to meet energy challenges', workshop for the European Commission	November	Brussels, BE	ARU	
WP5	Presence at external (or extra) event	'Does Knowledge about Environmental Problems or Solutions Impact Environmentally Responsible Energy and Shopping Behavior of Young People?', poster at Conference of Environmental Psychology	November	Lillehammer, NO	KIT	
WP5	Presence at external (or extra) event	'Grønn teknologi og energimedborgerskap', talk at CenSES energy and climate conference 2018	November	Oslo, NO	NTNU	
WP5	Presence at external (or extra) event	'Re-energising efficiency: looking beyond technology and economics', presentation at eceee policy seminar	November	Brussels, BE	DW	ECEEE
WP5	Presence at external (or extra) event	II Foro de la Cátedra Hidralia + UGR (Water and United Nation's Millennium Goals)	November	Granada, ES	ACC	
WP5	Presence at external (or extra) event	Keynote at the International Congress of Energy Economy and Security, ENSCON'18	November	Istanbul, TR	METU	
WP5	Presence at external (or extra) event	'Re-energising efficiency: looking beyond technology and economics', full eceee policy seminar event	November	Brussels, BE	ECEEE	DW
WP5	Presence at external (or extra) event	Workshop on publishing on Energy and Climate, in the journals: 'Science and Technology Studies' and 'Nordic Journal of Science and Technology Studies'	December	Trondheim, NO	NTNU	
WP5	Presence at external (or extra) event	Who 'Uses' Smart Grids? The Evolving Nature of User Representations in Layered Infrastructures	December	Trondheim, NO	NTNU	
WP5	Presence at external (or extra) event	METU SSH and STEM researchers collaboration workshop	December	Ankara TR	METU	
WP5	Presence at external (or extra) event	Participation at the roundtable: 'Quelle gouvernance des questions d'énergie-climat pour la mise en œuvre effective de la transition énergétique?'	December	Paris, FR	ECIT	
WP5	Presence at external (or extra) event	Inter-campus Workshop on METU Sustainability Research	December	Guzelyurt, CY	METU	
WP5	Presence at external (or extra) event	Engaging with energy policy: a masterclass for Social Sciences & Humanities PhD and early-career researchers	December	Cambridge UK	ARU	

### 8.3. Appendix: Stakeholder reach

SHAPE ENERGY's target audience, as described in the interim plan, are divided into seven specific subgroups: 1. Consortium members; 2. Universities and energy-SSH research institutions; 3. EU, national and local policy-makers; 4. EU/National energy authorities; 5. Non-governmental organisations; 6. Business representatives; 7. General audience. SHAPE ENERGY also set a number of audience reach targets linked to these groups, as detailed in Table 4 below.

The interim plan therefore laid out various strategies designed to reach each subgroup via the array of tools established in the interim plan, from social media and newsletters, to event participation, press releases, the website and word of mouth. The reach achieved as a result of these efforts can also be found in Table 5.

Table 5. Audience reach targets outlined in the interim plan, together with those achieved in the first and second year of the Platform<sup>13</sup>.

AUDIENCE	TARGET	FIRST YEAR OF PROJECT (AS PER PERIODIC REPORTING TO THE EC) FEB 2017 – JAN 2018	ADDITIONAL IN SECOND YEAR OF PROJECT FEB 2018 – JAN 2019	TOTAL
ACADEMICS (THOSE AT UNIVERSITIES AND ENERGY-SSH RESEARCH INSTITUTIONS) INCLUDING CONSORTIUM MEMBERS	3,059	1,400	6,500	7,900
EU, NATIONAL AND LOCAL POLICY-MAKERS AND EU/NATIONAL ENERGY AUTHORITIES	3,059	500	2,600	3,100
NON-GOVERNMENTAL ORGANISATIONS AND CIVIL SOCIETY ORGANISATIONS	1,125	250	1,500	1,750
BUSINESS REPRESENTATIVES (INCLUDING MEDIA)	3,130	345	2,000	2,345
GENERAL AUDIENCE (CITIZENS)	4,080	4,000	1,225	5,225
TOTAL	12,114	6,495	13,825	20,320

Within these overall project targets, separate communications-specific targets were set across three main activities, see Table 6, where we have also included the most up-to-date figures achieved (as of 25 January 2019).

<sup>13</sup> Figures were estimated using numbers involved in: SHAPE ENERGY main activities, external presentation audiences, final conference and RIA, downloads and publication page visits, social media followers and video views, special eeeee mailouts (assuming 10% of recipients viewed content), debate likes. They took into account some individuals being involved in multiple activities (i.e. reducing figures to avoid double counting) or undertaking some activities more than once (e.g. reducing video views to account for people re-watching). Whilst the business figure does not appear to meet our original target, it is likely some of the 'general audience' were in fact also engaging through a professional capacity.

Table 6. Communications- specific audience targets as outlined in the interim plan. \*This figure totals up all newsletter and YouTube subscribers, YouTube views, Twitter/facebook/LinkedIn followers, and online debate comments.

AUDIENCE	OVERALL TARGET	FEB 2017 – JAN 2019
Online Subscribers (for Tasks 5.2 and 5.3)*	3,600	6700+
Audience reached via partner conference presentations	5,000	6600+
Participants at Pan-European conference	200	200
TOTAL	8,800	13,500+

In November 2018, we reported on stakeholder reach for one of our infographics (see Figure 11) on “SHAPE ENERGY in numbers and publications”. In this, we also reported that the first four debates had a reach<sup>14</sup> of over 168,000 citizens via the debating platform (DebatingEurope) and its social media channels (not included in the figures above). A final count of reach now indicates that the six online debates held in 2017 and 2018, had a reach of over 199k and generated over 723 comments; our facebook reach was also 38k (reach figures not included in the figures above).

Figure 11. “Stakeholders reached so far” as reported up to November 2018 in one of the SHAPE ENERGY infographics.



In conclusion, SHAPE ENERGY successfully reached an overall audience of at least 20k up to January 2019, and the legacy of its reports, online resources, videos and webinars mean this count will further increase.

14 Reach is a calculation of how many people have seen a debate or post since it has popped up as they scroll through their feed.



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