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## DE-RISK Project

# D6.4: CONSUMERS AND PROFESSIONAL INTERACTION TOOLBOX

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## EXECUTIVE SUMMARY

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Engagement toolbox for End-Users and Professionals is designed to actively brand and communicate the 'DE-RISK the adoption of Local Flexibility Markets to unlock the safe and reliable mass deployment of Renewable Energy Systems project' at local level in cooperation with local dissemination managers and to widely share and promote the results of the DE-RISK project through targeted dissemination activities using appropriate media and tools.

The strategy developed under this practical toolbox will contribute increasing the trust and willingness of the stakeholders (End-User and Professionals) of DE-RISK Project to the Local Flexibility Markets. This strategy will be used complementary to the Communication and Dissemination Plan of the DE-RISK and will be adapted to the emerging needs of the Project.

In this document, the "DE-RISK the adoption of Local Flexibility Markets to unlock the safe and reliable mass deployment of Renewable Energy Systems" project will be hereon referred as "DE-RISK" or "project" and the D.6.4. Consumers and Professional Interaction Toolbox will be hereon referred as the "Engagement Toolbox".

## ABOUT DE-RISK

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DE-RISK project supports the market update of the renewable energy systems by de-risking the adaptation of Local Flexibility Markets to increase the RES hosting capacity of the distribution network. It underlines the importance of improving the end user awareness, engagement, and participation in the Local Flexibility Programs. Therefore, **DE-RISK aims at boosting the end user's active participation in the Local Flexibility Markets.**

DE-RISK utilises digital twin and other state-of-art technologies to assess, validate, and unlock the flexibility potential in four highly repeatable case studies from various parts of the EU based on geographical, climatic, and regulatory variables.

It further bridges the regulatory gap and road mapping local flexibility markets in various regulatory and policy frameworks and market maturity conditions, beginning with use cases, and ensuring the seamless implementation of DE-RISK in participating countries while informing local, national, and EU policymakers through dedicated regulatory workshops. Develop and assess innovative long-term business models and financing mechanisms (crowdfunding/lending, EPC, P2P) to de-risk the initial investment and assure the long-term viability and sustainability of local flexibility markets.

## A. ENGAGEMENT TOOLBOX

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The Engagement Toolbox is a deliverable of Task 6.4. Engagement toolbox for End-Users and Professionals under WP6. The Engagement Toolbox is the strategy to give common instruction guidelines with end-users and professionals. The Engagement Toolbox is designed by using an evidence-based approach and it needs particular focus to the sensitization, mobilisation, empowerment and trust-building of the customers and professionals.

The objectives of the Engagement Toolbox:

- O.6.3 Actively brand and communicate the project at local level in cooperation with local dissemination managers
- O.6.4 Widely share and promote project results through targeted dissemination activities using appropriate media and tools
- O.1 Engage the end consumers to take an active part under the local flexibility strategy.

Reaching DE-RISK's ambitious targets will necessitate significant support from business, policymakers, and citizen groups, as well as innovation in engagement methodologies. Within this comprehensive engagement toolbox and communication strategies, there are multiple essential steps.

In the DE-RISK project, we prioritise effective and targeted engagement strategies that align with the goals of Horizon Europe<sup>1</sup>. We're deeply committed to transparent and impactful engagement:

**Communication:** Our toolbox focuses on communicating with key stakeholders, including citizens and relevant media channels, to share our progress and insights.

**Dissemination:** We will share knowledge and results through specific channels, such as publications and online resources, making them accessible to those who can benefit most.

**Exploitation:** We actively seek to utilise project results for practical purposes, aiming to create tangible benefits for researchers, stakeholders, and industry players.

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<sup>1</sup> European Commission, European Research Executive Agency, Communication, dissemination & exploitation what is the difference and why they all matter, Publications Office of the European Union, 2023, <https://data.europa.eu/doi/10.2848/289075>

## B. SMART ENGAGEMENT

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In this endeavour, recognizing diversity and fostering inclusivity in our engagement processes is a fundamental priority. By designing our activities and materials with inclusivity in mind, we set the stage for robust and meaningful interactions that resonate with all stakeholders.

Additionally, a crucial aspect is the differentiation of our communication approaches between businesses and households. Tailoring our messaging to cater to the unique needs and interests of these distinct stakeholder groups is imperative. This approach ensures that we provide information that is not only relevant but also accessible, ultimately maximizing the project's reach and impact.

These pivotal components are instrumental in driving inclusive, culturally sensitive, and effective engagement, in other words, **smart engagement**:

### Components of the Smart Engagement Approach

#### 1. Inclusive Engagement:

**Diverse Stakeholder Mapping:** Identifying and engaging with a diverse range of stakeholders, including local communities, policymakers, industry representatives, and environmental groups (Refer to Deliverable 5.1).

#### **Differentiated Communication for Businesses and Households:**

**Businesses:** Tailor communication tools and strategies to address the specific needs and interests of businesses, emphasizing economic benefits, energy efficiency, and sustainability.

**Households:** Develop separate communication tools and strategies for households, focusing on ease of use, cost savings, and environmental impact in a language and format accessible to the public.

**Accessibility:** Ensure that our engagement activities are accessible to all, including those with disabilities. Alternative communication channels will be provided where needed. Brochures and printed materials will be produced with inclusivity in mind, using accessible fonts, colours, and layouts that are user-friendly for individuals with disabilities. (*Check European Commission's Accessibility Standardisation and "[Design for All Approach](#)".*)

**Language Consideration:** Offering materials and communication in multiple languages, as appropriate to the project's cultural and geographic diversity.

**Captioning and Subtitles:** Ensuring that videos have captioning or subtitles to make them accessible to individuals with hearing impairments.

## 2. Gender-Smart Engagement:

**Gender Analysis:** Conduct a gender analysis to understand the specific needs and preferences of different genders within the project's target groups.

**Gender-Responsive Messaging:** Tailor communication and engagement strategies to be sensitive to gender-related issues and opportunities.

**Gender-Responsive Content:** Brochure and video content that resonates with various genders and avoids reinforcing stereotypes.

## 3. Rural-Urban Considerations:

**Customized Approaches:** Develop engagement approaches that account for the unique challenges and opportunities of rural and urban communities. Recognize the differences between rural and urban communities in terms of energy consumption, needs, and preferences. Customize engagement strategies to align with these variations.

**Localized Outreach:** Implement localized engagement efforts, recognizing that urban and rural areas may have distinct communication preferences and needs.

**Contextualized Information:** Develop brochures tailored to rural and urban audiences, highlighting how DE-RISK benefits each group differently.

## 4. Intercultural Engagement:

**Cultural Competency:** Provide training and resources to project partners to enhance cultural competency and awareness and bridge cultural gaps when a common engagement framework is not possible.

**Cultural Liaisons:** Appoint cultural liaisons within the project team to bridge cultural gaps and facilitate effective communication.

**Customized Communication:** Tailor communication styles and content to respect and accommodate diverse cultural norms and preferences.

**Multilingual Versions:** Provide brochures in multiple languages to cater to diverse linguistic backgrounds within your target audience.

## 5. Common Framework for Engagement:

**Unified Messaging:** Establish a core set of project messages and objectives that will serve as a common framework for engagement across participating countries. We will encourage consistency where possible.

**Flexibility:** Flexibility for individual regions or countries to adapt messaging and engagement strategies within the overarching framework as needed.

## 6. Feedback Mechanisms:

**Continuous Feedback:** Set up mechanisms for ongoing feedback from stakeholders to inform engagement strategies and adapt to changing needs.

**Responsive Action:** Act promptly on feedback received, demonstrating a commitment to stakeholder concerns and suggestions.

## 7. Capacity Building:

**Training:** Provide capacity-building workshops for project partners on inclusive engagement, gender-smart practices, and intercultural communication.

## 8. Online Engagement Platforms:

**Website Accessibility:** Ensure that the project website is designed for accessibility, with easy navigation and content that complies with accessibility standards. All the documents will be available under the website to ensure that the project outputs are available, and interaction is created.

**Multilingual Content:** Relevant documents will also be prepared in the languages of DE-RISK partner countries (i.e. Spanish, Greek, Portuguese, Bulgarian) to ensure reaching a wider audience and producing impact.

**Cultural Relevance:** Customize web content or sections for specific countries or regions to address cultural preferences and variations in energy-related concerns.

## 9. Social Media Engagement:

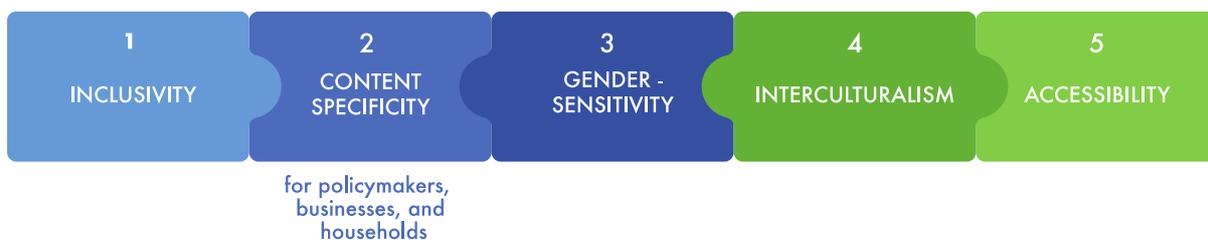
**Target-Based Social Media Management:** Engage on various social media platforms to reach a broader and more diverse audience.

**Gender-Sensitive Posts:** Craft social media posts that are sensitive to gender-related issues and interests. We will highlight success stories that resonate with diverse genders.

**Localised Content:** Tailor social media content to reflect the unique challenges and opportunities of different regions or countries, considering rural-urban differences and cultural preferences.

**Interact Responsively:** Actively respond to comments and feedback on social media, demonstrating a commitment to inclusive engagement.

Based on the keynotes listed above, our smart engagement model comprises 5 main tenets:



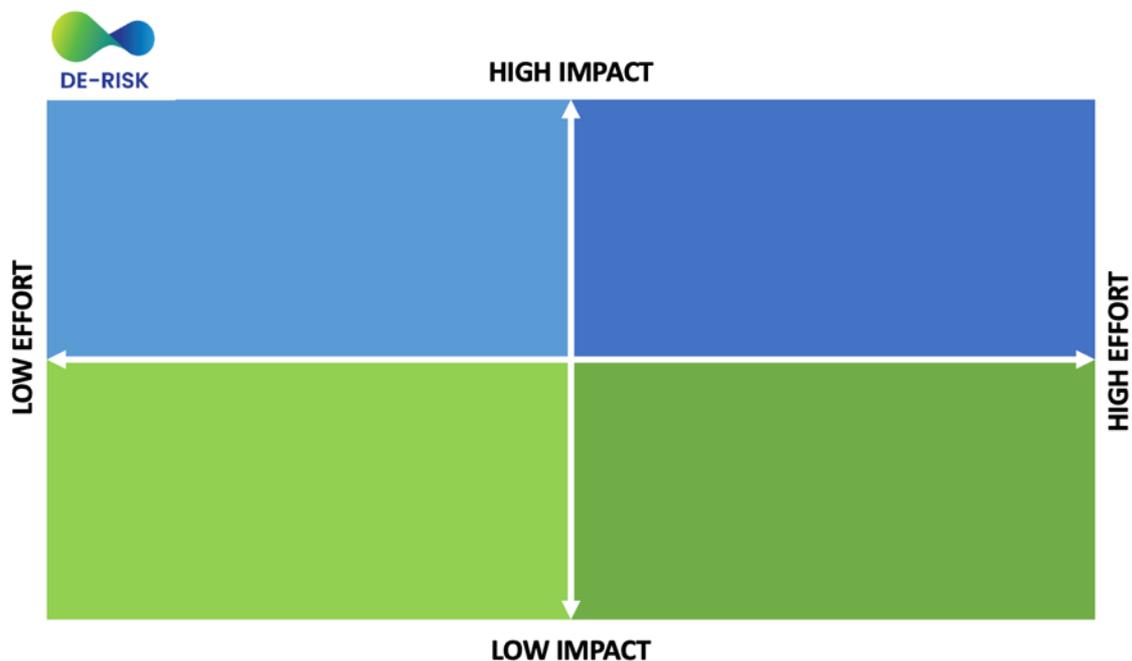
## C. ENGAGEMENT TOOLS

Distinguishing engagement strategies for end-users, businesses, and policymakers is of paramount importance in the success of the DE-RISK project. Tailoring communication and outreach efforts to the specific needs, interests, and priorities of each group ensures that information is not only effectively conveyed but also resonates on a personal level. This approach fosters meaningful connections, encourages active participation, and ultimately paves the way for a more inclusive, informed, and impactful project implementation. That is why we are presenting different toolbox elements for different stakeholders.

### Impact Effort Matrix

In the ever-evolving realm of corporate communication, the strategic selection of engagement tools is a pivotal consideration. The Impact Effort Matrix is a robust framework designed to facilitate the assessment and prioritisation of communication tools by analysing their potential impact versus the effort required for implementation. This matrix is an indispensable asset for seasoned corporate communicators and newcomers alike, enabling

the systematic refinement of communication strategies for maximum efficacy and operational efficiency.



## C.1. TOOLS FOR BUSINESSES AND HOUSEHOLDS

### 1. Articles for Awareness Raising:

- Purpose: To raise awareness about energy efficiency and participation in Local Flexibility Markets (LFMs).
- Strategies and Recommendations:
  - Ensure that articles are gender-sensitive and appeal to a diverse readership.
  - Differentiate content for businesses and households, highlighting specific benefits and action steps for each group.
  - Emphasize inclusivity by addressing various perspectives and concerns.
  - Provide articles in multiple languages to cater to cultural diversity.

- **Key Tactics to Increase the Impact of Articles**

- Articles Shared by Opinion Leaders through LinkedIn: Identify a select group of distinguished opinion leaders in the field of energy efficiency. The objective is to engage them in developing and sharing their own LinkedIn articles, amplifying discussions around innovative energy efficiency solutions and sustainable practices in participation in Local Flexibility Markets.
- Magazines and Online News Platforms: Engage with reputable media outlets and established columnists who specialize in clean energy, energy efficiency, economics, and renewable energy. Collaborate to publish relevant articles in these influential channels, effectively disseminating our content to a wider audience.
- Podcasts: Collaborate with highly rated and respected podcast platforms to engage in discussions centered around energy efficiency.

## 2. Brochures for Consumers on LFM (3 Variations):

- **Purpose:** To provide consumers with easy-to-understand information about LFM and how they can benefit from them.
- **Strategies and Recommendations:**
  - Design brochures with gender-inclusive language and visuals.
  - Tailor content in brochures to address the unique needs and interests of businesses and households.
  - Ensure that brochures are accessible to individuals with disabilities, considering font choices and layout.
  - Offer brochures in multiple languages to accommodate cultural diversity.
- **Key Tactics to Increase the Impact of Brochures**
  - QR Code: Incorporate one or two QR codes within the brochure to provide readers seeking additional information with instant access. These QR codes can either direct them to a relevant website or present a concise, one-minute video highlighting the advantages of LFM.
  - Interaction with the audience through Brochures: Enhance the brochure's attractiveness and engage the target audience by including an interactive

game, a small competition, or a social media challenge. This dynamic element will captivate readers and encourage active participation.

### 3. Videos (2 Variations with Subtitles and Voice Over):

- **Purpose:** To educate consumers about LFM and DE-RISK tools.
- **Strategies and Recommendations:**
  - Create videos that are gender-sensitive and inclusive, featuring diverse individuals.
  - Differentiate video content for businesses and households, emphasizing their specific roles and benefits.
  - Ensure that subtitles and voice-overs are available in multiple languages.
  - Address intercultural nuances in video content and examples.
- **Key Tactics to Increase the Impact of Videos**
  - Keep it short!: The duration of the videos should be short and attract target audience.
  - Prepare a Communication Campaign: Prepare a communication campaign to promote the videos. Develop a strong motto and hashtag. Prepare youtube shorts, Instagram story videos complementary to the main video. The campaign can last 1 week up to 4 weeks. Select a special day in the field of clean energy to launch the campaign.

### 4. Materials for Consumer Events, Fairs, and Seminars:

- **Purpose:** To facilitate consumer engagement at events.
- **Strategies and Recommendations:**
  - Prepare presentations that are gender-sensitive and inclusive, considering the diversity of the audience.
  - Customize presentation examples to resonate with both businesses and households.

- Ensure that materials are accessible to all attendees, including those with disabilities.
  - Encourage cultural inclusivity in event scripts and discussions.
- **Key Tactics to Increase the Impact of Consumer Events, Fairs and Seminars:**
    - Organise Green Events: Consider organising an environmental friendly event. Utilize eco-friendly materials throughout all facets of the event, and meticulously measure and offset its carbon and water footprint. On behalf of the participants, symbolizing their commitment to sustainability, plant saplings, and consistently promote environmentally responsible messaging throughout the event's various stages.
    - Use renewable energy equipment in the event area: Promote the adoption of clean, renewable energy by incorporating renewable energy equipment into the event space, meeting rooms, and foyer. Consider implementing elements such as a mini wind turbine at the entrance to the event venue or harnessing solar power based on the venue's location, further reinforcing our commitment to sustainable practices.
    - Broadcast the event online: Enhancing the event's impact can be achieved by extending its reach to a global audience through online participation. Consider live broadcasting on platforms like YouTube or using various online meeting platforms to open meetings to a broader, engaged audience.



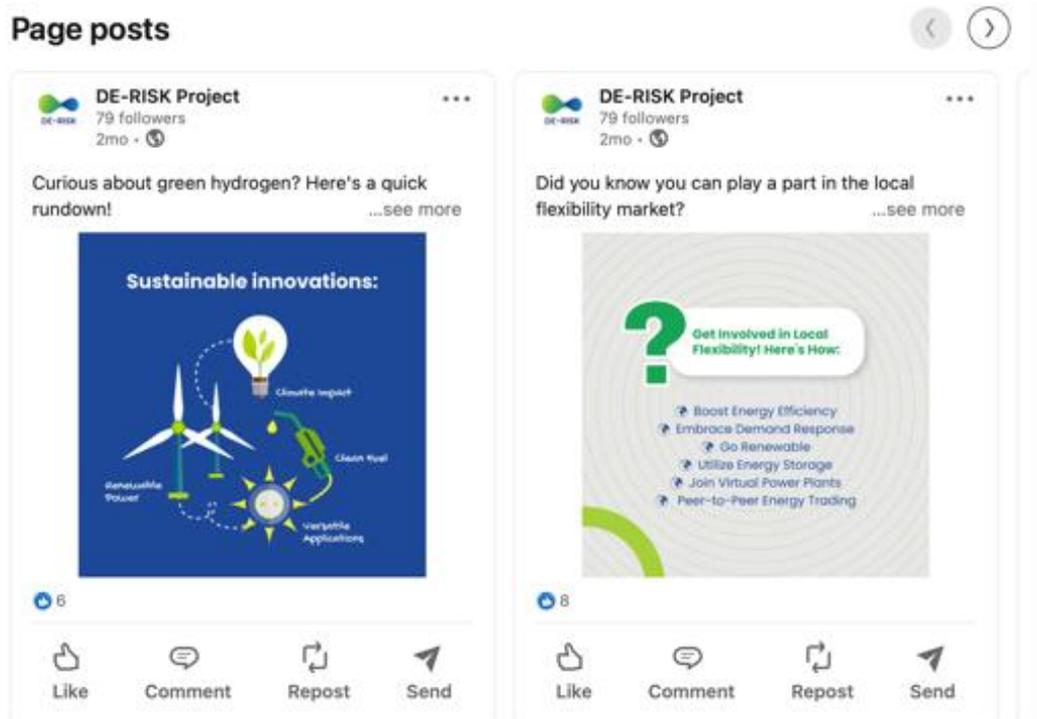
## 5. Infographics on LFM's Benefits (2 Variations):

- **Purpose:** To visually communicate the benefits of LFM's.
- **Strategies and Recommendations:**
  - Design infographics that use gender-neutral visuals and language.
  - Create infographics for both businesses and households, highlighting their specific advantages.
  - Ensure that infographics are accessible and easy to understand.
  - Offer infographics in multiple languages to address cultural diversity.
- **Key Tactics to Increase the Impact of Infographics on LFM's Benefits:**
  - Display Infographics as Billboards: Utilize billboard marketing tools as an engaging method to connect with citizens, featuring a distinct design that conveys the infographic's main theme and message. Access to the complete infographic can be conveniently facilitated by incorporating a QR code within these tools.
  - Animation Video: To broaden the reach and impact of the infographic, consider producing an animated video that brings the design to life, and then distribute it across digital channels.

## 6. Social Media Campaign (18 Months):

- **Purpose:** To maintain a continuous online presence and engage with consumers.
- **Strategies and Recommendations:**
  - Develop social media content that is gender-sensitive and inclusive, avoiding stereotypes.
  - Tailor posts for businesses and households, showcasing their roles in LFM's.
  - Use partners' accounts to amplify the campaign's reach, considering cultural sensitivities.
  - Encourage diverse voices and perspectives in the campaign.

- **Key Tactics to Increase the Impact of Social Media Campaign on LFM's Benefits:**
  - Prefer the Special Day to Launch Your Campaign: Choose campaign dates that coincide with a significant day in the field of energy efficiency, or align your campaign with the European Commission's designated theme for the campaign year, if applicable. This strategic approach can enhance the campaign's relevance and resonance within the energy efficiency community.
  - Collaborate with a reputable influencer: To amplify your reach in social media campaigns, consider leveraging influencer marketing to effectively broadcast your message to a broader and more diverse audience.
  - Consider 360° campaign: To maximize the campaign's impact, develop a comprehensive communication plan that encompasses not only social media but also integrates press, print media, and various digital channels. This holistic approach ensures a multifaceted and far-reaching campaign strategy.



## 7. Specialized Articles for Professional Media (5 Variations):

- **Purpose:** To educate professionals about LFMs and DE-RISK tools.
- **Strategies and Recommendations:**
  - Write articles that are gender-sensitive and inclusive, addressing diverse professional audiences.
  - Customize content for different professional sectors, highlighting their unique contributions to LFMs.
  - Ensure accessibility in professional media materials.
  - Consider intercultural variations in professional contexts.

## 8. Brochure for Professionals on Local Flexibility Value:

- **Purpose:** To provide professionals with detailed information on LFMs and DE-RISK tools.
- **Strategies and Recommendations:**
  - Design brochures that are gender-sensitive and inclusive, recognizing the diversity of professionals.
  - Customize content to address the specific needs and interests of professionals in different sectors.
  - Ensure that the brochure is accessible and easy to navigate.
  - Consider intercultural nuances in professional interactions.

Sample brochure:



## 9. Materials for Professional Trainings:

- Purpose: To train professionals on using DE-RISK tools.
- **Strategies and Recommendations:**
  - Develop a tutorial introducing DE-RISK tool prepared in a professional version.
  - Develop training materials that are gender-sensitive and inclusive.
  - Differentiate training content to cater to professionals from various sectors.
  - Ensure that training materials are accessible to all participants, including those with disabilities.
  - Address intercultural considerations in professional training sessions.
- Explore our brochures, visuals and roll-up display to uncover DE-RISK's customized engagement strategies for consumers, businesses, and policymakers. These visual resources offer a window into our distinct approaches designed to address the unique needs and interests of each stakeholder group:

## C.2. TOOLS FOR POLICY MAKERS

Engaging policymakers is a crucial aspect of the DE-RISK project. Here's how the toolbox can be adapted to effectively address policymakers:

### 1. Articles for Awareness Raising:

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- Include articles that emphasize the policy implications and benefits of LFMs, such as "Unlocking Policy Potential: Local Flexibility Markets."
- Highlight case studies showcasing successful policy implementations and their positive impacts.
- Provide data and evidence that support the project's alignment with regional and national energy policy goals.

### 2. Brochures for Policymakers:

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- Develop a dedicated brochure tailored to policymakers that outlines the project's objectives, benefits, and policy recommendations.
- Include infographics summarizing the potential economic, environmental, and social benefits of LFMs.
- Provide clear policy recommendations and pathways for policymakers to integrate LFMs into their energy strategies.

### 3. Videos for Policymakers:

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- Create videos that feature interviews with experts and stakeholders discussing the policy aspects of LFMs.
- Showcase success stories of regions or countries that have effectively integrated LFMs into their energy policies.
- Provide a virtual tour of LFMs' impact on communities, infrastructure, and the environment.

#### 4. Materials for Policymaker Events and Workshops:

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- Prepare presentation materials and scripts that emphasize the role of policymakers in supporting LFMs.
- Include real-world examples and case studies to illustrate the impact of policy decisions on LFMs' success.
- Facilitate discussions on policy challenges and opportunities related to the project.

#### 5. Infographics for Policymakers:

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- Create infographics that visually present the key policy recommendations and their potential outcomes.
- Include comparative data on regions or countries that have implemented LFMs successfully.
- Illustrate the positive economic, environmental, and social effects of LFMs through data visualization.

#### 6. Social Media Campaign for Policymakers:

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- Share policy-oriented content through the campaign, such as infographics, success stories, and expert interviews.
- Use targeted social media ads to reach policymakers and government officials.
- Encourage policymakers to participate in live Q&A sessions or webinars to address their specific concerns and questions.

#### 7. Specialized Articles for Policy Media:

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- Collaborate with policy-focused media outlets to publish articles that delve into the policy implications of LFMs.
- Highlight the project's contributions to achieving regional and national energy and sustainability goals.
- Showcase the alignment between LFMs and existing policy frameworks.

## 8. Brochure for Policymakers on Local Flexibility Policy Integration:

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- Develop a comprehensive brochure specifically addressing policy integration.
- Provide in-depth analysis of how LFMs align with existing energy policies and regulations.
- Include case studies that demonstrate successful policy integration models.

## 9. Materials for Policy Workshops and Training:

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- Develop a tutorial introducing DE-RISK tool prepared in a professional version.
- Host workshops and training sessions tailored to policymakers.
- Facilitate discussions on policy challenges, regulatory frameworks, and legal considerations.
- Offer insights on international best practices and how they can be adapted to local contexts.

## CONCLUSIONS

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The DE-RISK engagement toolbox plays a pivotal role in the success of our project by serving as the compass that guides our interactions with stakeholders, communities, and partners. This toolbox is not just a collection of communication tools; it is the embodiment of our commitment to transparency, inclusivity, and effective engagement. By tailoring our strategies to address the unique needs of consumers, businesses, and policymakers, we ensure that every stakeholder can actively participate and contribute to our mission of unlocking the potential of local flexibility markets. Moreover, our emphasis on gender sensitivity, cultural diversity, and accessibility underscores our dedication to creating a project environment where everyone's voice is heard and valued. This toolbox is not just about disseminating information; it's about fostering a community of informed, engaged, and empowered individuals who collectively shape a sustainable energy future. The impact of this toolbox is not limited to our project's duration; it extends to a legacy of knowledge sharing, collaboration, and innovation that will endure long after DE-RISK's conclusion.



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**DE-RISK**