

New Clean Energy Communities in a Changing European Energy System (NEWCOMERS)

Deliverable No.8.2

Our-Energy.eu digital platform (Phase I)

Version: 2.0

WP8: Communication, Dissemination and Exploitation (CDE)

Author: Mojca Drevenšek, Consensus



Summary of NEWCOMERS

In its most recent Energy Union package, the European Union puts citizens at the core of the clean energy transitions. Beyond policy, disruptive innovations in energy sectors are challenging the traditional business model of large energy utilities. One such disruptive, social innovation is the emergence of new clean energy communities (“NEWCOMERS”).

The possible benefits of these “NEWCOMERS” for their members and for society at large are still emerging and their potential to support the goals of the Energy Union is unclear. Using a highly innovative holistic approach – drawing on cutting edge theories and methods from a broad range of social sciences coupled with strong technical knowledge and industry insight – the NEWCOMERS consortium will analyse European energy communities from various angles. By taking an interdisciplinary approach and through employing co-creation strategies, in which research participants are actively involved in the design and implementation of the research, the NEWCOMERS project will deliver practical recommendations about how the European Union as well as national and local governments can support new clean energy communities to help them flourish and unfold their potential benefits for citizens and the Energy Union.



Summary of NEWCOMERS's Objectives









As subsidiary objectives, the NEWCOMERS project aims to

- provide a **novel theoretical framework based on polycentric governance theory**, combined with elements from social practice theory, innovation theory and value theory, in which the emergence and diffusion of new clean energy communities can be analysed and opportunities for learning in different national and local polycentric settings can be explored;
- develop a **typology of new clean energy community business models** which allows to assess the different types of value creation of “newcomers” as well as their economic viability and potential to be scaled up under various conditions;
- identify the **types of clean energy communities that perform best along a variety of dimensions**, such as citizen engagement, value creation, and learning, and their potential to address energy poverty, while being based on sustainable business models;
- investigate the **regulatory, institutional and social conditions**, at the national and local level which are favourable for the emergence, operation and further diffusion of new clean energy communities and enable them to unfold their benefits in the best possible way;
- explore **how new clean energy communities are co-designed with their members' (i.e. citizens' and consumers') needs**, in particular whether new clean energy communities have the potential to increase the affordability of energy, their members' energy literacy and efficiency in the use of energy, as well as their members' and society's participation in clean energy transition in Europe;
- deliver **practical recommendations based on stakeholder dialogue** how the EU as well as national and local governments can support new clean energy communities to make them flourish and unfold their benefits in the best possible way;
- offer citizens and members of new clean energy communities a **new online platform 'Our-energy.eu'** on which new clean energy communities can connect and share best practices and interested citizens can learn about the concept of energy communities and find opportunities to join an energy community in their vicinity.

Find out more about NEWCOMERS at: <https://www.newcomersh2020.eu/>



NEWCOMERS Consortium Partners

Logo	Organisation	Type	Country
	Institute for Environmental Studies (IVM), Vrije Universiteit Amsterdam (VUA)	University	The Netherlands
	International Institute for Industrial Environmental Economics (IIIEE) at Lund University (LU)	University	Sweden
	Environmental Change Institute (ECI), University of Oxford (UOXF)	University	United Kingdom
	Institute of Social Sciences, University of Ljubljana (UL)	University	Slovenia
	Institute for Advanced Energy Technologies "Nicola Giordano" (ITAE), National Research Council (CNR)	Research organisation	Italy
	Leibniz Institute for Economic Research (RWI)	Research organisation	Germany
	Consensus Communications (CONS)	Private for Profit (SME)	Slovenia
	GEN-I	Private for Profit (Large company)	Slovenia



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Project manager	Ruud van Ooijen (VUA)
Contact details	Ruud van Ooijen r.van.ooijen@vu.nl



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1.0	25.11.2019	Ruud van Ooijen and Julia Blasch (VUA)	Review I

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This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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I EXECUTIVE SUMMARY

This deliverable reports on the implementation of the 1st phase of the Our-Energy.eu digital platform.

In the introduction, it explains why the consortium has decided to develop the project webpage sooner than planned (month 2 instead of month 6), under the url (www address): www.newcomersH2020.eu.

The key content chapters of the www.newcomersH2020.eu webpage are presented in section 2 of this document and future plans regarding the 2nd phase of the Our-Energy.eu digital platform (due in month 18) are roughly explained.

The planned Key performance indicators are presented in section 4, in line with the Newcomers Communication, Dissemination and Exploitation (CDE) Strategy (Deliverable 8.1, submitted in month 6). These indicators will be tracked and reported in the update of the CDE Strategy in month 18 and, if necessary, upgraded when submitting the Deliverable 8.11 (Our-Energy.eu digital platform, Phase 2), which is planned for month 18 as well.



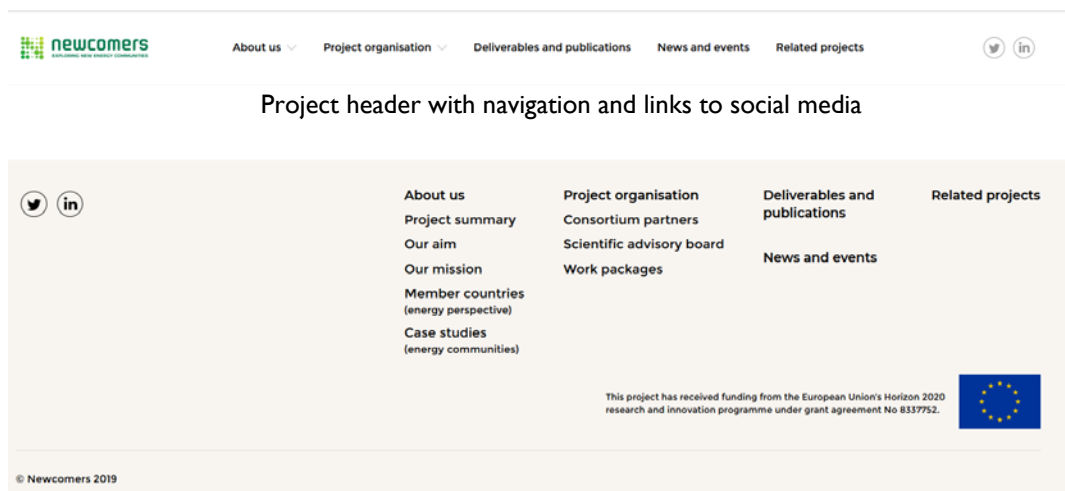
2 PHASE I, IMPLEMENTED: NEWCOMERS PROJECT WEBSITE

The Newcomers website www.newcomersH2020.eu was published during the project kick-off meeting (month 2), which is 4 months earlier than planned because the consortium partners have agreed it is important for the project's first communications to have a webpage already in operation.

About the website – general information

- **Website scope:** The project website is one of the main communication and dissemination channels of the project. Therefore, it offers comprehensive information about the project. On the homepage there are several key chapters leading to basic information about the project and its activities.
- **Website design:** With website design we followed the project design manual and corporate identity. We chose clear and modern graphical layout and structured the website in an easy-to-use way. The footer contains information about project funding: *“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 8337752.”*

The website is design-responsive, its size adapts to the size of the screen, so it is easy to browse with different devices (desk top computer, mobile phone, tablet).

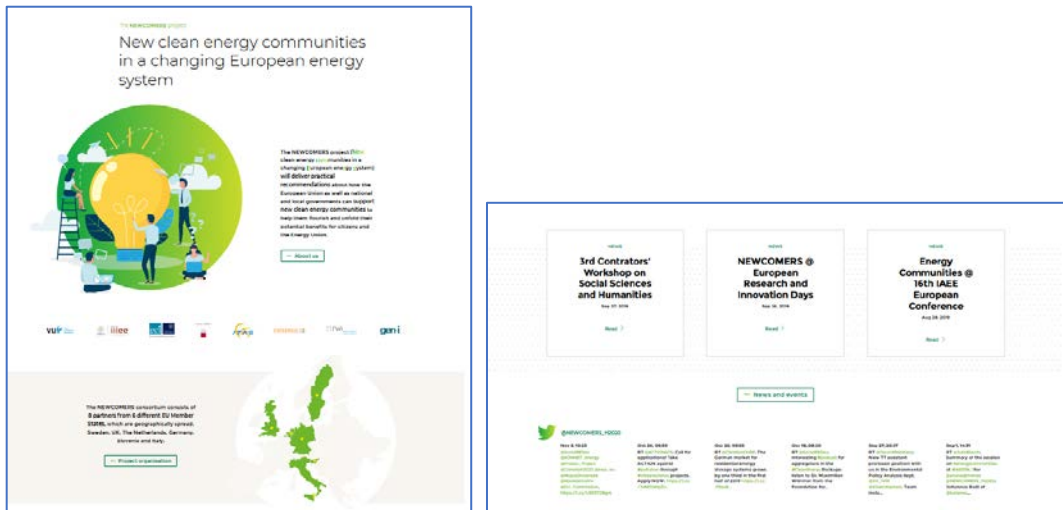


Project footer with navigation, links to social media and information about funding

- **Website structure:**
 - **Homepage** offers key chapters about the project mission, project organisation, news and events, and social media feed and navigation. Links to our social media channels Twitter and LinkedIn are embedded.

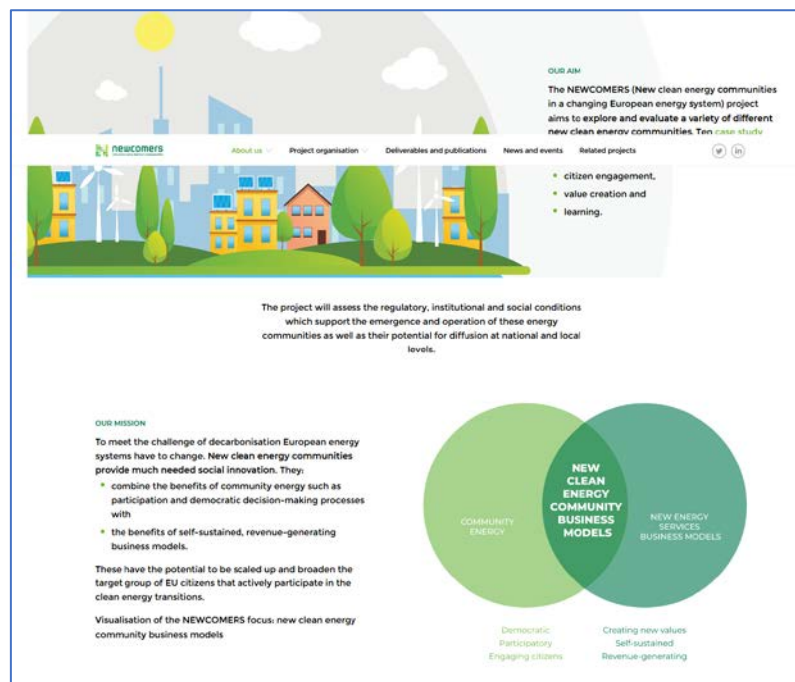


This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 8337752.



The classical, *hamburger* button offers the following chapters with sub-chapters:

- **About us:** Project summary, Our aim, Our mission, Member countries and Case studies (energy communities). This content offers a comprehensive information about the project.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 837752.

- **Project organisation:** Consortium partners, Scientific advisory board and Work packages.

Project organisation



CONSORTIUM PARTNERS

The NEWCOMERS consortium consists of 8 partners from 6 different EU Member States, which are geographically spread: Sweden, UK, The Netherlands, Germany, Slovenia and Italy.

While ensuring the benefits of a geographical diverse composition of the consortium, all partners included bring together the various specific competencies needed to carry out the research in the NEWCOMERS project.

The NEWCOMERS consortium is put together by the following main criteria:

- scientific excellence,
- coverage of all necessary disciplines,
- engagement with stakeholders,
- management expertise, and
- regional and gender balance.

We include several leading research groups in the field of technological and institutional change in Europe and combine this with in-depth knowledge of transition processes and social innovation in the energy sector.

The consortium represents expert knowledge across a broad spectrum from technological to economic and social sciences. Each partner has been carefully chosen to reflect leading expertise in the tasks and Work Packages they participate in.

- **Deliverables and publications** (here all project's public deliverables and publications will be published when prepared).
- **News and events** are the most dynamic part of the webpage, where we regularly update the content regarding project's and other/external ongoing activities and events.

News and events

NEWS

3rd Contrators' Workshop on Social Sciences and Humanities

Sep 27, 2019

[Read >](#)

NEWS

NEWCOMERS @ European Research and Innovation Days

Sep 26, 2019

[Read >](#)

NEWS

Energy Communities @ 16th IAAE European Conference

Aug 28, 2019

[Read >](#)

NEWS

Kick-off meeting in Ljubljana

Jul 4, 2019

[Read >](#)

NEWS

Pre kick-off: Newcomers at EU sustainable Energy week

Jun 18, 2019

[Read >](#)

NEWS

Newcomers communication started

Jun 3, 2019

[Read >](#)

NEWS

Newcomers project has officially started

Jun 1, 2019

[Read >](#)



- **Related project:** this chapter is important because it is one of the channels for developing and implementing synergies with similar projects (either from the same or similar H2020 call or exploring issues close to energy communities). All related projects are briefly presented and the logo and link to their webpage is offered.

Related projects



The NEWCOMERS project aims to involve RESCOOP, the network of European energy cooperatives, in the two-stage stakeholder dialogue.

www.rescoop.eu



The NEWCOMERS project will make use of insights generated in RESCOOP PLUS, which aims to make renewable energy cooperatives in Europe go beyond their activities of producing and supplying energy and take up energy savings for their members as a new pillar in their organisations.

www.rescoop-ee.eu



The NEWCOMERS project will take into account the experiences of the RESCOOP MECISE implementation action in which six energy cooperatives aimed to link renewable energy projects to energy efficiency and to foster collaborations with cities and municipalities.

www.rescoop-mecise.eu




The NEWCOMERS project will build on the work carried out in the CO-POWER project which aimed to speed up the development of renewable energy projects by creating a favourable legislative environment, building a broad coalition across Europe supportive of community renewable projects, informing and educating policymakers, and by informing and engaging citizens.

www.communitypower.eu



The NEWCOMERS project will get in touch with the S3C family of projects, which are currently developing and testing various ways to activate and engage consumers, customers and citizens, to share insights and best practices.

www.s3c-project.eu



The NEWCOMERS project will take up insights from the EMPOWER project that aimed to encourage and enable the active participation of citizens that consume and produce energy in the electrical system and has developed local marketplaces to encourage active participation of prosumers to exploit flexibility.

empowerh2020.eu



3 PHASE 2, PLANNED: DIGITAL KNOWLEDGE PLATFORM

By month 18 of the Newcomers project, the second phase of this web-project will be developed and launched as the Our-Energy.eu platform. Both websites will be closely linked. However, the Phase 1 (www.newcomersH2020.eu) is more project oriented whereas the Phase 2 will be focused on the energy communities aspects like knowledge, interests, expectations and networking opportunities.

The following key functionalities will be developed for the Our-Energy.eu platform:

- **educational and awareness-raising function**, focusing on strengthening energy literacy for energy communities, EU citizens and other interested stakeholders,
- **networking function**, offering energy communities online networking opportunity for exchange of ideas, experiences etc.

The Our-Energy.eu platform – Phase2 is planned to offer relevant content on key energy issues with focus on energy communities through brief descriptions, well designed infographics, interviews with energy community members, stakeholders from different expert fields (physics, climate science, energy, environment, economics, psychology etc.), policy makers and other relevant stakeholders. The digital platform is planned to be connected to existing interactive maps of groups or cooperatives of citizens working on renewable energy, energy efficiency and e-mobility, therefore we plan to collaborate with projects with similar content focus, e.g. the www.rescoop.eu/community-energy-map and the www.repowermap.org.

In addition, we will synergize also with other existing H2020 sister projects (esp. with SocialRES, COMETS and SONNET), as discussed at the INEA clustering event of SSH (Social Sciences and Humanities) projects in September 2019 in Brussels, and also with other interested groups, initiatives, communities and other types of energy cooperation.

The Our-Energy.eu platform will run on a modern Content Management System (CMS) that supports multiple user role-based access and content editing. A custom module will be developed and used for editing content contributions to support the awareness-raising function of the Our-Energy platform. This content will be organized into different dimensions and categories. This will allow the users to filter the available content by dimensions and categories, e.g.:

- Categories: project, source, expert field
- Content type: interview, infographic, article
- Media type: article, document, video, audio, social media post
- Energy community - country
- Date and time
- Etc. (to be defined when the planning activities for this deliverable start in December 2019).

The Our-Energy platform will offer visitors the option to sign-up for a profile (with email and password). The user profile will offer the visitors the benefits of pre-setting the content filter by preferred dimensions and categories, receiving email notifications when new content is posted in those categories, collaborating and engaging with the community.



4 MEASURING IMPACT: KEY PERFORMANCE INDICATORS (KPIs)

As part of the Newcomers project's Communication, Dissemination and Exploitation (CDE) Strategy, the following KPIs will be tracked for the newcomersH2020.eu website (Phase 1) and also for the Our-Energy.eu platform (Phase 2):

Communication/ Dissemination Activity (tool/channel)	Description and frequency	Target Groups	KPI
Digital and social media	newcomersH2020.eu website Our-energy.eu digital platform: app. weekly up-date	energy communities, media, EU citizens, energy business community, policy makers, educational community	<ul style="list-style-type: none"> - 50 - 80 monthly visits of newcomersH2020.eu website since M8 – M18 - 80 - 100 monthly visits of the Our-Energy.eu platform (starting from M18), increasing towards the end of the project

However, detailed KPI's for the Our-Energy.eu platform's 2nd Phase will be included in the Deliverable 8.11: Our-Energy.eu digital platform (Phase 2), and the KPIs for the 1st Phase (the newcomersH2020.eu website) will be updated in month 18, when the whole CDE Strategy will be updated.

Therefore, details regarding frequency, target groups and KPIs for the Our-Energy.eu digital platform will be refreshed and, if necessary, updated in month 18 of project's lifetime.



5 CONCLUSION

This Deliverable reports on the implementation of the Phase I of setting up of the Our-Energy.eu platform, which was implemented as a project website www.newcomersH2020.eu in month 2, which is 4 months sooner than planned because the consortium of partners unanimously decided we needed the informational website sooner than planned.

As part of Phase 2 of this web-project, an advanced digital platform, the Our-Energy.eu is planned to be launched in month 18.

