



Empowering
Renewable and
Citizen Energy
Communities

Deliverable D2.2

Report on stakeholder activation campaigns

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Preface

Based on a template developed by the WP leader, each partner prepared a short report on the design and planning of the stakeholder activation campaign in their region/country.

This report summarises the stakeholder activation campaign activities in the partner regions/countries. It outlines the specific objectives, the main target groups addressed by the campaign, the campaign materials, the main communication strategy and campaign activities and results.

In the Annex an overview of the key target groups and stakeholders in partner regions/countries is given.

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1. Executive Summary

Based on the REC/CEC mapping and list of stakeholders identified in Task 2.1, project partners developed a stakeholder activation campaign. The design and planning was also intensively discussed and prepared at the internal working session in February 24 in Linz.

Aim of the campaigns was to reach out to the stakeholders targeted by the project's activities/ services and to focus on attracting them to take part in the training and mentoring programme in WP3 as well as ensuring participation in other project activities.

These will include existing REC/CEC that need support to grow, local authorities, active citizens, neighbours and other groupings interested in starting the process of REC/CEC creation, and Regional Energy Agencies and other public bodies.

The campaigns took into account which target groups must be activated for the successful implementation of WP3-4-5. Main elements are target-group appropriate information materials, information activities and a well-developed communication strategy. Communication was tailored to the specific market development level of each partner's region/country and to the stakeholder groups identified in T2.1. It made best use of the project and partners' own channels: websites, social media, project website, targeted mailings, press work, conferences in municipalities for information and engagement etc.

These campaigns aimed at reaching a minimum of 3,000 stakeholders in total (i.e. approximately 500 stakeholders per partner country). The results are presented in this report.

2. Campaign objectives and main target groups addressed

Upper Austria

Given the situation in Upper Austria with more than 250 RECs in operation and the new possibility to establish CECs, the focus area of the ECTO is Citizen Energy Communities.

The main campaign objectives have been:

- Activation of stakeholders and potential EC members by provision of general information
- Provision of general and detailed info on CECs (as this is a new EC form, both, general and detailed information are needed)
- Continuous information and awareness raising for energy sharing
- Continuous training and upskilling of ECTO staff to be able to cope upcoming issues and changes in legal or regulatory issues and market conditions

The specific targeted stakeholders will be reached by a combination of activities including the lessons learned from previous work with ECs:

- Continuous promotion: The service has to be promoted to be known.
- Key actors have been identified and first contacts been established. However, it is vital to continuously inform and support this community and to try to integrate new stakeholders.
- Continuous training/upskilling of "advice staff":
Changes in the regulatory framework, funding programmes and electricity markets require continuous training and upskilling of the ECTO advice staff.
- Long-term approach:
As it takes a while to build up a service and to make it known, ESV plans to integrate the ECTO in the general advice service to ensure sustainability.

ESV can rely on existing support structures (e.g. the energy advice service, its OSS for building renovation). This helps to get into contact and support highly motivated people (pioneers) and interest and motivate citizens.

Spain

There are numerous barriers to overcome in order to form and launch energy communities such as lack of interest, knowledge or reliability on REC/CEC in part of the citizens, need to further develop the regulation, increasing the distance to share energy, simplifying the administrative process or increasing the capacities of energy communities or the complex administrative processes.

Diverse objectives have been established to address these issues:

1. Launching of POWER-E-COM as a landmark project.
2. Activate stakeholders: Target groups need of more awareness raising and incentives for their active participation in energy communities.
3. Inform about the services offered by the project: By means of the ECTOs advising, meetings, workshops, conferences, courses, press releases or videos will be developed.
4. Find pioneer municipalities and energy communities (existing or potential).
5. Raise capacities of stakeholders on energy communities: To increase the knowledge and interest of energy communities and their projects.
6. Recruit participants for training programme.
7. Improve stakeholders networking: this is essential for fostering cross-sectoral dialogue, building trust and relationships, and catalysing collective action.

Reaching stakeholders is assured by the following activities

- Informing and involving active municipalities or citizens groupings: To involve those which provided letters of support or which have been in contact during the last months.
- Initial stakeholder activation launch: The ECTOs websites is designed and programmed, press releases or articles are published, social media is utilized, and news are disseminated in magazines and other related media. Bilateral or multilateral meetings with target groups and other stakeholders are conducted.
- Training and Capacity building: There are meetings with stakeholders and training activities.
- Through the ECTOs contact is made with municipalities, citizens, SMEs, etc.
- Communication and dissemination activities of the project inform and aware stakeholders.
- The process of designing EC models includes direct contacts, implementation workshops, etc.
- Citizens and especially pioneer ones are involved

Both Rivas and Escan have included some city councils and organizations interested in this topic in the proposal. Additionally, during the first months of the project, preliminary contacts have been made with other potentially interested organizations.



Slovenia

In recent years, the concept of Energy Communities (ECs) has gained significant traction in Slovenia as a sustainable and collaborative approach to energy production and consumption. Due to some legal barriers and lack of knowledge there is only very few EC in Slovenia.

Therefore, the main objective of the campaign is to raise awareness about the EC, try to develop and establish the one in the region that could serve as a pilot and show case.

Within the project the following parts of the campaign will be developed:

- Launching of POWER-E-COM project:
- Activate target groups.
- Inform about the services offered by the energy community transformation offices
- Searching for pioneer municipalities and energy communities (existing or potential)
- Upskilling of stakeholders on energy communities: To increase the knowledge and interest of energy communities and their projects.
- Identify people interested in the project training programme.
- Increase stakeholders networking.

The objectives of the campaign in Slovenia are:

- Spread the information and knowledge about the communities to wider public (citizens) and to specific targets groups like municipalities and public organisations as well as to companies in Podravje region and wider to whole country Slovenia.
- Through different events on regional level build the capacity of the stakeholders to be able to develop and run the EC.
- Promote the opportunities and benefits of EC and CEC as well as potential challenges in the Podravje region and in Slovenia.
- Promote ENERGAP as ECTOs to different target groups in the region.

Germany

The specific objectives to be achieved with the campaign in Germany, Bavarian Oberland, have been:

- Activate stakeholders
- Bring stakeholders, especially existing energy communities and active citizens together and give them the opportunity to learn from each other (Building a network)
- Maintenance and management of the network
- Exchange of experience
- Information on best practices
- Collecting a list of contacts
- Provide information on relevant issues to existing energy communities
- Kick-off of the regional ECTO

Citizens and especially pioneers, were reached by means of:

- Workshops
- Speakers as Best Practice

Specific actions have been foreseen to attract and activate citizens, especially pioneers:

- Survey among the stakeholders on topics that are most relevant for them. This enabled the organisers to create an interesting programme that attracts the target group.
- Organisation of an event to build or consolidate a network



Ireland

The aim of this campaign has been to encourage as many communities as possible to engage with the ECTO, and to put measures in place to make the process of becoming an Energy Community as simple and accessible as possible while contributing to making our 2030 electricity generation targets achievable. In Ireland there is only one Energy Community, Templederry Windfarm. It took this community over 12 years to begin producing renewable electricity. This is due to the amount of challenges Energy Communities have to overcome. The ECTO aims to build on the learnings from Templederry Windfarm and develop a pathway for communities to follow and make becoming an energy community more feasible.

Reaching stakeholders has been assured by the following activities:

1. Establish close working relationship with the SEAI community mentors, an established network of highly trained individuals. There are currently over 750 sustainable energy communities (SECs) in Ireland.
2. Offer guided support to the communities that provided a Letter of Support for Power-E-Com.
3. Engage with the climate action departments of each local authority that the communities in point 2 above operate in.
4. The launching and running of the Irish ECTO.
5. The successful recruitment of stakeholders into WP3 training.
6. The successful recruitment of communities into WP4 activities.
7. Communication and dissemination activities of the project will inform and aware stakeholders

The following specific actions to attract and activate citizens, especially pioneer's, are:

The main way citizens have been attracted to the campaign was through key stakeholders who have been previously involved in the agency. SustainableTIPP work with communities and promote implementation of sustainability and climate actions from the Local Authority Climate Action Plan in Tipperary. These stakeholders are approached by community groups looking for funding. They have the reach to inform them of the campaign and direct those interested to the ECTO page on TEA's website. Another way pioneer citizens have been attracted to the campaign was through local media publications, such as the local newspaper, and through an interview on the local radio station. Pioneer citizens were encouraged to the campaign as they could see it as a space where they can learn and get involved.

Bulgaria

The specific communication objectives for the campaign in Bulgaria were defined as following:

- Reach at least the predefined specific target of 500 stakeholders in Bulgaria; active inform and engage them in project activities according to their individual level of knowledge, expertise, needs, professional role, and potential contribution to the project's goal.
- Promote the main initiatives of the project and the results achieved through all possible own, external and shared communication channels.
- Increase awareness in all stakeholder groups about the benefits and potential of community energy projects.
- Promote good practices from Bulgaria and abroad and explain their realization using step-by-step guides.
- Accelerate cooperation and dialog: Encourage collaboration between national policymakers, experts, local authorities and citizens to facilitate the realization of community energy projects.
- Engage with existing energy communities: Provide support and resources to existing energy communities to enhance their capabilities and project outcomes, encourage them to share their experience and provide them a platform to become more visible.
- Inform interested citizens: Educate and inform citizens who are interested in joining or initiating community energy projects.
- Enhance the project's social media presence to increase awareness and engagement by regularly sharing updates, success stories, and educational content. According to project's goals there should be at least 42 posts with 250 viewers each (1.75 posts per month).
- Recruit participants for the training program: use events and communication activities to inform potential participants about opportunities of training/mentoring or individual support provided by the project.
- Promote the website as the main resource for objective information on energy communities to achieve 7,500 unique visitors per year and 22,500 over the entire project duration.

3. Communication strategy and key campaign activities and materials

Upper Austria

During the energy community promotion campaign, a variety of materials were developed to support the dissemination of information and different communication channels were used:

- **Project Folder Power-E-Com** (Austrian edition)
General information on the project; Status: finished, printed
- **Information leaflet**
Information on general aspects of ECs including CECs.
Status: finished, printed, already widely displayed (paper and online version)
- **Interactive quiz at tradeshow:**
Testing general knowledge on ECs and learning by playing, questions from 8 categories presented, offering 3 possible answers. Used at the exhibition stand at the annual tradeshow "Energiesparmesse" which took place from 6-10 March 2024 in Wels/Upper Austria featuring a special booth on ECs. More than 300 persons played the quiz.



- **Power point presentations:**
General and specific knowledge dissemination on ECs (RECs, CECs)
- **Case studies:** 2 case studies presented at the WP2-internal working session
- **Training seminars (in presence):**
Targeted training seminars are organised: 16.07.24 (25 participants), the next one is scheduled for 10.12.2024.
- **Webinars:** The following online training seminars took place:
21.05.24 (30 participants), 24.07.2024 (22 participants), 03.09.2024 (18 participants).
- **Advice:** Individual advice is offered, which is accessible via phone, e-mail or an online form.
- **Website:** implemented, including online tool for requesting advice

Spain

Key campaign materials in Spain have been:

- **Project roll-up:** General information of the objectives and expected results
- **PowerPoint presentation:** General information of the objectives and expected results of the projects and some best practices
- **One page:** Power point and print
For each potential energy community a dissemination document presenting the main characteristics. Existing materials: Information and videos (Rivas website)
- **Videos:** One – two online videos (mp4); Solar PV, neighbourhood, roofs.
- **Case studies/testimonials:** Written documents or video testimonials
- **Real-life examples** showcasing successful energy community projects, including challenges faced, strategies employed, and outcomes achieved.
- **Website:** A dedicated website serving as a central hub for information, resources, and updates related to the energy community initiative.
- **Social Media:** LinkedIn and X
Utilization of various social media channels to disseminate information, share updates, engage with stakeholders to show all the events programmed and developed.
- **Newsletter** of the Spanish partners: Pdf, sometimes printed
A periodic newsletter providing updates, highlights, and relevant information.

Throughout the POWER E COM project, the development of these materials will progress to ensure that at least 500 stakeholders in Spain are motivated to promote energy communities.

The key campaign activities:

- **Stakeholder list development:** Compiling a comprehensive stakeholder list comprising individuals, organizations, and groups with interest in energy communities.
- **Documents and other materials with project information:** Creating documents, website, roll up, etc in various formats such as Word, PowerPoint.
- **Campaign launch:** In a short period of time several activities will be launched simultaneously to officially launch the POWER-E-COM project.
- **Individual contacts** with key stakeholders: Initiating one-on-one meetings, phone calls, or emails to build relationships.
- **Press releases:** media outlets to announce events and updates related to the POWER-E-COM project.

Slovenia

Within the project the different information, data and documents have been collected and the following material prepared:

- **Comprehensive materials** with legal and other documents, pilot cases and good practices are prepared and presented at the website of ENERGAP (ECTO) and social media.
- The **leaflets** about the EC and pilots for different target groups (A4 format, pdf, ca 1000).
- **A3 poster** is presented at the events
- Regular information in **ENERGAP's Newsletter** (at least 5x per year).
- Promotion of the ECTO service in **different media** (at least 2x per year).
- **EC package** – the materials for the actively involved stakeholders, 3 packages prepared for citizens, municipalities and public organisation.
- Presentations and promotion of EC and pilots at **different regional or national energy related events** (at least 2 per year)
- Active participation at the **public events** where many citizens are present, like energy week, mobility week or similar (at least 1 x per year)
- **Presentations** for political decision makers

Germany

The following materials have been developed:

- **E-Mail Newsletter**
- **Social Media**
- **EWO homepage**
- **Project promotion material**

Rollup, Beachflag, Flyer

The target groups have been reached by the following means:

- **Newsletter**, Social Media posts, Article on EWO homepage

Key campaign activities were:

- **Event** on Energy Communities
- Promotion for the event through **communication channels**

The main communication channels have been E-Mail – Newsletter, Social Media posts, and the EWO Homepage.

Ireland

During the energy community promotion campaign, a variety of materials are developed to support the dissemination of information.

- **Project roll-up:** General information of the objectives and expected results
- **Presentation:** PowerPoint
General information of the objectives, best practices and expected results
- **Website:** Easy to navigate. Written in layman's terms.
One page created on TEA's website dedicated to ECTO. Content includes a project summary, project objectives, key material, "Contact Us" form, phone number, email address and links.
- **Videos:** YouTube
Up to two educational videos will be created and will be posted to TEA's YouTube channel and linked on the website. Examples of content included are a project overview and interviews with Ireland's only energy community, Templederry Windfarm.
- **Case studies/testimonials:** Video Testimonials/ Written Documents
Real-life examples showcasing successful energy community projects, to be included on the ECTO page on the website and YouTube (if video content).
- **Frequently Asked Questions (FAQ):** Online
A list of FAQs gathered throughout the campaign. Included on the ECTO page of the website.
- **Decision Tree:** Online
Process and steps involved in becoming an energy community. Links to relevant resources. Will be included on the ECTO page on the website.
- **Vocabulary List:** Online
Includes terms energy communities will come across throughout their journey. Includes approximately fifty key terms, along with their definition, explanation in layman's terms, and where applicable, abbreviation and Irish example.
- **Information Leaflet:** Printed, Online
Including campaign objectives, approach, output, impact, project partners and contact information for TEA.
- **Social Media:** LinkedIn, Facebook, Instagram
Utilization of various social media channels to disseminate information, share updates, engage with stakeholders to show all the events programmed and developed.
- **News or article or press release:** local newspaper/ included on TEA's website
Article or press release with highlights and relevant information about the project and energy communities' initiative.

- **Workshop:** in person/online

Provides a platform to discuss challenges and advice on how to overcome these challenges with existing schemes. The 1st key step was the creation of a comprehensive stakeholder management system which will include key information such as: point of contact, when contact was made, next steps, etc.

Bulgaria

The main campaign materials and activities planned to fulfil the strategy have been as follows:

- **Project roll-up banner:** Print
General visual-based information of the project
- **PowerPoint presentation:** Power point, Estimated page count: 10
General information of objectives and expected results of the projects and some best practices
- Documents **Template:** Power point and print; visual identity for documents
- **Videos:**
24 educational short videos which could be easily disseminated through the social media
General information about energy communities; good practices showcased; Personal stories
- **Case studies/testimonials:** Written documents or video testimonials
Real-life examples showcasing successful energy community projects, including challenges faced, strategies employed, and outcomes achieved.
- **Website:** Online, variable content, depending on the website structure and pages included
A dedicated website serving as a central hub for information, resources, and updates related to the energy community initiative.
- **Social Media Posts:**
42 posts * 250 viewers (1.75 posts per month); Facebook and LinkedIn; variable visual and text elements. General content, project updates; results; good practices, etc.
- **Interviews, articles and press releases:** Variable due to the type of media and their audience
news or article or press release with highlights and relevant information.
- **Events:** Variable; 100 people x 6 events
- **Visual elements:** JPEG, PNG ; Facebook and LinkedIn; variable visual and text elements
Content: Infographics, banners, pictures
- **Brochures:** Printed and online

4. Campaign results

Upper Austria

Communication activity	Short description	Methodology of proof	Date	Number of persons reached
Tradeshow "Energiesparmesse"	Special booth, interactive quiz	persons taking part in the quiz (electronic counter)	06-10.03.2024	300
Training seminar	In-person training seminar in Linz	list of participants	16.07.2024	25
Webinars	Online advice and information	list of participants	21.05.2024	30
Specific advice	Telephone, online, in-person	list of persons and topics advised	Continuously since 01.01.2024	180
Information folder	Dissemination of info folder on RECs and CECs in German at ESV events	list of participants of events	Continuously since March 2024	50
	Download from website	IT statistics	13.05.-08.10.2024	679

Spain

Communication activity	Short description		Date	Number of persons reached
Issue of website	<u>ESCAN website</u>	website visitors	continuously	200
Presenting Power-e-com to municipalities	Presenting a PowerPoint in Montilla (2), Parla (7), Getafe (3), Fuencaliente(2), Rivas(20)	list of participants	since 01.05.2024 until 07.07.2024	34
Presenting Power-e-com to Regional Energy Agency	Presenting a PowerPoint to FENERCOM	list of participants	20.05.2024	19
Article in magazine Energetica21 (printed)	News/Press release/Article in Media Energetica21 (10.000 print/20.000 users website)	magazine readers/users website	01.04.2024	1,000

Slovenia

Communication activity	Short description	Methodology of proof	Date	Number of persons reached
Expert Workshop on Energy Communities in Slovenia	in-person interactive event on Energy Communities in the context of the project REPOSITORY	list of participants, photos	09.10.2023	41
Energy Workshop event	in-person interactive national event with stakeholders	list of participants, photos	30.01.2024	32
Press release	Press release on Energy Communities and the Energy Workshop highlights	targeted mailing of medias	01.02.2024	59
Newsletter ENERGAP	article about ENERGAPs activities in the field of Energy Communities	targeted mailing of newsletter	17.04.2024	86
Event-Expert meeting	in-person expert meeting of mayors and directors of municipal administrations in Municipality of Mengež	presentation, photos	08.05.2024	10
Opening event of the BORZEN contact point for advice and promotion of RES	in-person event - presentation of Energy Communities at the national event	list of participants, photos	09.05.2024	25
10th Slovenian Photovoltaic Conference	in-person national event of photovoltaic- presentation of ECs today for the future	presentation, photos	19.06.2024	120
Green local event at Cona Tezno	in-person event - presentation of Energy Communities	presentation, photos	20.06.2024	10
20th Knowledge Counselling Days 2024 - Andragoški zavod Maribor	in-person local event - presentation of Energy Communities	list of participants	18.09.2024	10

Consortium of Slovenian Energy Agencies in Ljubljana	in-person national event - presentation of Energy Communities	list of participants	19.09.2024	10
Work-shadowing event in Maribor	in-person event - presentation of Energy Communities	list of participants	25-26.09.2024	15
Specific advice	telephone, zoom, in person	list of persons and topics advised	continuously since 09.05.2024	30
Article published in the magazine ENERGETIK	Article about the ENERGAP contact point for services for the creation of ECs	article published	Sep/Oct 2024	circulation at 3,700 addresses
Article published in the Professional magazine ESG	Article about the ENERGAP contact point for services for the creation of ECs	article published	12.09.2024	circulation at 2,200 addresses
Article published in the magazine ELEKTROTEHNIŠKA REVIJA	Article about the "Energy Communities today for tomorrow"	article published	Nov.24	circulation at 2,000 addresses

Germany

Communication activity	Short description	Methodology of proof	Date	Number of persons reached
E-Mail Newsletter	targeted mailing of newsletter	Mailing list	24.04.2024	404
Social Media	LinkedIn post - invitation and information on the upcoming event	number of views	18.06.2024	145
Event	Event on energy communities in the Oberland Region	list of participants of event	02.07.2024	45
Social Media	LinkedIn and Instagram posts	number of views	03.07.2024	614
YouTube videos	live recording of the event	number of views	03.07.2024	279
Local newspaper	article on the event	newspaper circulation	30.07.2024	10,200
Homepage	article on energy communities and energy sharing in Germany	number of views	04.07.2024	20
Homepage	article on the key messages and results of the event	number of views	08.08.2024	22

Ireland

Partners: TEA, TUS and Community Power

Communication activity	Short description	Methodology of proof	Date	Number of persons reached
Panel Discussion	Power-E-Com information shared with attendants of the Gurteen Energy & Farm Diversification (panel discussion 'Small-Scale On-Farm Energy Generation Opportunities')	Photograph (see SharePoint)	18.07.2024	37
YouTube Video	Video interview about Templederry Wind Farm and their learnings about community energy projects on the TEA's YouTube.	YouTube Views	07.08.2024	90
Event Launch	Catalyst, the ECTO, was launched at a SustainableTIPP meeting which is a collaboration of public, private and voluntary organisations for a sustainable and low carbon future for County Tipperary.	Participation List	05.09.2024	30
Website	ECTO website launched with information about Power-E-Com	Website Analytics	05.09.2024	156
Newsletter	Electronic dissemination of the TEA's newsletter with a section on the ECTO and its launch.	Mailing List	11.10.2024	1,200
LinkedIn	LinkedIn post about the launch of the ECTO tagging the POWER-E-COM page	LinkedIn impressions	11.10.2024	919

Bulgaria

Partners: MoG and BSERC

Communication activity	Short description	Methodology of proof	Date	Number of persons reached
Events and Meetings with Stakeholders				
Project presentation	Meeting the deputy mayor of Pernik with the objective to present the project as well as discuss options to collaborate.	Business trip order	02.02.2024	1
Project presentation	Meeting the mayor of Kiustendil with the objective to present the project as well as discuss options to collaborate.	Business trip order	06.02.2024	1
Project presentation	Meeting the EU programs team of Stara Zagora with the objective to present the project as well as discuss options to collaborate.	Online meeting (recorded)	07.02.2024	5
Action roadmap discussion	Detailing next steps with the team of Pernik's deputy mayor	Business trip order	07.03.2024	4
Project presentation	Meeting the National Trust EcoFund with the objective to discuss opportunities to design financial instruments for the POWER-E-COM needs.	List of participants	14.06.2024	3
Project presentation	co-organized event with "ZaZemiata" - Project presentation and knowledge sharing with the Kiustendil experts.	List of participants	09.07.2024	27
Project presentation	Presented the objectives of POWER-E-COM to experts from national energy agencies, local citizens of Plovdiv, and members of the SunSharing European project consortium	Presentation, photos, agenda	14.03.2024	31
Project presentation	Meeting with representatives of the green energy provider TOKI and other key stakeholders to discuss potential	Mailing chronology	14.06.2024	6

	joint actions and strategies for establishing energy communities.	and meeting invitation		
Follow-up meeting	Follow-up meeting with representatives of TOKI to continue our discussions	Photos of the meeting	04.07.2024	8
Project presentation	Participated in a two-day national conference in Gabrovo on fostering collaboration between municipalities and energy agencies, where the project's objectives were presented	Photos, presentation, agenda, attendance list	03-04.07. 2024	97
Project presentation and info for the upcoming training session	Participated in a university webinar with representatives from a Greek energy community, who shared their practices, where the POWER-E-COM activities, training materials, and the upcoming training program were also presented	Photos of the meeting	10.10.2024	20
Project presentation	Attended a TANDEM Project event in Gabrovo, which included a session with the CINEA Project Officer and an exchange with stakeholders to discuss different European projects for ECs	Photos, presentation, agenda, attendance list	16.10.2024	40
Social Media Campaign				
Website post and project's newsletter	An informational article presenting the goals of the project with the first newsletter	www.bserc.eu /?проекти&pid=87 ; Website analytics	March 24	200
LinkedIn post	Video interview with Lyubimka Georgieva about the current national framework for the development of energy community models	LinkedIn impressions	March 24	80
LinkedIn post	Sharing more about the POWER-E-COM partners video series	LinkedIn impressions	April 24	82
Facebook post	Announced and invited participants to join the 'Mayors Talk' Discussion Forum in Gabrovo, where the POWER-E-COM project was presented	Facebook impressions	July 24	30

LinkedIn post	Promote Gabrovo as an ECTOs	LinkedIn likes and impressions	July 24	17 + 354
		LinkedIn likes and impressions	August 24	22 + 456
LinkedIn post	Promote Gabrovo Municipality progress and benefits of Energy community	LinkedIn likes and impressions	September 24	34+564
LinkedIn post	Gabrovo demonstrated how citizens should be involved in Energy Transition through Energy community	LinkedIn likes and impressions	September 24	41+904
LinkedIn post	Promote Gabrovo Municipality energy community as a successful story	LinkedIn likes and impressions	October 24	2+345

5. Annex

Main target groups and stakeholders

Upper Austria

The following key actors to be important for EC market development have been identified:

- **Citizens, “initiators”:**
Very often smaller ECs are launched and operated by motivated citizens who want to be part of the energy transition. They are therefore an important target group, which we are supporting and assisting.
- **DSOs:**
They have an important role when establishing ECs, e.g. they operate a database on producers and consumers which are served by the same low-/mid-voltage substation, they are responsible for the smart meter roll-out, the registration of ECs as a “market partner”, the connection to the electronic data exchange of the EDA portal.
- **Municipalities:**
Municipalities often act as catalysts for EC and support the development seen as a service for their citizens. They are therefore an important “driver”.
- **Businesses:**
In Austria, businesses independently of their size, are allowed to participate in CECs, however not with a dominant role.
- **National regulation and funding bodies:**
e.g. national electricity market regulation body, funding bodies for PV (and other) support programmes
- **Service providers:**
Especially for the operation of larger ECs, service providers are typically needed

Spain

- **Citizens and groupings** (associations, cooperatives): are target groups due to their direct impact, diverse perspectives, and potential for community.
- **SMEs**: Including shops as they are part of the neighbourhoods.
- **Public authorities**: Collaboration with regional and local authorities including energy agencies and regulatory bodies.
- **Pioneers**: These individuals or organizations are often early adopters.
- **PV owners**: have already invested in renewable energy infrastructure and are likely motivated
- **Financial institutions**: Banks and financial support for energy community projects.
- **Media**: Engaging with media outlets such as newspapers, magazines, online publications, and broadcast channels can help amplify the campaign's message and reach a wider audience.
- **Cooperation initiatives**: Other projects or promoters working in the same fields that can provide added value.

Slovenia

TARGET GROUP	SPECIFIC OF THE GROUP	LEVEL OF INVOLVEMENT	SPECIFIC ACTIONS	SPECIFIC ACTIONS FOR PIONEERS
Citizens	Due to the "net-metering system used, people do not understand the needs and benefits of ECs	They need a lot of basic information, good practices, showcases, especially from cases in Slovenia	Information in media about benefits, procedures and good practices	Individual approach to find the persons that have the understanding about energy systems and would be interested to cooperate in one pilot EC
Municipalities (public admin., political decision-makers)	They could be as show case and lighthouse	Active involvement of public authorities in developing the EC	Working on the development of the pilot EC in one municipality and involving other	For a pioneer ENERGAP prepares the whole package of information needed, support on the daily basis.
Public institutions	tailor-made information, specifically for their sector or organization to	The most interested one will be involved, others will get the info and be	Working on the development of the pilot EC in one public institution and	For a pioneer ENERGAP will prepare the whole package of all information and documents needed,

	raise awareness	able to participate	involving other to actively	they will be supported on the daily basis.
Private organizations	tailor-made information, specifically for their sector or organization to raise awareness	The most interested one will be involved, others will get the info and be able to participate	Working on the development of the pilot EC in one public institution and involving other to actively	For a pioneer ENERGAP will prepare the whole package of all information and documents needed, they will be supported on the daily basis.
DSO and other energy related companies	They need to be actively involved in the processes to be able to cooperate in the processes	Exchange of information and data related to EC	Developing the pilot virtual EC to test the possibilities	/

Germany

Main target groups in the project region Bavarian Oberland have been all stakeholders identified in Landscape Report:

- active **citizens**
- **existing energy communities**
- **pioneers**
- regional and local **authorities**
- municipal **energy utilities**
- **financial support bodies**
- **energy supplier**
- **grid operators**
- **energy consultants**

Ireland

Target Group	Rationale
SEAI Community Mentors	This grouping has established relationships with Sustainable Energy Communities (SECs) and can effectively get the campaign messages out into the community sector.
Communities that provided LOS	These communities are currently on the journey towards generation and would benefit from the support of the ECTO and the outputs of WP3 / 4.
Community Groups that have worked with TEA to create an Energy Master Plan	A strong relationship between these communities and TEA has been established through previous work. In addition, the Energy Master Plans identify renewable generation as a possible action.
Local Authority staff involved in Climate Action and Community Engagement	Each local authority Climate Action Plan has specific actions related to supporting the development of sustainable energy communities.
General Public	The campaign key messages of a) the benefits of community generation b) the challenges faced by communities.
Energy Agencies	Energy Agencies work closely with communities on many projects including developing the SEC master energy plan.
SEAI	The SEAI is the national sustainability authority who works with householders, communities, businesses and government. Of specific relevance is the support they provide to communities in the form of mentoring and funding.
Government	The campaign will be used as a feedback loop tool for the relevant departments in the government that can make beneficial changes for the community generation sector.
DSO	The campaign will be used as a feedback loop tool for the DSO as they play a vital part in whether a project is viable or not.
SMEs	SMEs need to be made aware of the community energy sector as a potential area for growth.
Financial / Funding	A wide number of stakeholders are involved in the funding of small and medium scale generation and must be made aware of the community generation model.
Educational	3 rd level Universities will be made aware of the project and the ECTO as they have close ties with communities and potential opportunities for research may occur due to this work.

Bulgaria

Target group	Communication Strategy
Existing energy communities and coalitions with focus on energy communities and citizens-led projects - communities of practices, advocacy coalitions, formal/ informal networks, associations	The aim is to showcase success stories and provide additional technical support and resources
Renewable Energy Industry – such as project developers, PV and wind energy facilities owners, industry associations, suppliers, traders and other services for the RES sector	This group has already invested in renewable energy infrastructure or related services. They are well-informed and likely motivated also has a big potential.
SMEs - SMEs, interested to become part of an energy community, nationally representative organization of employers or other associations	including SMEs such as agro organizations, facility management companies or producers of energy-intensive products
NGOs and Advocacy Groups – especially environmental organizations - nature, animal species, birds, climate activists	Active collaboration with NGOs and advocacy groups will amplify messages and reach a broader audience.
Research/ Academia – national universities, research institutes with interests in energy and sustainability topics.	This group can have a significant impact to the overall public discussion, by informing and engagement of this group.
National Policymakers - all representatives of legislative and executive bodies, responsible for energy policy and sustainable development	The aim is to develop an active dialog and engagement because their role is crucial for navigating the legislative and regulatory landscape for energy communities.
Local Policymakers - local authorities, municipalities. Provide training and resources to facilitate the development and support of community energy initiatives.	By informing and promoting good practices they can be stimulated to committed replication, one of the main project's goals. They can influence public opinion and mobilize resources.
Local Communities – citizens and opinion makers, geographically bounded groups of people with a focus on local youth groups, citizens' organizations, local schools	Explain the benefits and opportunities of participating in community energy projects
Media - Journalists and media representatives play a crucial role in disseminating project information and results.	Engaging with media outlets such as newspapers, magazines, online publications, and broadcast channels can help amplify the campaign's message and reach a wider audience
Other concerned industries: grid operators, crowdfunding platform operators, lawyers, etc.	

General society: A broad and diverse audience that encompasses all Bulgarian citizens.	
Citizens and groupings (associations, cooperatives)	are target groups for the energy community campaign due to their direct impact, diverse perspectives, and potential for taking part i
Financial institutions: Banks and financial support for energy community projects	
Pioneers: These individuals or organizations are often early adopters. To effectively engage pioneers and foster their active participation in Energy Communities (EC), specific technical support will be provided.	Success stories will be highlighted to showcase their impact. Activities will focus on facilitating networking opportunities for pioneers to connect, share knowledge, and collaborate. Pioneers will also serve as advocates at local, regional, and national levels.