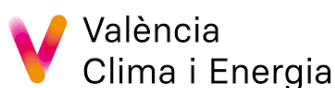




**POWERUP**

The catalyst for social innovation in the energy market

# Alleviating energy poverty: Mitigation measures in 4 POWERUP pilots



## Authors

Ecopower

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## Executive summary

In the POWERUP project, four pilot sites innovate on ways to use renewable energy to involve vulnerable households in the clean energy transition and, at the same time, realize tangible benefits for people in situations of energy poverty. While the pilots are well underway to implement these innovative and social energy business schemes, the project intends to implement additional actions to mitigate energy poverty at the pilot areas. These measures are accessible to a broader group of residents and aim at providing an immediate benefit to the participants regarding optimising their energy consumption.

This report describes the efforts undertaken in the four pilot sites to organize these energy poverty mitigation measures. Per pilot, it gives an overview of the activities organized (description of activities and number of participants), the topics covered (content), the practical approach and methodology (invitation, location, format), and the insights gained through the organisation of the measures (standard evaluation form and additional reflections). As the pilot implementation is still ongoing, several pilots also included information on more energy poverty mitigation measures still planned in the coming months.

All over, the pilots succeeded in engaging a broader group of people living in the pilot site in activities that empowered them to take action on their energy consumption and to consumer energy better. Activities ranged from, for example, organizing interactive workshops on energy-related topics (UCSA), to door-to-door visits and the distribution of energy kits (Valencia), the development and dissemination of IT tools, economic and juridical models (Eeklo), to information sessions and stands (Rožnov). We hope this report inspires social energy players all over Europe to take accessible and impactful action on energy poverty in their territory.



# 01

# Introduction



This report describes the actions taken by POWER UP pilots to reach out to residents of pilot cities to inform and advise them about energy-related topics. As the development of the renewable energy production plants and the uptake of the social energy business schemes can take a while, these additional **energy poverty mitigation measures** have immediate effect and have been implemented thanks to the POWER UP! activities. In the long term, some of these activities will be financed by the profits generated by the renewable energy production schemes which are in progress of deployment.

The **selection of topics** of the interventions has been based on the results of the co-creation process with vulnerable households, described in D3.2, including the support of vulnerable households in reducing and optimizing their energy consumption, information on energy bills and do it yourself hacks that participants can easily implement at home.

The **target group** implied the households involved in the implementation of the pilot scheme itself (D5.2), but also an additional number of energy-poor households in the respective city. Depending on the size of the pilot site, the number of additional households that should be involved varied between 100 and 170, with as a target a total of 595 households reached by all pilots together.

The **formats** of the interventions included workshops, information sessions and other empowering activities. The approach often favored human interactions in smaller groups, facilitating behavioral changes. Households who took part in the co-creation process were invited to join the sessions and take an active role based on their own experience.

**Communication and engagement** of households followed the strategies set out in the communication campaigns (D5.1), safeguarding the privacy of the participants as defined in the data management plan (D1.2). Structural evaluation has been applied by working with a short evaluation form that has been used in every session, following up the quality and impact of the intervention.

The **structure of this report** consists of an overview of the different energy poverty measures taken in every pilot site. Furthermore, you find a description of the topics covered, the approach implemented, and the evaluation of the interventions for the four POWER UP pilot sites Campania region (Italy), Valencia (Spain), Eeklo (Belgium) and Rožnov (Czechia).



02

# Campania, Italy: Energy poverty mitigation measures

# 2.1

## Overview of activities organized

During 2024, UCSA and AESS organized 5 workshops focused on the energy saving topic in San Giuseppe Vesuviano and Palma Campania, two municipalities of the UCSA area.

The meetings explained the renewable energy community initiative promoted by the POWER UP project and discussed how to reduce energy consumption in homes. These workshops aimed to raise awareness, provide practical tools, and encourage individuals and organizations to adopt energy-efficient practices in their daily routines. The workshops provided practical and immediate advice, while at the same time explaining how to better orient oneself in relation to the energy market and during the selection of the energy supplier.

The first four meetings were actually two identical sessions held in both San Giuseppe Vesuviano and Palma Campania, ensuring consistent content for all participants. This format allowed for meaningful discussions tailored to local needs. In the final meeting, we had the presence of local politicians to emphasize the commitment of the administrations to the project being pursued. The final meeting took place in San Giuseppe, inviting all participants, including those from Palma, to join. Our aim was to strengthen community ties and promote active involvement in the "Vesuvio Est" REC initiative.

### 2.1.1 Objectives

The main objectives of the workshops organized as part of the Power Up project were threefold:

- **Project Dissemination and Information on the Renewable Energy Community Initiative (REC).** The workshops aimed to spread awareness about the Power Up project and provide detailed information regarding the newly emerging REC in the UCSA area, which includes the municipalities of San Giuseppe Vesuviano, Palma Campania, Striano, and San Gennaro Vesuviano. Participants were introduced to the principles and goals

of the REC, which focuses on local energy production, consumption, and distribution, fostering greater sustainability and energy autonomy in the region.

- **Addressing Energy Poverty Situations and suggesting Energy Efficiency measures.** A central theme of the workshops was the issue of energy poverty and the importance of energy efficiency. Discussions highlighted the challenges that vulnerable communities face in accessing affordable energy. Practical advice was offered to both citizens and social workers who assist those affected by energy poverty, providing them with tools and strategies to reduce energy consumption and optimize household energy use.
- **Practical Advice on Managing Utility Bills.** Another key focus of the workshops was offering practical guidance to citizens on how to manage their energy bills more effectively. This included tips on reading and understanding utility bills, identifying ways to reduce energy costs, and taking advantage of available government incentives or community-based support programs to mitigate financial burdens related to energy consumption.

Through these workshops, the project sought to empower the local community with knowledge, tools, and resources to promote both individual and collective action towards a more sustainable and energy-efficient future.

## 2.1.2 Partners

Several partners played a key role in organizing and facilitating the workshops within the Power Up project. **AESS** and **UCSA** served as the primary facilitators, coordinating the events content, logistics and managing the sessions. They also introduced each workshop by presenting their ongoing work and objectives, setting the stage for the discussions.

Two associations specialized in addressing energy poverty at home were also actively involved in the meetings:

- **RETE ASSIST** is an organization that grew out of the **ASSIST European project** (under the Horizon 2020 initiative), with a focus on addressing **energy poverty** through a holistic and multi-faceted approach. Its goal is to **empower vulnerable households** and **support social operators** by providing training and tools to help them address the challenges posed by high energy costs. This model focuses on providing practical assistance to vulnerable populations by training social operators in energy-related issues. Indeed, one of the unique aspects of Rete Assist is the creation of the **TED (Tackle Energy Poverty)**

role. TEDs are social workers and professionals trained specifically to assist families in managing energy consumption, reducing bills, and accessing available financial support. Therefore, their mission is to reduce barriers in the energy market and promote sustainable energy use among citizens in precarious situations.

- **ADOC** is a consumer rights association located in Naples city that supports citizens on various issues, including energy costs. A significant part of ADOC's work involves assisting consumers who face challenges related to high energy bills. The organization provides valuable guidance on managing energy consumption and helps households access government subsidies and incentive programs aimed at alleviating financial burdens. Moreover, ADOC advocates for fair practices within the energy market, ensuring consumers are not subjected to unfair pricing or hidden fees. They promote transparency from service providers and work to safeguard consumer rights through education and awareness initiatives. By informing the public about their entitlements, ADOC empowers individuals to make more responsible energy choices while fostering a more equitable marketplace.

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Both associations contributed valuable insights, particularly on energy savings and consumer protection, enriching the workshop discussions with practical advice and support for local communities.

### **2.1.3 Main target group(s)**

The people we wanted to address and activate through our activities can be described as follows:

- Households in energy poverty situation;
- The four public authorities part of UCSA (Mayors and/or civil servants responsible for development projects);
- Local associations and other non-profit stakeholders who are trusted contacts of people in energy poverty;
- Individuals working as social operators or those involved in local administration playing a crucial role in supporting fragile categories within the community;
- Young people particularly involved and sensitive to environmental issues, to be reached through associative and personal channels; and
- Entrepreneurs/SME interested in photovoltaic installation and the possibility of joining the energy community to share the surplus energy produced.

Table 1 - UCSA energy poverty mitigation measures

Title of activity (date)	Main objective	Number of participants / equivalent n. of households
<p>Workshop I: “Energy Management begins at Home”</p> <p>October 2nd in Palma Campania</p> <p>October 3rd in San Giuseppe Vesuviano</p>	<ul style="list-style-type: none"> <li>● Dissemination of the POWER UP project</li> <li>● Presentation of the REC initiative of the UCSA Municipalities</li> <li>● Involvement of local stakeholders on the opportunity of sustainable energy and the issue of energy poverty</li> <li>● Energy saving advice for residential use</li> </ul>	<p>64 participants in Palma Campania / 64 households (18 households in EP)</p> <p>25 participants in San Giuseppe Vesuviano / 25 households (7 households in EP)</p>
<p>Workshop II: “Markets and electricity bills”</p> <p>October 16th in Palma Campania</p> <p>October 17th in San Giuseppe Vesuviano</p>	<ul style="list-style-type: none"> <li>● Dissemination of the POWER UP project</li> <li>● Presentation of the REC initiative of the UCSA Municipalities</li> <li>● Involvement of local stakeholders on the opportunity of sustainable energy and the issue of energy poverty</li> <li>● Analysis of energy costs using real-life examples from participants' bills</li> </ul>	<p>21 participants in Palma Campania / 21 households (6 households in EP)</p> <p>19 participants in San Giuseppe Vesuviano / 19 households (6 households in EP)</p>
<p>Workshop III: “Be more aware of your energy choices: GSE’s unique buyer portal”</p> <p>October 31 in San Giuseppe Vesuviano</p>	<ul style="list-style-type: none"> <li>● Dissemination of POWER UP project</li> <li>● Presentation of UCSA REC initiative</li> <li>● Involvement of local stakeholders on sustainable energy and energy poverty</li> <li>● Learn to use the ARERA portal to navigate the energy market and do comparison between different offers and providers.</li> </ul>	<p>31 participants in San Giuseppe Vesuviano / 31 households (9 households in EP)</p>
<p><i>Planned:</i> Information desk (Feb 25)</p>	<ul style="list-style-type: none"> <li>● An information desk will be set to provide support on optimizing energy consumption.</li> </ul>	<p><i>Target:</i> 60 EP households.</p>



Figure 1 - First meeting in Palma Campania on October 2, 2024



Figure 2 - ADOC's presentation during the second meeting in SGV on October 3, 2024

# 2.2

## Topics covered

In each meeting, the introductory segment led by UCSA and AESS maintained a consistent format, with adjustments made based on audience questions. This approach was intentional, as we expected new attendees at every session. It was crucial for us to provide all participants with an overview of the work accomplished in recent years on the Power Up project, as well as to explain the current status of Renewable Energy Community (REC) initiative in the territory and their associated benefits. This ensured that everyone left with a clear understanding of the project and the opportunities available through participation in the REC.

### 2.2.1 Topics covered in the 1st and 2nd workshops

1. **Introduction to AESS, UCSA and the REC initiative.** The meeting began with an introduction that highlighted the collaborative efforts of UCSA and AESS, focusing on the Power Up project that brings them together as partners. This project underpins the discussions and activities of the meeting. Participants learned about the REC initiative in the territory and the significant benefits that it will offer to local communities, particularly in fostering sustainable energy practices.
2. **Importance of Participation.** Emphasis was placed on the crucial role of private citizens and businesses in the success of the REC initiative. Active participation was highlighted as essential for building community ownership and ensuring the effectiveness of the REC initiative. Attendees were encouraged to engage with the REC as soon as it is constituted and to contribute to sharing the energy that will be available.
3. **Addressing Challenges.** The discussion also touched upon the challenges faced in the implementation REC initiative. Previous difficulties were acknowledged, along with the solutions that have been adopted to enhance trust and transparency in managing these communities. The legal decisions made for the establishment of the "Vesuvio Est Renewable Energy Community" within the Power UP project were explained, along with the comprehensive planning and framework underlying this project.



4. **Addressing Energy Poverty.** A significant focus of the meeting was on energy poverty, particularly its impact on vulnerable families. Discussions included potential strategies to support these households, emphasizing the need for community-driven solutions. Although still hypothetical, the idea of establishing an information desk to assist families with energy-related issues was introduced.
5. **Role of Domestic Energy Tutors (TED).** The concept of Domestic Energy Tutors (TED) was presented as a supportive resource for residents looking to improve their energy efficiency. TEDs, introduced by the Rete Assist association, would guide families in understanding their energy usage and implementing effective savings strategies. Furthermore, it was also discussed the intention of UCSA to establish a dedicated information desk to address the energy needs of citizens, providing support and potentially integrating the efforts of TED, to assist residents in navigating their energy-related challenges.
6. **Practical Energy-Saving Strategies.** Participants received practical advice on various aspects of energy management at home, including heating, cooling, lighting, and appliance use. They learned the importance of lowering the thermostat by a few degrees in winter and raising it in summer; replace traditional light bulbs with LED bulbs; improve the insulation of windows and doors to prevent heat loss; use the dishwasher and washing machine only with full loads to maximize energy efficiency; unplug chargers and electronic devices when not in use etc. The aim was to equip attendees with actionable strategies to reduce energy consumption and bills cost, providing examples of how much can be saved by paying attention to these practices.
7. **Support from ADOC.** ADOC (National Association for the Defense and Orientation of Consumers) was introduced as a key partner providing consumer rights support. ADOC offers legal assistance and expert guidance, helping citizens navigate energy-related issues and understand their rights.

The meetings successfully highlighted the importance of the “Vesuvio Est REC” initiative while addressing the pressing issue of energy poverty. By promoting community engagement and offering support through organizations like ADOC and figures such as TED, the event aimed to empower participants to take an active role in managing energy at home and contributing to the reduction of the energy cost.

## 2.2.2 Topics covered in the 3rd and 4th workshops

As mentioned above, the introductory part of the workshop remained consistent in each meeting (from point 1 to point 4) due to the turnover in the participants attending the meetings and the necessity to provide the basic information to the newcomers. However, in this instance, concerns were raised by the audience regarding the possibility of installing photovoltaic panels on buildings that lack legal permits and are thus considered illegal. This issue is particularly significant due to the presence of these buildings in the so-called "red zone," designated because of the proximity to the active volcano, Mount Vesuvius. This situation appears to be a major concern for residents who wish to actively participate in the REC as prosumers, by installing a PV system on the rooftop.

1. **Discussion on Energy Costs with ADOC.** In the second part of the meeting, with the support of ADOC, the participants performed an analysis of energy costs using real-life examples from participants' bills, highlighting the active participation of citizens who brought their bills to better understand their structure. The discussion also addressed potential scams perpetrated by energy companies, which exploit their contractual power to offer unwanted services that only add costs for consumers without providing any real benefits.
2. **Understanding Your Energy Bill.** ADOC also offered practical advice to the participants on how to read and comprehend their energy bills, including guidance on recognizing and preventing potential scams. To avoid scams from energy companies, it's important to always verify the company's identity and be wary of offers that seem too good to be true. Requesting written information about contract terms and reading online reviews can help assess their reliability. Additionally, don't let aggressive salespeople pressure you, and use only official channels for communications and complaints. Finally, if you suspect you've been scammed, report the incident to the relevant authorities.
3. **Energy Market Insights.** ADOC presented an overview of the differences between the free market and the protected market, including: a) criteria for identifying vulnerable consumers, b) contracts and offers available in both markets; c) potential benefits generated by each market; and d) the process for switching suppliers and participating in the REC (after joining the REC, it will be convenient to have an electricity tariff that does not penalize the consumption during daytime hours, in order to be able to maximize the sharing of energy generated by the REC's PV systems).

4. **Opportunities for Savings.** Providing information on savings opportunities and the advantages of participating in the free energy market, ensuring citizens understand how to make informed decisions that can lead to reduced energy costs.

The meetings successfully engaged citizens in discussions about energy management and the benefits of the REC in the territory. Participants actively contributed by bringing and sharing their bills and discussing energy costs, while also gaining valuable insights into potential benefits in changing suppliers and common scams in the energy market. By fostering collaboration between UCSA, AESS, and ADOC, the event aimed to empower residents to make informed decisions, promote sustainable practices, and navigate the complexities of the energy landscape effectively.



Figure 3 - Third meeting in Palma Campania on October 16, 2024



Figure 4 - Fourth meeting in San Giuseppe Vesuviano on October 17, 2024

### 2.2.3 Topics covered in the last workshop

In this workshop the environmental department from Palma Campania and San Giuseppe Vesuviano attended and conveyed the greetings of their administrations. They emphasized their commitment to advancing the project for the REC "Vesuvio Est", which directly involves their municipalities.

Participants were highly engaged, asking numerous questions about how the REC operates. Many expressed interest in the opportunities available for becoming prosumers. The discussions highlighted a strong desire to understand the benefits and responsibilities of joining such initiatives.

1. **Overview of ARERA (Regulatory Authority for Energy Networks and Environment).** ARERA provides tools for comparing energy offers from different suppliers, ensuring transparency and fairness in the market. It mandates clear communication from providers about tariffs, implements consumer protection regulations to guard against misleading practices, and offers guidance on available incentives and discounts.
2. **Navigating the ARERA Portal for Optimal Energy Offers.** Practical guidance on how to use the ARERA portal to assess and compare energy offers has been offered. Emphasis was put on identifying red flags and avoiding scams and fraud in the energy market. Available incentives for consumers and the regulations designed to safeguard against deceptive practices have been explored, ensuring participants understand their rights and options.

The series of workshops effectively engaged participants in discussions about the emerging REC known as "Vesuvio Est," which involves the participation of municipalities in the UCSA area. By providing a consistent introduction and addressing the evolving concerns of attendees, particularly regarding legal challenges and energy costs, the sessions fostered a collaborative atmosphere. With the support of organizations like ADOC, participants gained valuable knowledge to navigate the complexities of the energy market, understand their rights, and make informed decisions. Ultimately, these efforts aimed to empower residents, promote sustainable practices, and enhance community involvement in the Vesuvio Est initiative.



Figure 5 - Last meeting in San Giuseppe Vesuviano on October 31, 2024

# 2.3

## Approach and methodology

### 2.3.1 Offline advertising

Offline advertising remains highly relevant and important, even in today's digital-focused world, because it offers distinct advantages that complement online efforts. One key benefit is its ability to reach audiences who may not be as active on digital platforms, such as older generations or individuals who prefer traditional media. This is particularly true in small towns, such as the ones that are involved in the UCSA pilot. Another advantage is the tangible impact offline advertising creates. Physical ads, like billboards, flyers, or posters, are hard to ignore and can leave a lasting impression.

The advertising campaign for the workshops series employed a comprehensive approach, combining door-to-door outreach, flyers, personalized letters, word-of-mouth promotion, newspaper articles, and outdoor advertising.

The door-to-door strategy allowed for direct interaction with the target audience, creating a personal connection and addressing any questions or concerns on the spot, which helped to build trust. Unlike previous workshops, the door-to-door approach facilitated a more direct engagement with citizens and encouraged a higher level of active participation on their part.

Flyers were distributed in high-traffic areas, including locations where residents pay their energy bills, while some were handed out personally to citizens along with the letters. These personalized letters helped establish a formal connection, highlighting the importance of the workshop and encouraging participation.

Outdoor advertising, including strategically placed posters and banners in high-traffic areas, significantly boosted visibility, ensuring the workshop was top-of-mind for both pedestrians and drivers.

Newspaper articles in local publications provided a more formal platform to reach a broader audience, particularly those who engage with traditional media.

Finally, word-of-mouth efforts, fuelled by early participants and community leaders, helped generate organic buzz and credibility on the workshops. This integrated campaign successfully raised awareness and drove registrations by utilizing multiple touchpoints on the territory.



Figure 6 - Posters and flyers displayed in Palma Campania and San Giuseppe Vesuviano



Figure 7 - Press releases

## 2.3.2 Online advertising

The advertising campaign for the workshop series leveraged a digital strategy that included social media posts, local government website placements, and WhatsApp messages through broadcast lists. Engaging social media content was created to capture the attention of potential participants, utilizing eye-catching graphics and compelling descriptions to highlight the workshop's benefits.

**Posts** were shared across various platforms to maximize reach and encourage interaction within the community. Additionally, the workshop was prominently featured on the municipality's official website, providing credibility and accessibility to local residents seeking information.

To further enhance engagement, WhatsApp messages were sent to broadcast lists, delivering personalized invitations and reminders directly to citizens. This targeted communication approach ensured that the workshop information reached a diverse audience effectively, driving interest and registrations for the event.





Figure 8 - Examples of communication on Facebook

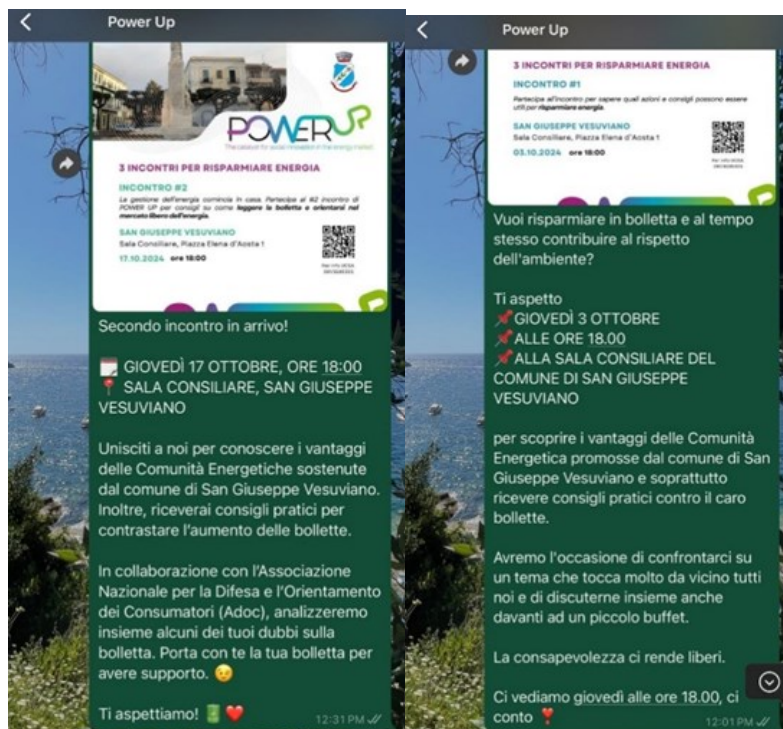


Figure 9 - Examples of messages sent on WhatsApp



Figure 10 - Communication on the municipal website

### 2.3.3 Format and setting

The organized meetings took the form of workshops, each lasting approximately an hour and a half, featuring a dual approach to engage participants effectively. The meetings took place in the municipal council chamber of San Giuseppe Vesuviano and in the municipal theatre of Palma Campania. The sessions were facilitated by AESS and UCSA, who served as hosts for the events. The workshops count also with the participation of RETE ASSIST and ADOC.

Each workshop included a segment dedicated to information dissemination through PowerPoint presentations led by the partners. These presentations provided essential insights

into energy-saving practices, the concept of energy communities, and the advantages of collaborative energy initiatives.

Following the presentations, the workshops shifted focus to actively listen to the participants' needs and concerns. This interactive part allowed attendees to express their specific challenges regarding energy conservation and ask questions. In response, practical solutions and tailored advice were provided, ensuring that participants left with actionable strategies they could implement in their own lives.

At the end of each workshop, a light buffet was provided, offering a relaxed environment for further discussion. During this time, participants had the opportunity to fulfil the survey, to exchange opinions about the topics covered in the meetings and share their personal experiences related to energy saving. This combination of informative content, responsive dialogue, and informal networking not only enhanced the participants' understanding but also fostered a sense of community and collaboration around the shared goal of energy efficiency



Figure 11 - first and second meeting in PC and SGV on October 2 and 3, 2024



Figure 12 - Rete Assist's presentation during the first workshop



Figure 13 - Buffet of the first two meetings in Palma Campania and San Giuseppe Vesuviano, 2 and 3/10, 2024

# 2.4

## Evaluation, reflection and insights

### 2.4.1 Surveys and feedback from participants

The feedback collected through the surveys provides valuable insights into the overall satisfaction of participants with the workshops. In general, attendees expressed a high level of satisfaction, with most responses being positive regarding the usefulness of the event and the relevance of the chosen topics. A significant number of participants indicated that they found the content engaging and informative. However, there were also several suggestions for improvement, with many participants recommending a greater level of participation from other stakeholders to foster a more dynamic and collaborative atmosphere.

The environmental theme emerged as a key area of interest for many, with several participants expressing heightened sensitivity to environmental issues and sustainability. Additionally, the topic of energy communities (REC) sparked considerable interest, with a number of attendees noting their desire for more in-depth discussions on this emerging subject.

Regarding participation rates and survey returns, the data shows varying levels of engagement across the different meetings. The first meeting in Palma Campania had 64 participants, with 47 completed surveys collected, representing a strong response rate of approximately 73%. The second meeting in San Giuseppe Vesuviano had 25 participants, with 19 surveys returned (a response rate of 76%). For the third meeting in Palma Campania, there were 21 participants and 9 surveys collected, yielding a lower response rate of 43%. Similarly, the fourth meeting in San Giuseppe Vesuviano saw 19 participants and 8 surveys, resulting in a response rate of 42%. The final meeting, with 31 participants, generated 12 surveys, with a response rate of 39%.

The survey distribution process involved handing out the questionnaires at the start of each session during the sign-in process, with participants returning them by the end of the event. Despite some variation in the number of surveys collected per meeting, the feedback gathered provides a clear indication of participant satisfaction, interests, and areas for potential

improvement. These insights will help guide future events and ensure that the topics and formats continue to meet the needs and expectations of the audience.

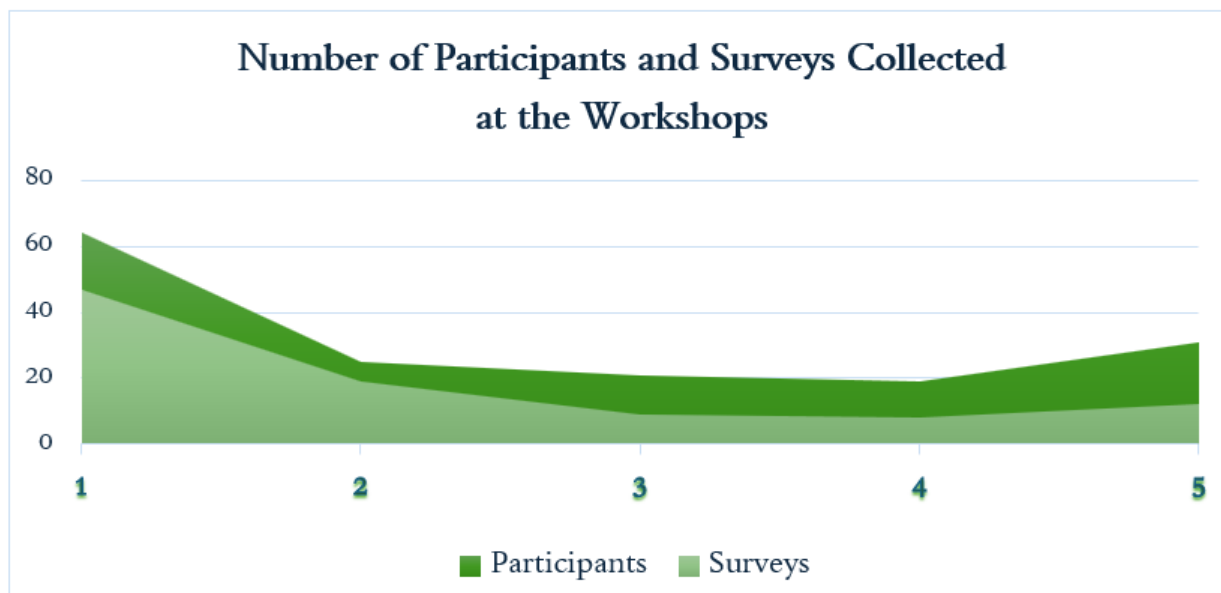


Figure 14 - Data analysis based on the survey response

## 2.4.2 Differences identified in the organizational and communication strategy of workshops

In evaluating the series of workshops, a notable shift in strategy was observed compared to previous events. This time, topics were deliberately selected to resonate more closely with the community, focusing on practical advice for energy savings while still addressing the overarching theme of the future-oriented energy community project. By emphasizing immediate concerns that citizens face, the aim was to provide actionable solutions that could directly benefit their daily lives. This approach effectively promoted the workshops to potential participants, reassuring them that the discussions would be highly relevant and centered on their needs.

The inclusion of partners, Rete Assist and ADOC, proved particularly advantageous. Both organizations have a strong presence in the Campania region, which means they are well-acquainted with the specific challenges and requirements of the local population. Their expertise in energy savings and consumer support was instrumental in shaping the content of the workshops and ensuring that participants received valuable insights tailored to their

situations. The emphasis on practical solutions, such as tips for reducing energy consumption and managing costs, helped engage attendees and foster a collaborative atmosphere.

To enhance outreach efforts, circulating reminders via WhatsApp prior to each meeting proved highly effective in keeping the events top-of-mind for attendees and leveraging word-of-mouth communication. This strategy aimed to increase community involvement and ensure that residents felt personally invited to engage with the content being presented.

Furthermore, having a local representative from AESS involved in the workshops significantly enhanced the communication strategy, helping to build trust and rapport with residents. This also facilitated a door-to-door engagement approach, enabling the reach of a broader audience and inviting participation from various segments of the community.

Overall, this comprehensive approach not only increased attendance and participation but also contributed to a greater sense of ownership among residents regarding the energy community initiative.

### **2.4.3 Looking ahead**

In preparation for future meetings, several key improvements are identified to enhance engagement and effectiveness. First, efforts should be made to reach an even broader audience by securing greater attention from local associations and political entities. Strengthening these partnerships will facilitate increased outreach and support for the initiatives.

Additionally, it is crucial to focus on involving individuals living in energy poverty more actively. Tailoring specific outreach strategies to address their unique challenges will help ensure that these vulnerable populations are represented and benefit from the discussions.

Furthermore, proposing separate meetings for citizens, businesses, and schools could enhance the relevance and impact of the content presented. By addressing the specific needs and concerns of each group, participants can gain more targeted insights and practical solutions that resonate with their individual circumstances.



03

# Valencia, Spain: Energy poverty mitigation actions





# 3.1

## Overview of activities organized

Three energy poverty mitigation activities have been organised between September 2024 and January 2025.

Table 2 - Valencia energy poverty mitigation measures

Title of activity (date)	Main objective	Number of participants / equivalent n. of households
78 individual domestic interventions to vulnerable households	To give support to families on these topics: <ul style="list-style-type: none"> <li>• Socio-energy audits</li> <li>• Energy bill optimization</li> <li>• Information and support for applications for the electricity and thermal social bonus</li> <li>• Debt management and/or referral to Social Services, or other procedures</li> <li>• Installation of the efficiency kit</li> </ul>	195 number of participants / 78 EP households
Citizen school for the Right to Energy. # 1	To bring together people in energy vulnerability to: <ul style="list-style-type: none"> <li>• Improve their knowledge and daily habits to reduce their situation of energy vulnerability.</li> <li>• strengthen community bonds and create spaces for mutual support</li> </ul>	33 participants / 28 EP households
Citizen school for the Right to Energy. #2		15 participants / 12 EP households
Citizen school for the Right to Energy. #3		12 participants / 10 EP households



Figure 15 - Domestic intervention. Installing LED light bulbs and strip placed under the door to prevent cold air from entering or heat from escaping



Figure 16 - Domestic interventions. Installing power plugs to reduce consumption



Figure 17 - Citizen School for the Right to Energy.

# 3.2

## Topics covered

### 3.2.1 Individual intervention: home visits

During the home visits, the activities targeted were the following:

- **Socio-energy audit** to assess the participant's home energy situation related to energy use, consumption, appliances, etc. This helped the participants to identify where their home was losing energy and what steps they could take to improve energy efficiency.
- **Bill optimization** was based on the present and past energy consumption trends and intended to set an adequate tariff to reduce their energy bills. The aim was to check their energy tariff together with the participants, adapt it to their needs and give them the knowledge to better understand what they are paying for. Checks that have been carried out:
  - Checking market tariffs (open or regulated) and using an official and public tool to compare prices and offers from all energy and gas companies in the market.
  - Checking consumption trends and flows (especially during summer and winter).
  - Checking if the hired energy power was suitable for the house and the participant needs.
  - Checking if the participant could apply to the "Bono Social" (electricity and thermal social bonus, 60%-80% bill discount based on concrete social features). Checking other issues such as unknown contracted insurances and their suitability.
- **Information and support for applications for the electricity and thermal social bonus.** This included providing detailed guidance on the eligibility criteria, required documentation, and on the application process for obtaining social bonuses that offer financial assistance for electricity and heating costs. Support encompassed helping individuals gather necessary documents, complete application forms, and submit their applications, ensuring they had access to available social benefits.
- **Debt management and/or referral to Social Services or other procedures.** This involved offering guidance and support to individuals struggling with debt, potentially including

negotiating with creditors, creating repayment plans, or providing information about debt relief possibilities. If needed, individuals were referred to Social Services for further assistance with financial difficulties or other social support services.

- **Installation of the energy efficiency kit for domestic energy savings.** This consists of providing and installing a set of energy-saving products in households, such as LED light bulbs, smart plugs, strips to be placed under the door or in the windows, electrical timers, or consumption meters. This kit aimed to directly reduce energy consumption and lower utility bills. The installation process was done during the home visit, together with the family.



Figure 18 – Energy efficiency kit

### 3.2.2 Collective intervention: citizen school of right to energy

In the Citizen school of Right to Energy, during the regular community meetings, the activities targeted were the following:

- **Introducing the Citizen School for the Right to Energy.** The goal of the school is to be a recurring meeting space to learn together about how to improve energy habits.
- **Participant introductions.** All participants introduced themselves, located their home on the map, and stated what topics they were most interested in (bill optimization, energy habits, efficient use of appliances, applying for aid, etc.).

- **Understanding your energy bill.** This included learning how to understand electricity and gas bills and how to determine if you are eligible to apply for the social bonus.
- **Space for mutual support:** This included a moment to share concerns or worries related to energy topics and receive advice from others or from the facilitators.

# 3.3

## Approach and methodology

### 3.3.1 Initial approach to participants

The partners in the Power Up Valencia pilot are also involved in another project called Wellbased. This project had a so-called control group of 130 people who had not received any energy intervention, but had only answered some surveys. Using Power Up resources and those of the Valencia Energy Office, these 130 people were contacted to offer them individual intervention in their homes, and also to invite them to participate in the Citizen School for the Right to Energy.

The vast majority of the contracted households are located in the same neighborhood. With Power Up resources, a person who is a community leader in the neighborhood was hired, as he participates in an association that does community work. This person was trained by the Energy Office staff to be an energy advisor and to carry out individual interventions. He was a key player in being able to contact the participants.

#### Communication channels

Different communication channels were used:

- **Phone calls:** each person from the Wellbased project control group list was called. Of the 130 households, 78 finally participated. All of them were invited to participate in a WhatsApp group that was created to disseminate the Citizen School for the Right to Energy initiative.
- **Neighborhood associations assembly:** all the neighborhood associations meet fortnightly in an assembly and share information. In this space, the Citizen School for the Right to Energy was promoted, inviting all the entities to disseminate it among their participants.
- **Energy Office Newsletter:** the activities were disseminated in the monthly newsletter of the Energy Office.

- **WhatsApp Group:** a WhatsApp group was created with the participants of the first session, to which people are being added as new participants join.

### **3.3.2 Location**

The meeting place was the headquarters of a well-known neighborhood association, in which one of the energy advisors participates.

### **3.3.3 Facilitation team**

The work was carried out jointly with the Energy Office staff. The visible faces were the person hired with Power Up resources (the aforementioned community leader) and the social worker from the Energy Office who is located in the neighborhood. Both people inspired trust among the participants, as they were already known.

### **3.3.4 Methodology**

The sessions of the Citizen School for the Right to Energy were specially designed to create a friendly, relaxed, and fun space. They included a generous snack in the same space where the session took place. Snack time was key to bringing the participants closer together, exchanging experiences, and encouraging them to return to the following sessions. It is important to emphasize that there is a plan to continue developing these sessions monthly, with resources from the Energy Office. Power Up has contributed to preparing the start-up and the facilitation of the first three sessions, so that this initiative can start working.



# 3.4

## Evaluation, reflection and insights

78 individual forms were collected (one for each individual intervention) and 40 forms from the two sessions of the Citizen School for the Right to Energy. Not all the people who attended the community meetings filled out the forms, because some had to leave before it ended.

The main conclusions drawn from the forms were:

- The vast majority of people indicated that they heard about the project through the person hired with Power Up resources and who, as explained, is a well-known person in the neighborhood. This shows how important trust is in this type of initiative. In the case of our pilot, trust was achieved by incorporating into the Power Up team a person who already had this quality in the neighborhood.
- 100% of the responses indicate a high degree of satisfaction with the intervention received (both home visits and community meetings).
- 100% of the people would recommend receiving this visit and/or attending community meetings (both home visits and community meetings).
- In the responses from the individual interventions, the main lessons were understanding the electricity bill and knowing and managing the social bonus aid.
- In responses from individual interventions, a high percentage especially appreciated the delivery of the energy efficiency kit.
- In relation to the energy efficiency kit, the elements that arose the most interest are the strips for doors and windows.
- There are a high number of responses that indicate that participants would like this intervention to reach more people.
- In the responses from the community meetings, in addition to indicating that they have learned to read the electricity bill, there are also issues mentioned that highlight the community approach. For example: "I liked knowing the interests of others" or "I like to learn from my neighbors".

Below are some reflections about what has been key for a good execution:

Hiring a person who already had the trust of the community they were going to work with.

Holding the meetings in a space that was close by and familiar to the community.

- Including snacks and dedicating time at the end of the session to chat at the table with food, standing up, and in a relaxed manner.
- The possibility of offering agro-ecological fruits and vegetables to the participants was found. They were offered as a gesture to value their time and motivate them to participate in the following meetings.
- Offering community-focused actions, in the afternoon, and in spaces that are not owned by the Valencia City Council, is positive for the rest of the neighborhood entities to perceive the Energy Office as an ally and to shorten the distance that may exist between public actors and third sector entities.
- The Citizen School for the Right to Energy and the Energy Office are linked to and interact with each other each other: from one space you can refer to the other, and vice versa.



Figure 19 - Presentation of the Citizen School for the Right to Energy (left) and bags with agroecological fruits and vegetables offered (right)

Power Up has helped kick-starting the Citizen School for the Right to Energy and has established a relationship with 78 other households. All these people have been inspired to be interested in improving their energy situation. This is an entirely necessary first step to be able, later, to benefit from renewable energy, as the ultimate goal that the project pursues.



04

# Eeklo, Belgium: Energy poverty mitigation actions

# 4.1

## Overview of activities organized

Five energy poverty mitigation activities have been organised between March 2024 and January 2025. Two more are planned by the end of the project.

Table 3 - Eeklo energy poverty mitigation actions

Title of activity (date)	Main objective	Number of participants / equivalent n. of households
Information session 'PV on rental homes' (April 30, 2024 - Galgenhof, Eeklo)	Informing homeowners in Eeklo about the scheme Ecopower developed to finance PV on rental homes using a split incentive	15 participants / 2 EP households
Digicafé "Get insights into your energy consumption with EnergyID" (November 20, 2024 - Community center De Kring, Eeklo)	Informing and empowering people with poor digital skills about the possibilities of the cooperative energy monitoring platform EnergyID and helping them getting started	3 participants / 1 EP households
Digicafé "Get insights into your energy consumption with EnergyID" (November 22, 2024 - Public library, Eeklo)	Informing and empowering people with poor digital skills about the possibilities of the cooperative energy monitoring platform EnergyID and helping them getting started	5 participants / 1 EP households

<p>Test of messaging service in EnergyID with Eeklo test group (September 2024 - January 2025, online)</p>	<p>Testing a new feature in EnergyID allowing users to receive a push message when they trespass a pre-set limit of electricity consumption (in kWh or in euro)</p>	<p>16 participants / 2 EP households</p>
<p>Door-to-door (January 13, 2025 - January 17, 2025)</p>	<p>We organized a door-to-door campaign to both encourage people to participate in the BuurtSoepés and to listen to any questions regarding energy and house renovation. Additionally, we aimed to inform residents about the offer of a free thermographic scan and explain the opportunities of POWER UP 2.0. Four teams (each consisting of one expert and one neighborhood resident) successfully reached and informed 593 addresses.</p>	<p>593 households (1424 individuals) / 117 EP households</p>
<p>Buurtsoepé (January 21, 2025)</p>	<p>Outreaching, accessible activity in a neighbourhood of Eeklo with informal information on energy consumption. The Energy Mobile was stationed at the Buurtsoepé, allowing people to ask questions about energy consumption, renovation, and the opportunities offered by POWER UP 2.0.</p>	<p>41 individuals / 9 EP households</p>
<p><i>Planned: Offering the new budget-management feature in EnergyID to all Eeklo residents - March/April 2025</i></p>		<p><i>Target: 300 households</i></p>
<p><i>Planned: Buurtsoepés in different neighbourhoods (20/2, 14/3, 22/4 2025)</i></p>	<p><i>see above</i></p>	<p><i>Target: 120 individuals / 24 EP households</i></p>
<p>Energy market: before summer 2025</p>	<p>We are organizing an energy market focused on neighborhood and home renovation. This</p>	<p>Target:</p>

information fair will bring together all initiatives related to community engagement, energy, subsidies, and POWER UP.

100 individuals/10 EP households



Figure 20 - Information session 'PV on rental homes' (April 30 2024, Eeklo)



Figure 21 - Digicafés "Get insights into your energy consumption with EnergyID" (November 20 and 22 2024 - Eeklo)



Figure 22 - Door-to-door campaign (January 13, 2025 - Eeklo)



Figure 23 - First buurtsoepé (January 21 2025 - Eeklo)

# 4.2

## Topics covered

### 4.2.1 PV on rental homes

40% of the residential buildings in Eeklo are rental homes. Until today, most of them are not equipped with solar installations, because there is no business case for the owner to invest in an installation that generates benefits for the tenant who receives the free solar energy. This is a general problem in Flanders, so the need is high to find a solution.

In the context of the Power Up Eeklo pilot, Ecopower developed a model that allows owners to earn back the initial investment in the PV installation by a temporary monthly contribution next to the monthly rent, paid by the tenant. In order to facilitate this scheme, Ecopower developed two tools: a calculation tool that helps both parties find the right amount of contribution, and an annex to the rental contract stating the rights and duties of both parties.

The model was first offered to the citizens of Eeklo in spring and summer 2024 in the context of the Power Up project. Since September, after a round of evaluation and refinement after the Eeklo-test, it is freely available on the [Ecopower website](#). By the moment of writing the material has been downloaded 170 times, showing that there is a lot of interest.

Ecopower believes that this scheme has the potential to increase the number of kWp installed on rental homes, while at the same time providing financially weaker citizens with the possibility of consuming green solar energy for free and improving their consumption patterns. The cooperative will continue promoting the scheme among her members and include it in a dissemination tour among newly elected local policy makers in the beginning of 2025.

### 4.2.2 Insights into energy consumption with EnergyID

Measuring one's consumption is the first step of empowering consumers to improve consumption patterns. This is especially important for households struggling with their financial



situation, (digitally) illiterate and elderly people who often undergo their energy bills without realizing their spaces of agency and potential action.

Ecopower and the city of Eeklo collaborate with the cooperative energy monitoring platform EnergyID to offer better insights to their members and residents on their consumption and help them take adequate and impactful action. There is a free version of EnergyID available for everyone which Ecopower presented during the digicafé-format of the city of Eeklo. Additionally, there is a Premium version that Ecopower provides for free, as a cooperative service, to her clients.

The free version has been in the focus of the two digicafés / energy poverty mitigation workshops in November 2024. Starting with a short presentation of Ecopower and the Power Up project, Ecopower continued explaining the importance and impact of getting a grasp of your energy consumption and the different ways to do so. Finally, in the interactive part of the workshop, Ecopower helped the participants getting started with EnergyID, with a step-by-step approach from creating a free account to adding information on the building, adding electricity-, gas- and water-meters to connecting data from the digital meter and analysing this data. Information on GDPR and messaging policy has been pointed out as well as the psychological effects of monthly energy monitoring on consumption behaviour and actual consumption.

The Premium version has been at the center of the test on the messaging service prepared between September and November and run in December 2024. This feature mimics the budget meter functionality of an alert when clients cross a pre-set limit (in kWh or euro) of their monthly consumption. As the initial idea of testing the budgetmeter with Power Up participants could not be realized due to regulatory restrictions (only the DSO is allowed to offer budget meters in Flanders and an exception for the Power Up pilot was not granted), this was the second best option to test, while waiting for more supple regulations. The test was a prototype of the functionality that will be further developed based on the insights of the Eeklo test group. For the test, Ecopower defined a logical limit for the monthly consumption of the participants based on historical consumption data. In the final version, clients will be able to set this limit themselves. Test participants who trespassed the monthly limit during December received a push message warning them to be careful about their consumption.

### **4.2.3 Door-to-door campaign**

We organized a door-to-door campaign to both encourage people to participate in the Buurtsoepés and also to listen to any questions regarding renovations and energy efficiency of the home. Additionally, we aimed to inform residents about the offer of a free thermographic scan and explain the opportunities of POWER UP 2.0. Four teams (each consisting of one expert and one neighborhood resident) successfully reached and informed 593 addresses. It was a very valuable but highly intensive initiative to truly hear in the field what people are struggling with on various levels. Relief and trust appear to be the key in many cases.

#### **4.2.4 Buurtsoepé**

Key to this format is an interactive, tailor made approach to the questions that residents have concerning their housing situation. That means that besides information on the Power Up scheme (social shares prefunded by the city of Eeklo, social solar panels), and energy poverty mitigation material produced in the Power Up project (solar panels on rental homes, energy monitoring and budget control with EnergyID), also other topics such as renovations and energy efficiency of the home have been addressed. For example, on that evening 20 participants have subscribed to the offer to receive a thermographic scan of their home.

# 4.3

## Approach and methodology

### 4.3.1 Information session 'PV on rental homes'

Once the scheme was ready, the city of Eeklo sent a letter to all homeowners on its territory, inviting them to consult the information and material that is available for free on the Ecopower website, and inviting them to the information session on April 30th 2024. There has also been an article on the scheme in the city magazine Eikenblad (see below) and a local newsletter of Ecopower.

The information session took place in a venue of the city, using a presentation followed by a Q&A. There were drinks and enough space for plenary and one-on-one questions. There was a lot of interest and also some feedback on the prototype of the scheme that helped Ecopower to refine the model.

**Omgeving**

**Zonnepanelen op jouw huurwoning? Het kan!**

Steeds meer mensen leggen zonnepanelen op hun dak. Verhuurders zetten echter vaak geen stap in die richting omdat ze denken dat het te ingewikkeld is en omdat ze de voordelen van die investering niet duidelijk zien. Toch zijn de voordelen er wel, zowel voor huurders als verhuurders. Daarom bieden stad Eeklo en burgercoöperaties Ecopower en Voltamp ondersteuning aan verhuurders en huurders om de weg te vinden naar zonne-energie.

**Waarom zonnepanelen goed zijn voor iedereen**

Zonnepanelen doen de waarde van een eigen huis stijgen. Het is ook aantrekkelijk voor potentiële huurders zij genieten van gratis groene stroom wanneer de zon schijnt. Ook dragen zonnepanelen bij aan meer duurzame energie, en dat is goed voor iedereen. Wat je trouwens dat zonnepanelen verplicht zijn bij een ingrijpende energetische renovatie?

**Het model (zie stroomdiagram)**

- De verhuurder betaalt de zonnepanelen op het dak van de woning en is eigenaar van de installatie.
- Huurder en verhuurder komen een vast maandelijks bedrag overeen voor de zonnepanelen naast de huurprijs. Via deze bijdrage krijgt de verhuurder het volledige geïnvesteerde bedrag weer terug.
- De huurder geniet in ruil van de gratis zonnestroom en krijgt de vergoeding voor

de stroom die over is en het net op gaat (de terugleververgoeding).

**Wat is er nodig?**

- De huurwoning heeft een geschikt dak (geïsoleerd en met goede oriëntatie) en bestaat uit één woonruimte (geen appartementsgebouw).
- De verhuurder beschikt over voldoende budget om zonnepanelen voor te financieren.
- De huurder gaat akkoord om een forfaitaire bijdrage voor de zonnepanelen te betalen bovenop de huurprijs. Deze bijdrage is gelijk aan het voordeel op de elektriciteitsfactuur.

**Kan een huurder ook zelf investeren in zonnepanelen op het dak van de huurwoning? Ja, dat kan! Ook voor deze situatie bestaat een modelcontract. Meer info op [ecopower.be/ten-op-huur](http://ecopower.be/ten-op-huur).**

**Meedoen?**

Ga naar [www.ecopower.be/ten-op-huur](http://www.ecopower.be/ten-op-huur) en vraag de gratis rekenmodule en het gratis modelcontract aan.

**Nog vragen of hulp nodig?**

Je bent van harte welkom op het infomoment over zon op huurwoningen op dinsdag 30 april in de polyvalente zaal in het Galgenhof, Galgenstraat 68.

Figure 24 - Article on solar on rental homes scheme in the Eeklo city Magazine

\*

### 4.3.2 Digicafé “Get insights into your energy consumption with EnergyID”

The invitation for the two digicafés in November have been disseminated via the [website of the city of Eeklo](#), through leaflets and posters (see pictures) that were exposed in various public places, and through the Ecopower local newsletter.

The practical setting of the two workshops was the community neighbourhood center De Kring where also the co-creation workshops for the pilot scheme took place in 2022 and 2023, and the public library. Both places are very known and accessible among Eeklo residents. Cold and hot drinks were offered. There was a short presentation followed by an interactive step-by-step approach allowing all participants to follow the procedure to create an account and start working with EnergyID. All information has been sent to the participants per e-mail afterwards, enabling them to go through the presentation and links at thome again.



Figure 25 - Posters and leaflets with the invitation for the digicafé about EnergyID displayed in Eeklo public spaces.



Figure 26 - Local Ecopower newsletter with the invitation for the digicafés on EnergyID

### 4.3.3 Test of messaging service in EnergyID with Eeklo test group

Ecopower clients already know EnergyID Premium as this is a regular item in the member communication (website, newsletters, webinars, in-person energycafés,...). To find participants for the test of the new messaging service in the context of the Power Up pilot, Ecopower sent a local newsletter to Eeklo clients, explaining the idea beyond the feature and providing the possibility to subscribe to participate in the test via a digital form.

16 Eeklo clients reacted and have been contacted individually by Ecopower in order to explain the requirements and the process of the test. Where needed, configurations have been adjusted in EnergyID to allow the candidates to participate in the test, such as connecting the digital meter or integrating historical data in the account.

After the testing period, participants received an evaluation form meant to collect feedback and suggestions to improve the prototype before offering it to everyone.



Figure 27 - Local Ecopower newsletter with the invitation to test the new messaging feature in EnergieID

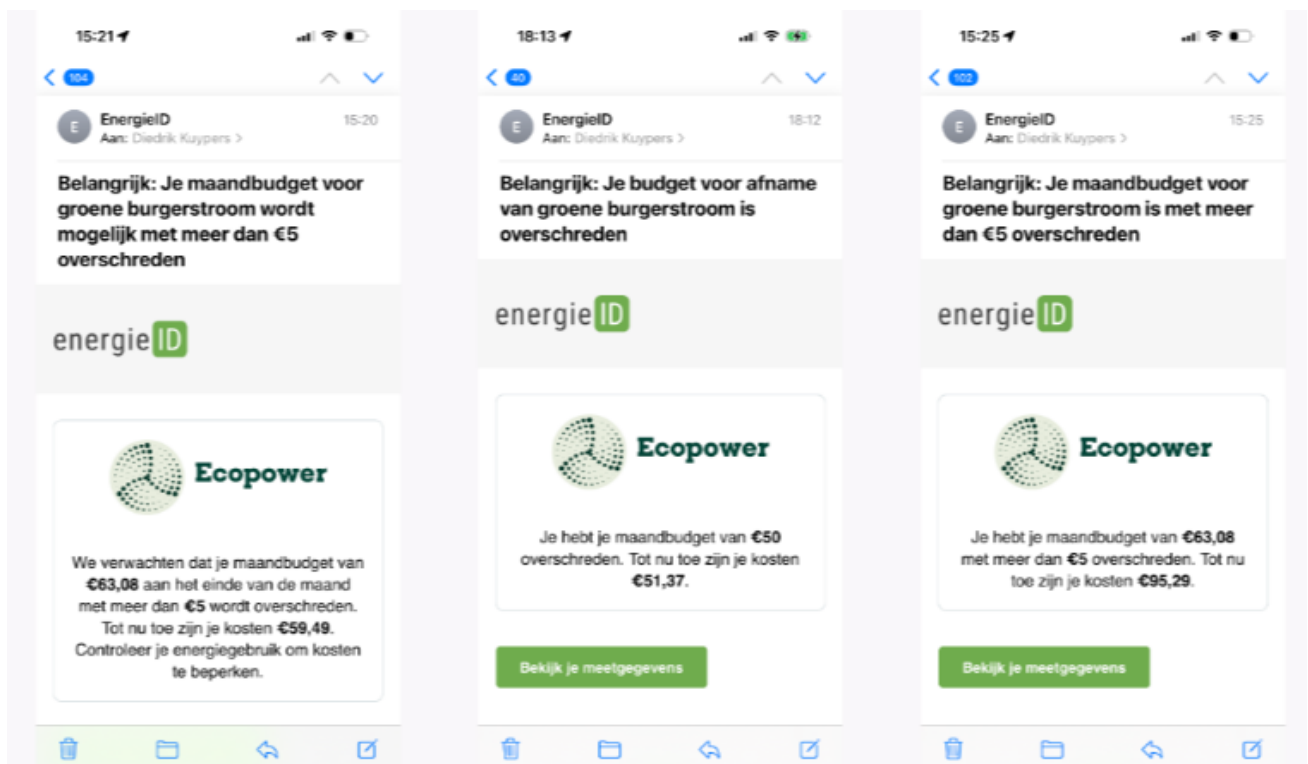


Figure 28 - Examples of push messages participants of the test group received when (nearly) surpassing the pre-set consumption limit.



Figure 29 - Example of a visualisation provided by the tool, illustrating the evolution of monthly energy consumption.

### 4.3.4 Buurtsoepé

The approach of the buurtsoepé is very outreaching: city staff members go to a neighbourhood with a cargo bike filled with coffee and soup that are being offered for free. Everybody is welcome to have a chat, meet neighbours, ask questions and receive information about living in the neighbourhood. Information material such as Power Up leaflets and posters are present and are disseminated by staff members to those visitors that are interested.

The buurtsoepés are broadly being announced through the city's communication channels: the website (<https://www.eeklo.be/buurtsoepe>), the city magazin, the social media channels and so on.



Figure 30 - Buurtsoepés communications



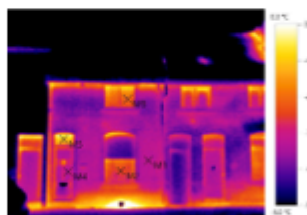
### Beste buur

Wil je je energiekost verlagen, je wooncomfort verhogen en tegelijk je steentje bijdragen aan een duurzamere toekomst? Dan hebben we goed nieuws voor jou!

### Het woon- en energieloket komt naar jouw buurt

We bieden jou de kans om **gratis en vrijblijvend**:

- Een thermografische scan (t.w.v. 250 euro)** van je woning te laten maken. Zo zie je meteen waar je woning warmte verliest.
- Een persoonlijk advies** te krijgen over hoe je jouw woning energiezuiniger kunt maken.
- Hulp bij het aanvragen van premies** en leningen voor renovatiewerken.



### Waarom zou je deelnemen?

- Je krijgt **onafhankelijk advies en gratis begeleiding**.
- Je **verhoogt je wooncomfort**: geniet van een warmer huis in de winter en een koeler huis in de zomer.
- Je **bespaart op je energiefactuur**: een energiezuinige woning is goed voor je portemonnee.
- Je **verbetert je EPC-label**: draag bij aan een duurzamere toekomst.

### Hoe deelnemen?

- Scan de QR-code
- Stuur een mailtje naar [mobielenergiehuis@wooneco.be](mailto:mobielenergiehuis@wooneco.be)
- Bel naar 09 216 77 55



### Wacht niet te lang

De plaatsen zijn beperkt, enkel de eerste 100 burens maken kans op een thermografische gevelscan. Meld je aan vóór 1 februari 2025.

Op **dinsdag 21 januari 2025** (17.00-19.00 uur) verwelkomen we je op een eerste ontmoetingsmoment voor alle burens met een **gratis tas soep of koffie** in samenwerking met Zorgzame Buurten van lokaal bestuur Eeklo en Wooneco. Dit gaat door op het Canadaplein in Eeklo (zie affiche op de achterzijde).

### Hopelijk tot dan!

Dit project wordt mogelijk gemaakt door het lokaal bestuur Eeklo (s.m. Energiehuis Wooneco, met steun van het Vlaams Energie en Klimaatagentschap).

Ferhulststraat 1  
9070 Destelbergen  
T (09) 216 77 55  
W [www.wooneco.be](http://www.wooneco.be)



Figure 31 - Buurtsoepés communication



# 4.4

## Evaluation, reflection and insights

### 4.4.1 Information session 'PV on rental homes'

13 evaluation forms have been completed by the participants (5 by women, 8 by men). The majority of the participants (9) received the personalized invitation for home owners provided by a letter by the city of Eeklo. Other channels were provided by energy communities Volterra and Ecopower, as well as the internet and family members.

Overall, there was a high satisfaction among the participants as regards the workshop: all participants found the session 'very useful' (8) or 'useful' (5).

Following the workshop, the majority (9) answered 'neutral' when asked if they felt more confident in their understanding of their energy consumption; 3 strongly agreed, 1 agreed. 7 participants answered 'neutral' when asked if they felt more confident in their understanding of how they can better consume energy; 4 agreed and 2 strongly agreed with this statement.

The vast majority (11) would recommend the workshop to their family and friends.

Both in the open question in the evaluation forms as in the informal networking after the session, we received a lot of positive feedback on the model. Several participants provided us with suggestions on how to improve or complement the model (i.e. by providing more examples, providing a combination of PV and batteries,...).

It also became clear that a part of the participant-home owners are of the opinion that the model should not only provide a way to place PV on their property without causing costs, but should provide them with a monetary advantage. This is not the case and also not the scope of the model, as Ecopower consciously designed the model in a way that any benefits created by the installations will support the tenant, as the party that runs a higher risk to experience energy poverty.

## **4.4.2 Digicafés “Get insights into your energy consumption with EnergyID”**

8 evaluation forms have been completed by the participants (4 by women, 4 by men). Most participants have read about the session via on- and offline city communication (leaflets in the library, posters, website).

Overall, there was a high satisfaction among the participants as regards the workshop: all participants found the session ‘very useful’ (7) or ‘useful’ (1).

Following the workshop, half of the participants (4) agreed that they felt more confident in their understanding of their energy consumption and how they can better consume energy; 3 were neutral, 1 strongly agreed.

All participants would recommend the workshop to their family and friends.

Participants particularly appreciated the introduction to the importance of measuring energy consumption as a first, empowering step to become more active in reducing once consumption. There have been several participants who are worried about the introduction of the digital electricity meters which will be implemented in Eeklo by the end of 2025. One participant, thanks to the introduction of the Power Up pilot in the beginning of the workshop, later on found the way to the permanency of the municipal housing service and Ecopower and after a successful intake is about to start the social share mode at the moment of writing.

## **4.4.3 Test of messaging service in EnergyID with Eeklo test group**

10 out of the 16 participants complemented an online evaluation form distributed in the beginning of January, after the test. 8 of 10 received push notifications during the test period, indication that they surpassed their consumption limit. Clarity and understandability of the messages and the visualisations linked to the messages were rated 4,3 out of 5 by the participants. 8 out of the 10 answered that they would continue using the tool when it is provided in the current form, one answered ‘maybe’. Testers added suggestions and tips on

how to further improve the tool, which will help us refine the tool and get it ready to be launched to the whole of the pilot site.

### **4.4.3 Buurtsoepé**

Due to the accessible nature of the buurtsoepé, we chose not to use a formal evaluation. However, the spontaneous feedback we received as well as the participation rate shows that the initiative has been appreciated and a lot of residents have been reached and empowered. Due to the informal setting and the proactive approach of reaching out to residents (through door-to-door visits), we are able to build trust and provide accessible information on various topics. Based on the feedback we receive, this approach seems far more valuable than inviting people to a workshop. In many cases, workshops appear to have a high threshold, with low levels of trust, as people often believe they need to be experts on the subject to participate.



05

# Rožnov, Czechia: energy poverty mitigation actions

# 5.1

## Overview of activities organized

Two energy poverty mitigation activities have been organised between November 2023 and January 2025, two more are planned for February and April 2025.

Table 4 - Roznov energy poverty mitigation measures

Title of activity (date)	Main objective	Number of participants / equivalent n. of households
How to deal with energy after 2023 workshop  (29 November 2023)	<ul style="list-style-type: none"> <li>Workshop aimed at post-2023 energy solutions for homeowners and apartment building owners</li> </ul>	25 participants / 12 households  6 energy poor/vulnerable households (surveys used)
Earth Day  (26 April 2024)	<ul style="list-style-type: none"> <li>A public event in the local park focused on raising awareness about energy savings and renewable energy among citizens, mainly aimed at children and pupils.</li> </ul>	851 participants / 395 households  79 energy poor/vulnerable households (based on EP rate)

Planned- 12 Feb 2025

- Provide information to citizens on a subsidy programme New Green Savings focused on family homes and apartment buildings owners TBC

Planned -April 2025

- Electricity sharing in building apartments: TBC preparation, requirements,



Figure 32 - Posters of the events



Figure 33 - Pictures of the 29 November 2023 event



Figure 34 - Pictures of the Earth Day event (26 April 2024)

**POWERUP**  
The catalyst for social innovation in the energy market

**ZDROJE ENERGIE**

1. BIOMASA    2. ENERGIE PŘILIVU    3. GEOTERMÁLNÍ    4. JADERNÁ  
5. SOLÁRNÍ    6. UHELNÁ    7. VĚTRNÁ    8. VODNÍ

This project has received funding from the European Union's Horizon 2020 research and innovation program under Grant agreement No. 101033940

**MOŽNOSTI ÚSPORY ENERGIE**

Co dělat		Ušpóri energií?	
		ANO	NE
Koupit úsporné žárovky	💡		
Stále svítit	🔌		
Vypnout klimatizaci	❄️		
Mít doma ledničku ve třídě A**	❄️		
Snížit teplotu na bojleru pro ohřev vody	🌡️		
Soutěž o největšího otužlice	🚿		
Nechat hrát TV	📺		
Na DVD přehrávači nechat svítit červené světýlko	📺		
Sušit prádlo na balkoně	👕		
Nechat zapnutou troubu	🔥		
Ztlumit topení na nižší teplotu	🏠		

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**SPOTŘEBA ENERGIE**

Průměrný člověk na Zemi spotřebuje denně kolem 50 kWh energie.

Tato energie umožní:

- uvařit 500 litrů vody;
- vyprat 250 kg prádla v automatické pračce;
- 40 hodin vysávat;
- 250 hodin sledovat televizi.

Zkuste odhadnout, jak ve srovnání se světovým průměrem stojí obyvatelé jednotlivých států:

**ČESKÁ REPUBLIKA**    **USA**  
**FINSKO**    **JAPONSKO**    **ČÍNA**

Umíte si představit den bez elektřiny? Co byste museli dělat jinak nebo nemohli dělat?

This project has received funding from the European Union's Horizon 2020 research and innovation program under Grant agreement No. 101033940



**Burešství**    0 kWh    0 z 10  
**Vopelkovi**    0 kWh    0 z 10  
**Čapovi**    0 kWh    0 z 9

Pracovní list číslo 1: Měření spotřebičů v domácnosti  
Instrukce: Najdi v třech bodech na obrázku co nejvíce spotřebičů, které odměřují elektrickou energii! Měřičky v bytě v prvním patře (Čapovi) se shýbnou 9 spotřebičů, v bytě v druhém patře (Vopelkovi) se shýbnou 10 spotřebičů, v bytě ve třetím patře (Burešovi) se shýbnou 10 spotřebičů

Figure 35 - Educational quizzes and materials created for the Earth Day event:



# 4.2

## Topics covered

### 5.2.1 The First Event

In November 2023, Rožnov hosted its first energy mitigation workshop, "How to Deal with Energy After 2023," focused on post-2023 energy solutions for homeowners and apartment building owners. The event featured speakers from the municipality, SEMMO, the Prague Renewable Energy Community, and ENERKOM Valašsko, who discussed project proposals, technical considerations, and energy-sharing opportunities.

A municipal representative detailed the city's current efforts toward energy savings and renewable energy adoption, along with plans for future initiatives. The presentation also introduced new services offered by the city's One-Stop-Shop, including thermal camera imaging, which residents can now book for assessing energy efficiency in their homes.

SEMMO together with the Prague Renewable Energy Community representatives provided an overview of legislative updates and practical considerations regarding energy management and photovoltaic (PV) system implementation in the Czech Republic. It began with a summary of recent legal developments, including the introduction of laws enabling energy sharing and simplified installation of PV systems without significant permits for capacities under 50 kWp. It also highlighted upcoming legislative changes, such as the hybrid energy-sharing methods planned for 2026 under LEX OZE II.

A case study from Prague demonstrated energy sharing within a residential building, showcasing the operational model, cost considerations, and projected savings for participants. This pilot project also outlined procedural steps like registering participants and exchanging meters.

The presentation addressed challenges in PV system installation, including selecting qualified contractors, ensuring structural suitability of roofs, and verifying electrical installations. Post-installation considerations like updating insurance and compliance with safety equipment were also discussed. Finally, it examined strategies for handling surplus energy, such as community redistribution, on-site usage (e.g., water heating or storage), or selling to energy traders.

The presentation emphasises compliance, cost-effectiveness, and technical viability while advocating for community-oriented energy solutions.

The workshop concluded with a presentation by ENERKOM Valašsko, a local association established in August 2023 to support community energy initiatives in the Valašsko region. The organization outlined its key activities, including promoting renewable energy, providing community energy consultations and training, and overseeing the planning and construction of energy production facilities.

## **5.2.2 The Second Event**

The city regularly organises a series of Earth Day events for its citizens, focusing on various aspects of sustainability and environmental protection. The highlight of the 2024 "Earth Day" was an educational morning held in the city park on 26 April, which attracted over 850 visitors. The event featured engaging and educational activities for both children, young people and adults, offering an opportunity to learn about the importance of protecting the environment.

The POWER UP project hosted a dedicated stall highlighting energy sources, energy savings, and renewable energy. Visitors enjoyed various games and quizzes, but the solar building kits, which demonstrated the power of the sun to drive engines, captured the most attention. Another popular attraction was a DIY activity where participants built their own windmills - a fitting item on a breezy spring day.

# 5.3

## Approach and methodology

### 5.3.1 Inviting participants

Participants were invited through a multi-channel approach:

- Emails: Collected from previous co-creation workshops and visits to the One-Stop-Shop, ensuring a targeted audience familiar with the subject matter.
- Posters: Displayed in public spaces to attract passersby and local community members.
- Local Media: Advertisements and invitations were published in local newspapers and shared on city social media channels to reach a broader audience.

### 5.3.2 Practical setting

For the first event, the location was a newly opened public library in the city centre, chosen for its fresh and inviting ambiance. The session lasted over two hours and could have lasted longer, however the presenters needed to catch a train. Presenters included an energy manager from Rožnov, two representatives from SEMMO, one from the Prague Renewable Energy Community, and two from ENERKOM Valašsko, ensuring diverse expertise. Attendees were offered tea, coffee, small sandwiches, and cakes, contributing to a comfortable and hospitable atmosphere.

The second event took place outdoors in the city park, a central and accessible area. The weather was dry but chilly, which did not seem to influence attendance and engagement levels. The format was open, allowing visitors to drop in throughout the whole morning, approximately from 9am till 1pm. Multiple stalls have been installed all over the city park, mostly interactive ones dedicated to energy education, climate protection, or nature awareness. The staff engaged visitors in hands-on activities. Refreshments were available for purchase from nearby stalls, catering to the needs of attendees.

### 5.3.3 Formats Used for Interaction

For the first event, a presentation format was chosen. Frontal presentations were the primary method of information delivery. Questions were encouraged, creating a dynamic interaction between speakers and participants. Presenters addressed specific inquiries, particularly about preparing for PV installations and key contractual considerations. Audience engagement was safeguarded by the presence of a variety of speakers, which ensured that questions across different domains were addressed effectively.

The second event had an interactive stall format. Activities included discussing energy sources, making paper windmills, hosting quizzes, and showcasing solar-powered vehicle kits. These hands-on activities targeted younger attendees, fostering curiosity and education through play. The stall predominantly attracted children and youth aged 3 to 19, with some adult attendees. The interactive format encouraged active participation and made complex energy concepts more accessible by learning through engagement.

### 5.3.4 Additional insights

- Flexibility in approach: The contrasting settings (indoor formal and outdoor informal) allowed the events to cater to different audience types: professionals and the general public, including children.
- Diverse audience: The use of local media and public posters ensured a mix of participants, from experts seeking specific information to laymen citizens casually exploring.
- Targeted content: Topics such as pre-installation considerations for PV systems and contractual elements were particularly well-received, highlighting the relevance of the content to attendees' needs.
- Engagement tools: Incorporating hands-on tools like quizzes and solar kits helped explain energy concepts for younger audiences. Such events could potentially inspire future interest in renewable energy and lead to changing energy behaviour.

# 5.4

## Evaluation, reflection and insights

During the November event in the library, a paper survey was distributed to all participants, and feedback was collected on-site. The key results are as follows:

- A total of 18 participants completed the survey. Among them, 17 were male, and 1 was female.
- The majority of attendees were aged 50 and above, with a significant portion being 70 years or older.
- Participants represented a mix of housing types, including family homeowners and residents of apartment buildings.
- Most participants (11 out of 18) cited posters as their primary source of information, making this the most effective outreach channel.
- Four participants mentioned learning about the event through the city's website.
- The majority found the event valuable: 15 participants reported that it was useful, and 14 stated it met their expectations.

No feedback was collected for the Earth Day event. To improve future events, we consider the following changes:

- **Diversify outreach channels:** While posters were effective, expanding to digital platforms such as social media, email campaigns, and targeted online advertisements could help reach younger demographics. We would like to encourage word-of-mouth referrals and engage community groups to promote the event.
- **Improve follow-up strategy:** We consider distributing follow-up materials, such as practical guides, video summaries, or additional resources, to reinforce the information shared and support attendees in implementing what they learned.



06

# Conclusion

The four pilots succeeded in engaging a broader group of people living in the pilot site in activities that empower them in taking action on their energy consumption. The evaluation by the participants has generally been (very) positive as the activities provided hands-on and tailor made information that have the potential of immediately positively impacting their energy consumption and, equally, their financial situation.

The various activities carried out by the four pilots together involved by now more than 2.795 individual participants, representing at least 391 energy-poor households. When we look at the pilots individually, we see that UCSA managed to involve 160 individuals (46 energy-poor households), Valencia 255 individuals (128 energy-poor households), Eeklo 1504 individuals (132 energy-poor households), and Rožnov 876 individuals (85 energy-poor households). Three pilot partners (UCSA, Eeklo and Rožnov) are still planning energy poverty mitigation measures for, again, more than 450 households by summer 2025. Given the fact that these figures concern people that are not participating in the pilot scheme itself, but an additional group, we can conclude that pilots succeeded in enlarging their impact beyond their core activity, namely the design and implementation of the Power Up scheme in their territory.

The insights gained by the project partners through the organisation of these various activities were very valuable and directly fed in the implementation and refinement of the models. In that sense, the energy poverty mitigation measure activities described in this report facilitated and reinforced the models which are at the core of the pilots (cfr. D4.2), and vice-versa. We clearly see that pilot partners are gaining maturity in approaching vulnerable households and designing services and offers that generate a direct benefit for residents in situations of energy poverty.



[www.socialenergyplayer.eu](http://www.socialenergyplayer.eu)



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