

ANNUAL REPORT ON EVENTS HELD, PROMOTIONAL MATERIAL AND SOCIAL MEDIA ACHIEVEMENTS (update 2)

WIP RENEWABLE ENERGIES

CitizEE

Scaling up Public Energy Efficiency Investments via Standardising Citizen Financing Schemes

www.citizee.eu



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement № 847147



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TECHNICAL REFERENCES

PROJECT ACRONYM	CitizEE
PROJECT TITLE	Scaling up Public Energy Efficiency Investments via Standardising Citizen Financing Schemes
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DISCLAIMER

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EXECUTIVE SUMMARY

This document describes the project related dissemination and communication actions performed during the whole project implementation (May 2019 – May 2022). This includes:

- Promotional materials created and published;
- Social media campaign achievements during the CitizEE project (M1-M36); and
- Participation in events.

All the developed materials were produced in accordance with the European Commission and CitizEE visual guidelines defined in D6.1 & D6.2 Communication and Dissemination Plan (update). The resulting coherence makes the identification of project materials easy and appealing for external stakeholders.

During the project implementation, CitizEE has produced different promotional materials (press releases, newsletters, project leaflet, other printed material like a poster) to support the dissemination strategy. In addition, several publications have been released in relevant platforms and media.

The social media communication strategy elaborated by WIP at the beginning of the project was applied with success throughout the project, with activity on Youtube, Twitter and LinkedIn.

With the updated social media strategy, visits to the Twitter CitizEE profile have increased since the start of the new strategy March 2021, with 1488 profile visits since October 2020 until April 2022. The social media campaign has resulted in constant Tweets and posts promoting the project. Tweets from CitizEE have earned around 30.000 impressions (number of times a user saw the tweet), since the account was created in January 2020. On LinkedIn, all project partners post regularly under the hashtag #CitizEE, which has generated more than 20,000 views.

In order to have a good overview of the global audience reachable through these social media channels and to best coordinate the communication actions, a table summarising the existing accounts for each partner organisation was created. The table contains direct links to the different accounts, as well the number of followers for each account.

CitizEE has participated in 33 events spanned across several EU countries. Potential audience to these events is 10.000 between energy efficiency and renewable energy sector, public authorities, financial institutions, policy makers and research community.

The activities here reported aimed at informing the relevant stakeholders about the ongoing project goals, tasks and results, as well as creating continued interest for future activities and results. Overall, the amount and quality of the promotional materials created and disseminated during the project can be considered satisfactory, and an effective framework for the communication of future results through social media is in place.

1. Promotional material

1.1. Leaflet

The first project leaflet was released in March 2020. This first release acknowledges CitizEE stakeholders at large about the start of the project and provides information and descriptions on the project objectives, the project's scope and targets, background information and key messages as well as the consortium members.



Figure 1-1 - CitizEE Leaflet

2000 copies have been printed and were mailed to all project partners to distribute them in events once the current situation with Covid-19 improves and events are again allowed in an on-site format. Nevertheless, the leaflet is published on the CitizEE website and can be downloaded at https://www.citizee.eu/results/.

1.2. Booklet

The second leaflet, in the format of a booklet, was published by the end of March 2022. This booklet presents the experiences and recommendations of the four different demonstration projects. It also includes operational advice from a financial expert on developing and implementing citizen financing programs, and regulatory recommendations from a legal expert on scaling up citizen financing programs and improving efficiency and regulation. The Pilots section of the booklet presents the four different demonstration projects, their specific financing approach, and lessons learned. The key messages from our finance and legal expert can be found in the Core statements section. The booklet can be downloaded at https://www.citizee.eu/results/.

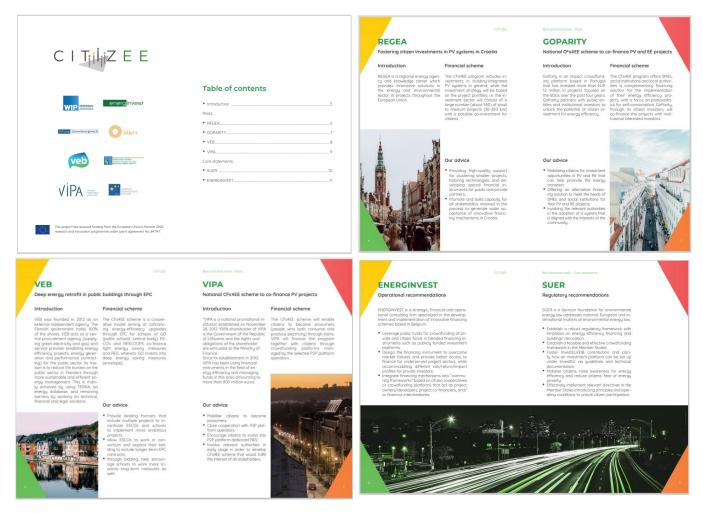


Figure 1-2 - CitizEE Booklet

1.3. Print-out materials:

A poster giving an overview of the project was also developed for utilising it in attended events by the partners. The poster was developed in power point (A0 format) in order to enable the adaptation to the future updates of the projects and/or requirements of the events. The power point version is available in the project OneDrive.





Scaling up Public Sustainable Investments via Citizen Financing Schemes



CitizEE purpose

The main objective of CitizEE is to support European public authorities to scale up funding for energy efficiency in the building sector by attracting citizen private investments.

CitizEE will address this objective by means of integrating tailored and widely adopted crowdfunding and cooperative financing schemes with adequate available or to be developed Public Financing Instruments (PFIs). As a result, CitizEE will enable the set-up of large-scale community energy efficiency programs while strengthening know-how of regional/national key stakeholders.

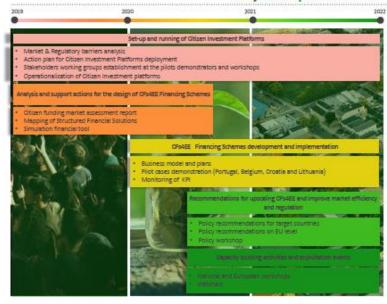
CitizEE's ambition is to put in place a sound enabling legal, financial and operational environment aimed at: (i) making a more efficient use of public funds (ii) mitigating performance & credit risks, (iii) closing financing gaps, (iv) enlarging citizen access financing, (v) reducing transaction costs (vi) enhancing capacity of local crowdfunding operators and cooperatives and (vii) stimulating the required investment towards higher renovation rates and thus a more efficient building stock.

Specific objectives

To meet its ambitious goals the work has been structured for achieving the following objectives:

- 1. Prepare the groundwork for the establishment of Citizen Investment Platforms.
- 2. Evaluate competitiveness of the CFs4EE Financing Schemes (CFs4EE + PFIs) to be developed by the project.
- s. Demonstrate the viability and market potential of CitizEE's CFs4EE Financing Schemes
- 4. Develop recommendations for improving the market and regulatory framework.
- s. Enhance the in-house capacities of the relevant stakeholders
- s. Promote the project concepts and its advantages among those who could support citizen financing schemes deployment

Project Implementation



Key Aspects

Citizen Investment Platforms

Advisory body to be established at the pilot demonstrators kick started and supported by CitizEE regional/national stakeholders working groups, aimed at:

- Organising dialogue among stakeholders and advocating citizen market players
- Maximizing the interaction with Investment platforms under the European Fund for Strategic Investments (EFSI)
- Facilitating the implementation of the CFs4EE Financing Scheme
- · Contributing to the development of large-scale energy efficiency investment programs

CFs4EE Financing Schemes

Financing mechanism constituted by citizen financing schemes integrated with Public Financing Instruments (CFs4EE+PFIs), aimed at:

- · Putting in place a sound financial and operational environment to attract citizen private investments and to use public funds more effectively.
- Enhancing capacity and know-how of public authorities, local crowdfunding operators and cooperatives.
- Stimulating the required investment towards higher renovation rates and thus a more efficient building stock



Figure 1-3 - CitizEE poster

The project has been presented e.g., in the following events:

- 36th EU PVSEC European Photovoltaic Solar Energy Conference and Exhibition 2019
- 3rd International Conference on Smart and Sustainable Planning for Cities and Regions 2019





- European Sustainable Week 2020 / Title: "Powering energy transition in rural communities through social and territorial innovation"
- Association of cities 48 hours Conference 2020
- eCentral project final conference / Title: Innovative Financing for Energy Efficient Public Buildings 2020
- Covenant of Mayors Investment Forum Energy Efficiency Finance Market Place 2020
- GREENFOOT General Assembly Invitation 2021
- Zeleni Plan Conference 2021
- Smart Villages Academy 2021
- Donne si fa Storia 2021
- SMAFIN ROUND TABLE with the theme "FINANCING SOLUTIONS FOR ENERGY RENOVATION OF BUILDINGS"
 2021
- Association of cities 48 hours Conference 2021
- 19th European Week of Regions and Cities Conference 2021
- 38th EU PVSEC European Photovoltaic Solar Energy Conference and Exhibition 2021

Moreover, a PowerPoint has been prepared in order be used to present the project in events. It corresponds with a presentation that present the key aspects of the project in a concise way and that highlights the project objectives, ails and activities to be implemented.



Figure 1-4 – Example of the slides from the CitizEE promotional presentation



1.4. **Publications**

Five publications have been released during the project duration. The details are provided in the table below:

Table 1.1 - List of publications

DATE	NAME OF PUBLICATION	TITLE OF THE ARTICLE	TYPE OF PUBLICATION	SCOPE OF PUBLICATION	REFERENCE WEBSITE
Aug 2019	BUILD UP, The European Portal for Energy Efficiency In Buildings	CitizEE H2020 Project Launched: Scaling up Public Sustainable Investments via Citizen Financing Schemes	Non-scientific and non-peer- reviewed publication (popularised publication)	International	https://www.build up.eu/en/explore/ links/citizee- h2020-project- launched-scaling- public- sustainable- investments- citizen
Oct 2019	EU PVSEC Proceedings	CitizEE Project - Scaling Up Public Sustainable Investments via Citizen Financing Schemes	Scientific publication - non- peer-reviewed	International	https://www.eupv sec- proceedings.com/ proceedings?char =C&paper=47891
March 2020	Spring 2020 European Energy Innovation	Scaling up Energy Efficiency investments through Citizen financing Schemes	Professional article	International	http://www.europ eanenergyinnovati on.eu/OnlinePubli cation/Spring2020 /mobile/index.ht ml#p=44
April 2021	EU PVSEC Proceedings	HOW INNOVATIVE CITIZEN FINANCING SCHEMES ENABLE LARGE-SCALE ENERGY EFFICIENCY MEASURES IN THE BUILDING SECTOR.	Scientific publication - non- peer-reviewed	International	EU PVSEC Proceedings - How Innovative Citizen Financing Schemes Enable Large-Scale Energy Efficiency Measures in the Building Sector (eupvsec- proceedings.com)
January 2022	Media agency for European innovation youris.com	Joining forces to finance renewables: the investment platform model	Professional article	International	Joining forces to finance renewables: the investment platform model (youris.com)

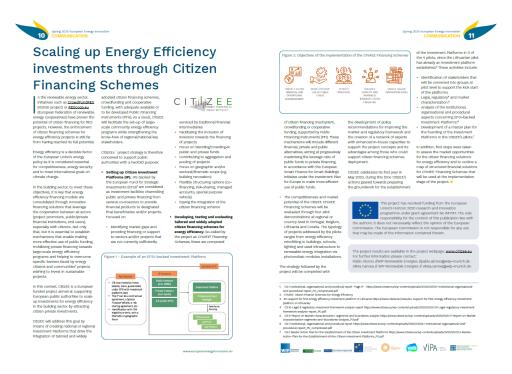


Figure 1-5 - Article published in the European Energy Innovation magazine

1.5. Newsletter and press releases

The 1st edition of the newsletter was published in April 2020. This edition included the following:

- Overall information of the project
- Latest updates
- Most recent public reports
- Information about other H2020 projects like SocialRES H2020 project

The e-Newsletter was produced by WIP through Mailchimp, sent via email to registered users, published on the website and widely promoted in the social media channels available.

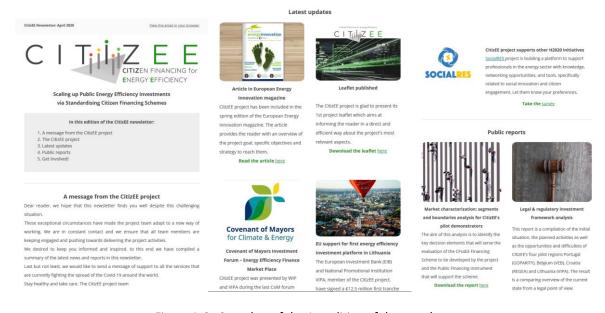


Figure 1-6 - Snapshot of the 1st edition of the newsletter

The 2nd edition of the newsletter was published in December 2020. This edition included the following:

- A message from the CitizEE project
- Latest updates
- **Public reports**
- Special News
- Get Involved!

The e-Newsletter was produced by WIP through Mailchimp, sent via email to registered users, published on the website and widely promoted in the social media channels available.

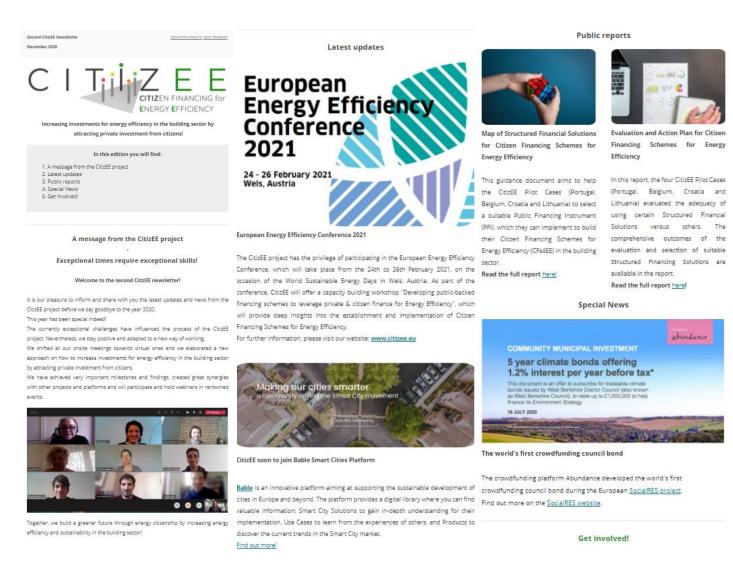


Figure 1-7 - Snapshot of the 2nd edition of the newsletter

The 3rd edition of the newsletter was published in April 2021. This edition included the following:

- A message from the CitizEE project
- **Upcoming Free Webinars**
- International Women's Day
- Latest updates
- **Public reports**
- Get Involved!

The e-Newsletter was produced by WIP through Mailchimp, sent via email to registered users, published on the website and widely promoted in the social media channels available.



Figure 1-8 - - Snapshot of the 3rd edition of the newsletter



The 4th edition of the newsletter was published in October 2021.

The e-Newsletter was produced by WIP through Mailchimp, sent via email to registered users, published on the website and widely promoted in the social media channels available.

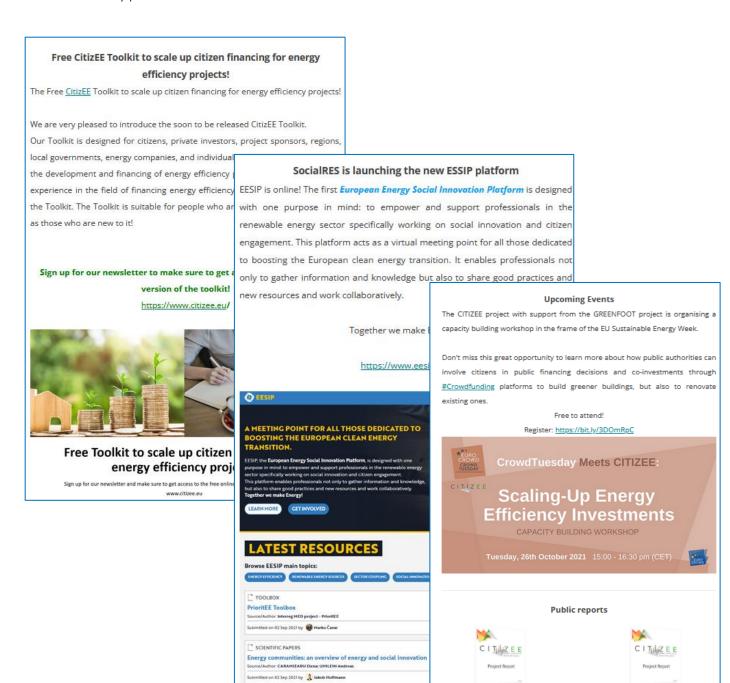


Figure 1-9 - - Snapshot of the 4th edition of the newsletter

project simulations reports and validation of template The main aim of the reports is to documents and contracts for the efficiency in the four pilot developments regarding the countries/regions for being relevant legal framework in the processed under the CFs4EE context of the European Green Deal, this report shall serve as Financing Schemes to be built and operated at a later stage of the overview and guideline on how CitizEE projecs. efficiency/renewable (energy energy) projects can be facilitated

NEW! Simulation tool and pilot



NEW! Report on Development

The 5th edition of the newsletter was published in February 2022.

The e-Newsletter was produced by WIP through Mailchimp, sent via email to registered users, published on the website and widely promoted in the social media channels available.

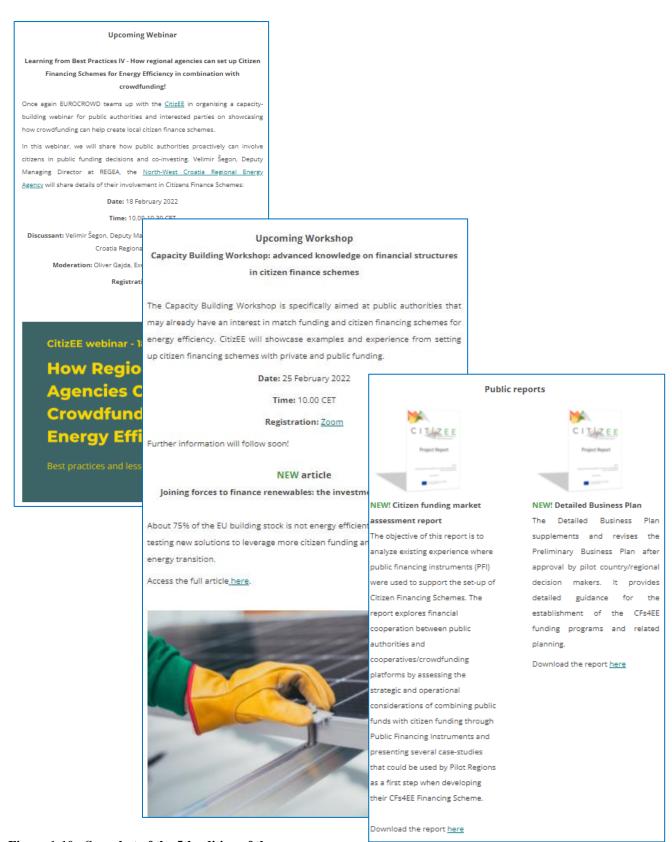


Figure 1-10 - Snapshot of the 5th edition of the newsletter



The 6th edition of the newsletter was published in April 2022.

The e-Newsletter was produced by WIP through Mailchimp, sent via email to registered users, published on the website and widely promoted in the social media channels available.



Scaling up Public Energy Efficiency Inve via Standardising Citizen Financing Sc

Welcome to the final CitizEE n

Welcome to the last newsletter of the CitizEE proje years, the project is coming to an end. Let us share news with you once again.

In this newsletter you will find a compact overview news and updates that will be of interest to you and so more investments for energy efficiency in the buil citizen financing.

Stay updated: On our website you will find all relevant up Public Energy Efficiency Investments via Standardi Schemes.



The CitizEE Project Team

Free CitizEE Booklet!

This booklet presents the experiences and recommendations of the four different demonstration projects. It also includes operational advice from a financial expert on developing and implementing citizen financing programs, and regulatory recommendations from a legal expert on scaling up citizen financing programs and improving efficiency and regulation. The Pilots section of the booklet presents the four different demonstration projects, their specific financing approach, and lessons learned. The key messages from our finance and legal expert can be found in the Core statements section.

> Access to the free online version of the booklet! https://www.citizee.eu/news/best-practices-book

Final CitizEE Dissemination Event!





Project co-financed by the European Regional Development Fund

Blue Crowdfunding Symposium: Opportunities for the Mediterranean Region - From lessons learned to implementation

Organised within the framework of the ERDF Interreg Med funded project Crowdfunding, this workshop will provide participants with detailed knowledge on the alternative funding mechanism known as Crowdfunding. Experience from crowdfunding platforms, local authorities, national conduct authorities and other European experts will ensure a high level experience. Moreover, the two day event will enable participants to deepen their knowledge on Crowdfunding and with the help of experts providing insights and skills to advise and train interested third parties on crowdfunding themselves: types of crowdfunding, campaign development and management, match-funding, platform views and more. The workshop also includes direct experience from the Horizon 2020 funded project CitizEE in developing public private match-funding structures and consideration of European Structural and Investment Funds.

> 05.-06, April 2022, 09:30-17:00 Hilton NICOSIA (Cyprus)

For registration please click here





Best pract



The website news section has been regularly updated with relevant press releases that have been developed on the occasion of the publication of project reports and attendance to events. Also, relevant content for CitizEE project has been published on the website in the form of press releases. These news items can be found at https://www.citizee.eu/news/.

Latest updates



CITIZEN FINANCING, EFSI, FINANCING, INVESTMENT PLATFORMS

Simulation tool and pilot projects simulations reports

The main aim of this document is to assess and evaluate the investment programs for energy efficiency in the four pilot countries/regions for being processed under the CFs4EE Financing Schemes to be built and operated at a later stage of the CitizEE project.



Second CitizEE newsletter: December 2020

CitizEE has published its second newsletter. In this edition of the CitizEE newsletter, you will find: A message from the CitizEE project; Latest updates; Public reports and Special News.



Browse all updates: News Events

CITIZEN FINANCING, EFSI, FINANCING, INVESTMENT PLATFORMS

Evaluation and Action Plan for Citizen Financing Schemes for Energy Efficiency

In this report, the four CitizEE pilot projects (Portugal, Belgium, Croatia and Lithuania) evaluated the appropriateness of using certain Structured Financial Solutions versus others. In doing so, they were guided by the document "Map of Structured Financial Solutions for Citizen Financing Schemes for Energy Efficiency", which was developed within the CitizEE project to support the selection of Eligible Public Financing Instruments.

Figure 1-12 - Snapshot of press releases published in the CitizEE's website

2. Social media campaign

The social media communication strategy elaborated by WIP at the beginning of the project was applied with success throughout the period, with activity on the Twitter and LinkedIn. On Twitter, a dedicated <u>account</u> has been created, besides all active project partners tweeted and retweeted about the project with their existing account, in accordance with the agreed collaborative approach. In addition, CitizEE has built synergies with other H2020 actions such as the SocialRES project (related to crowdfunding and cooperatives) that is also tagging @CitizEE_project or #CitizEE in its post on social media when relevant.









Figure 2-1 - Example of tweets and LinkedIn posts

With the updated social media strategy, visits to the Twitter CitizEE profile have increased since the start of the new strategy March 2021, with 1488 profile visits since October 2020 until April 2022. The social media campaign has resulted in constant Tweets and posts promoting the project. Tweets from CitizEE have earned around 30.000 impressions (number of times a user saw the tweet), since the account was created in January 2020. On LinkedIn, all project partners post regularly under the hashtag #CitizEE, which has generated more than 20,000 views.

In order to have a good overview of the global audience reachable through these social media channels and to best coordinate the communication actions, a table summarising the existing accounts for each partner organisation was created. The table contains direct links to the different accounts, as well the number of followers for each account.



Table 2.1 - Overview of social media accounts and followers for CitizEE consortium (April 2022)

	Partner Website		Twitter	Followers	LinkedIn	Followers
1	WIP	https://www.wip -munich.de/	@WIPRenewabl	876	linkedin.com/company/wip- renewable-energies	1235
2	ENERGIN VEST	https://energinve st.be/	-	-	https://www.linkedin.com/company/energinvest/about/	-
3	SUER	https://stiftung- umweltenergiere cht.de/	@Stiftung_UER	827	https://www.linkedin.com/co mpany/stiftung- umweltenergierecht	265
4	GOPARIT Y	https://goparity.c om/pt	@goparity	339	https://www.linkedin.com/co mpany/goparity/	7576
5	VEB	www.VEB.be	@VEB_energie	332	https://www.linkedin.com/company/vlaams-energiebedrijf/	1556
6	REGEA	http://regea.org/	@RegeaAgency	450	https://www.linkedin.com/company/north-west-croatia-regional-energy-agency-regea-	851
7	VIPA	www.vipa.lt	-		linkedin.com/company/viešųj <u>u-investiciju-plėtros-agentūra-</u> <u>vipa-</u>	636
8	ECN	https://eurocrow d.org/	@eurocrowd	3190	https://www.linkedin.com/co mpany/european- crowdfunding-network/	3805
			TOTAL	6014	TOTAL	15.924

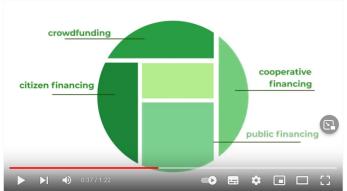
It results that in total and in theory, more than 21.938 target stakeholders can be informed about CitizEE through the already existing social accounts managed by the project consortium.



2.1. **Videos**

In order to further boost the visibility of the CitizEE project, an additional animation videos explain the project has been developed. The animation video is an additional activity not mentioned in the Grant Agreement. The video was published on the WIP Youtube account with 685 subscribers. It can be accessed on Youtube: https://www.youtube.com/watch?v=Ezp0kTfxlwk.







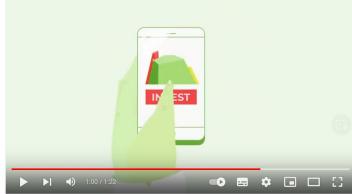


Figure 2-2 - Snapshot of CitizEE's animation video

The finale CitizEE video was published on the WIP Youtube account at the beginning of April 2022 with 685 subscribers. It can be accessed on Youtube: https://www.youtube.com/watch?v=Ezp0kTfxlwk.

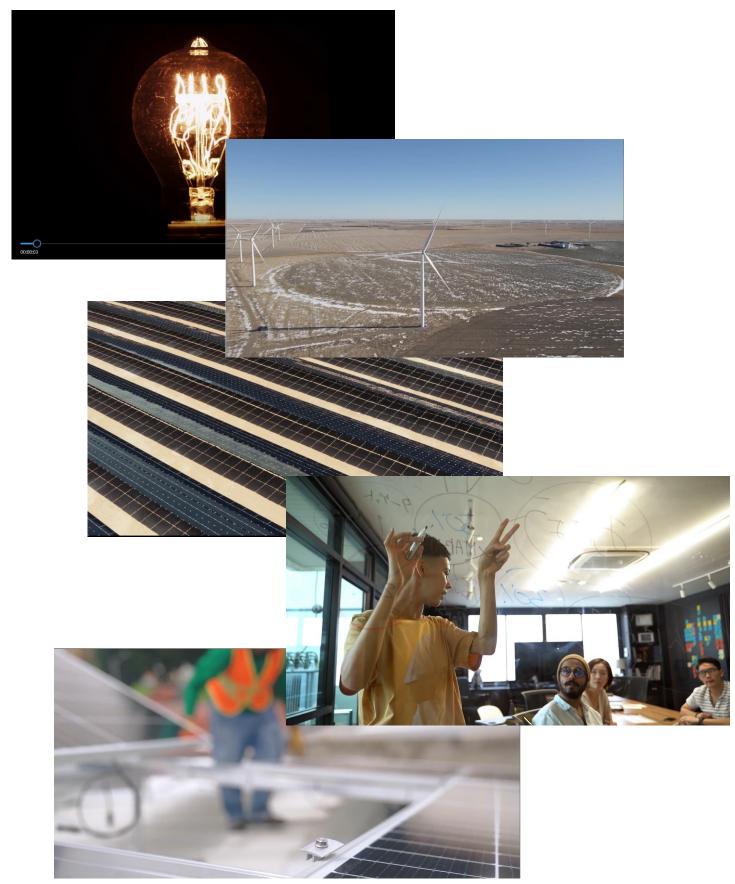


Figure 2-3 - Snapshot of the final CitizEE video

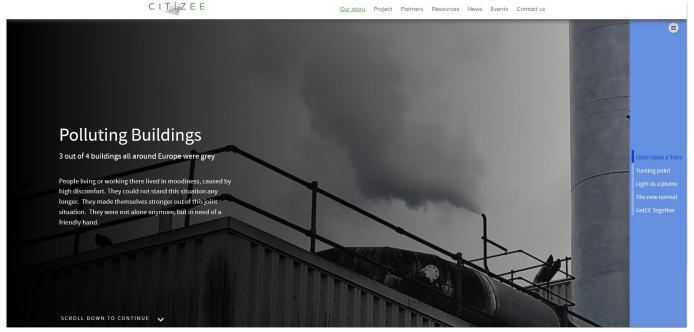
2.2. **Pageflow**

Another additional activity within WP6 was the creation of a digital storytelling tool, a pageflow. The main achievements of the project and lessons learnt will be packaged through a digital storytelling tool (Pageflow), enabling to incorporate different editorial formats (background videos, images, text) into a rich narrative illustrating projects' outcome through a catchy and engaging storytelling format. The pageflow was released towards the end of the project on the CitizEE website and constituted the core final storytelling product focusing on the main results

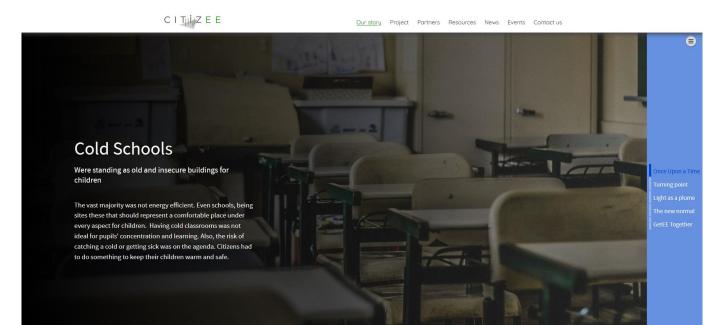
CIŢijZEE PAGEFLOW

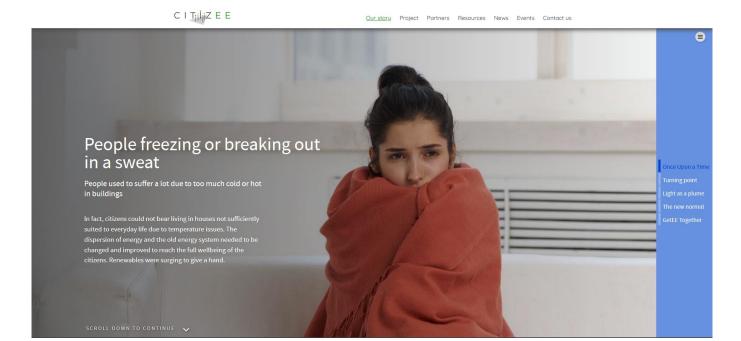
Figure 2-4 - Snapshots of the published CitizEE Pageflow

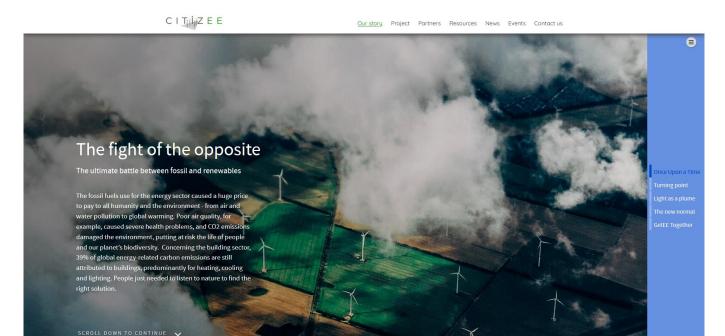


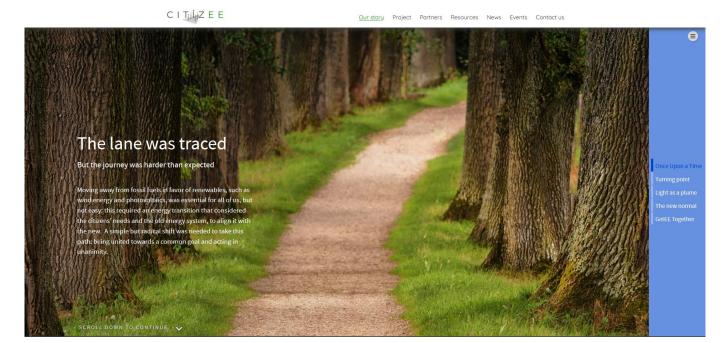




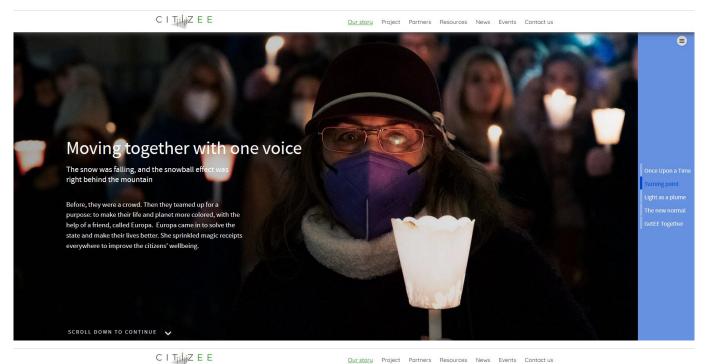


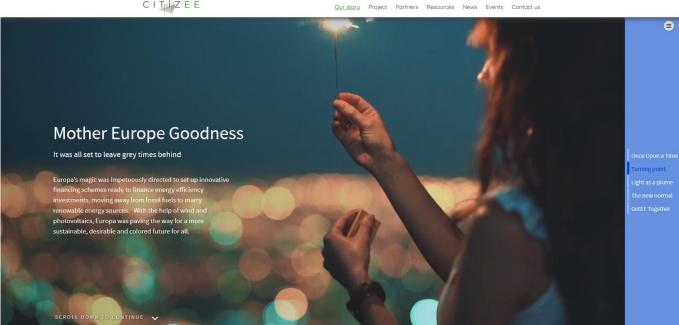




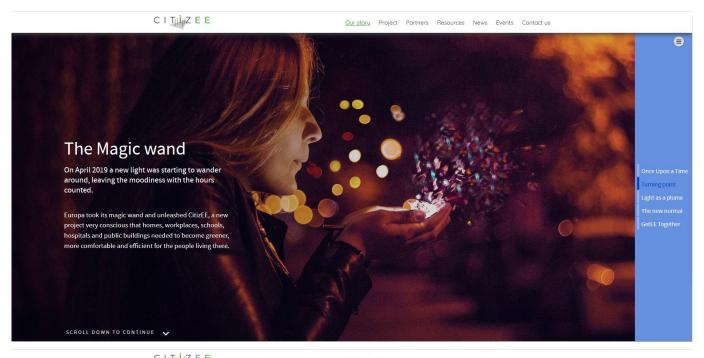


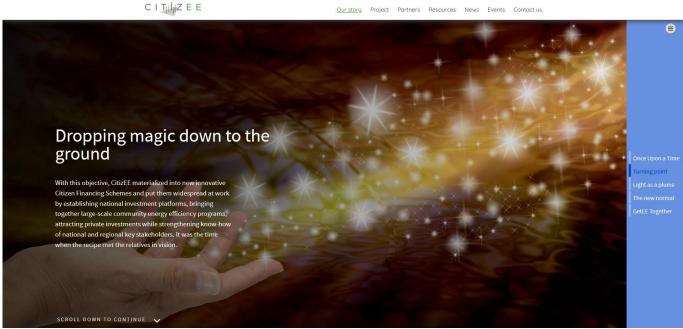






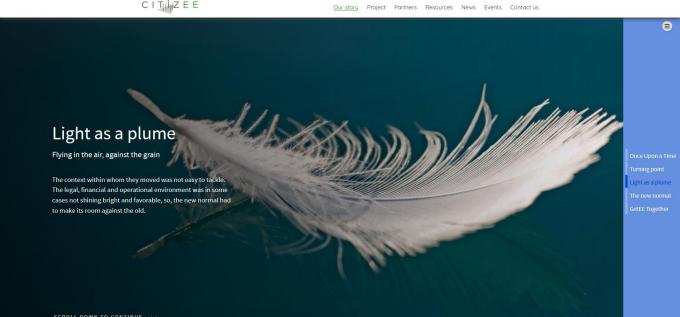






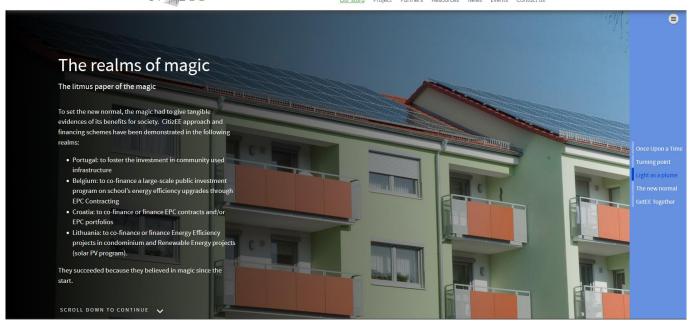






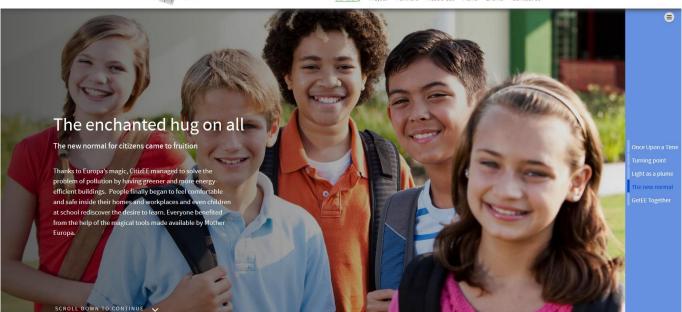




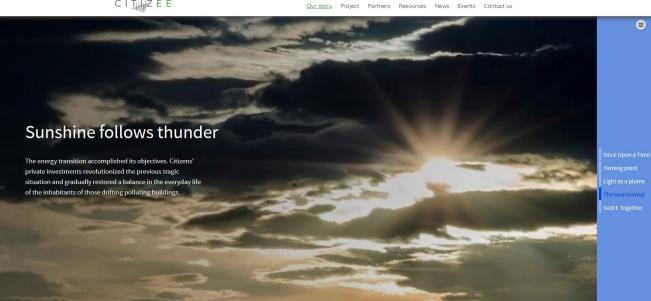




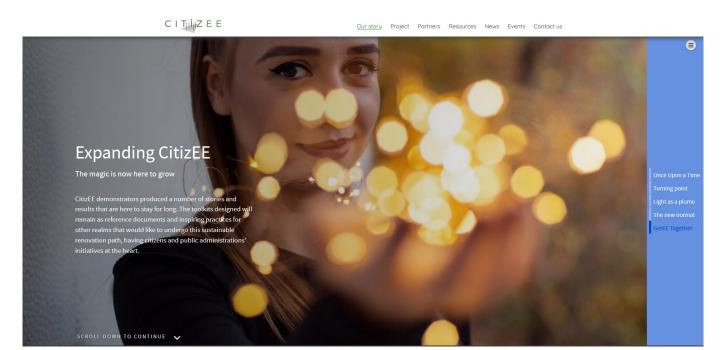


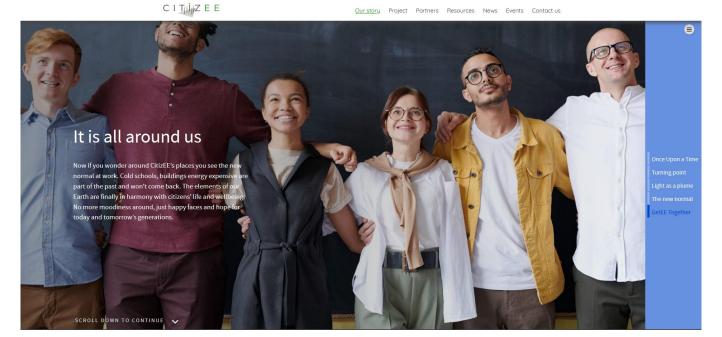


CITILIZEE

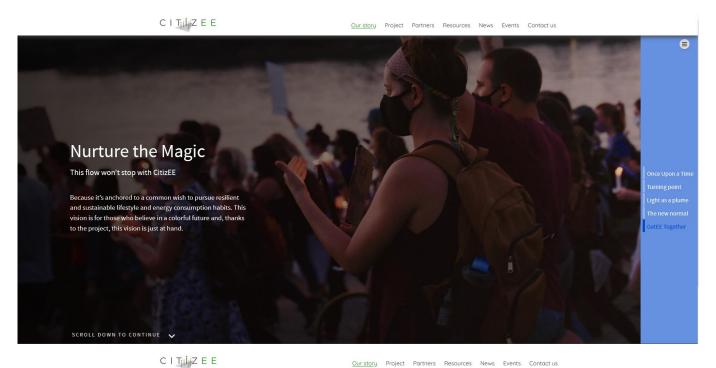


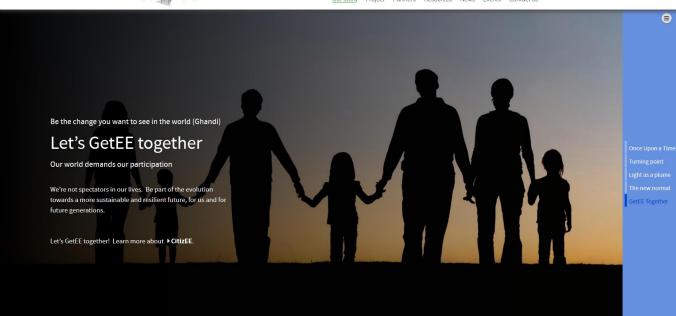














3. Participations to events

CitizEE has participated in 33 events spanned across several EU countries. Potential audience to these events is 10.000 between energy efficiency and renewable energy sector, public authorities, financial institutions, policy makers and research community. The total amount of events attended during the first two year of project implementation is listed in the table below.

Table 3.1 - List of events

Date	Country	City	Partner	Event	Involvement
21 Feb 2019	Belgium	Brussels	WIP, VEB, GOPARITY	EASME Contractor meeting	Oral communications/ Participation
27 June 2019	Online	Online	SUER	Experiences in bridging the gap between Investors and Project Developers	Oral communications/ Participation
09 Sep 2019	France	Marseille	WIP	EU PVSEC. European Photovoltaic Solar Energy Conference and Exhibition	Poster presentation
04 Nov 2019	Online	Online	SUER	Sustainable Finance Innovation among European Financial Centres	Oral communications/ Participation
12 Dec 2019	Italy	Bolzano	WIP	3rd International Conference on Smart and Sustainable Planning for Cities and Regions 2019	Poster Presentation
19 Feb 2020	Belgium	Brussels	WIP, VIPA, ECN, SUER,	Covenant of Mayors Investment Forum - Energy Efficiency Finance Market Place	Presentation (WIP, VIPA) and participation
20 Feb 2020	Belgium	Brussels	ECN, VEB	Finance and public authorities contractors' meeting	Oral communications/ Participation
18 April 2020	Online	Online	SUER	Shining Beyond subsidies: Launch of SolarPower Europe's new Finance Workstream	Oral communications/ Participation
10 – 12 June 2020	Online	Online	SUER, ECN	The 5th ECN CrowdCamp: Sustainable Finance	Participation
16 June 2020	Online	Online	SUER	Sustainable energy investment in Oral communi Member State recovery plan Participation	
17 June 2020	Online	Online	SUER	Mission Innovation Austria Online Event: Energy Communities	Oral communications/ Participation
01 July 2020	Online	Online	ECN	European Sustainable Week 2020 / Title: "Powering energy transition in rural communities through social and territorial innovation"	Presentation Participation
09 July 2020	Online	Online	SUER	Enabling community PV — A Policy Blueprint	Oral communications/ Participation
29 Oct 2020	Online	Online	SUER	Financing mechanisms for the energy sector: Ensuring a fair transition for all Member States Oral communication Participation	
25 – 27 Nov 2020	Croatia	Vodice	REGEA	Association of cities 48 hours	Presentation Participation



04 Feb 2021	Online	Online	SUER	Competition policy contributing to the European Green Deal	Oral communications/ Participation
09 Feb 2021	Online	Online	SUER	EEFIG Plenary meeting 2021	Oral communications/ Participation
23 Feb 2021	Online	Online	ECN	Event: eCentral project final conference / Title: Innovative Financing for Energy Efficient Public Buildings	Presentation Participation
23 Feb 2021	Online	Online	ECN	Smart Villages Academy	Presentation Participation
26 Feb 2021	Online	Online	ECN	Donne si fa Storia	Presentation Participation
04 March 2021	Online	Online	WIP	GREENFOOT General Assembly Invitation	Presentation Participation
17 March 2021	Online	Online	SUER	Is Europe on track for a green recovery? Official launch of the Green Recovery Tracker	Oral communications/ Participation
24 March 2021	Online	Online	SUER	Peer-to-Peer Workshop on State Aid and Energy Efficiency	Oral communications/ Participation
29 March 2021	Online	Online	ECN	POWERPOOR Train the Trainer Webinar - Collective innovative Actions for energy poverty	Trainers
30 March 2021	Online	Online	REGEA	Zeleni Plan Conference	Presentation Participation
15 April 2021	Online	Online	ENERGINVEST WIP	SMAFIN ROUND TABLE with the theme "FINANCING SOLUTIONS FOR ENERGY RENOVATION OF BUILDINGS"	Presentation Participation
01 May 2021	Online	Online	REGEA	www.jutarnji.hr	Participation confirmed
11 Oct 2021	Online	Online	WIP	19th European Week of Regions and Cities	Participation confirmed
01 Nov 2021	Online	Online	REGEA	Association of cities 48 hours	Participation confirmed
09 Nov 2021	Online	Online	SUER	EU-Backed Investments Platforms: Tools to Boost Investments in Energy Efficiency	Participation
25 February 2022	Online	Online	SUER	CitizEE Capacity Building Workshop: advanced knowledge on financial structures in citizen finance schemes	Participation
11 March 2022	Online	Online	SUER	CitizEE Policy Workshop: Legal and regulatory aspects of creating citizen finance schemes for energy efficiency for policy makers, regulators and system operators	Speaker/Participation
27 April 2022	Belgium	Brussels	WIP	Putting people at the heart of energy transitions	Participation