ENERGee Watch

D6.4 Summary of visual communication material

August 2023

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Grant Agreement Number	892089		ENERGEE Watch
Full Title	Peer to peer learning in regional and local authorities to timely and accurately define, monitor and verify their sustainable actions		
Topic	LC-SC3-EE-16-2018-2019-2020 - Supporting public authorities to implement the Energy Union		
Start Date	1 September 2020	**End Date**	31 August 2023
Project URL	https://energee-watch.eu/		
Project Coordinator	IEECP		
Deliverable	D6.4 Summary of visual communication material		
Work Package	6		
Date of Delivery	August 2023		
Nature	Communication tools	**Dissemination Level**	Public
Lead Beneficiary	UPRC		
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Keywords	Dissemination, Communication, Outreach, Engagement campaign, Target groups		

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Preface

The overall aim of ENERGee Watch is to launch an easy and replicable peer to peer learning program to enable regional and local authorities to timely and accurately define, monitor and verify their sustainable actions. The learning focuses on regional/provincial authorities and their agencies that are responsible for collecting and overseeing the monitoring of mitigation and adaptation measure indicators in order to empower them to make use of best practices. The learning programme is structured into four (4) courses: i) data collection, ii) monitoring & verification, iii) indicators for adaptation to climate change, iv) data display, dissemination and validation by final users. ENERGee Watch launched 3 learning cycles between 2020-2023 offering these 4 courses (twelve in total) to a total of 70 participating mentees. The learning program entailed tools such as mentoring, site visits, tailored guidebooks and guided practice exchanges to enable the proper matching of peer groups and proper knowledge replication.

No	Participant Name	Short Name	Country Code	Logo
1	Institute for European Energy and Climate Policy (IEECP)	NETHERLANDS	NL	
2	European Federation of Regions and Agencies for Energy and the Environment (FEDARENE)	BELGIUM	BE	
3	Technoeconomics of Energy and Environmental Systems Laboratory – University of Piraeus (UPRC – Teeslab)	GREECE	GR	
4	Auvergne-Rhône Alpes Energy Environment (AURA-EE)	FRANCE	FR	
5	Energy Agency of Savinjska, Šaleška and Koroška region (KSSENA)	SLOVENIA	SI	
6	Ile de France Regional Energy and Climate Agency (IAU IDF)	FRANCE	FR	
7	South East Energy Agency (SEEA)	IRELAND	IE	
8	Energy Agency of Plovdiv (EAP)	BULGARIA	BG	
9	Alba Local Energy Agency (ALEA)	ROMANIA	RO	
10	Cyprus Energy Agency (CEA)	CYPRUS	CY	

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Executive Summary

This report describes and documents the visual material designed, implemented and deployed during the ENERGee Watch project's lifetime in order to promote and disseminate the project's results, and to ensure the effective engagement of regional and local authorities and agencies through a series of specific actions. It serves as a brief, yet comprehensive summary of all communication and dissemination materials employed to successfully convey the project' impacts and added value for the targeted audience, ensuring a strong European-wide engagement and replication potential, beyond the ENERGee Watch countries.

This report closely linked to Deliverable 6.3 "Summary of communication activities", which presents the material developed to convey and communicate ENERGee Watch's key messages, main objectives, methods, activities and expected results to all interested stakeholders. The two reports offer a comprehensive view of all of the activities carried out to create a defined, coherent, and distinctive visual identity for the ENERGee Watch project.

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1 Introduction

ENERGee Watch put forth and executed a unique peer-to-peer capacity-building program for cities and regions, focused on provided expert technical know-how and exchanging best practices on data management for urban sustainable policies and measures. Alongside the successful implementation of its learning and knowledge sharing activities, a key challenge was the set up of a proper replication mechanism to best spreading its legacy, its methodological novelties and its significant exploitable outputs beyond its lifetime within a sustainable manner. For that purpose, a wide range of outreach activities supported by a selection of standard promotional material, were launched during the entire duration of the project.

1.1 Objectives and scope of the report

The main scope of this report is to provide a comprehensive and updated summary of all the communication means employed within the ENERGee Watch framework for delivering the appropriate messages to the target audiences and to meaningfully engage them. Therefore, the focus is on showcasing the visual material that was developed in order to enhance the three engagement campaigns performed to support all three learning cycles of the ENERGee Watch peer-learning programme.

Given that special emphasis was put on the effective use of online communication via the project's website, social media, consortium partners' institutional online channels, as well as other websites/forums and e-platforms, our efforts focused on developing visual material suitable for supporting a strong e-presence of the ENERGee Watch project. This material is comprised of infographics, postcards, roll-ups, GIFs, etc. designed to visualise the key concepts and objectives of the four learning courses and the outcomes of the three learning cycles in an appealing and attractive way to local/regional authorities and their implementing agencies. Error! Reference source not found. below offers a quick snapshot of the visual components developed to that effect. More details are presented in the remainder of this report.

Table 1. Overview of the ENERGee Watch visual communication material

Means of Visual Communication	September 2020 – August 2023
Video	✓
Infographics	✓
Postcards	✓
Visual Quotes	✓
GIFs	✓
Social Media	✓
Website	✓
Online knowledge hub	✓
Project partners' page	✓
Other Platforms and Web Portals (Cross Promotion)	✓

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1.2 Structure of the report

Apart from this introductory part, the report is organised in the following sections:

Section 2	Offers a complete overview of the communication and dissemination means designed and employed over the 36-month duration of the project to effectively support the engagement campaigns for the ENERGee Watch peer-to-peer learning programme.
Section 3	Presents the different online channels used during the project's lifetime to reach our target audience, namely local and regional/provisional authorities and their agencies responsible for collecting and overseeing the monitoring of mitigation and adaptation measure, and make them aware of and involve them in the ENERGee-Watch learning programme.

The report closes with a short conclusion section, which summarises all actions described in this report and the effort undertaken to deliver on them.

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2 Means of Visual Communication

This chapter summarises the visual communication means which were implemented in ENERGee Watch to draw the attention of the identified stakeholders and target groups, local/regional authorities, their associations and agencies, and support the effective implementation of the envisaged engagement strategy. To this end, a variety of promotional material was produced to encapsulate the project's scopes and objectives, and demonstrate the added value of the ENERGee Watch peer learning activities.

The underlying challenge was to present all relevant information in an understandable and eye-catching way that speaks to the "professional language" of all interested stakeholders and target organisations, in an attempt to foster awareness and eventually convince them to join the peer-to-peer (P2P) learning programme (LP) or exploit its results. Therefore, special emphasis was given to the appropriate visualisation of the ENERGee Watch key messages through a mixture of interactive promotional material presented below.

2.1 Video

In order to communicate the ENERGee Watch's goals and the main (expected) benefits it brings for urban decision-makers, municipal staff and energy agencies in a more appealing way, a short introductory video was created at an early stage of the project and uploaded on the ENERGee Watch official YouTube channel. In brief, our first video aimed at raising awareness and propagate the ENERGee Watch peer learning programme to its potential participants by pointing out three key questions:

- How can local and regional authorities ensure their energy and climate interventions are properly monitored, measured and verified?
- What are they struggling with the most when it comes to measurement, reporting and verification?
- What kind of support and tools would they find helpful to enhance their monitoring and verification procedures, and help deliver a sustainable energy transition?

Figure 1. ENERGee Watch Video

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As the project progressed, the production of an additional video was foreseen to complement our audio-visual library. This new video was planned to be released at the closing phase of the project and to act as a quick step-by-step "how to" manual for guiding end-beneficiaries to directly access the learning material produced for all four ENERGee Watch courses throughout the three iterative learning cycles of the programme. As such, it is expected to be a powerful replication tool making the ENERGee Watch learning program available to a wider number of regions/cities beyond the project's duration and network.

2.2 Infographics

Over the ENERGee Watch's duration, a number of infographics were created to provide comprehensive visual representations of the project's key exploitable outputs, making them more attractive and easier to be used by target groups.

More specifically, two infographics were produced to help potential participants visualise the timeline and the methodology of the ENERGee Watch peer learning program. Both were used on the website and on social media posts, and on several email, campaigns targeting prospective participants.

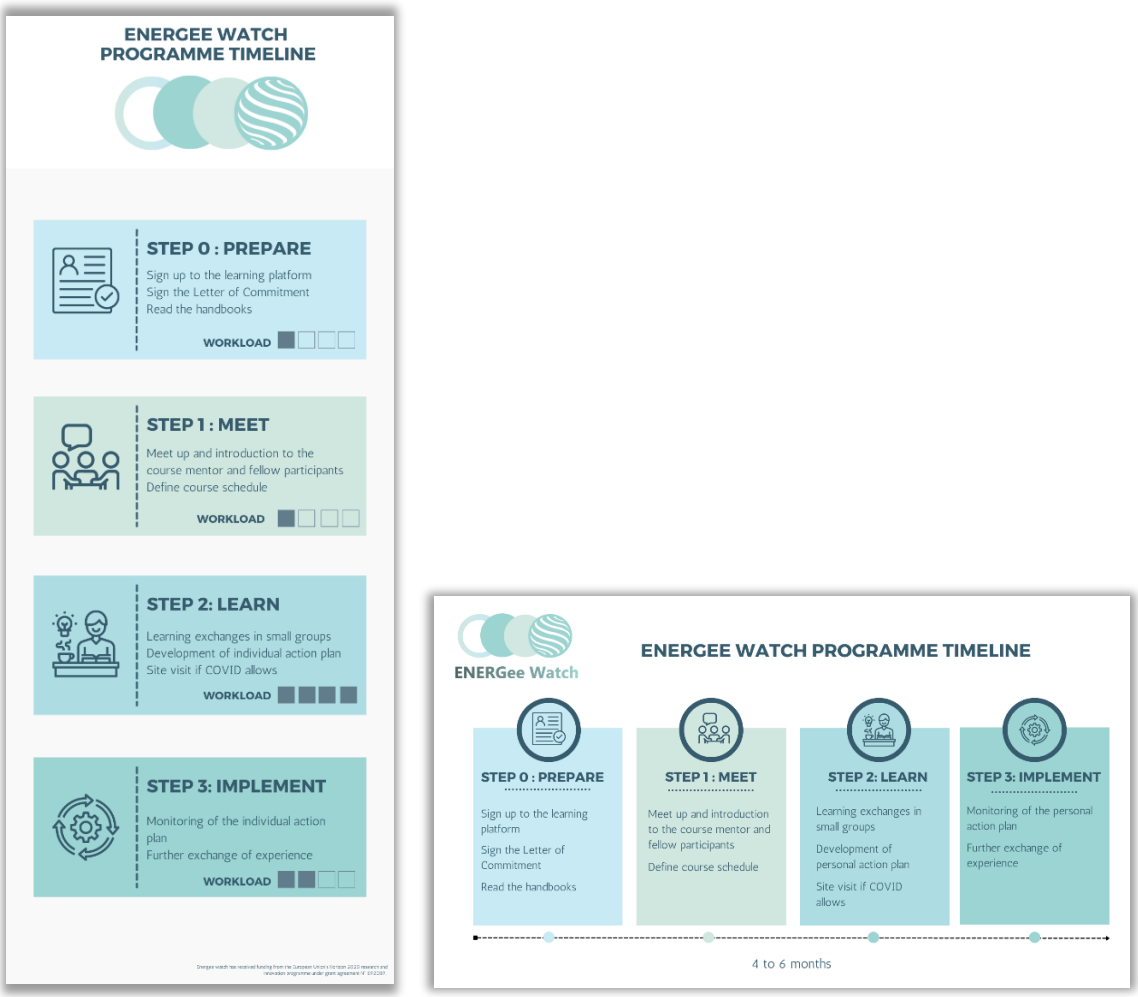

Figure 2. ENERGee Watch Infographics (learning methodology)

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As part of our visual editorial planning, two new infographics were produced and released at the ending phase of the project with the aim to share and communicate the project's final news and results in a more dynamic and engaging way. In this regard, a key content thread was to visualise ENERGee Watch achievements over its whole implementation period, with a special focus on the performance levels reached, for example in terms of the geographical coverage of the ENERGee Watch learning programme, the number of its participants and its overall effectiveness in fostering knowledge exchange and best practices sharing in the field of MRV for climate change mitigation and adaptation.

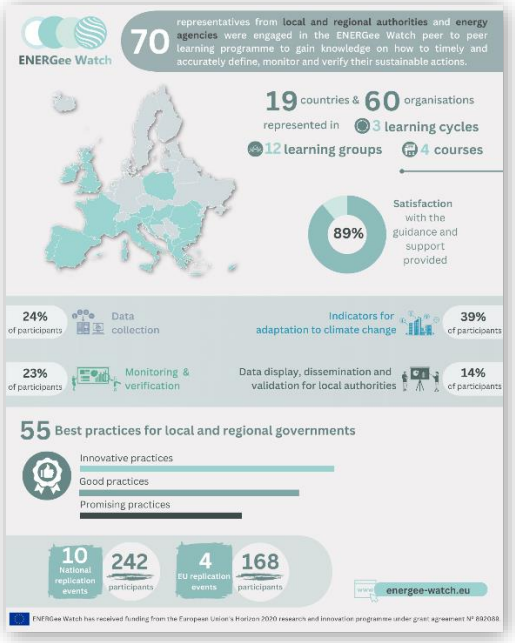

Figure 3: ENERGee Watch infographic illustrating achievements

Figure 4: ENERGee Watch Best Practices infographic

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2.3 Postcards

Customised postcards were developed within the project to offer an effective and simple way to reach out and connect with the ENERGee Watch's target audience. To this end, postcards include short and concrete messages and provide eye-catching images in order to create familiarity with the project.

The first set of ENERGee Watch postcards[1] were designed with the aim to provide information about the benefits of participating the program and its four thematic courses. In addition, they invite target audiences to get involved and interact with the project's social media.

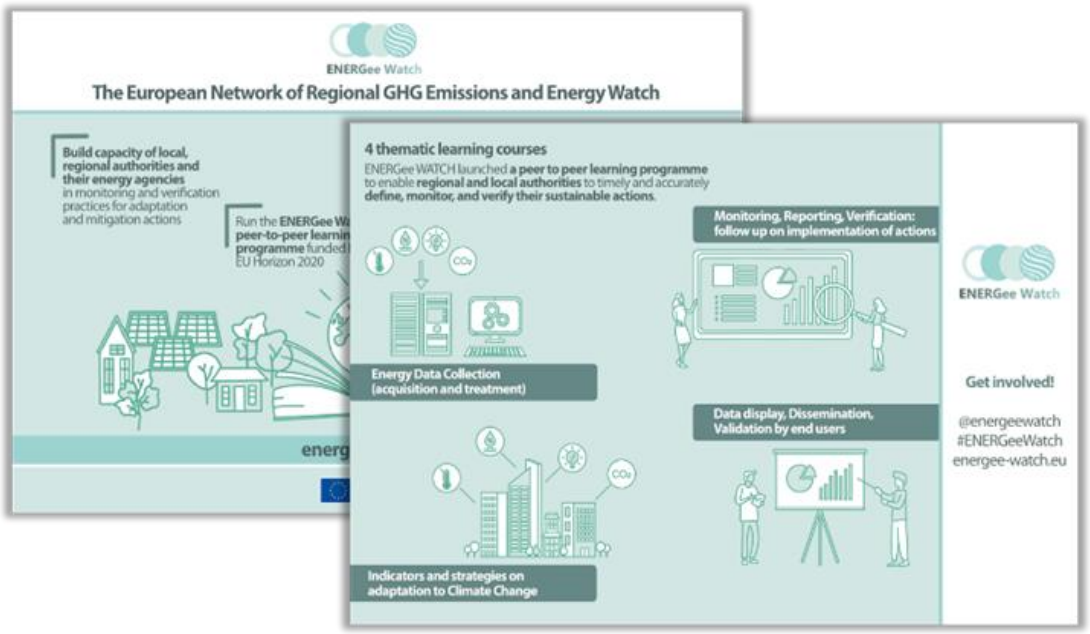

Figure 5. ENERGee Watch general postcards

A second set of postcards was produced in order to enhance the engagement campaigns and participation in the ENERGee Watch peer learning activities, including the Masterclasses. The aim was to bring all mentors and participants together to discuss the structure and the learning opportunities provided by all four ENERGee Watch courses, as well as to enable knowledge sharing and networking. In particular, the engagement campaigns targeted regional and local authorities and their energy agencies inviting them to join the thematic course of their preference as mentees.

[1] The first postcards designed for ENERGee Watch were printed in 100 copies.

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Figure 6. ENERGee Watch Masterclass postcards

Relevant postcards were also developed to be used throughout the engagement campaign of the ENERGee Watch national replication events to better motivate participation. Again, each of them was designed as to represent each of the four courses of the learning programme and to reflect their thematic focus.

Figure 7. ENERGee Watch Postcards Engagement Campaign

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Finally, a newer series of postcards were developed in support of the European replication events that took place near the project's end. These were made to virtually communicate key messages and the necessary information, including the dates and the registration processes (links) of each event, in a more attractive graphic format. This allowed for an easy-to-understand overview of each topic to be effectively communicated and to promote a more meaningful engagement of individuals, including participants that did not join the previous learning cycles of the core peer-learning program.

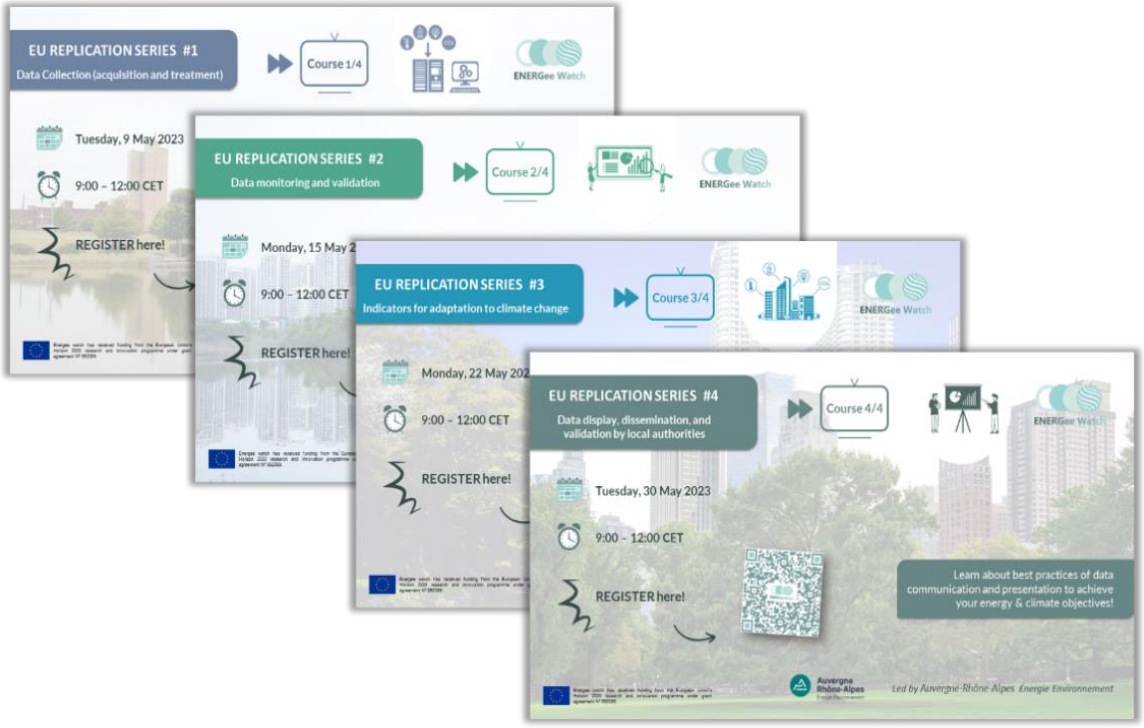

Figure 8. ENERGee Watch European Replication Postcards

The postcards designed for the engagement campaigns are presented in **Appendix A**.

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2.4 Additional visual material for the replication events

An additional visual material was also created to enrich the campaigns for the ENERGee Watch replication events, both national and European-wide. This included a set of attention-grabbing postcards that was designed to serve as a visual calendar.

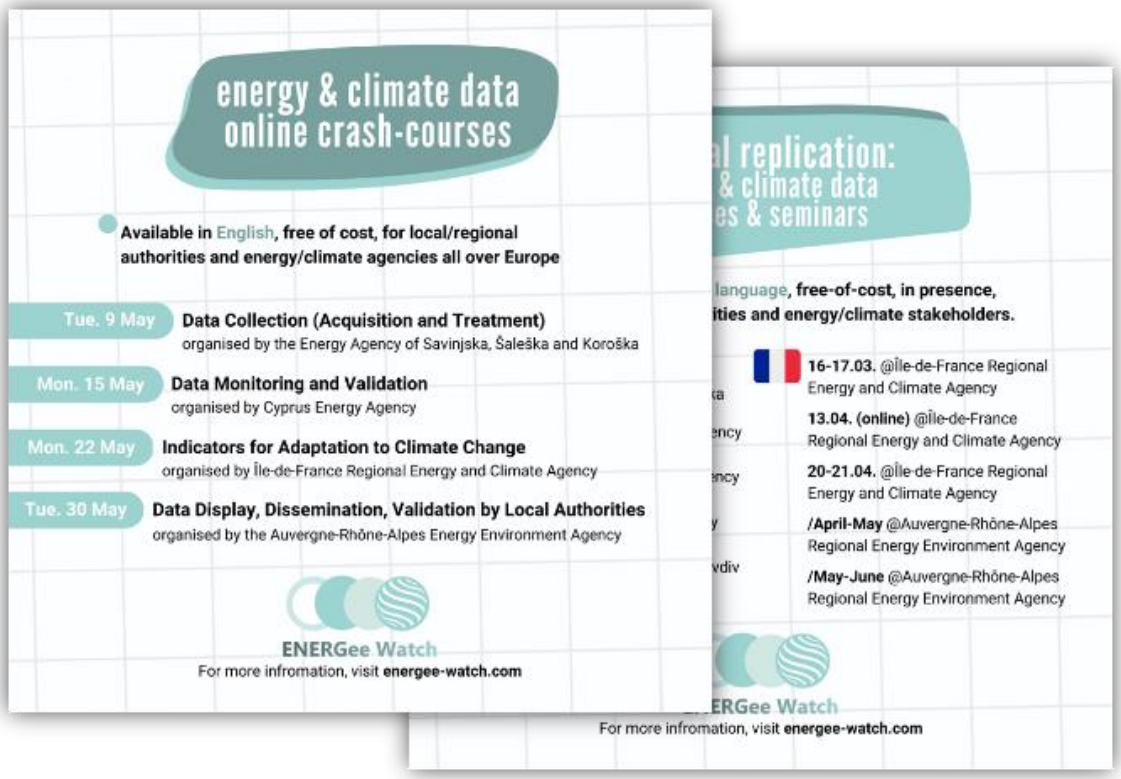

Figure 9. ENERGee Watch Infographics Replication Events

2.5 Visual Quotes

Customisable visual quotes were produced to support the engagement campaign of each cycle of the ENERGee Watch P2P learning program, and were used mostly via social media, including consortium partners' institutional accounts and networks. All of them can be found in **Appendix B**.

The intention was to highlight the benefits of joining the ENERGee Watch learning activities, thereby attracting new applicants, by presenting the feedback obtained by participants of the first learning cycle. In addition, key messages were used in combination with an attractive design to enhance visibility of the project's brand and make the ENERGee Watch peer learning program distinguishable in external stakeholders' minds.

Three alternatives were created and partners voted for the mostly preferred one.

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Figure 10. Visual quotes alternative options

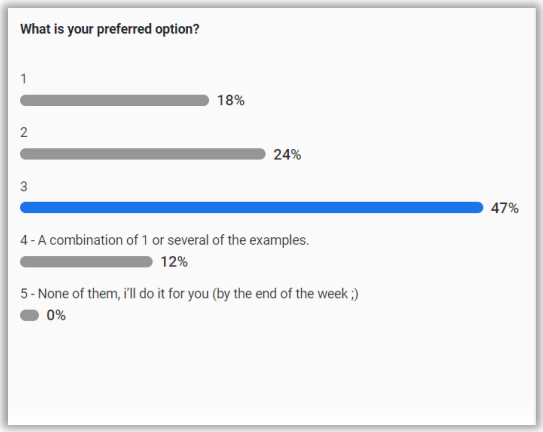

Figure 11. Partners' votes

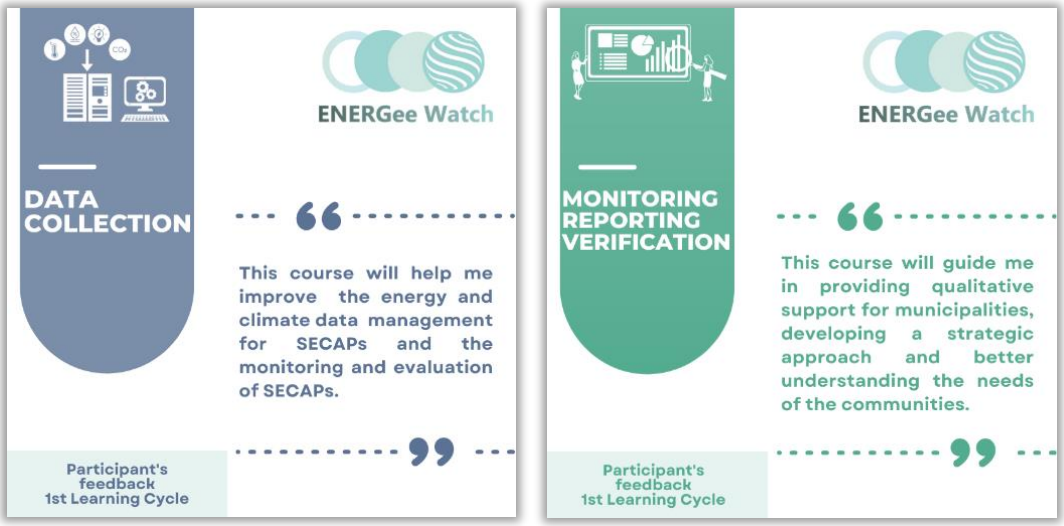

Figure 12. ENERGee Watch visual quotes

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2.6 GIFs

Within the framework of ENERGee Watch, a number GIFs were also produced to serve as an innovative and interactive communication tools for enhancing the visibility of the learning program. All of them are presented in **Appendix C**.

More specifically, two sets of GIFs were developed to introduce the courses provided by the learning programme as well as the mentors tutoring these courses. The first set aimed to provide key information about the courses' objectives and the learning benefits for the participants, while the second aimed to promote the mentors' expertise by providing a brief description of their professional background.

Both were used to support the social media campaigns performed to promote ENERGee Watch and its three learning cycles.

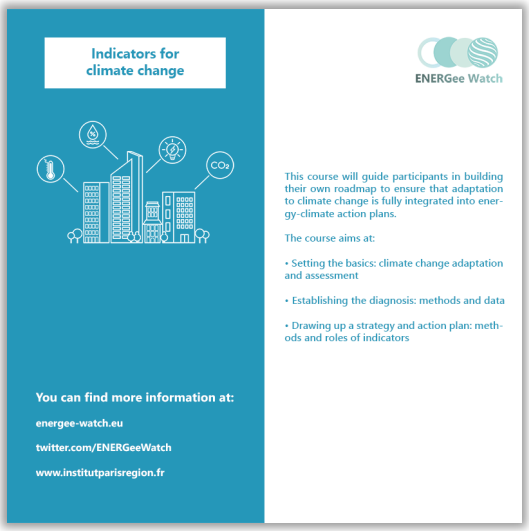

Figure 13. GIF "Indicators for adaption to climate change" course

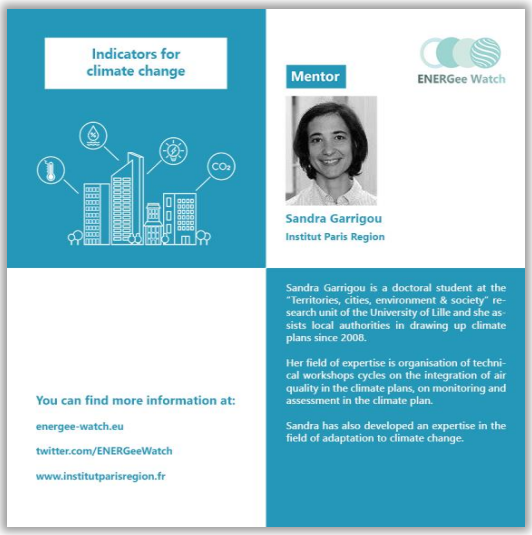

Figure 14. GIF Mentor

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3 Channels of visual communication

This chapter summarizes the main online communication channels used within ENERGee Watch to enhance the dissemination of information and outputs of the project. Among others these include all standard online tools, such as the project's social media accounts and website, and the brand new online "knowledge hub" developed near the closing phase of the project with the intention to make the ENERGee Watch's peer-to-peer learning programme accessible to a wider audience beyond the project's duration.

3.1 ENERGee Watch Social Media

Social Media occupy a highly important place in the communication plan of any EU project. Given their global reach and almost negligible cost, they form a powerful and highly cost effective promotional tool helping different consortia to build a strong online presence and reach an extremely wide -but also targeted- audience, thus maximising the impact and successful exploitation of projects' results. Valuing these huge potentials, ENERGee Watch has been very active on social media almost from its onset.

In particular, ENERGee Watch's social media communication strategy used Twitter as the official medium for building meaningful ties with the project's primary target audience, and other relevant initiatives, keeping them constantly informed about the progress and milestones achieved or planned, via a series of live tweets and visual branding materials. In addition, carefully selected hashtags were employed to support the immediate identification of the ENERGee Watch social media content and to maximise outreach to a broader audience interested also in building capacities in monitoring, reporting and verification (MRV), but had not yet heard about the ENERGee Watch peer learning activities. An indicative list of the hashtags used during our social media communication effort is given below.

#peerlearning, #P2P, #energyagencies, #regions, #energytransition, #climate, #energy #data #ENRGeeWatch #climatechange #energytransition #SECAPs #energycommunities #capacitybuilding

#ENERGeeWatch served as our preeminent hashtag and as such it accompanied all posts related to the project. For amplifying our social media presence, efforts were also made towards encouraging all consortium partners to use it as well, when posting or re-sharing about ENERGee Watch on their highly followed social media accounts.

Table 2 Social Media presence of the project partners

Partners	Twitter	Facebook	LinkedIn
ENERGee Watch	331 followers, Link	-	-
IEECP	1246 followers, Link	444 followers, Link	6947 followers, Link
FEDARENE	3523 followers, Link	514 followers, Link	3203 followers, Link
UPRC	440 followers, Link	-	2108 followers, Link
AURA-EE	-	-	4695 followers, Link
KSSENA	93 followers, Link	347 followers, Link	-

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AREC Île-de-France	7236 followers, Link	-	1812 followers, Link
South East Energy Agency	1420 followers, Link	647 followers, Link	1625 followers, Link
EAP	40 followers, Link	1500 followers, Link	188 followers, Link
ALEA	65 followers, Link	1884 followers, Link	41 followers, Link
CEA	565 followers, Link	3900 followers, Link	1515 followers, Link

3.2 Website

The official project website served as a one-stop shop for all project-related material and has been in the center of all promotional processes. As such, it has hosted all information, updates and news to keep interested parties and the general public aware about the project's activities and results.

Other important elements of the website include a comprehensive presentation of the project's mission and key objectives, a brief introduction of the consortium, as well as a clear-cut description of the ENERGee Watch learning program and its benefits. Furthermore, good practices on relevant issues are showed in an effort to support the replication potential and transferability of the ENERGee Watch outcomes to other local and regional settings across Europe.

Figure 15 ENERGee Watch Website

During the lifetime of project, the content of the website was regularly updated to include all new material, project's outputs and events or conferences that the ENERGee Watch partners have participated.

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3.3 Online knowledge hub

After three immersive learning cycles over the past 36 months, ENERGee Watch saw value in organising online the condensed version of the peer learning programme delivered within its implementation frame, and making it available across local and regional authorities in Europe, via an easy-to-use online knowledge hub. In addition to providing open and free-of-charge online access to a compressed version of the four ENERGee Watch learning courses, one of the principal drivers of this initiative has been to help catapulting the ENERGee Watch's replication ambitions forward.

Our newly created knowledge hub operates via the ENERGee Watch official website, so being easily accessible to a wide variety of user agents and providing them more independence, choice, and control over the content and the different types of learning material they want to view and interact with. As part of the replication phase of the project, ENERGee Watch team will work on an ongoing basis towards sustaining its momentum over the coming years.

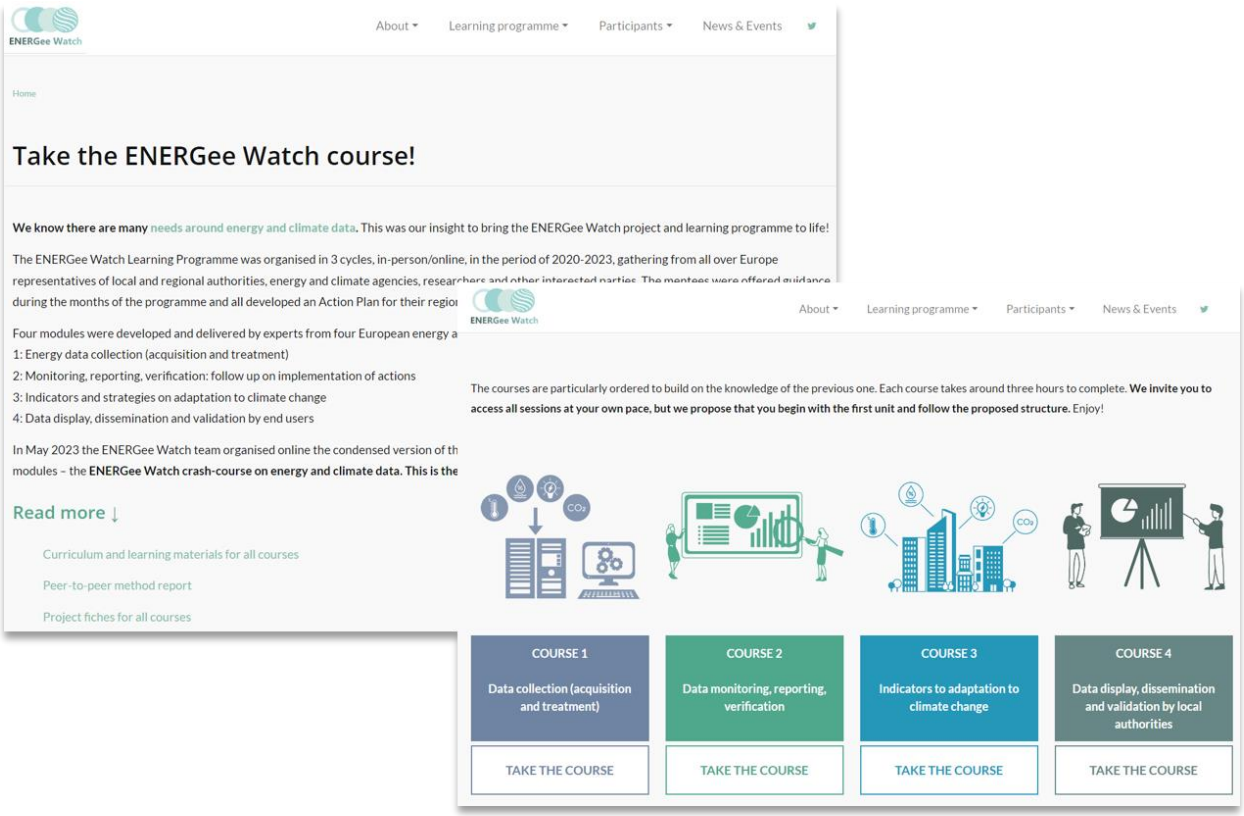

Figure 16. ENERGee Watch online knowledge hub

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3.4 Project page on partners' website

Each project partner's website hosted a page dedicated to ENERGee Watch from where relevant information and news were disseminated across/shared with their worldwide stakeholder networks. In that way, ENERGee Watch outreach and stakeholder engagement efforts have been amplified, which resulted in a more expanded and targeted "follower club" coming from partners' websites visitors.

Table 3 ENERGee Watch Page on partners' website

Partner	ENERGee Watch page on own website
IEECP	http://www.ieecp.org/project/energee-watch-peer-to-peer-learning-in-regional-and-local-authorities-to-timely-and-accurately-define-monitor-and-verify-their-sustainable-actions/
FEDARENE	https://www.fedarene.org/projects/energee-watch
UPRC	https://teeslab.unipi.gr/portfolio-item/peer-to-peer-learning-in-regional-and-local-authorities-to-timely-and-accurately-define-monitor-and-verify-their-sustainable-actions/
AURA-EE	https://www.auvergnerhonealpes-ee.fr/projets/projet/energee-watch
KSSENA	http://www.kssena.si/sl/projektno-delo/eu-projekti-v-teku/189-energee-watch
IAU IDF	https://www.arec-idf.fr/nos-ressources/energee-watch-comprendre-et-developper-les-outils-et-donnees-dobservation-de-lenergie-et-du-climat.html
SEEA	https://southeastenergy.ie/eu-projects/the-european-network-of-regional-ghg-emissions-and-energy-watch/
ALEA	https://alea.ro/portofoliu/proiecte-europene/proiecte-europene-in-derulare/energee-watch
CEA	https://www.cea.org.cy/en/energee-watch/

Examples of the project partners' institutional website sites and the references made regarding the ENERGee Watch activities are presented below.

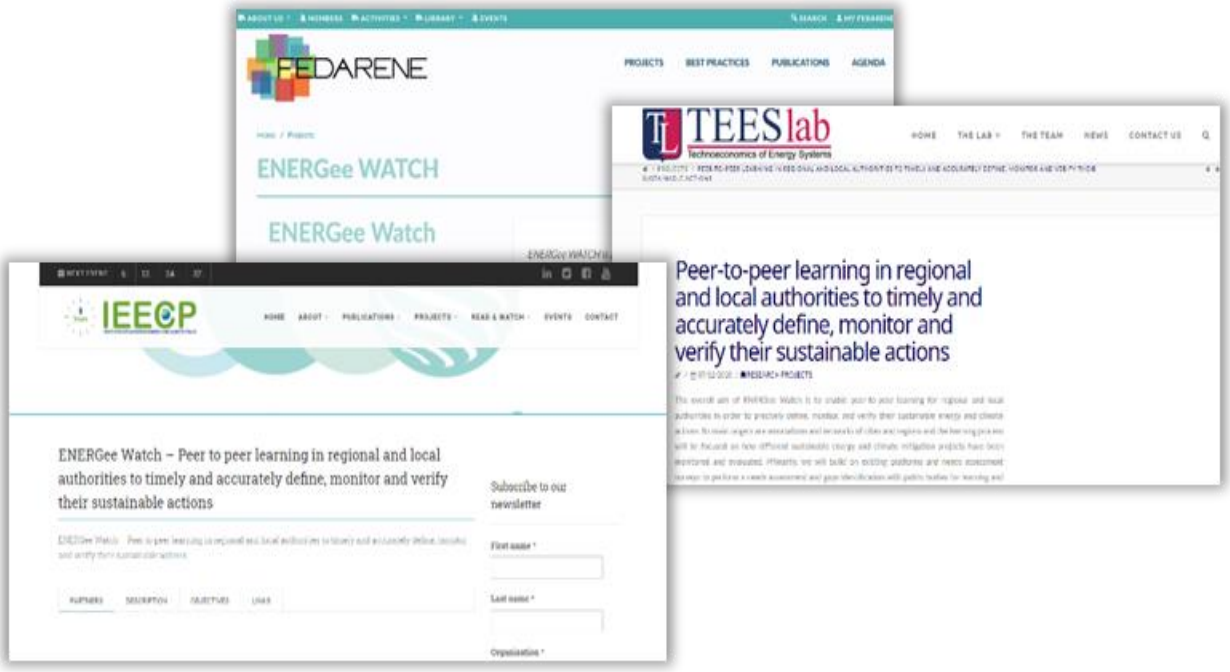

Figure 17. Examples from project partner' websites

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3.5 Other platforms and web portals (cross-promotion)

In order to further disseminate the outcomes of ENERGee Watch and reach externally interested parties, different dissemination platforms were used. Several platforms and forums were explored and investigated, which provided a common space to share ideas, facilitate collaboration, exchange of knowledge and increase visibility in specific target groups. **Table 4** presents the platforms and projects that ENERGee Watch was mentioned by or presented in.

Table 4 Media Platforms and Projects

Type	Name	Scope	Target	Website
EU initiative	Managenergy	EU	Energy agencies	www.managenergy.eu
International Initiative	Enlit	International	Energy agencies	https://www.enlit.world/
International Initiative	Construction 21	International	Cities	https://www.construction21.org/
EU initiative	BuildUP	EU	Building Professionals	www.buildup.eu
EU initiative	EIP-SCC	EU	Smart cities stakeholders	https://eu-smartcities.eu/
EU initiative	URBACT	EU		http://urbact.eu/
EU initiative	Covenant of Mayors	EU	Cities	Eumayors.eu
EU project	Sharing cities	EU	Cities	www.sharingcities.eu/
EU project	Green Digital Charter	EU	Cities	www.greendigitalcharter.eu/
EU project	EU City facility	EU	Cities	Eucityfacility.eu
EU project	CIVITAS vanguard	EU	Mobility experts	http://civitas.eu/
EU project	PROSPECT	EU	Cities, regions, agencies	H2020prospect.eu
EU project	CEESEU	EU	Cities	https://cordis.europa.eu/project/id/892270
EU project	PATH2LC	EU	Cities	https://cordis.europa.eu/project/id/892560
EU project	STREAMSAVE	EU	Public authorities	https://cordis.europa.eu/project/id/890147
EU project	mPOWER	EU	Cities	https://municipalpower.org/about-mpower/

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Conclusion remarks

This report constitutes the second and final background report for the work done under Task 6.5 of the ENERGee Watch project (Production of online dissemination material) in support of the online engagement campaigns performed over the project's duration, at the different stages of the planned learning and replication activities. For that purpose, special communication planning tools were developed and used to convey key messages and enhance our dialogue with the project's target audience, namely public authorities and energy/climate agencies operating at sub-national level, responsible for collecting and overseeing the monitoring of mitigation and adaptation measure indicators. The underlying challenge was to meaningfully engage them in the peer-to-peer learning activities designed in the frame of ENERGee Watch with a special focus on exchanging best practices for monitoring and verification of sustainable policies and measures and empowering participating cities/regions to make further use of them.

Alongside the successful execution of the ENERGee Watch unique leaning programme, a series of additional replication activities, such as replication webinars, were implemented in order to render the methods used and the outcomes achieved feasible to be used in other cities/regions in the afterlife of the project. In this regard, setting up a proper replication mechanism was another key priority for ENERGee Watch.

Against this background, ENERGee Watch put forth a solid external communication mechanism supported by a variety of well-designed activities with the aim to facilitate an effective two-way engagement between the consortium and relevant stakeholder groups. These included a strong use of different online communication channels, such as the project's official website and social media, which was complemented by a set of dynamic and engaging content material ranging from videos and infographics to visual quotes and GIFs, all able to provide a clear and concise overview of ENERGee Watch scope, ambition and targets.

Beyond that, as part of the forward-looking replication ambition of the project, special efforts were made towards expanding ENERGee Watch's key exploitable results beyond its lifetime in a sustainable manner. As a result, a brand-new online knowledge hub was developed and integrated into the project's official website. The ENERGee Watch knowledge hub will serve as a place for providing different stakeholders with all knowledge and methodological tools developed at the different stages of the ENERGee Watch peer-to peer learning programme, following the same structure of its four modules – the ENERGee Watch crash-course on energy and climate data.

All these actions are presented in detail within this report, which is closely linked to the third and final report on the "Summary of Communication Pack of ENERGee Watch" (Deliverable 6.3). Both documents, besides informing about the means and the material employed by ENERGee Watch for its communication and dissemination purposes, can also serve as a reference for other research projects on the subject area that seek to explore options and additional ideas of how information could be promoted and organised through a variety of dedicated online activities.

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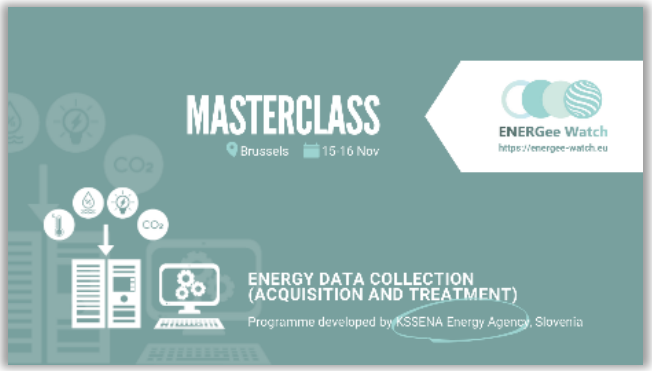
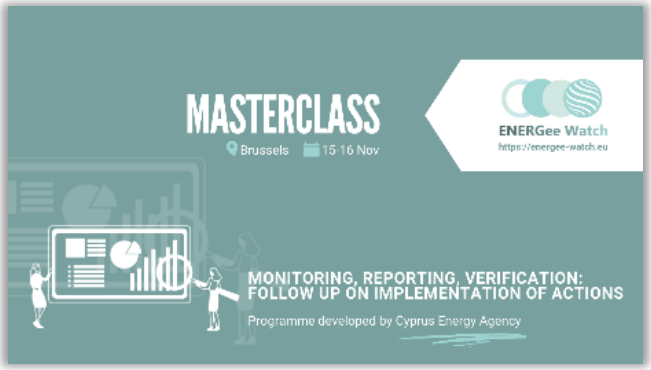
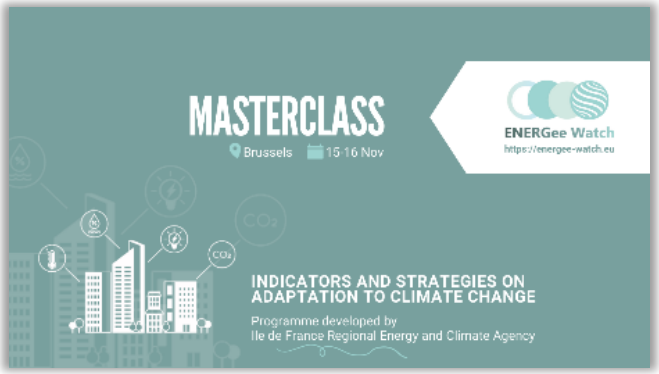
Appendix A

Postcards







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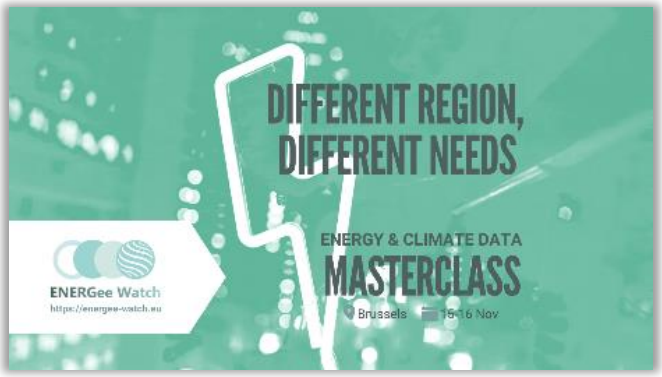

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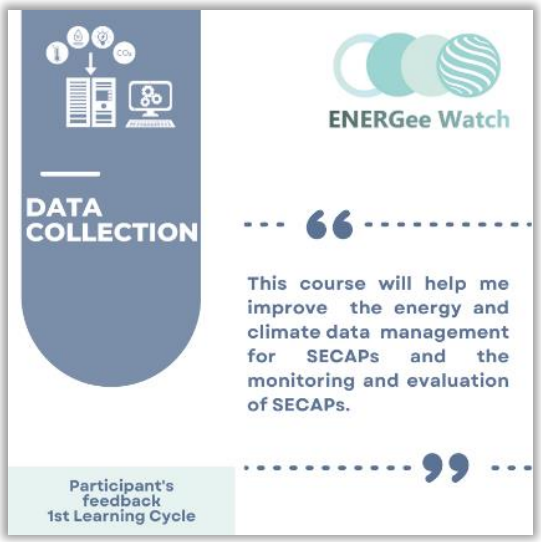
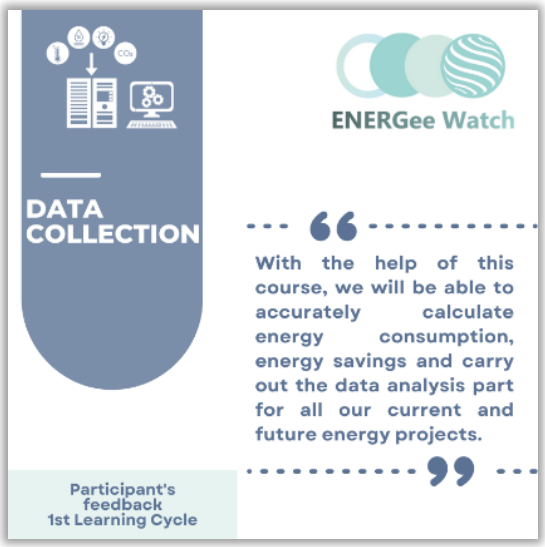
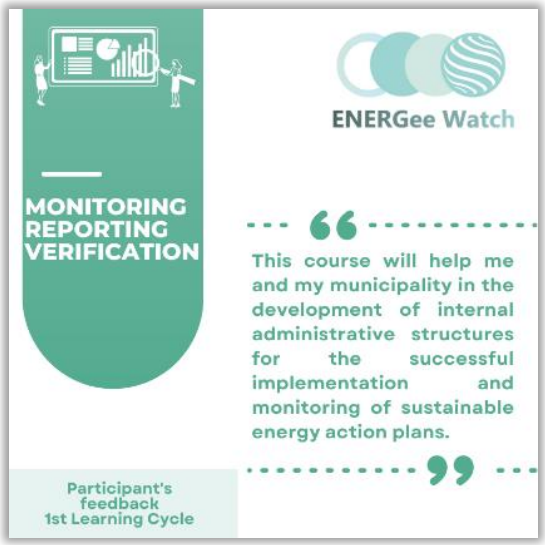
Appendix B

Visual quotes







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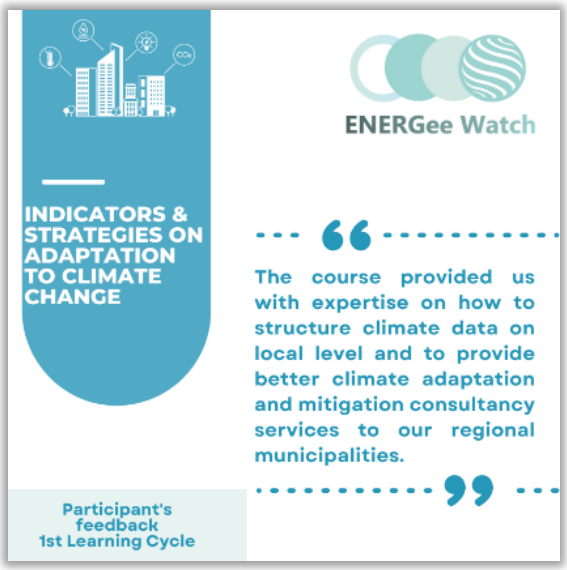

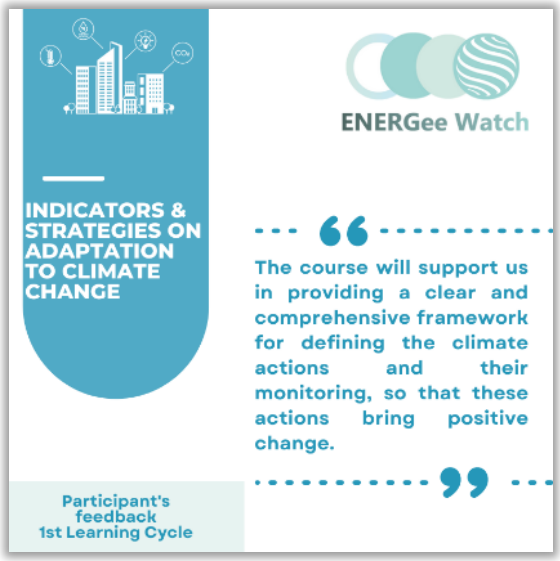

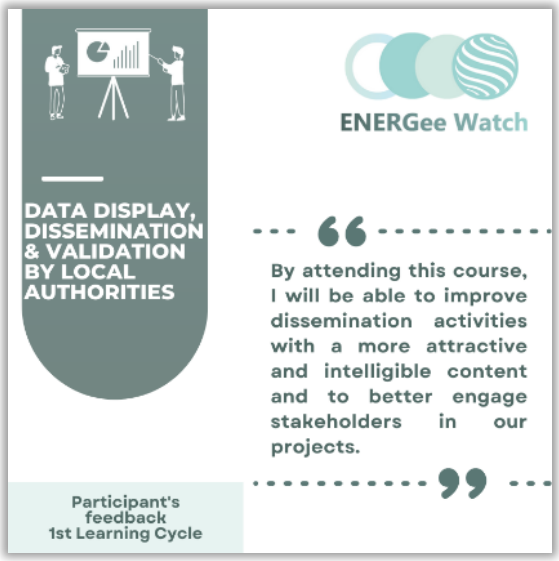

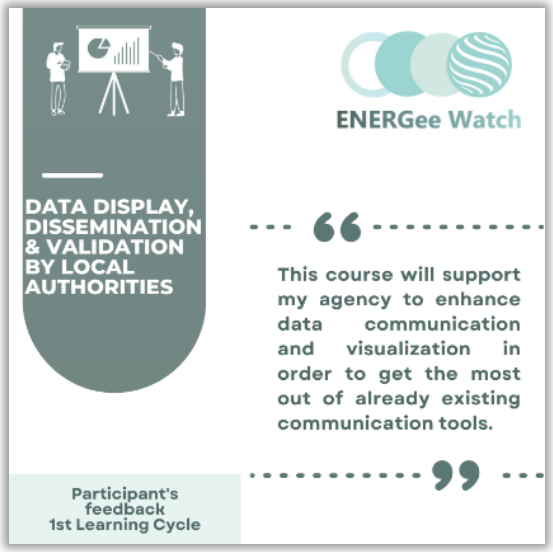

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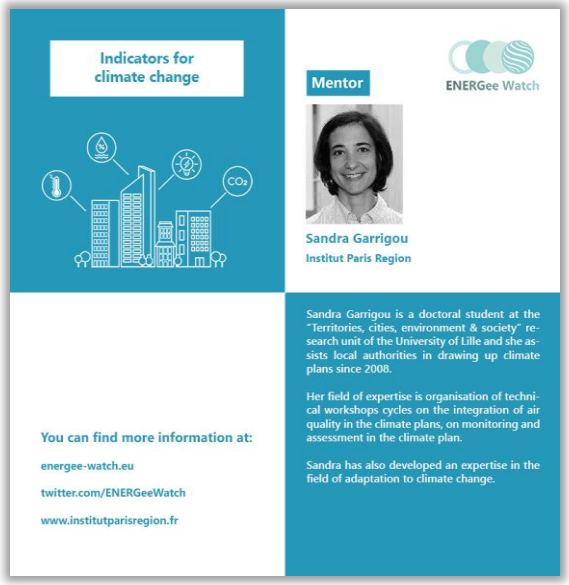
Appendix C

GIFs



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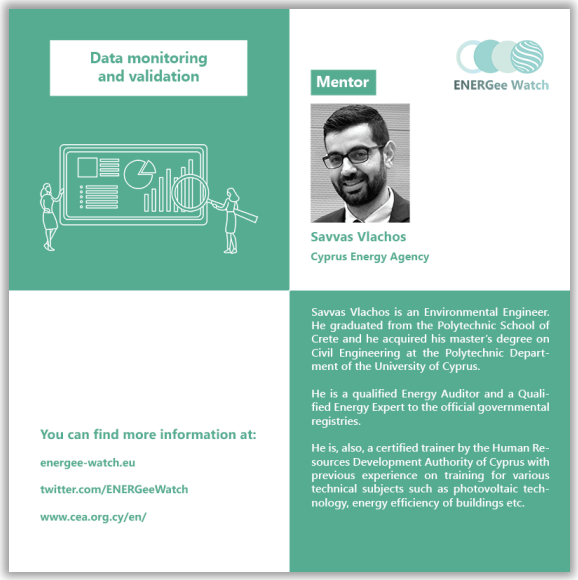

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