

Horizon 2020 Energy Efficiency Progress Report 2

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Author (name, email, telephone):	Lars Klüver E: lk@tekno.dk T: + 45 40 11 01 82 Mads Meyer E: mm@tekno.dk T: +45 31 24 90 38 Kasper Fraenkel E: kfr@tekno.dk T: -



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Table of contents

1	PROGRESS SUMMARY	3
2	PROGRESS ON MILESTONES	5
3	CONSORTIUM MANAGEMENT IN THE PERIOD	7
4	IMPACT OF COVID-19	9
4.1	ADAPTIVE MEASURES	9
5	PROGRESS OF WORK PLAN IN THE PERIOD	10
	WP 1 – MANAGEMENT, COORDINATION, RRI & PERFORMANCE	10
	WP 2 – COMMUNICATION & EXPLOITATION	13
	WP 3 – CONSUMER ENGAGEMENT PROCESSES	15
	WP 4 – ONLINE ECO2 PLATFORM	16
	WP 5 – THEMATIC CONTENT PRODUCTION	18
	WP 6 – CONSUMER SEGMENTATION & RECRUITMENT	20
	WP 7 – ECO2 ACTION EXECUTION	22
6	RISK MANAGEMENT	23
7	PROGRESS REGARDING PERFORMANCE INDICATORS	23
8	USE OF RESOURCES	23

1 Progress summary

Achieved results of the period

The work of the second reporting period has been focused on further developing the already launched initiatives from the first reporting period, as well as working with new ones connected to the launch the Act4Eco platform. A fully operational Act4Eco homepage has been implemented and launched.

To briefly summarize the achieved results of the *last reporting period* (01/03-2018-30/11-2018):

- *A functioning first version of the ECO2 Platform (EngageSuite) (D4.1)*
- *A functioning project website has been created and can be found [here](#)*
- *A communication plan and communication package 1 (D2.1 & D2.3) was submitted 05.07.2018, and a revised version of these were submitted in January 2019*
- *A segmentation analysis (D6.1) outlining how the data collected by the ECO2 platform will be analysed*
- *Action Formats (D3.1) were submitted 31.08.2018 serving the ECO2 actions*
- *Content Guidelines (D5.1) under development, with inspiration from the content development process in task 5.2 Change the House*

Since the last reporting period, a strong effort has been done and adjustments of plans implemented to successfully handle the challenges in the project, including the Corona induced ones. The most important topic for this reporting period has been the development of a launchable Act4Eco platform along with the coordination and research conducted to produce content and plan the upscaling phase. The content for the platform has been developed, tested and piloted within this period. The consortium has had regular meetings to keep track of the progress. Below is a list of some of the most notable progress achieved from M9 – M28:

- Internal test and Pilot tests have been conducted and data have been gathered with the purpose of further developing the Act4Eco platform (D7.1 & D7.2).
- The full-scale platform is online (D4.2). The test phase revealed needs for improved functionalities and bug fixes. More learning came from the pilots, mainly about improvement of the content. On the expectation that D4.2 should report on the fully finalised platform D4.2 was rejected by the PO and will be delivered when the platform very soon is fully in function.
- A set of SOPs for managing the platform has been developed and introduced to the consortium as a living document, as the structure of the content and platform is now finalized. D4.4 will be delivered in the near future.
- Communication package 2 has been launched (D2.4).
- The content and layout for Act4eco has been published. A series of guidelines for the ECO2 process and content has been developed (D5.1). This is a living document with the purpose of providing the best possible guidance within the content development of ECO2.
- The development of plans for the upscaling phase for each country has been initiated.
- Continuous reporting to the European Commission has been issued during the reporting period.

- An amendment to the Grant Agreement has been implemented, granting a 6 month extension to the project, enabling time for Corona related adaptation and adjustments of deadlines/milestones to allow for an upscaling phase as originally planned.

Identified problems and deviations from the work plan

The COVID-19 outbreak has had an impact on some functions within the consortium especially the pilot phase, where physical testing has not been possible. Further elaboration of the identified problems and deviations from the work plan regarding COVID-19 are presented in the paragraph regarding the impacts of COVID-19 (4. Impact of COVID-19).

Since the last reporting period, a shift of project manager at the Coordinator, caused by long-term illness, demanded a transition and handing over assignments and objectives to a new project manager. Not least the period with uncertainty about the state of health of the project manager, but also later the process of picking up and handing over tasks, as well as exchanging knowledge within the project has caused some setbacks in the general activities of the project. Some deliverables have been delayed in WP 3 & 4. In early 2020 the consortium made plans for catching up on the delays, and the decision to expand the project period with 6 months – also in the light of challenges imposed by COVID-19 – was taken.

The project duration extension has been passed with consensus amongst the consortium partners. This means that an amendment to the grant agreement was developed and implemented in the work plan of the project. This includes a rescheduling for some milestones and deliverables. Detailed descriptions of these changes can be found in amendment reference No. AMD-784988-11. The amendment has been accepted and signed by the European Commission in April 2020.

2 Progress on milestones

Milest. no.	Milestone title	Delivery date in Annex 1 (Dates adjusted according to amendment pr. April 2020)	Means of verification	Achieved	If not achieved, forecast date	Comments <i>MS1 – MS4 was due in the first reporting period. MS 6, 8 & 9 is due in later stages of the project</i>
MS1	<i>Project details designed</i>	30/04-2018	<i>Kick-off and handbook WS held</i>	YES		<i>Due in the previous reporting period.</i>
MS2	<i>Project visual to media</i>	31/05-2018	<i>Website established and launched</i>	YES		<i>Due in the previous reporting period.</i>
MS3	<i>Action formats agreed</i>	30/06-2018	<i>Agreement at e-consortium meeting</i>	YES		<i>Due in the previous reporting period.</i>
MS4	<i>Platform ready for test</i>	31/07-2018	<i>First tests made</i>	YES		<i>This milestone was due in the previous reporting period, but somehow not addressed in the 1st progress report. The milestone was achieved in the previous reporting period.</i>
MS5	First actions launched	31/01-2019	Implemented and tested	YES		The launch of actions has been delayed as the platform has not been functional. The actions have been implemented and tested since November 2019.
MS6	<i>ECO2 community established</i>	31/10-2020	<i>Agreed on CoC at Community event</i>	NO		<i>The project extension has moved the due date of this milestone to the final reporting period.</i>

MS7	All thematic actions	29/02-2020	"Change the house" launched	YES		"Change the house" was launched for pilot testing in February 2020. Feedback from the testing phase, has provided continuous improvements of all thematic content since M21, where MS5 was reached.
MS8	Policy co-creation	30/09-2020	Policy action launched	NO		<i>The project extension has moved the due date of this milestone to the final reporting period.</i>
MS9	Policy outreach	31/07-2021	5 outreach seminars held	NO		<i>Due in the final reporting period.</i>

3 Consortium management in the period

Coordination activities

In this period, the project coordinator has continuously ensured a persistent and open dialogue with the consortium partners. Frequent online meetings and the creation of a content group and a layout group have ensured a clearer common understanding and determination of tasks and roles within this phase of the project. The file-sharing infrastructure to supplement the email communication between the partners have further been developed and systemized. Furthermore, digital tools such as Microsoft Teams and Zoom have been utilized to support the coordination and management activities, and to ensure a consistent and frequent dialogue with and between partners. A monthly status report from each partner has been delivered, to give an overview of the task currently being conducted, and to reduce the risk of delays.

Finally, quite much resources have been put into mitigating the consequences of the COVID-19 outbreak, as further elaborated in the paragraph below (*4. Impact of COVID-19*).

Quality control

All deliverables that were submitted during this period have been subjected to internal review among the consortium partners. All partners have, in addition, participated in the data collection process regarding the two test sessions, both internal and external, as in accordance with the grant agreement. The data from these tests have been gathered and processed further and presented in deliverable 7.2. The tests have also been utilized as a quality assurance method, as the inputs from the testers have contributed to valuable knowledge about and improvements of the user-experience.

Consortium meetings

During this reporting period, three physical consortium meetings (CM) have been held. The 4th CM in Lithuania had focus on the terminology of the platform, the web-page prototype development, how to calculate impacts and discussions regarding the national nodes strategy.

The 5th CM in Reggio Emilia included discussions on the future communication strategies, as well as the content development of the platform. Future pilot tests and upscaling strategies were also discussed and planned for execution. In order to follow up on the agreements and changes adopted at the CM in Reggio Emilia, and to ensure timely and persistent progress within the project, it was decided to conduct an extra 6th CM from the 21st to the 22nd of January 2020, in Brussels, Belgium. This CM included the participation of all consortium partners and was attended by the Project Officer (PO) and the Financial Officer from the European Commission. The CM revisited the status of the project and develop plans for an intensive effort in the first months of 2020, to catch up on the delays in the project and to ensure the project goals could be achieved. A discussion about prolonging the project duration was initiated, which ended up with the amendment later. The PO contributed with inputs to the consortium in an open discussion. The CM in Brussels may replace the scheduled CM in Copenhagen (M30), so the expenses were by 1/DBT.

The 7th CM were supposed to take place in Greece in March 2020, however, due to the COVID-19 outbreak, this CM were postponed and is currently scheduled to the beginning of October 2020. This rescheduling was compensated for by intensifying the web-meeting activities. The consortium reviewed the postponing of the physical meeting as an opportunity to collect data and feedback from the first months of upscaling before the CM. This will improve the discussions of the consortium on these experiences and make change in the planning of the last part of the upscaling phase to ensure quality and KPI targets. If, due to COVID-19, a physical meeting is not possible, the CM will be held online using digital tools.

The advisory board will be invited to parts of the CM, to grant feedback and discussions about the project in general and the upscaling phase specifically.

In addition to the physical CM, frequent e-meetings have been conducted to ensure the overall progress and close dialogue with each-other.

Co-operation with other projects and programmes

As part of the upscaling strategy, several collaborations between organisations and programmes have been established to enhance the upscaling phase. Noteworthy is the collaboration with the UNEP-programme who are likely to share Act4Eco within their network and other interested parties. In addition to this, a number of local/national initiatives have been initiated for each partner to establish collaborations between different relevant programmes and organisations which could benefit the outreach of the project to national citizens. The feedback from potential collaborators for the upscaling is very positive, and as the project is still in the early months of the upscaling phase this gives ground for optimism for the continued upscaling throughout the rest of project.

4 Impact of COVID-19

The ongoing impacts of COVID-19 has forced the consortium to implement a series of adaptive measures to reduce negative impacts on the advancement of the project.

The consortium is used to collaborate on digital platforms, and even though some objectives might not be as beneficial to complete or deal with digitally, it has been necessary to do so but also in general feasible. For instance, several of the consortium partners have been forced to complete their pilot tests digitally to ensure that feedback from piloting consumers is captured as basis for improvement of the platform, and also to ensure that progress within this task is delivered on time. This have caused some difficulties i.e. in relation to technical support and the personal assistance that physical presence might concede, but the pilots were completed, and very helpful feedback was collected as intended. However, the consortium has agreed that increasing upscaling in autumn 2020 also needs to include pilot functions so that feedback can be used for further improvements according to user experiences.

Furthermore, the coronavirus has prevented the partners from travelling between borders resulting in the postponement of the consortium meeting scheduled to take place in March 2020 in Greece. A final impact has been that the internal communication at each consortium member has been more difficult, as offices and facilities have been closed. This has not, as far as it can be assessed now, had any concrete consequences for the project but has demanded focus on the fact that i.e. complex questions have been harder to clarify due to the distance between employees.

4.1 Adaptive measures

In response to the above-mentioned impacts, the consortium has intensified their digital presence and frequency of communicative efforts to ensure common understanding and take away any doubts about plans and their execution. As mentioned, the consortium is used to communicate digitally, which have made it able to continue the work without any larger impact on the project. Several tasks have, to some extent, required adaptability from the partners, under the individual and nation-wide lockdown measures. In general, the consortium has had minor impacts from COVID-19. It is however difficult to predict the consequences of the coronavirus on a long-term basis, - for example on the option of having ECO2 Groups meeting physically - so it is challenging to forecast whether the virus outbreak will have any larger and more persistent impact on the project outcomes. For now, and for as long as the COVID-19 pandemic is impacting Europe, the consortium is making sure to have digital backup-plans for any planned event in case a new outbreak occurs.

5 Progress of work plan in the period

WP 1 – Management, Coordination, RRI & Performance	
Key objectives	Progress
Ensure compliance of the work with GA and consortium agreement	As project coordinator, DBT is responsible for ensuring that the project progresses and delivers as planned in accordance with the GA. To do this, a project handbook (T1.2/D1.1) has been made, which specifies the responsibilities and work split in the project, leaving no room for interpretation or misunderstanding of the work split and responsibilities of each involved partner.
Ensure project progress and results in accordance with the work plan and project objectives	DBT frequently checks in with the different partners, examining if the different tasks are being handled and the project progress is in accordance with the project handbook and the DoA.
Ensure high quality of project deliverables	<p>As a general rule, the deliverables are internally reviewed by different partners in the consortium, providing feedback and amendment proposals before submission. A quality ensuring-mechanism has been implemented in the project handbook as well. Authors and reviewers will be listed on the first page of the deliverable.</p> <p>As a specific example of this, the ECO2 action formats (T3.1/D3.1) were in addition being internally reviewed by DBT and ARC FUND, and also externally reviewed by three energy experts.</p> <p>The segmentation analysis (T6.1/D6.1) was in part made based on country reports on energy consumption and energy consciousness in the partner countries. These reports were made by the consortium partners, and to ensure its validity and quality, draft reports were reviewed by experts. The experts were later interviewed, and validity reports were made based on their statements.</p>
Facilitate coordination and knowledge sharing between the work packages	The project handbook (T1.2) underpins the coordination by specifying the work split and responsibilities of each partner, and by highlighting the interdependencies between (sub)tasks and deliverables both within and between WPs. The frequent consortium meetings, both physical and web based, also support the coordination, as well as the knowledge sharing between partners.

WP 1 – Management, Coordination, RRI & Performance

<p>Take care of the project's dialogue with the EU Services</p>	<p>As the project coordinator, DBT is the primary responsible for the contact with the project officer (PO). The challenges that occurred in this reporting period, has been communicated to the PO, which in return has assisted with feedback on the fast recovery plan for the delayed WP's. This has included a dialogue about the extension of the project duration and the following amendment, to give more time for a fruitful upscaling phase.</p>
<p>Establish an Advisory Panel to assist in maximizing excellence and impact</p>	<p>A diverse and knowledgeable advisory panel has been established. The members attended the third consortium meeting in which they provided feedback on current work on the platform and the action content, especially valuable for developing the focus of the actions.</p> <p>The Advisory Panel will in the upscaling phase assist the consortium in showcasing the platform in their networks and/or to their members. Three of the AP members are from EU-countries that are not already represented by the consortium partners, meaning that they can potentially function as additional national nodes. The AP will be invited to CM7 in Greece in October 2020.</p>
<p>Monitor and assess performance indicators and impact</p>	<p>In this period of the project, a plan has been developed to ensure that the platform can gather the necessary data and information for properly monitoring KPIs and assessing project impact (T1.6). A core data source will be the progress and point of drop-off or finishing the Actions, so that indicators of performance can be based on actual Action use by the consumers. Assessing and implementing KPI monitoring will be a work focus for the next period as well. Data on usage of the platform will be shared within the consortium during the upscaling phase.</p>
<p>Ensure RRI compliance, including but not limited to ethical behavior, proper data management, engagement with stakeholders, gender focus, and Open Access and Open Data policies</p>	<p>We are ensuring RRI compliance by adhering to the H2020 research ethics guidelines, GDPR and several public engagement activities planned in the platform content's development process. Both external testers and users of the Act4Eco-platform have been informed about our GDPR and privacy policies. Informed consent has been given before any data were gathered.</p> <p>A Data Protection and Privacy Impact Assessment (DPIA) of EngageSuite has been initiated in the period and it is being executed with an expected finalization in June 2020. The DPIA has been budgeted as subcontracting, but according to Article 10 of the Grant Agreement "contracts to purchase goods, works and services" it will be registered as direct costs.</p>
<p>Ensure compliance with the 'ethics requirements' set out in this work package</p>	<p>In D1.2, an extensive plan for how ECO2 complies with the H2020 research ethics can be found.</p>

WP 1 – Management, Coordination, RRI & Performance

D1.2 also includes a description of how ECO2 identifies and recruits research participants, how we will acquire informed consent and an ECO2 information sheet.

Progress regarding deliverables:

ID	Deliverable name	Month	Progress
D1.5	Progress report 2	28	Delivered

Adaptations to the work plan compared to Annex 1:

All work plans have been updated because of the project extension passed in M26. The amendment features new deadlines and changes regarding the work plan and annex 1.

Key upcoming activities until the next periodic report:

- D1.3 KPI and impact assessments. Reporting on the performance and impact of ECO2 and the Act4Eco platform.
- Two CMs are scheduled. One in Greece (October 2020) and one in Portugal (January 2021). An additional CM could be conducted online if necessary.

WP 2 – Communication & Exploitation

Key objectives	Progress
To produce a coherent and detailed communication and exploitation plan	The communication plan (T2.1) has been made by SINERGIE in collaboration with DBT, which describes communication goals, target groups, and the means to reach them, as well as the timing and responsibility of the different communication activities (T2.3 and T2.4). This is now a living document. Communication package 2 has in this reporting period been delivered as well.
Support the branding of the project	The project website (T2.2) describes the project and its goals. In addition, relevant deliverables and publications have been put up on the project website to showcase the progress of the project. Several communication and branding efforts have been completed with the purpose of strengthening the message of the project. For instance, several recognized institutions and organisations have signed a letter of support which should attract interest for the project. A number of social media and newsletter activities such as energy-related events and headlines are also relevant to mention in this regard.
Raise awareness and ensure transparency of and public access to the results and on-going work	On both the project website and the Act4Eco platform, users can find information about the project partners as well as the advisory panel. The ongoing results and updates in the upscaling phase will be featured in the newsletters available on the Act4eco platform.
Make use of social media to make instant communication from the project	Social media accounts for the project have been created and are highly utilized. Our social media communication is primarily intended to recruit users for the Act4Eco-platform. As mentioned earlier, these are i.e. recruited through events and posts on various social medias such as Facebook, Twitter and LinkedIn.
Communicate the process and results to the wider public	The communication towards the wider public are mainly channelled through social media and newsletters from the Act4Eco-platform. The users can follow accounts named: “Act4Eco” on different social media and stay posted here, as well as getting informed on a regular basis by the Act4Eco newsletters.
To make use of existing networks to increase the outreach of the project	All partners have proposed candidates for the advisory panel (T1.4), which subsequently has been formed. In addition to giving valuable feedback to the project, the members of the AP are expected to continuously help with recruitment and general outreach in their countries.
Plan for further exploration of the project outcomes	Each partner has reached out to their national networks in order to expand the knowledge of its potential for outreach to consumers. Partners in nations with languages that also cover other nations (e.g. the English nations) are also asked to promote the platform in these extra nations. Likewise, the social media posts are not limited to any specific nation and are accessible by anyone.

WP 2 – Communication & Exploitation

Progress regarding deliverables:

ID	Deliverable name	Month	Progress
D2.4	Communication package 2	22	Delivered

Adaptations to the work plan compared to Annex 1:

All work plans have been updated because of the project extension passed in M26. The amendment features new deadlines and changes regarding the work plan and annex 1.

Key upcoming activities until the next periodic report:

- Creating the final communication package D2.5, which should communicate the results at the end of the project.
- Create an Exploitation plan
- Make a collection of e-newsletters

WP 3 – Consumer Engagement Processes

Key objectives		Progress	
Develop consumer group (ECO2 Groups) processes, to be implemented in the ECO2 platform		The group process has been implemented to the platform. It will be improved in the future, should this be necessary according to feedback from the upscaling phase.	
Establish a training scheme and online course for self-facilitation in the ECO2 Groups		The training material for self-facilitation (D3.2) has been developed and is currently in the final stage before delivery.	
Set up a hotline function for technical as well a process problem solution, and for consumer feedback		<p>Users are now able to suggest improvements for the Act4Eco-platform, as well as report bugs. DBT will receive these and take them into account according to the SOPs.</p> <p>Consumers/users of the platform are able to provide feedback as they complete actions on the platform.</p>	
Establish self-managed support functions in terms of a use community		The community building is an ongoing task and a high priority in the for sustainability, further development and exploitation of the platform after end of ECO2. In connection to the amendment the responsibility for the community building task has been moved to DBT, in order to bring the work closer to a main actor for the technical continuation of Act4Eco. The community report is due M33 in the upcoming reporting period.	
Progress regarding deliverables:			
ID	Deliverable Name	Month	Progress
D3.2	ECO2 facilitation courses	26	An instructional ppt has been produced. It will be implemented in the FAQ section of the platform.
Adaptations to the work plan compared to Annex 1:			
Time plans have been updated because of the project extension passed in M26. The amendment features new deadlines and changes regarding the work plan and annex 1.			
Key upcoming activities until the next periodic report:			
<ul style="list-style-type: none"> ECO2 Community report. Includes Code of Conduct and experience and lessons on/from community building 			

WP 4 – Online ECO2 Platform

Key objectives	Progress
<p>Provide an online platform that provides all membership management functions, serves the ECO2 Groups with instructions and content for the ECO2 Actions, and gathers feedback, results and information from the Groups</p>	<p>Testing on users (both internal and external) has been conducted and the results have been gathered in a report (D7.2) and has been used for bug fixed and improvement of user experience. Feedback on the platform will be collected and processed throughout the project.</p> <p>The content for the ECO2 actions is finalized and translated into the national languages of each partner country.</p>
<p>Adapt the existing EngageSuite platform to provide the functions needed</p>	<p>The EngageSuite based platform fulfils the requirements as described in the DoA. All envisioned functions have been developed.</p> <p>EngageSuite will continuously develop, both on the ground of wishes from ECO2 and from other projects making use of the platform, and this will increase the options for Actions development in the future.</p> <p>According to the SOPs bug fixes will be implemented as they issues are being reported.</p>

WP 4 – Online ECO2 Platform

Train the national nodes to make them use the platform	The first part of the training (T4.2) was initiated at the 3 rd consortium meeting: The platform was presented and demonstrated to the current national nodes (consortium partners and advisory panel members at the third consortium meeting (T1.3). During this reporting period, a tutorial text guide has been created and are available for the consortium partners. As the platform now has the finalized layout and functionalities, new digital training material for national nodes is being developed (D4.3).
Translate the platform to all involved languages	The EngageSuite platform features an integrated module that allows managers to translate the whole platform easily. The partners have been trained in using this, through a presentation and a text guide. In this reporting period, nearly all text has been translated to the native language of each consortium country.
Management and maintenance of the platform; adding ECO2 Actions as they are being developed	All five thematic actions have been added to the platform. The consortium is currently working on the development of the final action (the policy development action). The platform is working as intended and the few issues which has arisen have been handled. If any issues or bugs should occur, these will be handled according to the SOP's.

Progress regarding deliverables:

ID	Deliverable Name	Month	Progress
D4.2	Online platform full-scale	18	In M26 The Act4Eco platform was officially launched and is now accessible for users to subscribe and go through actions. There are still minor bugs being fixed and functionality improvements are continually discussed and implemented as needed. The new version of D4.2 will be delivered when all functionalities can be assessed through the implemented Actions – expectedly August 2020.
D4.4	SOPs for managing the platform	12	SOPs have been developed and is in the final review phase. The deliverable will be distributed to the consortium partners so all have access to the guidelines and procedures.

Adaptations to the work plan compared to Annex 1:

Time plans have been updated as a result of the project extension passed in M26.

Key upcoming activities until the next periodic report:

- Bugfixes and continuous improvements of platform.
- Finalization of 2nd version of D4.2
- Finalization of D4.3 & D4.4

WP 5 – Thematic Content Production

Key objectives	Progress
Provide guidelines for design of content for the action ladder, and for different segments of consumers	Content guidelines (T5.1) have been developed and distributed to all involved partners. This have been done simultaneously with the development of the platform (T4.1).
Make thematic actions, including; <ul style="list-style-type: none"> ○ Balanced, correct and action-oriented information on each theme, split for use in Sessions ○ Information, specifically selected, prepared and narrated for the steps on the action ladder ○ Design information and process to be attractive to follow for the users ○ Promotion of the Actions 	<p>In this reporting period, design changes have been made to the actions with a main focus on having an overall recognisable design. In this regard, the consortium has created two groups; one which focus is exclusively targeted the development of the content of each action, and one which focuses on the layout of the content and platform.</p> <p>All content and layout features have been tested both internally and externally and have been translated to several languages. The test-feedback has been processed and considered in the further development of the actions and the platform.</p> <p>The feedback from the upscaling phase, regarding content, will be collected and prioritized in fall 2020. This will result in a fine tuning and editing of some content.</p>
Design each thematic Action and its sessions according to the Storyboards from WP3	The structuring of thematic action content and its sessions are largely being developed based on the ECO2 Action formats (T3.1/D3.1). The content development is an iterative process, which influences the paradigm for the storyboards, based on the feedback loops in the production of actions. This is, and will keep being, a key factor throughout all three reporting periods, as new inputs and findings change the way these are designed. The results from the testing phases, concluded a need for more focus on quality content rather than a focus on storytelling. The storytelling element of the content will be reevaluated when the feedback from the upscaling phase is reviewed by the consortium in fall 2020.
Prepare them, upload them and present them on the platform, to comply with Task 4.1	All five thematic actions are uploaded and online on the act4eco platform.
Progress regarding deliverables:	

WP 5 – Thematic Content Production

ID	Deliverable Name	Month	Progress
D5.1	Guidelines for ECO2 process and content	12	Delivered

Adaptations to the work plan compared to Annex 1:

Time plans have been updated as a result of the project extension passed in M26.

Key upcoming activities until the next periodic report:

- D5.2 - Provide a brief report on the produced Actions of Tasks 5.2-5.6.

WP 6 – Consumer Segmentation & Recruitment

Key objectives	Progress
Make a segmentation analysis to identify the needed resolution in segmentation and to identify volatile segments	The segmentation analysis (T6.1/D6.1) was conducted and written in the first reporting period. All consortium partners contributed by researching and writing country reports on energy consumption and energy consciousness in their respective countries. Its main purpose was to provide guidelines for consumer recruitment on the Act4Eco platform, e.g. socio-demographic recruitment, knowledge-based recruitment, and motivation-based recruitment. In this reporting period, the analysis provided valuable information about which segmentation measurements that should be contained in the platform. The segmentation analysis has furthermore been used to identify national nodes and specify content testing to specific segmentations i.e. homeowners, and as background material for developing upscaling strategies.
Provide segmentation to construct ECO2 Groups composed of different segments as well as mixed groups in order to allow for having Actions relevant for all participants in a Group	The pilot testing groups have been made with the segmentation construction in mind. There have been test in both segment-based groups and cross-segments mixed groups. This has resulted in ensuring that all segments have relevant actions, that have been tested and improved based on the given feedback.
Perform segment research on the individual participants to support this analysis	The preparation for this has been done and can be found in deliverable D6.1 Segmentation analysis. The segmentation research has been included in most of the pilot testing to support this analysis.
Plan targeted recruitment of participants for the pilot phase	A targeted recruitment plan has been made for each respective country before the pilot phase, in order to identify and distribute responsibilities for test-recruitment.
Make distributed 'viral' recruitment for the up-scaling phase in order to expand fast and widely	Multiple events with relevance to energy-related topics have been created to actualise Act4Eco for citizens, potential national nodes as well as the press. The consortium has officially taken part in the EU Sustainable Energy Week (see article here). Furthermore, we will host 'Act4Eco on World Ozone Day' the 6 th of September, with one international and multiple national events. The consortium is in contact with the UNEP-programme who most likely will share our initiative with their million-following.

WP 6 – Consumer Segmentation & Recruitment

	<p>However, taking part in events has been hindered because of the strong reduction in events because of COVID-19, and often the reduction of scope of events when moved to digital. For example, the Danish democracy festival was fully cancelled for 2020, at which there were plans of promoting Act4Eco – this will have to take place in 2021 instead.</p> <p>At World Ozone Day the consortium invites citizens to take an active role and become hosts of local events in their community, during which the participants will go through specific ozone layer relevant ‘actions’/learning processes on act4eco.eu. We will create a relevant debate with our energy expert and science journalist while answering citizens questions. This will be streamed and become a podcast afterwards.</p> <p>As part of their upscaling strategy implementation all partners are in dialogue with potential national nodes, and everyone uses their network to reach potential national nodes who have sufficient self interest in the platform that they wish to share it through their communication channels and build upon it afterwards for own costs. Such stakeholders are divided after importance and urgency to be able to prioritise fast and effective options.</p> <p>The consortium is hosting monthly upscaling meetings which all participants have found extremely valuable. The collaboration throughout the consortium is productive, effective and we have shared efforts when it comes to social media, creation of articles/newsletter, events, content and idea-generation.</p>		
Add to the number of involved nations	Through our advisory panel the consortium now has potential national nodes from France and UK. Since the content is already translated into these languages, it requires little effort of the national nodes to participate in the recruitment/upscaling processes. The project is open for even more countries to participate.		
Progress regarding deliverables:			
ID	Deliverable Name	Month	Progress
D6.2	ECO2 Recruitment	31	Initiated
Adaptations to the work plan compared to Annex 1:			
Time plans have been updated as a result of the project extension passed in M26.			
Key upcoming activities until the next periodic report:			
<ul style="list-style-type: none"> • ECO2 Recruitment. Report on the process and outcomes of the recruitment processes. • Continued upscaling 			

WP 7 – ECO2 Action Execution

Key objectives		Progress	
Making test-runs of Actions in the consortium and with invited testers	All partners have held internal tests with people from within their own organisation or invited testers. The data were gathered and processed to make improvements of the platform. The partners have all reported back to the task leader, which has gathered suggestions for improving the platform to make the necessary adjustments.		
Facilitating sessions for ECO2 groups during the pilot phase	All partners facilitated these sessions in the pilot phase. Data were subsequently gathered and reported to the task leader in order to make adjustments for the group facilitation and the platform.		
Being in contact with ECO2 Groups during up-scaling in order to monitor their work, create feedback loops and receive input to monitoring WP8	During the pilot phase we have gathered the phone numbers of our test-persons in order to make phone calls and engage a dialogue with the respondents to learn more about the actions they have/haven't made after their visit to Act4Eco. SDS is in charge of conducting these interviews. Utilizing this method generates a feedback loop for continuously improving the platform during the upscaling phase and as input for WP8.		
Reporting feedback to WPs 3-6 for adjustment of processes, platform, content and/or recruitment	<p>As described above feedback from each test-session has been gathered with the purpose of improving the platform. DECO has presented the feedback gathered from the internal testing to the consortium. Likewise, HEBES has presented the feedback gathered from pilot testing and the feedback has been used by the respective partners, including the content and layout group, to make adjustments and improvements.</p> <p>For the time being, an excel document has been created which all partners have access to. The purpose with this document is to gather bugs and issues within the platform in a single document, which will be checked on a regular basis by DBT, to make adjustments and improvements of the platform.</p>		
Progress regarding deliverables:			
ID	Deliverable Name	Month	Progress
D7.2	Pilot actions evaluation	27	Delivered
Adaptations to the work plan compared to Annex 1:			
Time plans have been updated as a result of the project extension passed in M26.			
Key upcoming activities until the next periodic report:			
<ul style="list-style-type: none"> • Test actions log. A living working paper of test results. Will be finalized as a deliverable. • Full-scale actions evaluation report. Lessons learned during scale-up. 			

6 Risk management

The passed amendment features an updated risk management and mitigation plan. As this plan has been updated recently, including the addressing of the COVID-19 outbreak (risk no. 14), no further risk management is expected to be required.

7 Progress regarding performance indicators

The KPI's and expected impacts of ECO2 are centred around the platform and its users (e.g. number of countries and people engaged, number of Actions and decisions taken, Primary energy saved, and RES installed).

As the platform and its Action content have been finished and launched recently, the primary score for all indicators are based on the results of the pilot tests. Indicators are based on the % finalisation of Actions that consumers initiate. Quizzes, test questions or other types of feedback from users are distributed along the Action process, so that it is possible to evaluate the level of finalisation for each consumer, which can be transformed into a % of maximum impact of an Action.

Working with these indicators has also enabled the consortium to initiate the construction of the templates for the project KPIs, and more specifically, how these can be utilized to make general statements of the performance of the project.

The performance indicators and data will be shared with the consortium throughout the upscaling phase. Further development and evaluation of KPI's will be made in the final reporting period.

8 Use of resources

The project budget has recently been approved within a financial clarification correspondence between the project coordinator (DBT) and the PO in M26. The strategy is now to pursue this plan to successfully manage the activities in the reporting period to come.

During this reporting period, the consortium partners have collectively used about 172¹ person-months (between M1-25), which is approximately 2/3 of the total allocation of person-months (257,55). This is well aligned with the allocation of PMs for the original deadline of the project. It should be noted that no significant unpredicted expenses have disrupted the budget.

A 6 months project extension has been approved by the European Commission, no additional funds will be part of this extension, meaning that the consortium will have to balance the remaining budget to fit the needs of the extension period. This has been subject to discussion and consensus at the Management Committee meeting where the decision of asking for an extension was taken. The plan is to decrease the workload in the added months, and work in minor "peaks" during the upscaling phase to grant publicity to the platform.

¹ Due to COVID-19 restraints the financial facilities of UCC has been closed. As a result, it has not been possible to get an updated use of resources from UCC. On this background, the most recent data (from M18) have been used. In M18 UCC had used 9PMs out of a total 16 allocated PMs). The total usage of PMs is therefore expected to be slightly more than 172 PMs