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2. Summary

This deliverable presents the content of Communication Package 2. The communication packages aim at broad communication of the intentions and the results of the project, and this deliverable is the second of a total three communication packages.

Communication package 2 will present some of the results halfway through the project. This includes:

- A policy brief
- A press release on main results
- PowerPoint presentation, which will be used by the partners for presentation of the results at meetings, conferences etc.

The above-mentioned documents will be presented as individual appendixes below this summary.

2.1 Policy brief

A policy brief document has been written with the purpose of presenting some of the policy related objectives of the ECO2 project. In addition to the presentation of the key-objectives of the project, the document highly emphasizes the thematic policy briefs and the policy development action. Through the thematic policy briefs and the policy development action, lessons and feedback from the ACT4ECO users will be collected and transformed into messages for policy and innovation and communicated to stakeholder networks and policy-makers nationally and at EU level. The feedback will target policy makers, stakeholder networks and the press, and will address policy issues and advice regarding sustainable energy consumption and energy conscious behavior. This document can be read in Annex I.

2.2 Press release

A press release document has been written to be used as a sales flyer to promote the project in relevant, national media. The document is expected to encourage people to take action and raise awareness about energy related topics. With the upscaling phase in mind, the press release addresses the damaging impacts of human energy consumption, and how the Act4Eco-platform can contribute to a change of a more sustainable and energy saving character.

Finally, the press release contains references to social media accounts and a direct e-mail to the communication manager, so that people are able to make contact and learn more about the project. The full press release document can be found in Annex II.

2.3 PowerPoint presentation

A new PowerPoint presentation template have been made for when partners of the consortium are promoting the project in various contexts. The template layout has been aligned so that it corresponds with the colors and designs the users are met with on the act4eco platform. Annex III presents the PowerPoint template, while annex IIII presents a practical example of when the template is used for promotional purposes.

3. Annex I

Policy brief



Engaging consumers towards more sustainable energy consumption behaviour

Consumers are expected to play an important role in the transition towards sustainable energy and have therefore been induced to reduce their energy consumption. However, despite the abundance of information available on the Internet, they are often confused about what they could do to make their energy consumption behaviour more conscious and sustainable. ECO2, a Horizon 2020 project involving partners from nine European countries, aims to provide consumers with a structured information about how they can act to reduce their energy consumption.

Introduction

Energy consumption in Europe remains high, which calls for urgent measures and actions. At the same time, consumers are becoming more aware of the impact their daily lifestyles have on the surrounding environment. To motivate consumers to take action, the European Commission actively supports projects that involve European citizens in adopting more conscious behaviour towards their energy consumption.

ECO2 and ACT4ECO – inspiring energy conscious behaviour

Energy Conscious Consumers (ECO2) is a Horizon 2020 project aiming to guide the European energy consumers to become more conscious about their role in the transition to a low-carbon future. The project engages and empowers consumers by enhancing their knowledge on how to consume energy in a responsible way in their everyday lives, improve energy efficiency and increase utilisation of renewable energy sources.

The main outcome of the project is ACT4ECO – a large-scale and multi-language online learning platform. The e-learning platform advises consumers how to reduce their energy

consumption and puts them in a position to act. The platform users have the opportunity to go through transformative learning processes, which are expected to change their behaviour and motivate them to implement concrete actions to save energy, make their homes more energy efficient and reduce their CO₂ footprint.

ACT4ECO thematic actions

ACT4ECO platform includes five thematic actions for motivating energy conscious consumer behaviour:

- 1) *Become a smart consumer*
- 2) *Improve your home*
- 3) *Avoid the rebound effect*
- 4) *Manage your energy consumption*
- 5) *Produce your own energy*

Each user of the platform can decide which thematic actions to complete, based on personal needs and interests.

The platform includes an additional action on policy support for the energy conscious consumer behaviour. The so-called *Policy Development Action* is implemented in a bottom-up manner, by asking the users of the platform to identify important





issues/challenges related to conscious energy consumption that should be communicated to relevant policy-makers.

Expected outcomes

The ECO2 project expects 1,000 consumers from each consortium country and from two additional partnering countries to enrol in the e-learning platform, with each platform user completing at least three thematic actions. As a final outcome, this is expected to reduce the energy consumption of the users, increase their awareness and knowledge on energy efficiency and make them more responsible and environmentally conscious citizens.

Contribution to policy

Lessons and feedback from the ACT4ECO users will be collected, transformed into messages for policy and innovation and communicated to stakeholder networks and policy-makers nationally and at EU level.

The policy recommendations and advice will be communicated through policy briefs and policy outreach seminars.

A total of six thematic policy briefs (one per each thematic action) will be produced within the project along with nine national policy briefs focusing on specific national policy challenges identified by the platform's users in each consortium country. The policy briefs will target policy makers, stakeholder networks and the press and will address policy issues and advice regarding sustainable energy consumption and energy conscious behaviour.

The project will further contribute to policy development by organising nine national level policy outreach seminars and two EU level seminars. The seminars will provide opportunity to get in direct dialogue with

stakeholders and policy-makers and to debate the policy issues and challenges that the users of the platform have identified.

Project partners

Fonden Teknologirådet – Danish Board of Technology Foundation (DBT), Denmark – Project coordinator

Hebes Intelligence Single Member Private Company (HEBES), Greece

Sinergie Società Consortile a Responsabilità Limitata (SINERGIE), Italy

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4. Annex 2
Press Release



Where to start with climate change action?

In recent years there has been a growing understanding of the need for climate action. Many of us feel overwhelmed by the daunting perspectives of implementing the personal change which must go hand in hand with the political change. Where to start? What to do? Can my small contribution make a difference? These are questions many of us ask ourselves. Sometimes our climate inaction combined with gloomy news of increasing wildfires, record high temperatures and acidification of our oceans can transform our climate change worry into a CO2 ghost which comes creeping into the night to haunt us.

So what to do? How do we combat climate apathy and worry?

www.act4eco.eu is a learning platform that will help you act. Because there is room for action for everybody.

You can change your home, both on a small scale and on a larger scale. You can change your habits, and you can become aware of unconscious energy consuming traps you might fall into once you have improved your home thus avoiding bouncing back to previous bad habits. Many of us have a tendency to leave the light on once we have changed the lightbulbs to energy efficient LED light bulbs. Becoming aware of this tendency can prevent you falling into this trap.

All in all there is plenty you can do and act4eco.eu we have validated the best things you can do. Even if you feel it is very little in the grand picture 5 % energy saved is 5% fossil fuel saved.

Alternative energy sources like solar power and windmills will continue to increase their share of energy production. Therefore 5 % energy saved is 5% fossil fuel remaining in the ground. That means 5% less CO2 in the atmosphere.

Act4eco puts you in a position to act. Here we will teach you step by step how to reduce your energy consumption. We provide you with 24 actions you can take in order to become an energy conscious consumer.

Apart from being a learning platform act4eco is also a community creating platform for the energy **curious** consumers wanting to be energy **conscious**, with act4eco you will be part of a community involving 9 EU countries.

Be part of the solution - take action for reducing your energy consumption - act4eco.

Visit ECO2 project website to learn more on the project and the Partners behind: www.act4eco.eu



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For more information, please contact ECO2 Communication Manager, Charlotte Koldbye:
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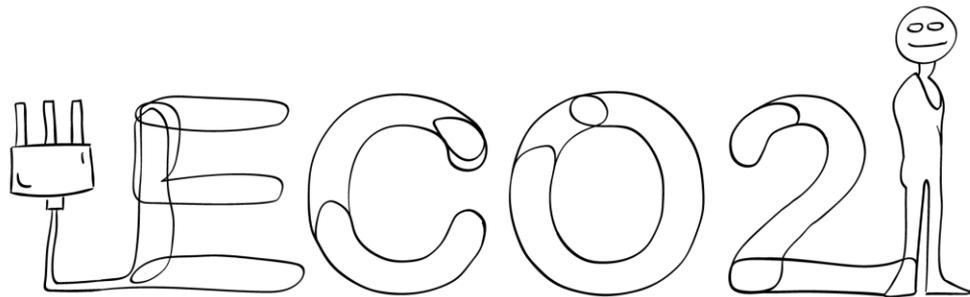


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5. Annex 3

Powerpoint Template



Energy Conscious Consumers

TITLE



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Title

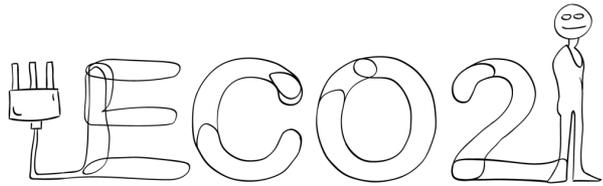
Body of text:

- Bullet points
- Bullet points



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Energy Conscious Consumers

WPX – Title

Speaker: Mr / Mrs...

Organization: ...

Event / Meeting: ...

Date: ...

Venue: ...



Thank you for your attention!

Coordinator:



HELSINGIN YLIOPISTO
HELSINGFORS UNIVERSITET
UNIVERSITY OF HELSINKI



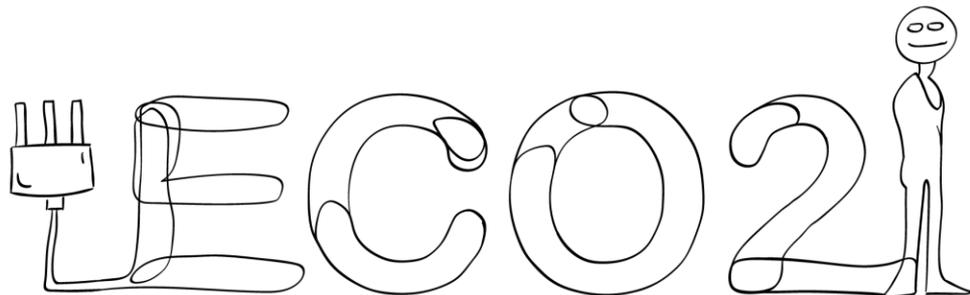
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6. Annex 4

Powerpoint Presentation



Energy Conscious Consumers

ECO2 Project & ACT4ECO Platform



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Improve Energy Efficiency Habits of EU Citizens

Energy Consumers are increasingly aware of:

- Their impacts on the environment
- Their role in the transition towards sustainable energy

The **European Commission** aims to involve all EU citizens in:

- Reducing consumption
- Improving energy efficiency in their households
- Investing in renewable sources



ECO2 | Energy Conscious Consumers



ECO2 Project

ECO2 (Energy Conscious Consumers) is a Horizon2020 funded project.

OBJECTIVES

- Help EU consumers increase awareness of their energy consumption habits.
- Provide information on the actions normal citizens can take to reduce consumption in their daily lives.

ECO2 is implemented as a large scale e-learning platform, in which EU citizens are accompanied in implementing real actions to save energy.



ECO2 | Energy Conscious Consumers

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- Digital dynamic **e-learning** platform
- Based on **users' engagement & knowledge sharing**
- Targeted on all **European citizens having access to energy utility**
- Aims at educating the community of energy users on:

How to
consume
energy more
wisely

Improve their
consumption
habits

Make progress
by
implementing
actions



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- **Improve your Home:** identify opportunities and solutions to improve the energy performance and indoor climate of households.
- **Become a Smart Consumer:** make energy users familiar with the monitoring of their consumption habits through a correct use of energy equipment.
- **Manage your Energy Consumption:** correctly read and understand energy bills by analysing appliances and daily routines.
- **Avoid the Rebound Effect:** not fall back to “bad” habits, which may reduce the environmental and financial benefits of energy efficiency improvements.
- **Produce your own Energy:** learn about the possibility of becoming a prosumer, by investing in small-scale renewable energy production.





What benefits Energy Users can get from subscribing to ACT4ECO?

- Reduction of energy costs
- **Monitoring** of energy efficiency actions
- Increasing **general awareness** on the topic
- Possibility to share knowledge within a **community**, both physical or online
- Follow an “**action through learning**” approach



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The Consortium – Strength in diversity

Behind ECO2 stands an **eclectic group** of Partners from all corners of Europe:

- Danish Board of Technology Foundation | Denmark ([DBT](#))
- Hebes Intelligence | Greece ([HEBES](#))
- Sinergie Soc. Cons. a r.l. | Italy ([SINERGIE](#))
- University of Helsinki | Finland ([UH](#))
- Deco Proteste | Portugal ([DECO](#))
- Strategic Design Scenarios | Belgium ([SDS](#))
- Applied Research and Communication Fund | Bulgaria ([ARC FUND](#))
- Knowledge Economy Forum | Lithuania ([KEF](#))
- University College Cork | Ireland ([UCC](#))



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