



WELCOME to the workshop on Engaging citizens in energy renovations

Diana Süsser, Jen Heemann, Stavros Spyridakos



Let's keep it interactive!



Please turn your camera on
(if possible)



Materials will be shared with
you after the event!



Who is in the room?

Please state your name, city + country of residence, and answer the question: What motivates you to be(come) a member of any energy community?



What is citizen engagement?

Many terms... public engagement = public participation = citizen participation = citizen involvement = ...

We engage in different ways.



Generally defined as the involvement of citizens in agenda-setting, decision-making, and policy-forming activities.

But: it is crucial to define the goal / purpose of engagement.

How can citizens be engaged in the energy transition?



Sharing
information,
as a one-way
communication to
raise awareness.



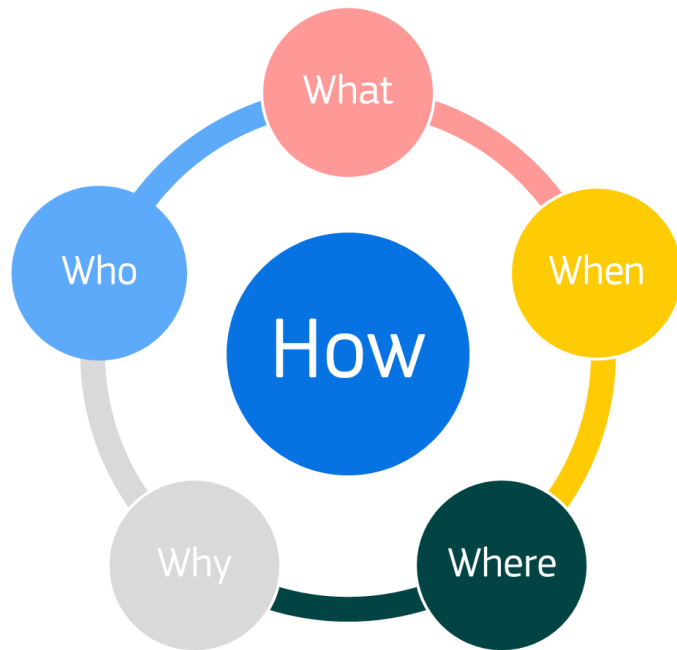
Consultation,
as a two-way dialogue
to gather views and
knowledge.



Empowerment,
as an active participation
in the process, which
empowers communities.

- All forms of participation can be useful, as various types of engagement can achieve the engagement goals in certain contexts, and citizens may have diverse preferences for their engagement.

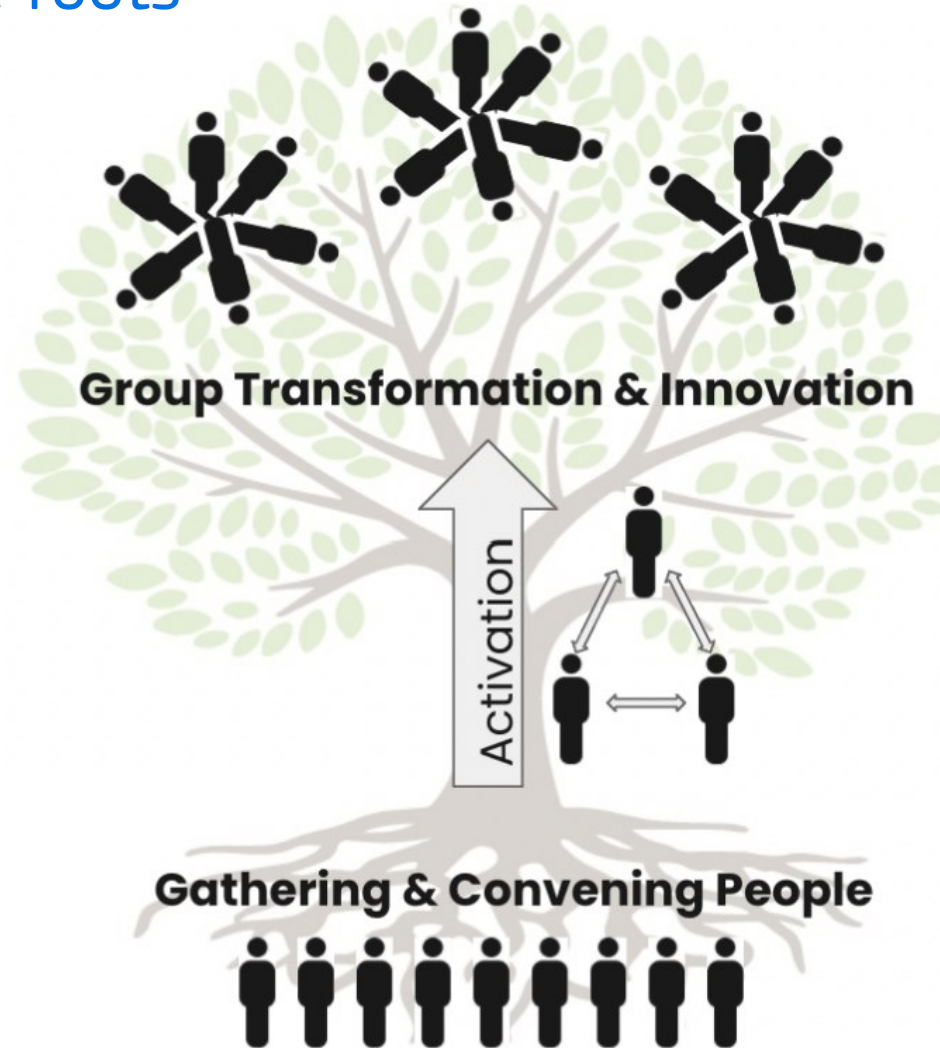
How to go about it? The 5W – 1H Framework



- **Who:** Identify the audience
- **What information:** Methodologies, work processed, findings, results
- **When:** Consistent engagement is key. Regular updates and interactions will maximise impact and foster a strong connection with stakeholders
- **Where:** Tools and channels for communication and dissemination - Social media / Brochures
- **Why:** To create informed communities, drive behavioral change, raise awareness, engage stakeholders, and influence positive attitudes towards energy renovations.
- **How:** Identify specific strategies and approaches

Community activation tree

Growing from the roots



What are your engagement challenges?



Some general principles for meaningful engagement

- **Make it easy to participate:** Have clear messages and instructions, simple processes for joining the activity, and make sure everyone has the opportunity to contribute
- **Engage continuously:** Involve people early and regularly will ensure that they have opportunities to influence a process
- **Be inclusive:** Invite diverse groups of people; use different channels to reach people; consider 'hard to reach' groups
- **Be transparent and share knowledge openly:** Make your knowledge available and be transparent about processes.
- **Develop trust:** People desire to connect and belong. Create an open and trusted environment where people feel and know that different opinions are considered.

Some general principles for meaningful engagement

- **Meet people where they are:** Go to the people and address them in their environment (at school, at the playground, at the market, ...).
- **Make it appealing:** Use messages and activities that are interesting and motivating to people to engage them (walks, picnics, arts, sports, ...)
- **Make it relevant and interactive:** Provide information and build a co-creation process

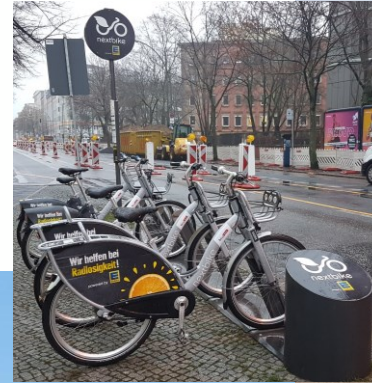
What can be suitable techniques, methods and tools?

We got a **Toolbox** for you – with **18 proven methods and tools** to engage citizens. Some aim for specific target groups; most can reach a wide audience. Toolbox is open and can be fed with new entrees.

TOOLBOX TO ENGAGE CITIZENS IN ENERGY RENOVATION					
Tool title	What is it for	How to use it	Who would be targeted	Adaptation to citizen-led renovation	Link
Citizen Science	Citizen science is the practice of public participation and collaboration in scientific research to increase scientific knowledge.	People share and contribute to data monitoring and collection programmes.	everyone	Get people involved in understanding renovation needs in your community. It can be a Citizen Science project to conduct a survey at the doorstep and to ask people about renovation needs and attitudes towards different measures.	https://education.nationalgeographic.org/resource/citizen-science-article/
Climate Café	A Climate Café® is an open, inclusive space for people to get together to talk and act on climate change. Many people find them inspiring and positive spaces to connect with others.	Set up a space and invite people to join the conversation and get involved. Focus on solutions.	everyone	Organise a Citizen-led renovation café , where you can exchange with your community about energy renovations. You could actually sit together over a coffee/tea and cake.	https://www.climate.cafe/
Climate Walk	Climate walks increase awareness, knowledge, empathy and emotional response to local climate change impacts, initiatives and opportunities. They build an understanding and support for local/regional/national/EU climate policies and the European Climate Pact.	Lead a guided tour through your neighbourhood to showcase sustainable practices on the ground and inspire others to take action. Tell a story of how we can tackle the impacts of climate change and develop concrete solutions. Showcase citizen and community initiatives supporting the green transition... and have fun!	everyone	Renovation Walking Tour: The guided tour could focus on buildings that have been renovated, or on building with solar installations etc.	https://climate-pact.europa.eu/get-involved/host-group-activity/quick-start-tools-citizen-engagement/climate-walk_en

Let's get inspired!

Climate action walking tours in Berlin to learn about local climate actions



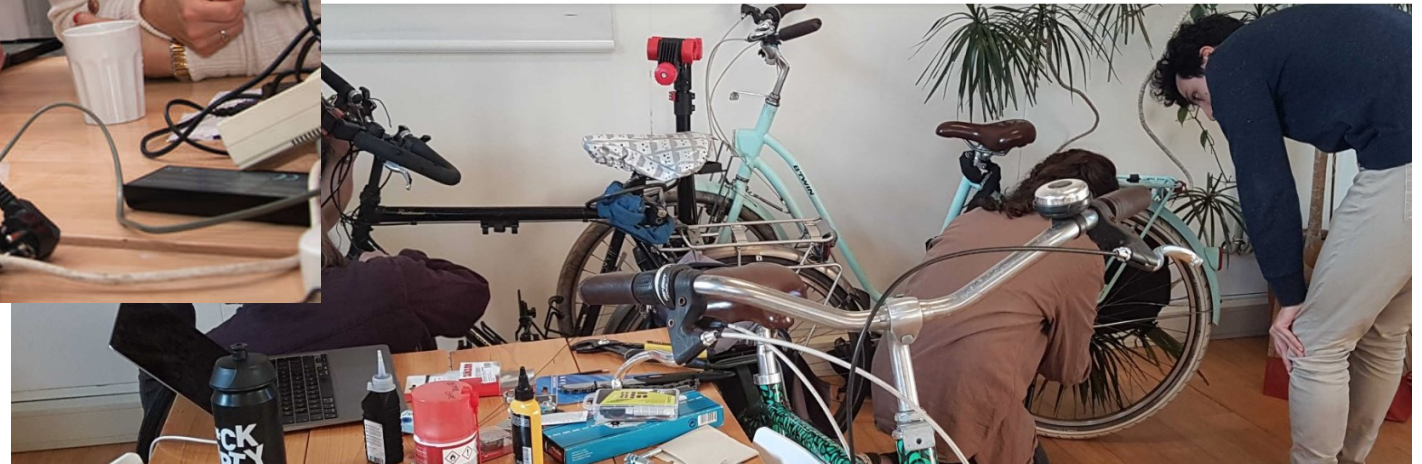
https://www.facebook.com/groups/320485723280039?locale=de_DE

Open house to experience renovation actions and celebrate renovation

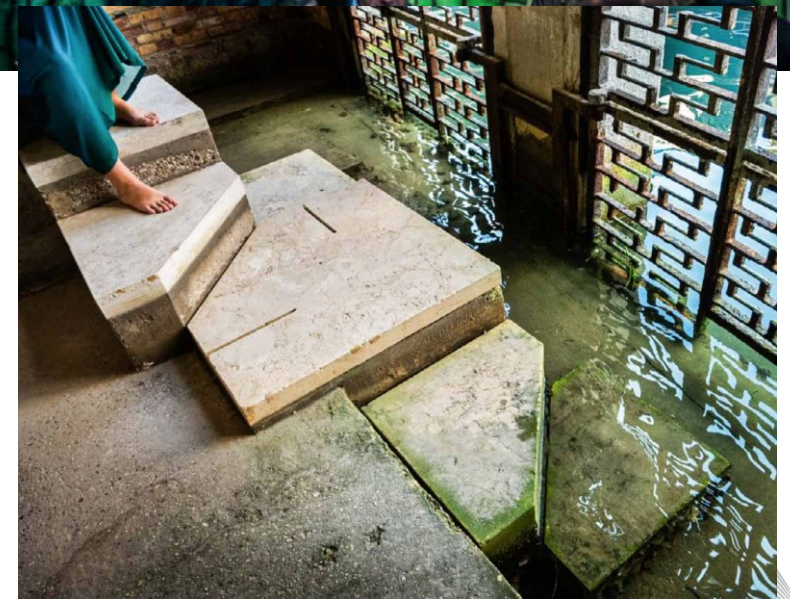


<https://hoernerymca.org/blog/open-house-celebrate-renovation>

Repair Cafés in the Netherlands for hands-on activity



Photovoice in Venice to make change visible



<https://www..it/wp-content/uploads/2024/01/Venezia-Photovoice-Project-Euclipa.pdf> euclipa

Let's exchange ideas in smaller groups!

Questions

- What are you trying / did you try out in your community to engage citizens?
Who do you want to engage? (youth, elderly, families...)
Why do we want to engage your fellow citizens?
How did you engage them?
- What recent (community) events did you attend, which you liked? Why did you like it?

Please find the link to google doc in the chat for notes

Please nominate one person who will summarise the discussion afterwards



Let try out new community actions!

We will share the presentations and toolbox with you!

Questions? Contact: stavros@ieecp.org

