



D3.5 Awareness raising actions for improving bioenergy perceptions and image - First

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About

Over the last years, the EU has witnessed some remarkable steps in Renewable Energy (RE) deployment. However, at the same time, we see an increasingly uneven penetration of RE across the different energy sectors, with the heating and cooling sector lagging. Community bioenergy schemes can play a catalytic role in the market uptake of bioenergy heating technologies and can strongly support the increase of renewables penetration in the heating and cooling sector, contributing to the EU target for increasing renewable heat within this next decade. However, compared to other RES, bioenergy has a remarkably slower development pace in the decentralised energy production which is a model that is set to play a crucial role in the future of the energy transition in the EU.

The ambition of the EU-funded BECoop project is **to provide the necessary conditions and technical as well as business support tools for unlocking the underlying market potential of community bioenergy**. The project's goal is to make community bioenergy projects more appealing to potential interested actors and to foster new links and partnerships among the international bioenergy community.

The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 952930.

Project partners

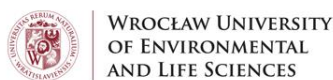


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List of Abbreviations

ARC	Awareness Raising Campaign
BE	Bioenergy
BECs	Bioenergy Communities
D&C	Dissemination and Communication
EU	European Union
FB	Facebook
GHGs	Greenhouse Gases
PAC	Public Awareness Campaign
RE	Renewable Energy
RES	Renewable Energy Sources
SoMe	Social Media
WTP	Willingness to Pay

Executive summary

Awareness raising is a process that informs and educates people about a specific topic or issue. Awareness campaigns intend to influence people's behaviours and beliefs toward achieving a defined purpose.

Deliverable 3.5 presents and reflects upon the results from task 3.3. Its main goal is to create a set of **Awareness Raising Campaigns (ARCs)** (including the strategy, plan and activities) in four pilot regions (Spain, Greece, Poland, and Italy) and at the EU level. **The campaigns will reshape any negative perceptions around bioenergy, educate people about community bioenergy heating and its related benefits, and eventually lead to higher levels of social acceptance, and trigger the establishment of bioenergy communities (BECs) enlargement of existing ones.**

The task was initiated with a compilation of examples of awareness-raising campaigns at the regional and the EU level. The analysis provided us with a first idea of what messages, media dependents, and formats of actions can have the highest impact on the targeted audience. The overview was later presented to the BECoop local partners during the creative workshops.

Four (4) creative pilot-based workshops (one per pilot case) were carried out. The purpose of the creative workshops was the creation of a pool of ideas, thoughts and considerations for the awareness-raising campaigns. By using their knowledge of local needs and aspects and engaging in several brainstorming exercises, the partners were able to identify: **(i)** Local needs in terms of awareness-raising actions, **(ii)** the target groups that the campaigns need to reach, and **(iii)** the media dependents and means to be used for the campaigns to be carried out as efficiently as possible.

The workshops' results were summarized and further analysed, providing insights and an insightful overview of local aspects regarding awareness-raising activities. The results were also compared with the summary of the existing examples of previous awareness-raising actions.

Based on these findings and by building on the experience and knowledge of the local partners, four (4) **pilot-based ARC strategies** have been developed. They will constitute the basis for the project's Awareness Raising around BE and BECs.

Overall, the main points gathered from the activities of this first part of T3.3 are as follows:

- All the ARCs will be targeting a broad audience, such as:
 - End-users,
 - Biomass providers and supply chain actors,
 - Local authorities,
 - Local business and other cooperatives.
- The key messages that will be communicated to the audience
 - Environmental and Socioeconomic benefits of BE and BECs such as:
 - Energy independence/ Security against energy poverty,
 - Utilization of local potential,
 - Better agroforestry and city biomass management,
 - Fewer emissions,
 - Better life quality,
 - Lower energy prices.

- The main communication tools to be used are as follows:
 - Video,
 - Print,
 - Social Media (SoMe).

In the second part of the task, the developed pilot-based strategies will be used to implement four (4) **regional campaigns** in each pilot area. The main goal of the campaigns will be to **raise awareness** about the **benefits and opportunities local bioenergy supply chains can create**. Three (3) info days will occur at each pilot region, along with two (2) field visits of local people to see the best examples of community bioenergy heating to experience how other areas have succeeded. One European ARC will also take place.

Task 3.3 is strongly linked with WP6, with which the messages will be framed, the material will be developed, and the appropriate tools will be leveraged.

This report builds upon the results of other WPs and Tasks:

- **WP1** and T1.3 (D1.3) and the initial market research findings regarding the public's perceptions, preferences, acceptance levels, and intentions" around BE and BEC; It also builds upon T1.4 (D1.4) and the identified needs, challenges and the intervention areas in each pilot areas.
- **WP2** and Task 2.4 with insights into the detailed mapping of the bioenergy heating solutions that have been applied or with increased potential to be applied to the community energy level.
- **WP3** and T3.1 (D3.1). Key stakeholders willing to support the project have been identified through a series of warm-up events in each pilot region.

1 Introduction

Deliverable 3.5 presents and reflects upon the results from task 3.3. Its main goal is to create a set of Awareness Raising Campaigns (ARCs) that will reshape any negative perceptions around bioenergy, help people better understand community bioenergy heating and its related benefits, eventually lead to higher levels of social acceptance, and trigger the bioenergy communities (BECs) enlargement.

To achieve the deliverable's goals, this task started two-fold. First, CBS prepared a template shared with all the project partners to gather a list of examples of existing Bioenergy or Renewable Energy (RE) campaigns currently in the market. Such an overview helped us acknowledge aspects related to styles, language, campaign focus and the various media being used in the RE field across Europe. Parallel to this market overview, CBS also engaged in a thorough literature review to gather insights from case studies, theories and market analysis that could create a baseline perspective on community awareness campaigns' key learnings and best practices.

This double set of data from the existing examples and literature review was compiled and analysed. These initial activities were then complemented by a group of four (4) creative workshops, each with a BECoop pilot region, where the results from the initial actions were presented to the project partners to help set the stage before engaging the participants in creative exercises towards creating targeted BECoop campaign strategies and ideas.

This deliverable starts by covering key aspects encountered in the literature regarding plans and impacts of awareness-raising campaigns, highlighting how to best develop and plan such campaigns for a higher impact, presented in **Chapter 3**.

Chapter 4 covers the main findings of the four (4) creative workshops with the pilot partners, summarizing the commonalities among the pilot partners regarding the target groups, key messages and media dependents.

Chapter 5 presents the Awareness Raising Campaign Strategy for each pilot partner. Detailed presentation of the target groups, key messages, media dependents and the activities action plan, and clustering of ideas, messages and media are provided. The foreseen budget, monitoring and the EU campaign strategy are also included.

Chapter 6 offers our concluding remarks and next steps regarding the campaigns' launching and implementation.

Finally, the analytic overview of other examples (**Annex I, 0**), the detailed analysis of the creative workshops (**Annex II, 0**), and the bibliography used for the theoretical review (**Annex III, 0**) can be seen in the Annex section.

2 Awareness Raising Campaigns: A Theoretical overview

The theoretical review started with a search focused mainly on public awareness campaigns, research, and RE publications. For the selection of studies, the Internet resources were searched, and the keywords used were “*awareness-raising campaign*”, “*communication campaign*”, “*bioenergy*”, “*sustainability*”, and “*renewable energy*”. A pool of 35 articles was created. After the initial analysis, the bibliography was narrowed down to eight (8) articles that were more relevant to the deliverable topic. The review of those articles is presented below, and the complete list of the bibliography can be seen in Annex III (0).

The promotion of RES has become a significant EU policy objective over the last few years in fighting climate change and meliorating energy security by reducing GHG emissions and dependence on energy imports, respectively. This is expected to create new economic growth opportunities through innovation and lead to competitive and sustainable energy policies (Zorić & Hrovatin, 2012).

The EU has set an ambitious target of 32% for RE and an objective to increase energy efficiency by 32.5% by 2030 ([European Commission](#)). EU-wide legislation has been adopted to promote RE in the electricity and transport sectors, while the heating and cooling sector is missing in the policy framework.

The largest energy consumer is heating, and the RES such as solar thermal, biomass, and geothermal have huge growth potential. They can significantly replace fossil fuels and electricity used for heating purposes (Schäfer, 2005).

Academic and policy literature emphasises **community engagement's value** and significance **in RE projects**. People can play a significant role in planning such projects and successful implementation and development (Aitken et al., 2016; Borawska, 2017). Personal opinions, perceptions, and people's understanding of such initiatives are essential for positive behaviour changes. Participation of the public in decision-making processes and constant involvement throughout the lifecycle of such projects can lead to more socially acceptable and sustainable outcomes, such as higher engagement in taking action (Borawska, 2017; Brulle, 2010). However, for the public to engage in RE projects requires high levels of knowledge and acceptance of the concept. According to the results presented in BECoop D1.3 “Stakeholders’ perceptions, acceptance levels and needs on bioenergy heating”, in Europe, while there are high levels of familiarity with terms such as renewable energy and bioenergy, it appears to be a lack of public awareness and acceptance of bioenergy community concepts.

Authorities can use different tools to impose behavioural and perception changes, such as legislation. However, to reach an audience as broad as possible and genuinely engage societies in the realisation of a common goal, public awareness campaigns (PACs) are widely used. PAC is a potentially catalytic tool that can increase knowledge, change and shape the public's attitudes and perceptions (Aitken et al., 2016; Borawska, 2017; Brulle, 2010; Sayers, 2006).

PAC or Awareness Raising Campaigns (ARC) promote actions and awareness of environmental issues, positive behavioural changes, etc. Even though campaign costs to reach the public can vary, from very high investments to lower ones, the effectiveness and durability of the campaign can often differ due to other impacting variables (Borawska, 2017). However, if these campaigns are carefully planned and prepared, they can significantly affect the campaign results. An ARC is “*a set of different activities*

planned for a specific time; addressed to a specific target group, whose aim is to increase knowledge, lead to a change in thinking and behaviour towards a specific social problem.” (Borawska, 2017, p.867)

While interventions could be one of the main components of well-prepared awareness campaigns, marketing and advertising techniques play a significant role in its public realisation, and they can draw wide public attention.

According to Borawska (2017), media and channels most commonly used are:

- Television,
- Radio,
- Internet and Social Media (SoMe),
- Print.

In designing awareness-raising campaigns to promote RES projects, the experts need to ensure their effectiveness by evaluating how persuasive they will be. Timeframe (future/present) and the spatial perspective (close/distant) appear significant aspects of environmental advertising effectiveness. The more distant and further in the future an event occurs, the more abstract and less tangible its effects are perceived by the audience because they feel that there is no immediate personal impact. This physiological distance can be a significant barrier that must be eliminated if an ARC is to affect positive behaviour changes and perceptions around, in our case, bioenergy and bioenergy communities and their benefits (Gómez-Carmona et al., 2021). An ARC should be designed and differentiated according to the different target groups. For example, older or economically challenged people, end-users with lower education levels and people with limited access to various information sources (Tsoka et al., 2018).

Another aspect that should be considered while designing a campaign is the level of environmental concern of the audience. Consumers with deep ecological concerns tend to show higher acceptance of RE alternatives and are more prone to use them. Therefore, it is suggested that communication campaigns should be oriented toward an audience that might be environmentally concerned since it is the first stage of implementing such behaviours and represents an early majority in disseminating energy-saving systems. Moreover, these target groups are more prone to engage in such campaigns than those in earlier awareness stages. In addition to this argument, more environmentally aware people tend to read more thoroughly written opinions in advertisements. In contrast, the less-concerned ones focus more on the visual context (Gómez-Carmona et al., 2021). Thus, focused marketing actions can play an essential role against misconceptions and knowledge gaps regarding bioenergy and its benefits.

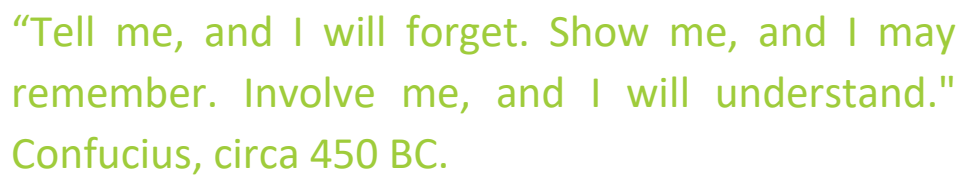
The quality of a social campaign determines its effectiveness. The impact it has had on the audience evaluates the efficacy, and this evaluation is composed of five (5) different levels:

1. Awareness,
2. Engagement,
3. Behaviour Change,
4. Social norms and,
5. Well-being.

Since it is difficult for a campaign to affect every level, the creators usually focus on two or three aspects. The creators of an ARC need to conduct proper research before its launch to ensure that its design will have a chance to meet the expectations. Not only that, but the ARC needs to be examined

during the intervention and after it has been completed to check the results that may or may not have been achieved (Borawska, 2017). One cannot blindly believe that a campaign will automatically bring the expected outcome or the expected magnitude of an effect. For example, “as global warming testifies, a heightened awareness of the links between fossil fuels and greenhouse gas emissions does not necessarily translate into less coal or oil being burned, particularly in North America and Europe” (Sayers, 2006, p.13).

A well-prepared and thoughtfully presented campaign can become one of the most efficient and effective ways of communicating specific information about a particular topic to a large and geographically dispersed audience (Sayers, 2006).



“Tell me, and I will forget. Show me, and I may remember. Involve me, and I will understand.”
Confucius, circa 450 BC.

2.1 Overview of existing examples of awareness-raising actions in Europe

To gather an overview of the existing market of awareness-raising campaigns, CBS prepared a template to collect information from all the partners regarding existing campaigns. The summary of these results and analysis are presented in the following.

The most common types of communication actions observed are:

- Webinars,
- Fairs,
- Conferences,
- Workshops,
- Promotion of projects,
- Information campaigns.

Most of the examples are either projects that have been running or completed. Only a couple of actual information campaigns were shared across projects.

The means and media used to promote those projects or topics were webinars, fairs, and conferences. Those events were announced on platforms, such as websites mainly built for promoting the project itself, a company or other institutions and on Social Media (SoMe) such as LinkedIn, Instagram, Facebook, or/and Twitter. According to our desk research, profiles related to scientific projects or topics never exceed 500 followers. Profiles of the companies that organise relevant events (such as webinars, conferences, etc.) are more likely to have more followers. Most YouTube videos (with a few exceptions) do not hit more than 300 views.

Another observation is that campaigns supported by the EU and run at the EU level manage to reach a higher number of people (more followers on SoMe or views of their YouTube videos). Another way to get people is through TV, radio, or local newspapers and magazines. The four (4) examples of communication campaigns used all the means mentioned earlier (TV, radio, news, SoMe), communication and public activities, and visual and printed materials, such as leaflets, posters, brochures, and banners. The UK government, for example, to promote the introduction of the new E10 petrol, even developed a free-online checker for car owners to check if their vehicles were compatible with the new one.

Most of the webinars, conferences and fairs were aimed at raising awareness about the importance of sustainable management of natural resources, the problems affecting the current energy system, the adequate supply and delivery of sustainable biomass energy utilisation, how the bioenergy industry can contribute to the improvement of air quality, and general topics around bioenergy and RE. Some examples of such initiatives and activities are:

- Thermal energy efficiency with fuel Forest biomass & Bioterra fair in Spain
- Bioenergy webinars & Biomass Day 2019 Conference in Greece
- Information & education campaign “Clean Air - a healthy choice. Your choice” in Poland
- Legambiente fundraising campaign in Italy.

Short and very often, animated videos with voiceover and subtitles (for including all audiences, such as people with disabilities (deaf/blind)) are preferred when used to reach a broader audience.

Generally, straightforward terminology, eye-catching visual materials, and “strong” messages that appeal to emotions without being misleading (such as “We are together in this. Act today. No planet B. Our responsibility”) are more likely to have a high impact. Narratives and images that make the audience relate on a high level and clearly understand the concept can also result in raising awareness. Short and clear messages are also preferred, as observed in the examples of existing campaigns.

All the examples of awareness-raising actions shared by the partners can be found in Annex I.

3 BECoop Creative Workshops with Pilot and National partners

3.1 Creative workshops' Scope and objectives

In each pilot country (Spain, Greece, Poland, and Italy), four (4) creative workshops were organised and carried out online between January 31st and February 4th, 2022, to identify local aspects and needs in terms of local communities' knowledge and awareness of BE and BEC. The pilot and national partners contributed to creating the first pool of **ARC** ideas, messages, and media dependents that helped them design and organise a solid ARC strategy. The workshops lasted around 2-3 hours, and a compilation and further detailing of the data generated by all participating partners followed them.

The workshops were planned around three (3) main activities involving different brainstorming exercises. The online platform MIRO¹ was used.

The objectives of each exercise were as follows:

- **First Brainstorm Exercise:** The identification of critical campaign needs, such as the target groups and messages that need to be communicated to them, based on local aspects and requirements.
- **Second Brainstorm Exercise:** The identification of the media dependents such as video, print, voice, etc. In other words, what means and channels to communicate the selected messages properly.
- **Third Brainstorm Exercise:** The creation of different clusters of messages and media dependents devoted to specific target groups.

3.2 Creative workshops' key findings and common aspects among the partners' ideas

The objective of the creative workshops was to allow the pilot and national partners to brainstorm and create a few starting points that would help them design and develop a solid strategy leading to an efficient and effective Awareness Raising Campaign. The campaigns should help raise awareness and eventually engage a new set of people to join BECs after running the campaigns.

The following sections present the key findings from the workshops regarding target groups, key messages, and the media outlets that all the partners believe are the most suitable for a pilot-tailored ARC.

A detailed overview of the workshops can be found in Annex II.

¹ <https://miro.com/app/dashboard/>

3.2.1 Target groups

Table 1 shows the target groups of all the pilots identified as the most proper ones to address during the campaigns.

Table 1: ARCs Target Groups - All Pilot Partners

Target Groups for All Pilot Cases	
General Public	Forest Management Companies/ Representatives
Local Businesses	Biomass Producers
Local Administrations (public institutions, municipalities, etc.)	Biomass Supply Chain Actors
Energy Suppliers	Farmers
Local Cooperatives	Investors
Housing Associations	NGOs

3.2.2 Key Messages

All pilot partners would like to familiarise the audience with the concepts of biomass/ bioenergy and bioenergy communities, along with the environmental and socioeconomic benefits its uses can bring to local communities. Table 2 summarises the common messages that consortium partners unanimously agreed to be promoted.

Table 2: ARCs Key Messages - All Pilot Partners

Key Messages
What is bioenergy/ biomass/ bioenergy community
Environmental Benefits: Utilization of Renewable Resources - CO2 neutral heating- Air quality - Prevention of greenhouse pollutants and gasses from non-combustion of fossil fuels
Prices Stability
Actions of BECoop
Social Benefits: New Jobs- Active Participation of General Public - Better health - Social Security
Better Agroforestry & City Biomass Management: Reduced Wildfire Risks/ Avoid Open Burn
Prices Stability in Oil and Natural Gas/ Reduced Energy Bills
Development & Benefits of RESCoops

3.2.3 Media Dependents and Mediums

Table 3 summarises the media dependents, means, and actions that pilot partners may use throughout the campaigns.

Table 3: ARCs Media Dependents & Means - All pilot partners

Media Dependents & Means
Video
Print (Press, Brochures, Billboards, Posters)
Physical Activities (Info Days, Field Visits)
Voice (Radio/Podcasts)
SoMe/ Websites/ Newsletters

3.3 Creative Workshops & Campaigns Overview Insights

Based on the main findings from the creative workshops with the pilot and national partners, a few consistencies were identified:

- Physical events such as conferences, info days and participation with info stalls at fairs are the most preferred by the pilot partners based on their knowledge about local needs. They all stated that people would choose to attend physical events rather than virtual ones after the two years of restrictions and lockdowns due to covid-19.
- Short videos with catchy, straightforward, and explicit messages that make the viewers pay attention could be a preferable option.
- Local green journalists/ media influencers could be approached and present the potential added value of biomass in the ongoing context.
- The same applies to printed material such as brochures or posters with similar messages, which could be distributed at fairs, family and sports events, and open days.
- Local TVs and newspapers could facilitate the campaigns, as all the pilot partners mentioned that the local communities choose those means to get informed.

3.3.1 Design Guidelines

To align and build upon the visual design guidelines early developed and deployed in WP6 (D6.2 - Final) for the project identity, CBS organised meetings with IEECP to iterate further on the design guidelines for the upcoming campaigns. A couple of sessions were held between March and April 2022, where IEECP and CBS additionally worked towards creating a baseline for the visuals/graphics explicitly created for the T3.3 campaigns. The baseline design guidelines need to comply with:

- EU emblem, the Horizon2020 funding source and where necessary, the project disclaimer,
- SoMe links and information,
- BEcoop colour scheme,
- Poster, leaflet, infographics and brochures will follow the existing BECoop templates (Deliverable 6.2 – Dissemination and Communication Plan - Final).

All communication material will be built upon and adjusted to the local language needs and cultural aspects.

4 Awareness Raising Campaign (ARC) Strategy per Pilot Area

Building upon the findings of T1.3 and the knowledge of the pilot partners on their local communities, CBS and pilot teams have carefully developed a pilot tailored campaign strategy. Based on the available insights, pilot partners were able to identify the group of people that the campaigns should target. Together with CBS support, a detailed plan for the awareness-raising actions and the content and messages of the campaign activities was developed. CBS has also proposed and selected, together with pilot partners, simple green nudges that will be incorporated into the conveyed messages and act as behavioural change triggers.

Overall, awareness-raising campaigns will be implemented in the four pilot regions (online and offline, deployed by pilot partners) and one at the EU level (online, deployed by the Dissemination Manager). All campaigns will provide detailed information on the opportunities and co-benefits that local bioenergy supply chains can create. People will be able to encounter technical evidence for the environmental impact of bioenergy heating technologies (i.e., emissions) to uplift their environmental concerns around bioenergy.

Offline activities will further include developing customised infographics, national events (three info days per pilot area), and field visits of local populations to best practice examples of community bioenergy heating.

All four (4) pilot-tailored ARC strategies are presented in the following sections. The strategies are focused mostly on the following aspects:

- Target group(s),
- The media dependence: Video – Voice – Print – social media,
- Key messages/ slogans/ hashtags/ graphics,
- Action plan for the upcoming period (offline and online events),
- Monitoring.

4.1 The Spanish pilot ARC strategy

The Spanish ARC strategy plan was co-developed by the Spanish pilot partner GOIENER and CIRCE. The campaign will mainly be carried out in the pilot region; however, when it comes to media outreach actions, the target audience may extend beyond this area with the creative session, and the initial creation pool of ideas; the deployment of the strategies was based on the following aspects:

- The core output of the Spanish campaign ideally would be to make as many people as possible aware of the benefits of BE and BECs.
- The campaign can be linked with other campaigns such as "Macrogranjas" and "La España vaciada."
- A TV campaign might be a bit beyond the available campaign budget. However, there might be budget from other projects and possibly combined with other awareness-raising campaigns
- Biomass heating seems to be more of a solution for rural environments, and therefore the campaign will be focused on the pilot region audience.
- Relevance of media choice towards specific target groups.
- WhatsApp is the most popular communication app.

The subsections below identify the most appropriate target groups, communication means, actions, and activities plans.

4.1.1 Target Groups

The campaign will be targeting mainly the following groups:

- Other energy cooperatives,
- End users, such as neighbourhood communities, public buildings, local businesses, residences, swimming pools, etc.,
- Public administrations,
- Policymakers.

However, the campaign will be targeting some more specific groups, such as:

- Unión Renovables (Renewable Union): Act on them to influence the importance of biomass in community energy. To have an impact on other cooperatives,
- Biomass owners such as agricultural cooperatives, farmers, owners of public and private forests,
- ESEs and Agricultural/forestry service companies,
- Investors,
- Biomass associations.

4.1.2 Key Messages/ Slogans/ Hashtags/ Green Nudges

The campaign's main objective will be to present the opportunities offered by bioenergy cooperatives in thermal decarbonisation and energy independence/ autarky to the most significant number of agents.

More specifically, key messages that will be communicated to the audience of the campaign are listed in Table 4:

Table 4: Spanish Campaign Strategy Key messages

Key Messages
The environmental benefits the use of bioenergy can bring.
Locally availability of resources (proximity of the resources).
Prices stability/ reduced energy bills.
Positive economic impact on local communities.
Promotion of energy sovereignty and decision-making.
Promotion and awareness-raising for RES.
Better forest management and positive impact on biodiversity.
Making a by-product profitable, facilitating "waste" management, which will become a resource.
The democratisation of the energy model (control to end-users).
Competitive technology to be covering thermal needs.
Promote greater social cohesion in egalitarian self-management among all.
Reduce energy consumption and at the same time improve quality of life.
Potential slogans to be used are as follows:
“Diversificación servicios; (Diversification services)
¿Porque no actuar sobre el >60% de tu gasto energético? Autoconsumo colectivo térmico (Why not act on >60% of your energy expenditure? Collective thermal self-consumption)
Luchar contra la pobreza energética, beneficios sociales, económicos y ambientales”. (Fight against energy poverty, social, economic and environmental crisis)
“Apoyar al despliegue de comunidades bioenergéticas; hacer eco de las bondades de la biomasa” (Support the deployment of bioenergy communities; echo the benefits of biomass)
Combustible con futuro (Fuel with a future)
Rentabilidad económica (Economic profitability)
Ahorro costes actuales (Current cost savings)
Adecuarse a la nueva normativa (Adapt to the new regulations)
Oportunidad de aumentar el negocio. Diversificación de servicios, inversiones responsables/ética (criterios ESG) y modelos de negocio (Opportunity to increase business. Diversification of services, responsible/ethical investments (ESG criteria) and business models)
Ahorro económico (Economic savings)
Modelo social y democrático (Social and democratic model)
Comodidad del modelo (no tienen que preocuparse por la compra de combustible) (Model comfort: no need to worry about buying fuel)
Contribuir a la descarbonización (Contribute to decarbonization)

Key Messages
“Apoyar al despliegue de comunidades bioenergéticas; hacer eco de las bondades de la comunidad” (“Support the deployment of bioenergy communities; echo the goodness of the community”)
“Modelo social y democrático. Contribuir a la descarbonización de sus municipios (ley sostenibilidad País Vasco)” (Social and democratic model. Contribute to the decarbonisation of its municipalities (Basque Country sustainability law))
Tomar medidas para fomentar la descarbonización térmica (Take measures to encourage thermal decarbonization)
Favorecer el cumplimiento de las normativas europeas (Promote compliance with European regulations)
Apoyo de modelos comunitarios (Support from community models)

4.1.3 Custom Visuals

For the Spanish pilot, the baseline methodology that is expected to be followed for the development of visual material will be as follows:

For printed material:

- Mainly textual concepts, including project-related information. Short and straightforward messaging.
- Images presenting the environmental benefits of using biomass for energy production.
- Infographics and data visualising (for example, CO₂ emission reduction charts).
- QR-code cards linked to the project’s website.
- GIFs

For SoMe and Video

- Combination of short and “eye-catching” texts and images showing the benefits of BE and BEC.
- Short videos, potentially using animated scenes related directly to the BECoop project or providing information about BE and BECs.

4.1.4 Media Dependents and Means

The communication media that are going to be used for the campaigns are summarised in Table 5 :+

Table 5: Media dependents and means - Spanish Pilot Case

Media dependents and Means	
Short Videos	<p>Two types of videos will be possibly created targeting different audiences</p> <ul style="list-style-type: none"> • Interested people to use the BECoop tools -> people that already are aware of bioenergy and have some knowledge.

Media dependents and Means	
	<ul style="list-style-type: none"> Inform about bioenergy communities and heating potential: people who might not know anything about it.
Print	Relevant printed material such as: <ul style="list-style-type: none"> Informative brochures, Local newspapers – also receptive to EU project news (free), QR cards.
SoMe	Paid ads (short videos). The videos should not be longer than one minute.
Radio	Audio: The local radio is receptive to EU projects news. That could be done free. Alternatively, short audio spots with short and concrete messages could be aired on the local radio stations.

Several ideas were developed to cluster messages with media dependents and target groups.

For each target group (4.1.1), different messages have been developed. The clusters are presented in the following:

4.1.4.1 Cluster 1: Videos on FB and other SoMe

The objective will be to share more concrete and targeted messages (Mensajes más concretos, orientados), inform people about bioenergy community heating potential, and lead the more interested people to use the BECoop tools. They will mainly target people and young adults on their way to their independence, for example, first-time homeowners/ buyers (people between 30 and 45 yrs. old).

Three different ideas for FB video messages have been produced. In case of budget limitations, GIFs with Canva could be created instead. They are as follows:

Video one

- Scene 1: “Has your heating bill gone through the roof?”
- Scene 2: “Do you want to heat your home sustainably?”
- Scene 3: “Do you want to be part of a collective local solution?”

Video two

- Scene 1: “Do you want to gain energy independence?” (S1: ¿Quieres ganar independencia energética?)
- Scene 2: “Would you like to improve the health of your forests by generating energy?” (S2: ¿Mejorarías la salud de tus bosques generando energía?)
- Scene 3: “Do you want your energy to (come from?) 0km?” (S3: ¿Quieres que tu energía sea de km 0?)

Video three

- Scene 1: “Do you have an idea to develop a bioenergy community?” (¿Tienes una idea para desarrollar una comunidad bioenergética?)
- Scene 2: “Do you want to know what state is it in?” (¿Quieres saber en que estado se encuentra?)

Scene 3: “Consult our self-assessment tool to obtain the current status and recommendations to know more” (S3: Consulta nuestra herramienta de autodiagnostico en la cual podrás obtener el estado actual y recomendaciones para progresar)

4.1.4.2 *Cluster 2: SoMe and specialised press*

SoMe and specialised press will focus on agro-food and forestry prosumers. The main objective will be to make them consider a circular solution for waste/residues (pensar una solución circular para los residuos), raise interest in participating in a training workshop, and lead them to register for the e-market tool.

More specifically, the message will be targeting agro-food companies and young adult entrepreneurs in the rural areas. (Target: empresas agro-alimentarias; jóvenes adultos-empresarios en ámbito rural)

A possible message to be communicated (first idea/draft) could be, “Did you know that the waste of your activities could be resources for others?” (¿Sabías que los residuos de tu actividad, podrían ser recursos para otros?).

Possibly these messages could be used on milk cartons, coffee packets etc., to highlight the potential of using agro-biomass/coffee grounds to make pellets etc.

4.1.4.3 *Cluster 3: Facebook Videos*

The leading target group can potentially be the households, and three objectives will be achieved. The objectives and a preliminary idea of the FB video ideas are as follows:

- To inform about bioenergy community heating potential and the use of the e-market platform tool.
 - Scene 1 of the FB video: Do you have an idea to develop a bioenergy community? (¿Tienes una idea para desarrollar una comunidad bioenergética?)
 - Scene 2: Unsure which agents can help you? (¿No sabes que agentes te pueden ayudar?)
 - Scene 3: Check our contact platform out to identify those agents (S3: Consulta nuestra plataforma de contacto para identificar esos agentes)
- To inform about bioenergy heating potential and the KEP tool and Toolkit use.

4.1.5 *Spanish Pilot ARC Action Plan*

The awareness-raising actions that will be carried out in the following months are:

- Workshops and Information Sessions/ Days,
- **Unión Renovables Newsletter:** Unión Renovables is the union of consumer cooperatives and REs users. It brings together nineteen (19) cooperatives at the municipal/ regional level dedicated to commercialising electricity to their more than 100k members, whom it trains and informs about responsible consumption, bill adjustments and the electricity sector.,
- Radio Interview,

- **Press Releases** in local and specialised media,
- **Short videos as paid ads** on YouTube and shared on other media such as LinkedIn, BE thematic groups on Facebook, Telegram etc.,
- Specialised Press,
- **Info days at events** such as Bioterra, Fairs (more general, not related to BE), housing cooperatives etc. Printed material like brochures or QR cards can be distributed to the attendees of such events,
- **AVEBIOM bulletin** with targeted messages on how one can benefit from biomass.
AVEBIOM is a Spanish Biomass Association with 160 members.

All actions will be shared with the D&C partners on the BECoop main webpage. The timetable for the upcoming activities can be seen in Table 6.

Table 6: Awareness Raising Activities Action Plan - Spanish Pilot

Awareness Raising Activities Action Plan		
Activity	Date	Details
Interview on bioenergy on Ekosfera (Basque Radio). The topic was on how one to heat their houses	06/04/2022	Reached around 9k and 40 viewers on GOIENER's YouTube channel
Workshops and Information Days	May 2022 and Onward	Participation in different local events with information stalls and distribution of communication material (leaflets/brochures/QR cards etc.). Presentations to biomass and bioenergy associations.
Info day Gernika Busturia aldeko BaSOS	26/05/2022	Dedicated stall and distribution of communication materials - Translation of the supportive material from T2.5 will be used.
Info day at Bioterra	03/06/2022	Dedicated stall and distribution of communication materials - Translation of the supportive material from T2.5 will be used.
Press Releases	May 2022 and Onwards	Press articles in local press related to the BECoop activities and the BECoop RESCoop development.
SoMe activities	May 2022 and Onwards	Posts on Facebook/LinkedIn/Twitter accounts of GOI on the BECoop news. Paid ads on all SoMe - Short videos (30'').

4.2 The Greek pilot ARC strategy

The Greek ARC strategy plan was co-developed by the Greek pilot partner, CERTH and Q-Plan. The campaign will mainly be conducted in Karditsa, where ESEK, the pilot partner, is located. Following the co-creative session and the initial creation pool of ideas, the deployment of the strategy was based on the following **local aspects and challenges**:

- Limited knowledge of the subject,
- Bad examples of other energy cooperatives,
- Misconceptions about biomass and negative perceptions about its environmental impact.

Thus, the significance of the following points was stressed:

- Targeting a broader audience, not only people with some knowledge of the topic.
- Communicating clear and straightforward messages to be easier to change any negative perceptions around biomass.
- Clear definitions of concepts such as biomass, bioenergy, etc.
- Increasing awareness about municipal tree pruning – People need to understand that they are not garbage. Instead, they can be turned into pellets and reduce the amount of trash ending in landfills.
- Local authorities should be involved in the deployment of the campaign since they have a substantial impact on local communities.
- Connecting the messages with daily issues. People sometimes do not realise the importance of biomass when they think of it as something more abstract.
- Short videos presenting actual footage related to biomass and bioenergy related activities.
- Local newspapers – Local people choose them to be informed about different topics and issues – ESEK is always reaching out to the local press to share news on their activities.
- Local radio – Way to get local people updated on daily topics and issues.
- E-newspapers. Paid entries to them are usually cheaper than regular newspapers.

In the sub-sections below, the most appropriate target groups, communication means and actions, and activities plan are presented.

4.2.1 Target groups

The groups that the campaign will mainly target are as follows:

- Public mainly focusing on younger people: Based on survey results, younger people tend to be more interested in environmental issues and be willing to get actively involved.
- Supply-chain actors who could learn more about how they can benefit by providing biomass and coffee grounds for energy production. These actors could be:
 - Forest cooperatives,
 - Coffee shops,
 - Farmers,
 - Local authorities such as municipalities.

4.2.2 Key messages/ Slogans/ Hashtags/ Green Nudges

The key messages will be linked to the central theme of the campaign, which will be bioenergy, its benefits, and the BECoop and the actions of ESEK.

As earlier presented, the campaigns will focus on three main target groups. Therefore, the main messages that will be communicated to the audience are:

- The environmental benefits of using biomass for biofuel production.
- Economic benefits for the supply chain actors by providing biomass (agroforestry residues, coffee grounds, city tree pruning) for biofuels.
- How the participation of local municipalities in BC could lead to :
 - Energy poverty reduction,
 - Energy independence,
 - Cover heat demands in public buildings,
 - Better management of local biomass potential.

More specifically, potential slogans to be used are as follows:

- “Πιες καφέ / Βοήθησε ένα κτίριο να θερμανθεί” (Drink a coffee – Help to provide heating to a building) – Linked to the initiative of using coffee grounds for energy production.
- “Θες να μάθεις περισσότερα για το BECoop και τα εργαλεία που μπορεί να προσφέρει; Γράψου στο newsletters ή γίνε μέλος της ΕΣΕΚ” (“Do you want to learn more about BECoop and its tools? Sign up for the newsletter or join ESEK”).
- “Έχεις βιομάζα και θες να τη μετατρέψεις σε οικονομική και φθηνή ενέργεια; Αν ναι, επικοινωνήσε μαζί μας και γίνε μέλος της κοινότητας” (“Do you want to turn your biomass into cheap and clean energy? If yes, get In contact and become a member of our community”).
- “Το Ευρωπαϊκό έργο BECoop στηρίζει τις «βιοενεργειακές» κοινότητες να γίνουν πρωτεργάτες **στην τοπική παραγωγή Ανανεώσιμης και Οικονομικής ενέργειας για Θέρμανση**” (The EU funded BECoop projects supports bioenergy communities to become pioneers in RE heating production using local resources”).

4.2.3 Custom Visuals

For the Greek pilot, the baseline methodology that is expected to be followed for the development of visual material will be similar to the already developed project identity and will be as follows:

For printed material:

- Mainly textual concepts including project-related information. Short and straightforward messaging for example how biomass producers could become members of the community.
- Images presenting the environmental benefits of using biomass for energy production and other biomass-related images.
- Infographics and data visualizing (for example CO2 emission reduction charts).
- QR-code cards linked to ESEK’s newly built website.

For SoMe and Video

- Actual footage of for example biomass harvesting, ESEK's activities and other bioenergy production actions.
- Combination of actual pictures of relevant activities and short informational posts around the project and its development on the FB and LinkedIn accounts.

The poster presented in Figure 1, will be placed at a specific location (yet to be defined) in Karditsa.



Figure 1: The Greek BECoop ARC poster

4.2.4 Media Dependents and Means

The media dependents for the Greek ARC are presented in Table 7.

Table 7: Media Dependents and Means - Greek Pilot

Media Dependents and Means	
Video	<ul style="list-style-type: none"> • Short videos with actual footage of activities of ESEK.
Print	<ul style="list-style-type: none"> • Printed material such as • Banners, • QR cards, • Posters, • Leaflets,

Media Dependents and Means	
	<ul style="list-style-type: none"> Local Newspapers.
SoME	<ul style="list-style-type: none"> Smart posts on SoME profiles of ESEK.
Local TV and Radio	Information sessions with experts on the topic

4.2.5 Greek Pilot ARC Action Plan

For the current and upcoming months, the Greek pilot partners have organized the following awareness-raising activities:

- Presentation of the **BECoop project** and the **project-related actions** of ESEK to **BSc program students** on the 1st of April.
- **Short Videos (30'')** showing forestry residues, city pruning, and coffee grounds harvesting is done. **Actual footages** for such activities so the audience understand how it really works. Along with another video that will be filmed at ESEK premises. During the summer, ESEK will be having a wood chipper. The video will be showing **how the wood chippers work**. People are aware of the existence of such machines but they do not really know how they can benefit from their use.
- **Banners and green nudges** related to **coffee grounds** and how they can be used as a resource for energy production.
- **Public street advertisement** (furniture): A poster will be placed at a selected spot, provided by the municipality, in the Palamas region in Karditsa. The municipality uses the specific spot for advertising purposes. It is a **rural area**, where **most of the residents are farmers** and the advertisement will be targeting them.
- **Local bus** will be customised with **relevant advertisement**. The bus travels daily in the outskirt of Karditsa region, covering a route of 14km. It travels through around nine villages where there is not natural gas distribution. Local people are in need of cheap and clean energy.
- **Info day** in collaboration with Electra Energy². The event will take place at a grove in Karditsa. The purpose will be **twofold**: to inform people about biomass and bioenergy. At the same time will be an experiential workshop that will aim to tell the social impact of energy transition to people. There will also be distribution of info **leaflets and infographics** regarding the BECoop project and ESEK's actions.
- **School trip** to the same forest for **tree planting** activities with local school. The purpose apart from the tree planting will also be to inform again students and parents about forest biomass and how it can be used for energy production. **Better forest management**.
- **Summer school** organized by some **local NGO**. Topic is still to be announce but ESEK could participate in the planning and execution of the summer school. It will take place in Plastira region.

² [Electra Energy Cooperative](#)

- **SoMe:** All awareness raising actions will be shared on ESEK's SoMe accounts. **Smart and eye-catching posts** that will enhance its activities and make people curious about learning more.

In Table 8 we present the action plan with scheduled or planned activities.

Table 8: Awareness Raising Activities Action Plan - Greek Pilot

Awareness Raising Activities Action Plan		
Activities	Date	Details
Presentation of the BECoop project	April 1 st 2022	35 students of the Department of Forestry, Wood and Design Sciences at the University of Thessaly got informed about the BECoop projects and generally the benefits of bioenergy.
Video	July 2022	The video will be presenting actual footage of for example biomass harvesting and wood chipping.
Advertisement board	May 2022- May 2023	The advertisement will be targeting mainly local farmers and aiming at convincing them to join ESEK.
Banners at coffee shops	Summer 2022	Banners will be distributed at local coffee shops, informing guests about the benefits of using coffee grounds for energy production.
Bus Advertisement	September 2022 – November 2022	A bus covered in BECoop and ESEK related activities advertisement. The purpose will be to inform the views of the biomass alternative for energy production.
Info day and Tree Planning Day	May 2022	Local students and parents to be participating in tree planting activities. They will also be informed about benefits of biomass and its use for energy production.
Summer school	Summer 2022 – To be confirmed	Activities to be decided.

4.3 The Polish pilot ARC Strategy

The Polish ARC strategy plan was co-developed by the Polish pilot OBS and WUELS. The campaign will mainly be carried out in the region of Oborniski Slaskie where the pilot partner is located.

Following the co-creative session and the initial pool of ideas, the deployment of the strategy was based on key contextual aspects such as:

- Generally, in Poland, people prefer face-to-face approaches, and they are not too fond of virtual communication due to the covid-19 pandemic and its restrictions.
- The cinema theatre in OBS belongs to the municipality. It should not be a problem to create and showcase a 30'' spot about relevant topics before a movie begins.
- A local TV station could play short videos presenting interesting images around bioenergy.
- The majority of people are not aware of what bioenergy is
 - Due to a lack of knowledge,
 - Lack of information communicated on TV and other media.
- Many people are very disappointed by the government. There are many state programs advertised by the government that supported switching from coal boilers to gas boilers and now the gas prices are very high and people get big bills. Having this experience might make it even harder for people to get convinced to switch to a different source of energy. They might be resistant or reluctant.
- SoMe will be the main communication towards a younger target audience. For an older audience, local newspapers and TV will be the main media resources, but also local church and local priests could be good channels to reach this audience.

The subsections below, present the most appropriate target groups, communication means, and activities plan.

4.3.1 Target groups

The Polish ARC will be targeting the following audiences:

- Farmers,
- Residents,
- Local entrepreneurs,
- Representatives of building companies,
- Woodworking companies, wood mills, furniture companies, etc.,
- Local authorities (village leaders, members of local Town council, village councils),
- Local religious order representative- Small religious university interested in switching their heating system to RES alternative,
- Koła gospodyń wiejskich (Rural housewives activity groups).

4.3.2 Key messages/ Slogans/ Hashtags/ Green Nudges

The main messages that are more likely to be communicated to the audience will be as follows:

- The benefit of biomass to produce bioenergy
 - Clean energy,
 - Cheap energy.
- Utilization of local potential,
- Presentation of the BECoop project,
- Socioeconomic benefits,
- Development of bioenergy cooperatives,
- Environmental benefits
 - Lower emission,
 - Reduced smog,
 - Actions against climate change,
 - Better quality of health and life,
- Zmień piec (change the boiler) – a misspelling of this sentences in previous campaign had created a big fuss (change your gender) – careful with the choice of wording,
- Energy independence.

4.3.3 Custom Visuals

The Polish pilot baseline methodology for the development of visual material will be as seen below.

For printed material:

- Mainly textual concepts including project-related information. Short and straightforward messaging for example how biomass could be used for bioenergy and how this could lead to reduced bills and other financial benefits.
- Images presenting the environmental benefits of using biomass, such as reduced air pollution (smog), which is now common in Poland.
- Infographics and data visualizing (for example CO2 emission reduction charts, or reduced prices in electricity bills).

For SoMe and Video

- Actual footage of experts talking about the benefits of BE and BECs. Presentation of successful examples in other countries.
- Combination of actual pictures of relevant activities and short informational posts around the project and its development on FB accounts.
- Info quizzes.

4.3.4 Media dependents and Means

Error! Reference source not found. shows the media dependents to be used by the polish ARC.

Table 9: Media dependents and Means - Polish Pilot

Media Dependents and Means	
Video	Local web television
Print	Leaflets Infographics Posters Local Newspapers
SoMe	News Post, Info Posts, Short Videos

A first idea of what the video could show is as follows:

- Scene one: Polluted air in Poland, which is very common due to the high usage of coal for heating purposes.
- Scene two could: People in cities or villages,
- Scene three: A change in the air quality and then focusing on DH biomass as a solution to the problem,
- Final scene the economic benefits that could be generated by such initiatives. In other words to show the audience how can money end up in their pockets.

As the idea is very similar to the BECoop promotional video, that one could be used instead of creating a new one. It will be soon translated in all pilot

- Social Media: Regarding SoMe, updates on the project.
 - FB page of the local municipal office and the App Blisko.
 - Individual contact via email/ phone calls and info quiz for residents- there could be a prize for the winners.

4.3.5 Polish Pilot ARC Action Plan

More specifically, the Polish pilot partners will be organizing the following activities in the upcoming months.

All the promotional and communication activities will be shared on:

- OBS community website,
- Commune's SoMe,
- Partners and stakeholders' SoMe,
- Other villages SoMe.
- **Information session on the local web TV** (Telwizja Wzgórz Trzebnickich) presenting the project but also sessions with experts to the topic.
- **Short video similar to the BECoop** one presented at local movie theatre , before the actual movies/ or even the actual BECoop video translated in Polish.
- **Videos on YouTube channel**, presenting actual footage and activities around the BECoop project.

- In Poland, **the church and priests** have power and can significantly influence their congregations; local priests can be approached and be informed about the campaign. **Then they could contribute** to it by sharing with local people printed material as leaflets.
- **Advertisement boards and infographics** will be placed at specific spots in the town and villages, where many people gather.
- **News regarding the project and articles around bioenergy** and its benefits to the community in the local press (interested in such topics – that will be for free).
- **Info days at several festivals** and other community events. There will be dedicated stalls for distributing brochures and informing the attendees. The printed material and the info can be possibly distributed and placed at places where people gather such as festivals, city days, harvest festivals, sports events, local shops, targeting mostly the general public, private households and farmers (raw biomass providers).

In Table 10 we present the time schedule to run the campaigns

Table 10: Awareness Raising Activities Action Plan - Polish Pilot

Awareness Raising Activities Action Plan		
Activity	Date	Details
Promotional campaigns	Launching on the 1 st of April 2022	BECoop related posts on the OBS SoME profiles – News on the development of the BECoop RESCoops – Info quizzes around bioenergy.
Info Day – The Oborniki days- Local Event	Second half of May 2022	Dedicated info stall where communication material such as leaflets and info graphics will be distributed to the attendees.
Info day - Strawberry Day in Pęgów	June 2022	Dedicated info stall where communication material such as leaflets and info graphics will be distributed to the attendees.
Info day - Herb and Cereal Day in Bagno	August 2022	Dedicated info stall where communication material such as leaflets and info graphics will be distributed to the attendees.
Info day - Harvest Festival	Late August 2022	Dedicated info stall where communication material such as leaflets and info graphics will be distributed to the attendees.
Information Session on local TV	To be announced	Sessions with experts around the topic will present the benefits of BE and BECs to the audience.
Articles and updates on the local press	May 2022 and Onwards	Biomass/BE and BECoop related articles will be published on local press.

4.4 Italian ARC Strategy

The Italian pilot partners developed the Italian ARC strategy, and the campaign itself will be mainly carried out in the Tovo di Sant'Agata region, in the province of Sondrio. After the co-creative session and the initial pool of ideas developed, the deployment of the strategy was based on the following local aspects:

- Opportunities:
 - Biomass availability in the forest mountain regions potential for DH. Municipalities without gas connections but located close to forests- could be used for DH from forest residues.
 - Natural gas is not an optimal solution.
 - Availability of biomass.
 - Bioenergy prices more competitive compared to the natural gas' prices.
- Challenges
 - The legal framework is a point to take into consideration more favourable for gas instead of DH.
 - Low level of awareness.
- Reading newspapers inform local people, listening to the radio, and watching the news on TV
- People are getting worried about the prices of heating oil.
- Average age is higher in the region. A SoMe campaign will not be very effective.
- Train is the main transport means in the region for daily commuting.

The sub-sections below, present the identified target groups, communication means, and activities plan for the Italian ARC.

4.4.1 Target Groups

The initial pool of identified target groups is presented below:

- Local people in the Tovo, Mazzo and Lovero municipalities:
 - Mainly young people who are more environmentally conscious,
 - Students,
- Municipalities,
- Energy Suppliers ,
- Local Cooperatives,
- End user/ households.

4.4.2 Key messages/ Slogans/ Hashtags/ Green Nudges

An initial pool of relevant messages to be communicated to the aforementioned target groups is as follows:

- CO2 neutral heating/ CO2 emissions decrease.
- Circular economy -> higher local value (one euro of district heating generated in the bill has more value for the economy, than one euro generated by the gas).

- Added value for citizens.
 - Air quality,
 - Economic advantage (compared to increased prices of natural gas & oil),
 - Community building,
 - Secure heating,
 - Easy maintenance and fuel delivery/availability security.
- Better forest management
 - Reduced fire risks,
 - Clean up.

4.4.3 Custom Visuals

The Italian pilot baseline methodology for the development of visual material will be as seen below.

For printed material:

- Mainly textual concepts including project-related information. Short and straightforward messaging for example how biomass could be used for bioenergy and how can benefit the regions without access to natural gas.
- Images presenting the environmental benefits of using biomass, such as reduced air pollution, better forest management etc.
- Infographics and data visualizing (for example CO2 emission reduction charts, or relatively lower prices and bills compared to the natural gas).

For SoMe and Video

- Actual footage of BECoop activities and FIPER activities.
- Combination of actual pictures of relevant activities and short informational posts around the project and its development on FB and LinkedIn accounts.

4.4.4 Media Dependents and Means

Relevant media dependents for the communication of the messages are presented in Table 11:

Table 11: Media Dependents – Italian Pilot

Media Dependents and Means	
Video	Local Tv
Print	<ul style="list-style-type: none"> • Local Newspaper • Brochures • Billboards
Voice	Local Radio
Newsletters	

4.4.5 Italian Pilot ARC Action Plan

More specifically, the Italian pilot partners will be organizing the following activities in the upcoming months:

- **Billboards** in the streets of the cities involved.
- Ads on local transport network - Mainly bus and van.
- **Conferences** open to the public to get informed about the benefits of bioenergy and BECs.
- Information campaign.
- Informational events in schools.
- **Interviews of experts** at relevant topics on local (Teleunica) and national (Melaverde) tv.
- **Open days:** Visits to the local DH plant where consumers could see how it works, play games and have some fun along, which might make the information part more interesting.

In Table 12 we present the planned time schedule for the Italian ARC:

Table 12: Awareness Raising Activities Action Plan - Italian Pilot

Awareness Raising Activities Action Plan		
Activity	Date	Details
Paid ad on Il Messaggero	April 2022	Paid advertisement on the BECoop and FIPER activities – Il Messaggero is an Italian newspaper
School Events	Fall 2022 – to be confirmed	Info days at local schools where students and their parents will get the chance to learn more about the benefits of BE
Open Info Days & Conferences	Fall 2022 – to be decided	Open info days to take place before Christmas break where the weather is still good and people tend to attend more events to get informed about different topics
Billboards	To be determined	BECoop related posters/billboard to be placed on busy local streets
Ads on local bus and vans	To be determined	Similar to the Greek one, local transport means will be dressed with project related information advertisements including QR codes linking to FIPER and BECoop websites

5 European Awareness Raising Campaign Strategy

The European campaign strategy is based on the results of the creative sessions with all the pilot partners and IEECP. The campaign will support the pilot's campaigns and be held online and deployed by IEECP in close collaboration with CBS and the pilot partners. Together they will define the messages, key figures and statements to be shared and deployed throughout the campaign.

More specifically, the European one will, as the rest of the campaigns, be focusing on reshaping negative perceptions and helping the audiences better understand BE and BECs benefits.

Regarding the target groups, the European campaign will be targeting a wider audience. Starting with the audience being already knowledgeable and somehow dedicated to promote bioenergy and bioenergy related actions, the campaign's goal will be to reach out to as many people as possible.

The purpose of the campaign will be explained clearly in a couple of sentences, in order to be understandable by all recipients. Attention-catching, appealing yet informative, easy-to-understand messages in combination with statements of facts and numbers will be used to trigger emotions of curiosity to learn more about the topic and participate actively to the campaign.

The importance of active participation by the audience will also be stated clearly throughout the campaign.

All the activities will be shared on the BECoop project's website and all SoMe accounts.

The messages will be inviting the audience to call for actions and to participate in the related project events. A few activities that will be taking place are as follows:

- Creation of fun and informative quizzes on SoMe. Selection of random winners to get a green prize related to the topic. Then the winners again could create a short video or post to share on SoMe and explain why it is better to use bioenergy -
- Share all pilot-related actions and activities to enhance the attention to their work.
- Messages that the pilot partners has shared and smart images could be put on postcards that can be saved (sometimes distributed in bars across EU, specific locations such as city halls, tourism offices, etc.).
- Creation of podcast sessions or sponsor a podcast (30'' audio to play before a postcard begins with relevant information).
- Combination with sister-project awareness-raising campaigns.

Among aspects that can be highlighted, there is an interest to help engage women in BE and BEC initiatives and this will be incorporated into the campaign through the choice of groups in SoMe. More specifically, special attention will be given to gender aspects and the engagement of women as favourable agents of change to accelerate the energy transition, enhance bioenergy communities membership and upgrade female participation. The European campaign will also be monitored throughout its lifetime.

5.1.1 Custom Visuals

The EU baseline methodology for the development of visual material will be following the same pattern as the IEECP has been following so far to promote and disseminate the projects and its results. More specifically:

- Mainly textual concepts including project-related information and updates. Short and straightforward messaging for example sharing information about the BECoop tools.
- Actual images of pilot-based activities and their progress. Pilot partners will be constantly providing the D&C manager with visual material to be shared on all SoMe accounts.
- Infographics and data visualizing (for example CO₂ emission reduction charts, or relatively lower prices and bills compared to the natural gas, other scientific data presented in a simpler way to reach as many people as possible).
- Info quizzes.

5.1.2 European ARC Action plan

The action plan for the European Campaign is presented in Table 13.

Table 13: European Awareness Campaign Action Plan

European Awareness Action Plan		
Activity	Date	Details
Final elaboration of actual campaign	June 2022	The complete set of the awareness activities on the EU level will be developed, SoMe posts and posters to be used in upcoming EU-wide conferences and events.
Launch	Summer 2022	The D&C manager will be launching the online campaign
Good Energy Festival	5-7 May 2022	The event will gather a wider community and public to popularize energy. Potential participation (CERTH) – Presentation and promotion of the BECoop project and its actions and tools.
Events & Conferences	Fall 2022 and forward	Participation in events and conferences related to BE.
Promotional video	March 2022 and onwards	The promotional video of the projects (in English) has been released and it is going to be used throughout the course of the campaign.
Monitoring	Summer 2022 until end of project	The complete set of the awareness activities on the EU level along with the results (views, visits, shares, comments etc.) will be included in the deliverable 3.6 (Awareness raising actions for improving bioenergy perceptions and image - Final)

6 Awareness Raising Campaign Success Monitoring and Evaluation and Foreseen Budget

6.1.1 Monitoring and Evaluation of the ARCs

Monitoring an ARC is a way for the pilot partners to determine whether the campaign has been effective (Sayers, 2006). In other words, “**Monitoring** is about regularly measuring and assessing what is going on during the lifetime of a campaign against the campaign objectives, learning from the findings and adapting the campaign strategy...While “**Evaluation** looks back at certain points at the overall campaign to draw out learning outcomes that can be fed into the future campaign work”³.

It is generally suggested that the evaluation process should be built in from the start of the campaign and not at the end of it. That means that some quantitative and qualitative measures and indicators will be included in the initial campaign strategy. Regardless the measures or indicators one will use, the monitoring and evaluation allow the organizers to i) identify the best approaches and ii) demonstrate the campaign’s value to the stakeholders (Sayers, 2006).

The findings from Task 1.3 and the market research in Europe, combined with the knowledge of pilot partners of the local communities will constitute the baseline knowledge about the targeted audience’s knowledge and perceptions of BE and BECs. More specifically, and as mentioned earlier, currently:

- In Europe, there is a high level of awareness around RES and Bioenergy terms.
- Limited knowledge of biomass, bioenergy, and bioenergy communities at the pilot level.
- Negative perceptions of biomass at the pilot level – not very clear about its potential and benefits. For example, in many cases the pilot partners have stated that people in the local communities:
 - Believe that biomass can harm the environment,
 - Do not recognize it as a source of RE,
 - Not willing to switch from what they have been familiar with so far.
- However, many people due to the current crisis are worried about the prices of natural gas and heating oil.

Having this knowledge as the baseline to initiate the campaigns, some measures and tools for the monitoring and the evaluation of the campaigns that will be used throughout their lifetime are as presented in **Error! Reference source not found.**:

³ [NCVO– Evaluating the impact of the Campaign](#)

Table 14: Online and Offline Monitoring actions

Online Actions		Offline Actions	
Activity	Monitoring Tool	Activity	Monitoring Tool
Websites	Google Analytics	Info Days – Field Visits – Summer schools - Fairs	No of Participants
Social Media Channels	Number of followers, Impressions (Likes, Comments, Share) – Channels own Analytics		
Youtube	No of views and Impressions		
Webinars	No of attendees		

These tools will be used throughout the lifecycle of the campaigns. This way the pilot and national partners will be able to keep track of the success of each awareness raising activity and evaluate their overall impact on perceptions about bioenergy and bioenergy communities.

6.1.2 Foreseen Budget for the Awareness Raising Campaigns Activities Per Pilot Case

As indicated in the project's Grant Agreement, a foreseen budget for the activities of the four (4) ARCs is allocated to each pilot partner.

The pilot partners will be using the allocated budget to organize the ARCs and produce with the assistance of the D&C partner, supporting material adjusted to local needs and aspects, run offline events (info days, field visits) to maximize the effect and efficiency of the campaign.

The foreseen direct costs for each pilot partners are as shown in **Error! Reference source not found.:**

Table 15: ARCs Foreseen Budget per Pilot

ARCs Foreseen Budget for each Pilot Partner and DM (IEECP)						Total
	GOI	ESEK	OBS	FIPER	IEECP	
Info days (3 per area) (venue, catering, etc.)	3,000	3,000	3,000	3,000		12,000
Materials for the support of the awareness raising activities	3,000	3,000	3,000	3,000	2,000	14,000
Field visits to lighthouse the cases (2 per area considering 2 people travelling)	2,000	2,000	2,000	2,000		8,000
Total	8,000	8,000	8,000	8,000	2,000	32,000

7 Conclusions

While raising awareness of any issue is a difficult task and achieving lasting behavioural change is more difficult, “a basic understanding of human communication, some knowledge of effective approaches to awareness raising, and a measure of simple planning, is possible to affect positive, equitable and sustainable change” (Sayers, 2006, p. 10).

Having a good knowledge of the pilot regions and their communities, the pilot partners in collaboration with the national partners and the assistance of CBS and IEECP, have been able to create a solid ARC strategy. Specifically, through co-creative sessions the pilot partners have been able to narrow down and focus on specific:

- Target groups for the campaign:
 - Public,
 - Local authorities,
 - Biomass providers/ supply chain actors,
 - NGOs, etc.
- Key Messages such as
 - Environmental benefits of BE,
 - Socio-economic benefits of BE and BECs etc.
- Media dependents such as
 - Print material,
 - Local news and tv (Video),
 - SoMe.
- Actions such as
 - Info days,
 - Conferences,
 - Field visits,
 - School and other events.

The analysis of the above undertaken in this report further reveals good practices, challenges and opportunities, and highlights commonalities and differences within the pilot regions.

These findings have had an influence on the design, the implementation and the impact of the ARCs in the pilot regions with the ultimate goal to trigger some perception change about BE and BECs and their positive impact on local communities.

Furthermore, this report results feed into various WPs and Tasks, for example:

- WP3 towards T3.1 with the goal to enhance stakeholder engagement, consumer acceptance and eventually the enlargement of the BECs;
- WP4 towards T4.1, the campaigns will be part of the pilots’ roadmaps towards higher awareness and engagement.
- WP6 towards T6.1 towards the development of a tailored strategy and plan for dissemination and communication of effectively conveying BECoop’s key messages.

The next steps in this task will cover the final design developments and launching of the campaigns. The pilot partners, in close collaboration with the national partners, will carefully plan and initiate all the awareness-related activities. The D&C partner (IEECP) will keep assisting the pilot partners with

the creation of relevant materials, such as brochures, posters, infographics and video content, while CBS will closely support and supervise the implementation of the activities. The Awareness Raising Campaigns will be running until the end of the project.

Apart from the online activities, each pilot partner will organise three (3) at least info-days that could be combined with other social and local events to reach a high number of people. They will also organise two (2) field visits of local people to successful energy communities, and lastly there will be one visit to SEC combined with a project meeting.



The general scope of the campaign will be to not only raise awareness around the topic but also potentially lead public, supply chain actors and local municipalities to participate actively in bioenergy communities that will further create significant benefits for the local communities.

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Annex

Annex I: Detailed overview of the examples of existing ARC in Europe

- DH cities platform [YouTube video](#):
 - Animation, 02:47 min
 - both voiceover and subtitles
 - Strong closing statement/message: “We are all connected. It’s time we started acting like it!”
- European Bioenergy Day 2020, Campaign [YouTube Video](#)
 - Animation, 01:27 min
 - In my opinion still a bit more targeted to people with some years of education
 - Only voiceover
- “Clean Air - a healthy choice. Your choice!” Campaign - Strong message
 - [YouTube video](#): Not animation, 00.30 secs
 - Even though I don’t understand Polish, I get the feeling from watching this video that the message is very simply explained. The main characters represent two different age groups. In that way the viewers can relate a lot with them.
 - Very possible the message to have reached a significant amount of people
 - Only over voice
 - Another [Video](#): a bit longer 04:47 min
 - Very possible that more scientific language is used
- “Burn the wood well, don’t burn your health” campaign: Again the message is to catch people’s attention by referring to their health.
 - [Video](#): Mixed, 01:15 mins
 - Overvoice in Italian, subtitles in English
 - Five (5) **clear and simple** rules are used
- Life Prepair project
 - Both the [English](#) and the [Italian](#) videos are about 05:30 long
 - Both animation
 - Only overvoice
- Promobiomasse [Video](#)
 - Mixed, 03:33 mins
 - Both overvoice and subs
- SUDOE program [Video](#)
 - Animation, 01:58min
 - Only text (no overvoice or subs)
 - Fun background music
 - Simple language
- Bioterra 2020 fair, [Video](#)
 - Only filmed scenes, 02:57
 - Neither overvoice nor subs
 - Fun background music

Examples of earlier bioenergy awareness-raising campaigns across Europe & other non-European countries are presented below.

SPAIN

- **“Thermal energy efficiency with fuel Forest biomass” *webinar*** by University EHU/UPV
 - To raise public awareness about the problems affecting the current energy system
 - To discuss the design and potential implementation of biomass-based heat generation projects
 - Target groups: teachers, students, professionals, and anyone else interested in finding new energy scenarios
 - The event was promoted on [Twitter](#) with only one (1) like
- **Bioterra:** Annual transregional *fairs* that aim to raise awareness of the importance of sustainable management of natural resources, consumption, production, and construction-the presentations go live on youtube
 - Every trade fair is promoted through [Facebook](#) with over 7k followers, [Instagram](#) with almost 3k followers.
 - Also, the fairs are promoted through [Twitter](#) on each participants’ profile and [Youtube](#)
 - All the talks during the fairs are being streamed on [YouTube](#)
- **Expobiomasa:** professional *fair* about biomass valorization: to promote the bioenergy sector in Spain
 - **The email** reached the interested parties
- ***The Biogas Roadmap and the development of biomethane in Spain (October 2021): Seminar, Zoom and live on YouTube***
- **Expo energia bioenergy fair** in November 2021
 - Promoted on [Twitter](#)
 - Expoenergea -> 1008 followers
- **PROMOBIOMASSE:** Networking for the development of an integrated model for sustainable forest biomass management in a short-circuit, applicable to mountain areas of the SUDOE territory supported by SUDOE program ([Youtube video](#)). In other words, it was a transnational cooperation project that aimed to promote the forest biomass energy market in the SUDOE territory (southwestern Europe)
 - Media platforms used for the promotion of the project:
 - The [final Youtube video](#) for the project was uploaded on the 28th of September 2021. Since then it has hit only nine (9) views and no thumbs up. All the videos made for the project appear to have less than 30 views
 - [Twitter profile](#) (since March 2019) with 265 followers and [Facebook page](#) with 167 followers and 156 people like the page
 - Presentations, field visits, and participation in trade fairs ([multimedia](#))

GREECE

- Bioenergy **Webinars** organized by HellaBiom
 - To inform the general public, farmers, professionals, policymakers, investors, environmental organizations, and various bioenergy actors on the effective supply and delivery of sustainable biomass energy utilization, both internationally and domestically
 - The events are promoted on HellaBiom’s [Facebook page](#) (820 people like this & 875 people follow this), [Linkedin page](#) (392 followers), [Twitter](#) (156 followers), and on Bioenergy News [Youtube Channel](#) (12 subscribers since October 2021)
- The EU-funded Agrobioheat project aims to produce a mass deployment of improved and market-ready agro biomass heating solutions in Europe.

- Partners participated (**workshops, matchmaking events**, etc) in the Agrotica [International Fair for Agriculture Machinery etc](#) 2020 in order to promote sustainable agro biomass heating (According to their predictions more than 160k people will visit Agrotica 2022)
 - Project's social media profiles: [Facebook](#) (264 people like this, 302 people follow this), [LinkedIn](#) (573 followers)
- Energy crops in Thessaly Scientific **Conference** (2017) organized by CERTH
- Biomass Day 2019 **Conference** organized by Bioenergynews.gr
 - Both conferences were addressed to academic people, professionals, cooperatives, etc. No to the general public
 - Promoted on **local news, Twitter, and FB**
- **Conference** (2012) in Trikala: on Biomass Production from cardoon (*Cynara cardunculus*) cultivation
 - Promoted on **local news**
- **Conference**: The production of biofuels in the geographical region of Thessaly
 - Promoted on local news and wide-range magazine
- A two-day **conference** in Karditsa (2013) - Production, Processing, and Supply of Biomass
 - Open invitation
 - Promoted on **local new, poster**
- Bioelectricity **Webinar** (2021) "The role of Bioenergy in Electricity Generation - Applications & Perspectives" organized by the magazine and portal Bioenergy News.
- **Information campaign** and cooperation of the local community with ESEK (2012). In the context of exploring collaborations with farmers, cardoon (*Cynara cardunculus*) was cultivated and collected in practice.
 - A call was made to the local community through the **local press** and information (through **leaflets**) on the benefits of bioenergy from agricultural residues.

ITALY

- [Legambiente](#) **fundraising campaign (May - June 2021)** : 'A small gesture to take care of the environment'
 - aimed to give birth to new forests in metropolitan cities and promote the spread of renewable energy in the poorest areas of the Peninsula
 - Public could support financially the fundraising initiative by calling or texting a specific number
 - Promoted with awareness-raising and information activities on Rai television, radio channels and news
 - Broadcasted on tv during big football games
 - During the green week the campaign was all over social media spreading green and successful stories
- "Farming for future" project
 - Promoted on BDR days by [CIB – Consorzio Italiano Biogas](#) to present some of the actions of the project
 - Also promoted on CIB's [Twitter](#) (2125 followers)
 - **Webinar** (March '21) to present the idea of the project in more detail to main stakeholders
 - The infographic of the project
- Prepair project: to develop and coordinate short and long term actions for improving the air quality of the Po valley, Italy
 - The project on social media: [Facebook page](#) (2,079 people like this 2,295 people follow this since 2017), [Youtube](#) (232 subscribers), [LinkedIn](#) (232 followers)
 - Introductory [Youtube Video](#) (178 views since July 2020) of the project

- A focus area of project's activities will be **awareness raising campaigns** (focusing e.g on youth training)
- **International conference of Scuola Democratica - Reinventing School: FLA - Fondazione Lombardia per l'Ambiente** presented its experience on *PrepAIRed!*, the action of LIFE Prepair project dedicated to education on air quality in schools
- Communication campaign "Burn the wood well, don't burn your health" (promoted by Life Prepair project)
 - The video on [Youtube](#) (over 32k views since June 2019)
 - **Public meetings** (dissemination activities) in different municipalities
 - All the [dissemination material](#) (**brochure, leaflets, banners, booklet**) → distributed printed version at conferences, fairs and public meetings as well as advertised on social media and [local news](#)

POLAND

Conference: Biomass combustion and waste utilization in boiler devices. Modernization of existing boilers and construction of new devices

- Conference: "Biomass and alternative fuels in heating" to present the latest technological solutions using biomass or alternative fuels in heating and to present a scenario for the modernization of the installation
 - Directed to relevant stakeholder (such as representatives of heating and biomass industries, companies, financial institutions and authorities) not to the general public
- Webinar: "Financing energy efficiency and renewable energy sources in Lower Silesia"
- Webinar: for interested in recruitment entitled "Construction of an installation for the production of fuel from agricultural and forest biomass in the form of pellets" under the Financial Mechanism of the European Economic Area 2014-2021 → the initiative promoted on [news](#)
- [Information & education campaign](#) "Clean Air - a healthy choice. Your choice!" - to encourage polish people to use the subsidy program "Clean Air"
 - The [Youtube video](#) with over 540k views since April 2021 (30'')
 - Another [Youtube video](#) with over 6k views since Dec 2019 (5min)
 - The slogan "Take care of your piece of heaven"
 - Broadcasts spots and radio programmes for children
- [Thermo Modernization](#) program (co-financing for solutions leading to the reduction of pollutant emissions and / or lower energy consumption for heating) → promoted on TV
- **Forum**: Biomass, pellets, & alternative fuels in heating and energy (March 2022)
 - [Youtube video](#)

Other

- [SWITCH4AIR](#) (online) **CAMPAIGN** powered by Bioenergy Europe & European Pellet Council relayed across Europe by both national and international partners
 - raise awareness on how the bioenergy industry can contribute to the improvement of air quality.
 - Supports national initiatives (**campaigns, websites, videos, training activities**) in order to promote regional biomass HC projects
- Campaign** [European Bioenergy Day](#) 2020 powered by Bioenergy Europe
- Promoted on Bioenergy Europe [Twitter](#) (with almost 6k followers) and [Youtube](#)
 - Success stories
 - [National awareness campaign UK](#): fuelling a greener fuel - E10 petrol available
 - [Free online checker](#)

- Posters



- [DH cities platform](#) powered by Euroheat
 - [Youtube video](#) (almost 4k views since Oct 2019)
 - [Twitter](#) (1.4k views)
 - Euroheat on [LinkedIn](#) (2.4k followers)

Annex II: Findings and overview of the BECoop creative workshops

SPANISH PILOT

First Brainstorm Exercise

An initial pool of target groups and relevant messages to be communicated to these groups is presented below:



Figure 2: Spanish pilot - Target groups post-it notes



Figure 3: Spanish case – Relevant messages post-it notes

Second Brainstorm Exercise

Relevant media dependents for the communication of the messages are presented below:



Figure 4: Spanish case - Media dependents post-it notes

Third Brainstorm Exercise

For the final exercise, each target group is clustered with the most relevant messages and media dependents.

1. **Voice:** The local radio is receptive to EU projects news. That could be possibly done free. Alternatively, short audio files of concrete messages could be aired on the local radio stations
2. **Print:** Relevant printed material such as:
 - a. Informative brochures
 - b. Local newspapers
 - c. QR cards
 - d. Printed material like brochures or QR cards can be distributed to events such as Bioterra, Fairs (but not specifically for biomass), as well as to housing cooperatives etc. The local press is also receptive to EU project news (free).
- **Video & SoMe:** Paid ads (video pildora) on Facebook, Instagram, Idealista, Fotocasa, etc. Ideally, the campaign could be peer-shared on WhatsApp as well. The videos should not be longer than one minute.

Regarding videos, there are different purposes:

- Interested people to use the BECoop tools -> people that already are aware of bioenergy and have some knowledge
- Inform about bioenergy communities and heating potentials -> people who might not know anything about it

These two would be different campaigns

For each target group, different messages have been developed. The clusters are presented below:

Cluster 1: Videos on FB and other SoMe: the objective will be to share more concrete and targeted messages (Mensajes más concretos, orientados), inform people about bioenergy community heating potential, and lead the more interested people to use the BECoop tools. They will be targeting mostly people and young adults on their way to their independence, e.g first-time homeowners/ buyers (people between 30-45 yrs old).

Three different ideas of FB video messages have been produced. They are as follows:

1. **Video one**

Scene 1: “Has your heating bill gone through the roof?”

Scene 2: “Do you want to heat your home sustainably?”

Scene 3: “Do you want to be part of a collective local solution?”

2. Video two

Scene one: “Do you want to gain energy independence?” (S1: ¿Quieres ganar independencia energética?)

Scene two: “Would you like to improve the health of your forests by generating energy?” (S2: ¿Mejorarías la salud de tus bosques generando energía?)

Scene 3: “Do you want your energy to (come from?) 0km?” (S3: ¿Quieres que tu energía sea de km 0?)

3. Video three

Scene 1: “Do you have an idea to develop a bioenergy community?” (¿Tienes una idea para desarrollar una comunidad bioenergética?)

Scene 2: “Do you want to know what state is it in?” (¿Quieres saber en que estado se encuentra?)

Scene 3: “Consult out self-assessment tool to obtain the current status and recommendations to know more” (S3: Consulta nuestra herramienta de autodiagnostico en la cual podrás obtener el estado actual y recomendaciones para progresar)



Figure 5: Spanish case - Cluster one post-it notes

Cluster 2: SoMe and specialized press to focus on agro-food and forestry prosumers. The main objective will be to make them consider a circular solution for waste/residues (pensar en solución circular para los residuos), raise interest in participating in a training workshop, and lead them to register to the e-market. More specifically the message will be targeting agro-food companies and young adult entrepreneurs in the rural areas. (Target: empresas agro-alimentarios; jóvenes adultos-impresarios en ámbito rural) The main message to be communicated (first idea/draft) could be “Did you know that the waste of your activities could be resources for others?” (¿Sabías que los residuos de tu actividad, podrían ser recursos para otros?).

Cluster 3: The main target group can potentially be the households, and there will be three objectives to be achieved. The objectives and a preliminary idea of the FB video ideas are as follows:

1. To inform about bioenergy community heating potential and the use of the e-market platform tool

Scene 1 of the FB video: Do you have an idea to develop a bioenergy community? (¿Tienes una idea para desarrollar una comunidad bioenergética?)

Scene 2: Not sure, which agents can help you? (¿No sabes que agentes te pueden ayudar?)

Scene 3: Check our contact platform out to identify those agents (S3: Consulta nuestra plataforma de contacto para identificar esos agentes)

2. To inform about bioenergy heating potential and the use of the KEP tool
3. To inform about bioenergy community heating potential and the use of the Toolkit.



Figure 6: Spanish case - Clusters 2 and 3

GREEK PILOT

First Brainstorm Exercise

An initial pool of target groups and relevant messages to be communicated to these groups is presented below:



Figure 7: Greek case - Target groups post-it notes



Figure 8: Greek case - Messages post-it notes

Challenges in the region:

- Limited knowledge on the subject
- Bad examples of other energy cooperatives
- Misconceptions about biomass and negative perceptions about its environmental impact

Second Brainstorm Exercise

Relevant media dependents for the communication of the messages are presented in the table below:

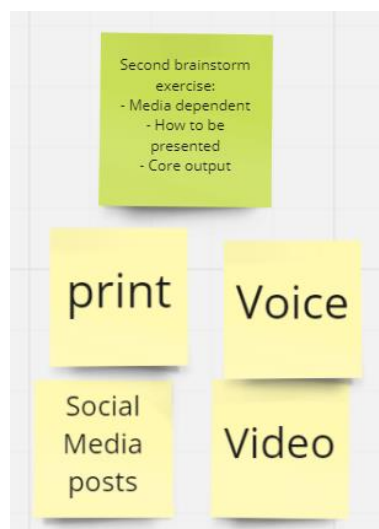


Figure 9: Greek pilot - Media dependents

Third Brainstorm Exercise

For the final exercise, each target group is clustered with the most relevant messages and media dependents.

1. **Voice:** Short audio files could be air on local radio stations

2. **Print**

Relevant printed material such as:

- Posters
- Local newspapers and magazines
- Infographics
- Infostalls

The printed material will be possible for one to find at specific places where many people gather, such as info days, sports events, festivals etc.

Leaflets would not be a good idea. Most people do not read them and just throw them away. Many can be found in bins or even on the streets. Not very sustainable either.

A first draft of words and images put together on printed material are as follow:

- First message and image: “Θα πετούσες 80k τόνους πετρελαιου; (would you throw away 80k tons of oil) with a first image of an oil tanker in the middle of Karditsa’s main square.
- This followed by another message Θα βάλουμε ένα τέλος; (Will you stop this?)
- Third image and message “Πάρε μέρος στην προσπάθεια” (Join the effort!)
- Also, other images that show how people can economically benefit from a RESCoop and biomass
- Images of environmental crisis



Figure 10: Greek pilot - Print cluster pos-it notes

3. **Video and SoMe**

- Short videos (30'') of interesting messages and scenes can be shared on FB and other SoMe as paid ads
- Digital newspapers
- Newsletters
- SoMe posts with updates and relevant information

Some first ideas on what to show on a video shared mostly on SoMe as paid ads are as follows:

Cluster one: Targeting people over 30yrs old and less fortunate people. They can learn how biomass can bring significant economic benefits to them

Scene 1: of tree branches and leaves on a front yard of a house in Karditsa

Scene 2: “Δεν είναι σκουπίδια” (“These are not litter/trash”)

Scene 3: A pellet-making machine that turn the branches into pellets and how people can benefit

Cluster two: Targeting people younger than 25 years old who are more environmentally conscious

Scene 1: Related to environmental crisis

Scene 2 or more: Benefits resulting from bioenergy



Figure 11: Greek pilot - Video & SoMe cluster

POLISH PILOT

First Brainstorm Exercise

An initial pool of target groups and relevant messages to be communicated to these groups is presented below:

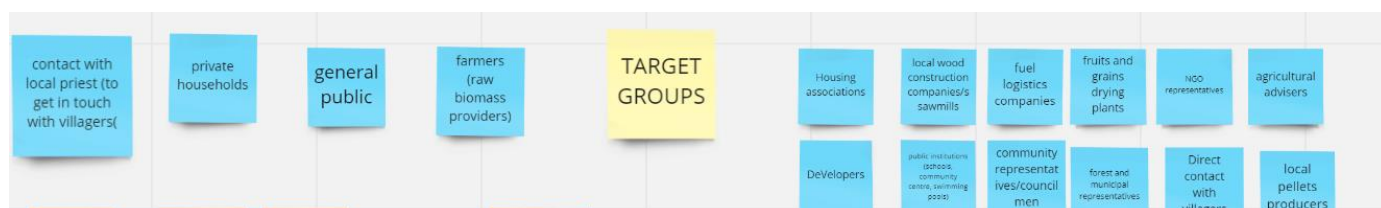


Figure 12: Polish case - Target groups post-it notes



Figure 13: Polish case - Relevant messages post-it notes

Second Brainstorm Exercise

Relevant media dependents for the communication of the messages are presented in the table below:

Media dependents and means to communicate the messages
Print
Face to face approach
Video
SoMe

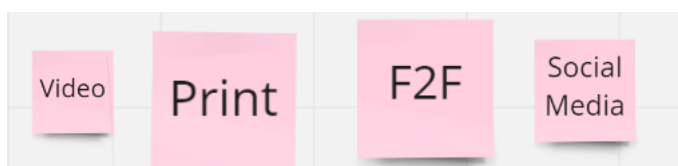


Figure 14: Polish case - Media dependents post-it notes

Third Brainstorm Exercise: For the final exercise, each target group is clustered with the most relevant messages and media dependents.

1. Print :Relevant printed material such as

- Leaflets
- Info stands
- Poster
- Info tables
- Billboards
- Local newspapers

The printed material and the info tablets and stalls can be possibly distributed and placed in places where people gather such as festivals, city days, harvest festivals, sports events, local shops, targeting mostly the general public, private households and farmers (raw biomass providers).

As in Poland, the church and priests have power and can significantly influence their congregations; local priests can be approached and be informed about the campaign. Then they could contribute to it by sharing with local people printed material as leaflets.

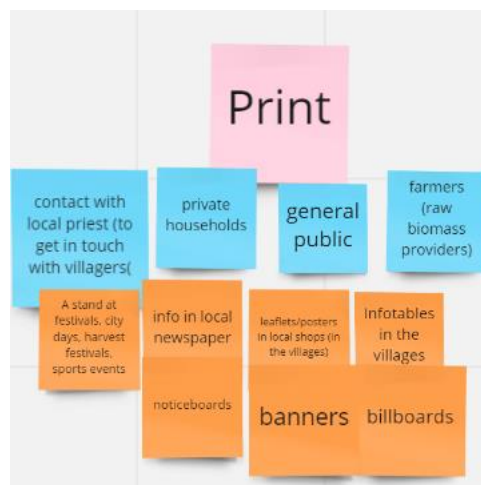


Figure 15: Polish case - Print post-it notes

2.Video :Short videos could be aired and shared on:

- News of local TV
- Youtube Channel
- Local movie theaters before a movie starts

These videos will be targeting again the general public, cottage mayors/ representatives, housing associations and NGOs representatives

A first idea of what the video could show is as follows:

- Scene one: Polluted air in Poland, which is very common due to the high usage of coal for heating purposes.
- Scene two could: People in cities or villages
- Scene three: A change in the air quality and then focusing on DH biomass as a solution to the problem
- Final scene the economic benefits that could be generated by such initiatives. In other words to show the audience how can money end up in their pockets

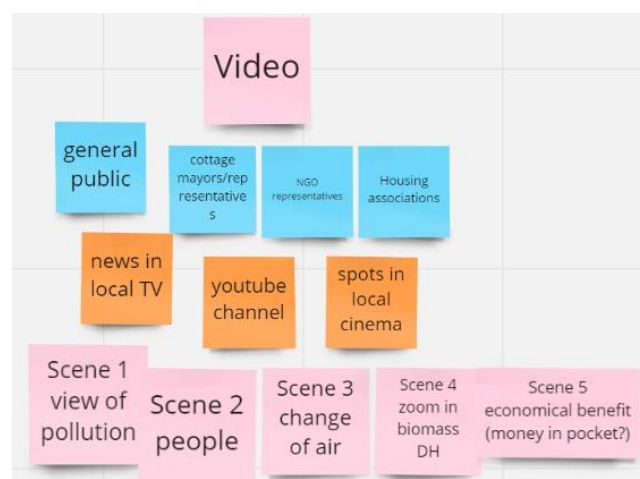


Figure 16: Polish case - Video post-it notes

3. Social Media: Regarding SoMe, updates on the

- FB page of the local municipal office and the App Blisko.
- Individual contact via email/ phone calls and info quiz for residents- there could be a prize for the winners.

All these actions will be targeting a wide range of people such as:

- School students
- NGOs
- Local wood construction companies / sawmills
- Housing associations
- Community representatives/ council members
- Public institutions and
- Developers

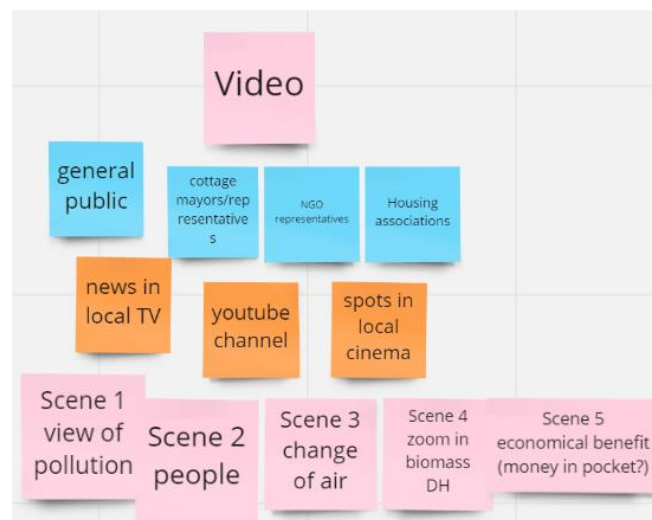


Figure 17: Polish case - Video post-it notes

4. Face to face approach

Other ways to reach many people could be open days organized by OBS commune, face-to-face meetings and open discussions, workshops and lectures, where relevant info material could be shared with:

- Housing associations
- Local wood constructions/ sawmills
- Fuel logistics companies
- Fruits and grains drying companies
- NGOs representatives
- Agricultural advisors
- Developers
- Public institutions
- Community representatives/ council members
- Forest and Municipal representatives
- Local pellet providers
- Villagers

ITALIAN PILOT

First Brainstorm Exercise

An initial pool of target groups and relevant messages to be communicated to these groups is presented below:



Figure 18: Italian case - Target groups post-it notes



Figure 19: Italian case - Relevant messages post-it notes

Opportunities

Biomass availability in the forest mountain regions potential for DH. Municipalities without gas connection but located close to forests- could be used for DH from forest residues.

Challenges

- The legal framework is a point to take into consideration more favorable for gas instead of DH
- The DH prices were higher in the past compared to gas
- Low population density
- Low awareness



Figure 20: Italian case - Opportunities- challenges post-it notes

Second brainstorm exercise

Relevant media dependents for the communication of the messages are presented in the table below:

Media Dependents and ways for the messages to be presented	
Video	Ads on Local and National TV
Print	<ul style="list-style-type: none"> Local Newspaper Brochures Billboards
Voice	Local Radio
Newsletters	

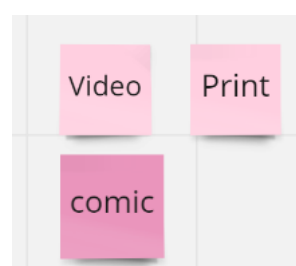


Figure 21: Italian case - Media dependents post-it notes

Third Brainstorm Exercise

For the final exercise, each target group is clustered with the most relevant messages and media dependents.

1. Print: Printed material such as:

- Brochures
- Newspapers
- Posters and billboards

Distributed at open days and family events, while posters and billboards at local train stations and bus stops.

First draft of messages and images on printed materials are as follows:

- Images of children with a moto "Save their future today"
- Same image with "It's your choice to leave a healthy planet for your children"
- Two different images of people where the one in gray colors shows negative impacts of air pollution on those people's health and the other one the opposite



Figure 22: Italian case - Print post-it notes

2. Video

An (short) animation video could be playing on buses and trains' screens. Many people use trains/buses for their daily commutes.

For the videos, the first ideas are as follows:

Scene 1: Shows bad air quality in gray colors and stressed and sad kids and adults

Scene 2: Zoom in on a sad/cold kid's dreaming bubble

Scene 3: Happy playing kids in a clean environment (green field)/ clean air/trees,butterflies and animals

Scene 4: Focusing on unhappy adult

Scene 5: Shows a DH system connecting buildings - delivery of woody residues (from forests)

Scene 6: shows parents at home increasing DH radiator making their kid happy

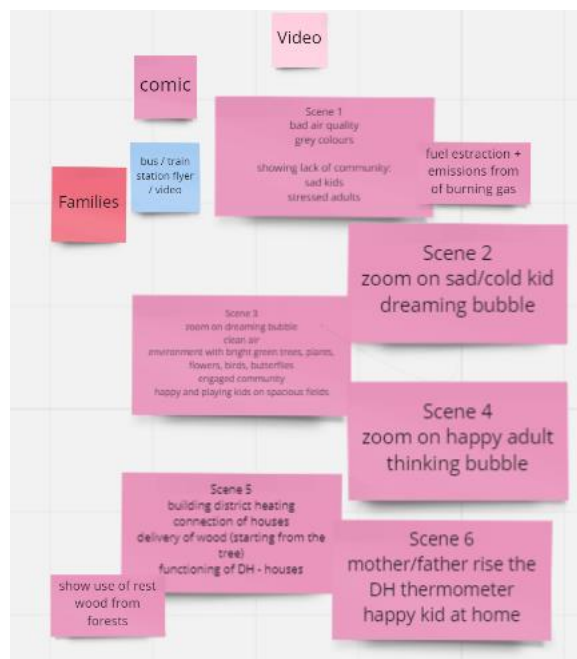


Figure 23: Italian case - Video post-it notes

Annex III: Bibliography

The Bibliography involves the initial pool of articles chosen for the theoretical review, out of which eight articles were selected as more relevant to the deliverable topic and can be found in the References list.

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