

The enhancement of the role of citizens.

**New tools for local communities:
web platforms and social networks.**

Cagliari, March 28, 2015



Workshop agenda, background information & ideas

Workshop structure

This interactive workshop brings together a variety of participants across experience levels to exchange insights and best practices, as well as to discuss challenges, major achievements setbacks and important bottlenecks they face as decision makers, policy makers, planners (and citizens) in community engagement to address the mitigation and adaptation challenges of climate change. Through a series of facilitated discussions and practical activities, the workshop brings together the 'knowledge in the room'.

Workshop outputs and outcomes

The workshop is expected to have the following outputs:

- Enhanced knowledge and shared information for all participating experts, on frameworks, instruments and mechanisms for citizen engagement through web platform and social network
- Agreed conclusion, recommendations and feasible action plans or project ideas



Citizens engagement through web platforms and social networking

Programme & agenda

In the workshop the thematic focus will be discussed with an eye on frameworks and actions for citizens engagement. Guiding questions include the following:

A vision for and engaged city

Why and how citizens should be engaged in the development of climate mitigation and adaptation strategies? What can be described as criteria for successful citizen engagement? What are successful practices of citizen engagement?

Recommended ideas for community actions

Can ICT help in engaging citizens and what are determinants of good engagement processes? Will government agencies need to design their own participative web platforms or simply join existing ones (e.g. Facebook, MySpace, etc.)? What are the limits and challenges of leveraging the participative web, the social media in citizens engagement for climate mitigation and adaptation actions?

Priority actions & next steps

What lesson concerning citizen engagement can be learned from experience? What specific opportunities exist at the local level and what framework should be provided by national and European policies for citizen engagement? What further demand exists for capacity building?

What's next? What actions can ENPCOM take in the short and long run to engage citizens to address climate change using participative web? What commitments for action are participants willing to take? What opportunities exist at European level (i.e. funds).

Participants are expected to prepare short summaries outlining the progress and challenges associated with citizens engagement in their countries, identifying major achievements and important bottlenecks. The summaries should answer to the following question: Where have you seen web platforms and social networks contribute to citizens engagement in climate mitigation and adaptation actions? What worked best? What types of engagement mechanisms were used? These summaries will be shared with all participants during the workshop.



Citizens engagement
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Tools & experience

Energy Neighbourhoods is the award winning IEE project which won the ManagEnergy Local Energy Action Award 2010. Energy Neighbourhoods2 was the successor of it and built on the idea of an energy saving between cities and citizens. City administrations and Local Authorities challenged their citizens in two consecutive years to save at least 9% energy in 4 months compared to the previous year. Tipperary Energy Agency were one of 16 partners across Europe and in each country 5-12 households formed an 'Energy Neighbourhood' and competed to save 9% energy or more in line with the 9% target of the Energy Service Directive.

The approach combined a competition on local, national and EU level with other measures, such as training for households and municipalities, consumption monitoring and local climate campaigns. Throughout the process, expert knowledge was provided to all participating households and information events were organised. Participating households were supported by specially trained "Energy Masters", volunteers from the neighbourhood to motivate their team, supervise data monitoring and provide project material. Project website address: http://www.energyneighbourhoods.eu/en_ie

Many resources were produced by the project and some of these are listed below:

1. [The Full Energy Neighbourhoods Manual](#)
2. [DIY Energy Audit](#)
3. [The Energy Neighbourhoods Meter Card](#)
4. [Copy of Energy Neighbourhoods Tank Calculator](#)
5. [Energy Neighbourhoods Evaluation Survey Final_pk](#)
6. [Less is best](#)

ENERGY

NEIGHBOURHOOD

DECARBONET

Decarbonet is a research project funded by the European Commission to investigate the potential of social platforms in mitigating climate change.

Engaging the public in energy debates and encouraging behaviour change are essential strategies for reducing energy consumption and saving our planet. Studies show that information and technology alone are insufficient for changing behaviour towards energy consumption, and that what is needed is a mixture of socio-technical interventions to raise awareness and trigger this change in behaviour.

How to raise awareness collectively by means of social platforms and how to transform it into behaviour change are some of challenges addressed by the DecarboNet research.

Different tools have been developed by DecarboNet; among these:

- [A paper tool to engage family with energy saving](#)
- [ClimateMeasure](#) - a [GATE](#) based web services. This application aims to extract useful indicators of climate change such as "energy use", "carbon pollution", etc. for particular locations, together with measurable effects such as percentages, measurements etc. and the relevant dates.



[Social Electricity Online Platform](#) (SEOP) is a European project funded by the Lifelong Learning Programme. Started officially in January 2014 with mission to develop [learning modules](#), educational content and online eco-feedback platforms, to raise the awareness and knowledge of citizens about energy, the environment and sustainability. An important achievement is [Social Electricity](#), an online application helping people to manage their personal consumption collaboratively, by interacting and comparing with friends, neighbors and other users.

ICT21-EE

The overall objective of the [ICT21-EE thematic network](#) is to promote and achieve a reasoned use of Information and Communication Technologies (ICT) to enable enhanced energy efficiency in the multiple functions which constitute the complexity of urban areas – at home, in the workplace and in transport. Stakeholders from public and private sectors will participate to the network: they come from ten European countries and gather more than 1000 towns/cities, 21 corporations, 43 regional and local organisations.

STEP UP is an energy and sustainable city planning programme that aims to assist cities enhance their sustainable energy action plans and integrate energy planning into their sustainable city planning. A partnership of twelve organisations, the programme is working together with local government, [research and commercial partners](#) in the European cities of Ghent, Glasgow, Gothenburg, and Riga.

STEP UP

STEP UP aims to bring together excellence in energy planning and low carbon energy projects from these four cities to create a coherent and easy-to-use model for energy planning. The programme is part of the EU Seventh Framework Programme (FP7) and runs to April 2015

Learn more on the extensive work carried out by the [STEP UP cities on Energy mapping, enhancement of SEAPs, stakeholder engagement](#)

Reveal-it! is a public, interactive projection that facilitates the comparison of the energy consumptions of individuals and communities. The in-the-wild deployment in three distinct physical locations provided insights into: 1) how people responded to this form of display in different contexts; 2) how it influenced people's perception and discussion of individual and communal data; and 3) the implications for a public visualization as a tool for increasing awareness and discourse.

REVEAL-IT!

Get inspired watching the [Reveal-it! video](#) or reading the [report](#).

The [CITIZENERGY – European Citizens for Renewables](#) project will create a new European online platform for citizen investments in renewable energy source (RES) projects. Within this, CITIZENERGY will respond to the variety of needs of both RES promoters and potential citizen investors. Its goal is to boost effective citizen engagement and investment in renewable energies, and to set up a European network on citizen RES policy, bringing together relevant citizen energy initiatives. The CITIZENERGY project will promote synergies between projects and the European transfer of key RES business models. It will identify barriers to citizen investment and match citizen investors with new RES projects in Europe.



