

BRIDGE

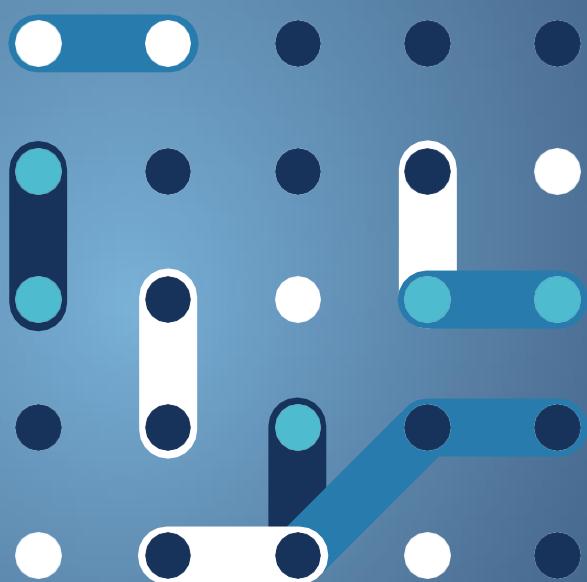
CONSUMER AND CITIZEN ENGAGEMENT WORKING GROUP

May 2021

2021-2022 WORKPLAN

Bridge

Consumer and Citizen
Engagement WG





WORK GROUP INFORMATION

Bridge WG Chairmanship

- *Stanislas d'Herbemont, CCE WG Chair, COMPILE project*
- *Johanna Irene Höffken, CCE WG Socio-cultural Drivers of Engagement SG leader, MUSEGRID project*
- *Panagiotis (Takis) Ktenidis, CCE WG Strategies of Engagement SG leader, TILOS/ BD4NRG projects*
- *Josh Roberts, CCE WG Organisational and Government models SG leader, COMPILE project*
- *Diego Casado Mansilla, CCE WG Smart Tools SG leader, PARITY project*

Support from BRIDGE secretariat

- Leire Martiarena, ZABALA, BRIDGE Secretariat - consumercitizengage@h2020-bridge.eu
- Izaskun de Allende, ZABALA, BRIDGE Secretariat- consumercitizengage@h2020-bridge.eu

European Commission

- *Directorate-General for Energy, Unit B5 “Innovation, research, digitalisation, competitiveness” – European Commission*
- *CINEA, European Climate, Infrastructure and Environment Executive Agency – European Commission*



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1.1 Introduction

The BRIDGE working group on consumer and citizen engagement (WG4) has been established at the origin of the BRIDGE group with the following objectives:

- Segmenting, analysis of cultural, geographical and social dimensions,
- Value systems - Understanding Consumers
- Drivers for Engagement
- Effectiveness of Engagement Activities
- Identification of what triggers behavioural changes (e.g., via incentives)
- The Regulatory Innovation to Empower Consumers

In 2020/2021, the working group has taken a new focus, looking to support European R&I project with better understanding engagement through collective action. The group focused on understanding, strategizing and organizing collective actions of consumers and citizens. The working group has focused itself on getting “consumers” to “citizen”, meaning active members of a collective action scheme.

1.2 Key objectives and actions

We materialize engagement through engagement markers, which are actions that are taken by a consumer. Those engagement markers are of various qualities and intensity. In this regard, the SONNET and ENABLE projects¹ as shown that the strong engagement markers are linked to consumer collective building, meaning the creation of active consumer groups. In order to better understand the growth of citizen-led organization, our working group focuses on the stages of change². This methodological tool explored through the COMPILE and PARITY projects, are reflecting the various stages citizen-led initiatives are taking to grow and mature toward market integration.

Our goal is to transform the vision and interaction with consumers of R&I projects. We are looking to turn from a single customer dimension to a citizen collective dimension. The concept of energy citizen encompassing the roles and responsibility of the relationship between consumers and the actors of the energy sector, in order to build a clean, fair and inclusive European energy system.

Workplan

At the start of 2020, a work plan was agreed for the Working Group 4, over the next 2 years under the chairmanship of COMPILE, represented by REScoop.eu. This plan was presented again during the BRIDGE GA in February 2021 and will continue throughout the year 2021-2022.

This workplan is articulated around the 2-year span, the first year being dedicated to the overview and data collection around our objectives. Out of this process, we identified gaps and specific needs of BRIDGE projects as it relates to engaging consumers and creating collective action schemes. The second year is dedicated to filling these gaps. Our work will focus on the production of recommendation and analysis relating to the components of engagement for R&I projects.

Concretely, we will focus on two objectives that were highlighted during the BRIDGE GA 2021:

- Promote knowledge exchange and best practice sharing around consumer engagement throughout the BRIDGE initiative.
- Analyse barriers and propose solutions for BRIDGE projects to build community-based engagement strategies and processes.

Conclusion of 2020

¹ Those findings have been since then confirmed by many other projects in a wide range of sectors: from energy efficiency (REScoop PLUS) to smart grid (WiseGrid or ECHOES) and flexibility (FLEXcoop).

² Littell, J., Girvin, H. (2002). Stages of Change. A critique. Behavioral Modification, 26(2), 223-273.



During the year 2020-2021, the working group worked on the following topics and reach the conclusions below:

Subgroup	Scope	Conclusions (Inform 2021 actions)
Socio economic drivers of engagement	To collect evidence around the incentive strategies implemented by projects to ensure participation and involvement of consumers.	<p>Need to explore the adaptation of engagement strategies per consumer groupings.</p> <p>Needs to collect more collective animation techniques and their adaptability to online / removed group work.</p>
Group building	To study the ways to mobilize consumers to act collectively and build a consumer group.	<p>Need for more group building effective and efficient methodologies to improve the quality of formation and operation of the consumer group while shortening the time needed.</p> <p>Need for clear and improved coupling of smart grid with common interest establishing group sustainability.</p>
Governance and organisational models	To explore governance models for collective action groups. This looks at principles that are the base for citizen participation.	<p>Need to explore the transferability of democratic governance principles to the non-cooperative entities.</p> <p>Need to explore the modalities of scaling of those principles to larger organisations</p> <p>Need to explore the impact of policy to support the development of democratically governed legal forms, allowing for citizens to engage in more collective actions.</p>
Assessment of engagement	To find a range of indicators and monitoring techniques to understand, monitor and assess the development of collective action groups.	Need to explore more metrics and indicators for the early stages of change, allowing for projects to better understand and assess starting community-based initiatives.
Smart tools	To collect an exhaustive list of tools and technologies supporting consumer participation and the ways those tools are supporting the involvement of consumers.	<p>Need for the exploration of more incentive structures for the tools away from individualistic incentives</p> <p>Needs to provide for a better maintenance concept (constant feedback loop) for the smart tools created by projects</p> <p>Need for more diversity of user profiles for tools</p>

The detailed conclusions of the work of the working group can be found in the BRIDGE 2021 WG report [bridge wg consumer and citizen engagement report 2020-2021.pdf \(europa.eu\)](#)

1.3 Methodology

The Working Group will keep to the workplan agreed on during the BRIDGE GA 2021, however a couple of minor adaptations are foreseen to fit better with the workplan for 2021-2022.

Organisational aspects of the Working Group

The work of the Working Group will once again be organized in sub-groups that will tackle each a piece of the engagement methodologies implemented by projects. However, the interaction between subgroups will be intensified in order to leverage the overlap between them. The working group will meet every 2 months. During those periods, each subgroup will organize itself.



YEAR 2 WORKING GROUP ROADMAP AND MEETINGS						
Kick off	Period 1	Period 2	Period 3	Period 4	Period 5	GA 2022
15/04/2021	24/06/2021	26/08/2021	28/10/2021	16/12/2021	24/02/2022	March 2022 (TBC)

During the working group meetings, the subgroups will get the chance to update the whole group on their progress and discuss potential collaborations.

The working group meetings will also be the opportunity for BRIDGE projects and external experts to present their work on community building and consumer engagement. The Chair and Support Team of the Working Group will make an effort to support peer-to-peer learning. In order to encourage this collaboration, we will circulate a list of contacts and provide for an online space for (SharePoint) all evidence and work performed by subgroups to be showcased.

Investigation subgroups

The subgroups will reorganise for the year 2021-2022, in order to tackle the goals of the working group. The subgroups will be:

Subgroup	Scope	Leader
Socio-cultural Drivers and Indicators of Engagement	To collect evidence around user profiles and drivers triggering consumer engagement. To collect indicators to assess this engagement.	Johanna Irene Höffken (MUSEGRID)
Strategies of engagement	To collect strategies and methods used by projects to engage consumers and citizens, through collective action schemes.	Panagiotis Ktenidis (TILOS)
Governance models for collective action	To collect models to create citizen-led organization, and favor the market integration of such organisations.	Josh Roberts (COMPILE)
Smart tools for Engagement	To collect an exhaustive list of tools and technologies supporting consumer participation and the ways those tools are supporting the involvement of consumers.	Diego Casado Mansilla (PARITY)

The subgroups will remain in the continuity of the work performed in 2020-2021, except for the merging of the two subgroups on assessment and drivers. The scope of each subgroup will also be clarified in order to allow for less overlap.

Leader nominations

In order to keep a continuity of the work between subgroups, the leaders of the subgroups will not change for the year 2021-2022.

The subgroup leaders are nominated through a co-optation model. In case a subgroup leader decides to step back, he will bring names to the chair of the working group. In case a member of a subgroup is interested in taking on the leadership of a subgroup: the member should first contact the leader of the subgroup in question, and the chair of the working group. The chair will provide transparency to the whole working group relating to leadership positions.

Subgroup leaders is a volunteer position. Leaders can step back at any point. The role of a subgroup leader is to be a facilitator, a contact point and a representative for the subgroup.



1.4 Outcomes

CCE WG Deliverable

The Working Group will have to produce a yearly report highlighting our activities and providing conclusions on the work performed subgroups. This deliverable will be created on the Kick-off and opened to all subgroup leaders to contribute at any point.

Each subgroup will be expected to contribute a chapter to this deliverable based on the findings and the work performed during 2021. The document will be accessible to the subgroup leaders.

In addition, each subgroup will decide on separate deliverables that they might produce along the year as they advance their work and findings.

Subgroup deliverables

1. Socio-cultural Drivers and Indicators of Engagement
 - Combined survey/questionnaire to BRIDGE projects, in which clusters synthesize and align their questions
 - Interviews with different projects to verify results
 - Bottom-up process to decide on additional deliverables: Some ideas might be, interactive presentation, webinar, online workshop, ...
2. Strategies of Engagement
 - Background on Group building strategies
 - Field data collection from BRIDGE projects 'work'
 - Taxonomy and clustering of strategies of engagement: methods, tools and processes
 - Definition and identification of paradigms and examples
 - Identify existing communities and energy transition cases
 - Group Building Handbook for BRIDGE projects
3. Organisational and Government models
 - Policy Recommendations document:
 - ✓ Explore the replicability of governance models to other legal forms
 - ✓ Exploring the application of difference governance models to the pilots under BRIDGE
 - ✓ Identify best practices of governance models understand better barriers to the implementation of those models for energy communities
 - ✓ Work with local, national and European policy makers to provide better enabling frameworks
4. Smart Tools
 - Executive summary
 - Introduction and Methodology
 - Research on the State of the art in Bridge projects - Gap Analysis
 - Taxonomy of current smart tools in BRIDGE
 - Entangling Smart tools and practices of engagement
 - Identification of Users Diversity and smart tools
 - Identify the relation to other subgroups
 - Provide Main findings and recommendations

1.5 Planning

As described on section 1.3 of this document the Consumer and Citizen Engagement Working Group will carry out its activity through the four subgroups who will update the entire WG every two months about the progress made. All the work will be coordinated by the Chair and leaders of the CCE WG and the EC will be included in the conversations and period meetings throughout the year.



TASK ID	TASK	START	END	RESPONSIBLE
1	CCE WG Kick-off Meeting	15/04/21	15/04/21	WG Chair and leaders
2	CCE WG Chair and DG Ener officer meeting to discuss the scope of the WG work during 2021 and finalise Work Plan	28/04/21	28/04/21	WG Chair and EC
3	CCE WG Work Period 1: Establish SGs and start working on the 2021 actions: design Survey Questions	29/04/21	23/06/21	SG leaders and members
4	CCE WG Work Period 1 Meeting	24/06/21	24/06/21	WG Chair
5	Send survey out to all BRIDGE projects and SG to keep with research	25/06/21	25/08/21	SG leaders and members
6	CCE WG Work Period 2 Meeting	26/08/21	26/08/21	WG Chair
7	Start analysing answers received to questionnaire	27/08/21	27/10/21	SG leaders and members
8	Potential Meeting with the EC (Q. Are there going to be face to face meetings in Brussels?)	TBC	TBC	WG Chair and EC
9	CCE WG Work Period 3 Meeting	28/10/21	28/10/21	WG Chair
10	Collect final answers and analyse the responses together with research carried out by SGs	29/10/21	15/12/21	SG leaders and members
11	CCE WG Work Period 4 Meeting	16/12/21	16/12/21	WG Chair
12	Work on the final draft of the deliverable bringing together all the work performed by the subgroups	17/12/21	23/02/21	SG leaders and Chair
13	CCE WG Work Period 5 follow up Meeting: Present and approve the CCE WG report (final draft of the deliverable)	24/02/22	24/02/22	SG leaders and Chair
14	Final draft CCE WG Report (deliverable) to be presented to the EC	Feb TBC	Feb TBC	Chair
15	Potential meeting with the EC to discuss final report and prepare GA	TBC	TBC	Chair and EC
16	GA 2022	TBC	TBC	WG Chair and EC

*the EC to be invited and informed of all CCE Work Period Meetings

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