



D7.2 R4.2-R4.3

**Interim Communication
and Dissemination Report**

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LIST OF ACRONYMS AND ABBREVIATIONS

Acronym	Long text
4ER	4ward Energy
D&C	Dissemination and Communication
E3M	E3-Modelling
EMP-E	Energy Modelling Platform Europe
GA	Grant Agreement
GOI	Goiener
ICEP	International Conference of Environmental Psychology
KB	Climate Alliance – Klima-Bündnis
RGI	Renewables Grid Initiative
UD	University of Deusto
WHY	Project acronym
WP	Work Package



Executive Summary

This report is a dossier of all the relevant dissemination and communication material developed from Month 1 to Month 18 of the WHY Project. This report contains the summary of the communications and dissemination actions carried out and an assessment of the impact. Furthermore some adjustments to the D&C strategy (D7.1) is included, as due to the SARS-COVID-19 Pandemic, some key events planned needed to be rearranged. Furthermore, most originally planned face-to-face stakeholder engagement events also took place online. By mid-2022 we hope that the pandemic situation allows a more extensive face-to-face engagement of stakeholder, we must acknowledge that the online operation of half of the project will have an impact on the upcoming period as well.

Work Package 7 activities are dedicated to dissemination and communication, as well as the exploitation of results. The work of WP7 ensures that all results and benefits of the project reach the relevant targeted stakeholder groups and it organises the project dissemination and communication actions to a broader audience, in order to maximise impact. Furthermore, it also prepares the consortium's exploitation of the project results and supports the application and improvement of WHY results by the stakeholders. All partners contribute to the work of WP7, UD is responsible for activities and outputs related to the scientific dissemination of project results, as well as taking care of the development of the marketing and exploitation strategy.

This deliverable is structured according to communication and dissemination activities. In section 2 the activities and key performance indicators are summarised. In section 3 we describe the activities and results achieved via the digital communication channels. In section 4 we focus on dissemination actions via project events, engagement and dissemination via external events such as scientific conferences, fairs and workshops. In section 5 we give details on networking and stakeholder engagement activities. In section 6 we provide information on scientific and non-scientific publications.

In some areas, the project dissemination and communication targets are already reached, while in some areas it is still work in progress.



1. Activities and Key Performance Indicators

1.1. Communication and Dissemination Activities

Dissemination and communication activities combined with stakeholder engagement activities reached over 4000 external stakeholders and target group representatives, over 5800 newsletter subscribers; WHY content on social media generated over 56000 reach/impressions.

The **WHY D7.1 Communication and Dissemination Strategy and Plan** was created To increase the expected project impact among the target audience, to engage with additional stakeholders and to put the WHY Causal Model and the WHY Toolkit on the agenda of relevant stakeholders, involving all partners. Parallel to the establishment of the plan, Climate Alliance created the project's visual identity including the project logo, further developed into the **visual identity** demonstrated in the WHY Style Guide. Following the visual identity, the template for PowerPoint presentation and the templates for Word were developed. The project [promotional materials](#), including the project rollup, flyer and advertising poster for exhibitions and similar events, the project scientific poster for supporting partners when accepted poster presentations as well as the project website and social media channels have been delivered and their content management is ongoing.

The digital presentation of the project results, as well as the hub of activities are meant to be expressed via the [project website](#) (based on TYPO3, set up according to the GDPR laws). The website's privacy policy and cookie policy was adjusted according to the project needs and the social media channels: Twitter, Facebook, LinkedIn have been integrated. The website content concept is that it serves as a public gate to the WHY project and is calling on the three main target groups of the project defined in WHY D7.1 Communication and Dissemination Strategy and Plan. The website content concept was suggested by KB and discussed with all partners. All partners and networking partners were invited to send their news, events, publications they wish to spread. The concept has been agreed upon by all partners at the regular partner meetings. The WHY website's articles have been partially written by KB, partially edited by KB (when the authors are not KB, it is mentioned in the article). The website was communicated via the mailing list and all partners were requested to forward it to their contacts. To generate traffic throughout the project, partners created microsites or mentions towards the WHY website and are invited to contribute with news, events, publications, to generate traffic throughout the project. The content has been extended and special focus is on rich content and timely posts as well as making all information (also that of event content) available.

The project [Newsletter](#) design layout is also in TYPO3 and is programmed according to the GDPR laws. Not only partners are invited to join by building the recipient list and adding their own content to the newsletter. The database of the recipient list is placed on KB servers within Germany, protected by encryption (certificate available upon request). The concept is based on an Ongoing Call for Articles for the newsletter. All partners and networking partners are invited to send their news, events, publications they wish to spread. Based on the concept, the **First and Second Newsletter** of WHY was distributed in 2021, a **Special Issue** as a Call for participation at the EMP-E 2021 Skills Workshops



organised by WHY as a modified Summer School concept was added in 2021. The articles have been authored by the project partners, the Newsletter edited and spread by Climate Alliance, RGI completed this task by involving contacts from the SENTINEL project.

Climate Alliance also created and published the first WHY **Press release** in connection with the start of the project.

Social media activities and implementation of social media strategy is ongoing, focusing on event-based and publication-based content management strategy, posting and re-posting relevant content not only related to the WHY project, but also based on the project newsletter and website articles by developing tailored-made content for general outreach involving all partners. The Project is maintaining a [Twitter](#) channel, a [Facebook](#) page, a [LinkedIn](#) page and a [Youtube](#) channel. Content management of the WHY social media channels is based on the input from partners, sister projects, relevant news and interesting results in the field as is following a posting schedule of almost every week (except in the summer and winter holiday season), and highlight WHY results as well as serve as community building with other sister projects. Social media has been the main tool to attract interest to our open days as well as connect with sister projects.

Dissemination via stakeholder events was intensified as stakeholder engagement activities were emphasised. The Project organised and co-organised [several online events](#) and presented at various conferences. Main stakeholder events included: WHY-NewTrends Workshop, Workshop on Demand-Side Modelling by WHY, WHY and Energy Communities - WHY Presentation at "Sustainable Places" Conference Fast Track and The 2021 EMP-E Conference with several presentations. Main open events included: First WHY Open Day'21 - EU Green Week Partner Event, WHY Workshop on Evolutionary Algorithm for Energy System Models, WHY Exhibition at the Climate Alliance International Conference and the EMP-E Skills Workshops by WHY.

Additional dissemination and communication materials: In order to support policy-makers in understanding the relevance and innovation of WHY, Climate Alliance produced a series of additional communication materials, such as the [Pitch](#) of the project, one-pagers, [video presentations](#) and posters, slides and [recorded the presentations at the WHY Open Day at the EU Green week](#) as well as all presentations and recordings of past events have been posted on the WHY Website to create a momentum.

1.2. Networking and Stakeholder Engagement Activities

Networking and stakeholder engagement was led by RGI, supported by Climate Alliance and UD, and was complemented by sister project partnerships and joint communication efforts. The initial main focus of stakeholder engagement in the first 18 Months was to gather relevant information to set up the WHY Use Cases. To this end, all WHY consortium partners were involved in a series of stakeholder meetings, focus groups, expert workshops, targeting various use cases. **Altogether, 97 Stakeholders provided insights and further 399 stakeholders were directly involved** via meetings and events, thanks to sister project collaborations to set up the Use Cases Definitions.

Subsequently, a main achievement for stakeholder engagement to date was the organisation and coordination of the WHY **Skills Workshops as part of the EMP-E 2021**



Conference. Attracting 244 participants at the WHY Skills Workshops and an additional 143 stakeholders reached via the WHY presentations at the parallel sessions and the plenary session II, WHY's presence at the EMP-E 2021 was recognised success. RGI took the lead in coordinating with co-organising projects delivering an impressive event with the participation of all partners, replacing the Summer School. The full description for this event is available under "Summer School".

1.3. Dissemination to academia and the research community

The project's dissemination efforts toward the scientific community are tied to limited availability of scientific research results as the research in M18 is still ongoing. Nevertheless, WHY has already carried out several actions to foster its dissemination. Interim results are being presented in various conferences and several papers are in the process for submission. The EMP-E 2020 and 2021 conference served as an important event to feature WHY results in the parallel session tracks, as well as the GOI use case was introduced at the joint workshop of the ICEP conference organised by LC-SC3-EC-4-2020 projects. Moreover, all partners are currently writing a joint scientific paper for the Special Issue "Energy Systems Analysis and Modelling Towards Decarbonisation" where the results of WP1 are going to be presented. GOI has also presented the project at a Master Students course at the UPV-EHU (University of the Basque Country) and has also participated at REScoop.eu Working Group on demand-side flexibility for energy consumer cooperatives.

The project has not generated too many scientific publication-ready results yet, but we have already be able to participate on some conferences:

- **Expert Workshop on Modelling Energy Sufficiency:** UD has presented how we plan to tackle energy sufficiency on the different use cases,
- **International Symposium of Forecasting:** UD has presented preliminary results of T2.1. In particular the methodology followed to cluster residential load profiles,
- **International Conference on Environmental Psychology:** UD Presentation of preliminary results of the natural experiment carried out on GOI use case,
- **Next Generation Challenges in Energy Climate modelling 2021:** UD Presentation of the project to the climate prediction research community,
- **Sustainable Places 2021:** RGI co-organised a workshop featuring 7 H2020 projects, discussing Business Models to accelerate Energy Community adoption in the EU and beyond,
- **Presenting WHY project (GOI use case) to EKATE (University of the Basque Country):** UD presented the activities carried out until now to members of EKATE.

Moreover, three papers have being already accepted for publication or are already published:

- S. Breukers et al. **Business Model Fast Track on Energy Communities - Key Lessons Learned from H2020 EU Projects.** Environmental Sciences Proceedings <https://doi.org/10.3390/environsciproc2021011019>
- Francesco Dalla Longa et al. **Effects of Increased Energy Efficiency in Global Post-COVID Low-carbon Scenarios: a Model Comparison** Accepted for publication at Computers & Industrial Engineering. <https://doi.org/10.1016/j.cie.2022.108029>



- T. Castillo-Calzadilla et al. **Is it feasible a massive deployment of low voltage direct current microgrids renewable-based? A technical and social sight.** Accepted for publication at Renewable and Sustainable Energy Reviews.

Finally, several journal articles are being in the process of being currently developed or submitted by different partners:

- Survey of ESM and technical models,
- Methodological paper on taxonomy of load profiles,
- Regional comparison of taxonomy of electric behaviours,
- How much have the lockdowns affected the behaviour of people? ,
- Methodological paper of construction of the causal model,
- Causal diagram of flexibility working group,
- Causal diagram of buildings working group,
- Causal diagram of appliances working group,
- Causal diagram of transport working group.
- Potential of energy communities to ease energy poverty

1.4. Market analysis and exploitation strategies

The market analysis has been completed with a Benchmarking and a DAFO of the solutions developed at the project. On the other hand, two groups' dynamics to create the exploitation strategies have been carried out. The first activity has as objective the definition of an individual Environmental Business Canvas for each use case. A collective Environmental Business Canvas has been assessed by UD & FD considering the different contributions and perspectives. On the other hand, the second exploitation session a Business Model Canvas was created for each one of the Use Cases by the responsible of each one. As before, a joint Business Model Canvas was made with all the contributions.

As a result of these activities, the in M18 finalised **Deliverable 7.4 Market Analysis** provides a comprehensive analysis of demand forecasting and prediction models carrying out a benchmarking analysis and a SWOT analysis. The goal is to identify the market's potential size for the main results, in the assessment of the competitors and the potential value of the results for all potential market opportunities towards commercialization, which will be evaluated in the exploitation strategies phase. As part of this work, an analysis of references (academic or otherwise) and documentation relative to demand forecasting and prediction models for small consumers was performed.

This deliverable lays the foundation for future work in the WHY project, especially for the exploitation strategies phase. The results presented complement state of the art research for models, legislation, and initiatives, described in Deliverable D1.2 and will consider the requirement for the WHY Toolkit presented in Deliverable D1.3.



1.5. KPI Overview

Activity	Target Group	Objective	Status
Information platforms (Github, Zenodo)	Academia research communities	<ul style="list-style-type: none"> 1000 views and 500 downloads of the repository 	<ul style="list-style-type: none"> Not applicable yet
Scientific Publications	Academia and research community	<ul style="list-style-type: none"> 150 researchers direct contact with the WHY community 6-8 articles in top ranked journals in their field 150-200 views per article 	<p>On track:</p> <ul style="list-style-type: none"> 1 Article published and viewed 266 times 2 publications accepted for publication
Layman's Report	Industry experts, Policy makers	<ul style="list-style-type: none"> 1000 Downloads 	<ul style="list-style-type: none"> Not applicable yet
Workshops / Webinars / Institutional visits to public authorities	Industry experts, Policy makers, Industry experts, Policy makers	<ul style="list-style-type: none"> 2- 5 meetings with local policymakers and advisors to public authorities; 1 high-level meeting with a wide participation from policy makers at different jurisdictions levels; 1 briefing / exchange with relevant EC authorities; 3 end users testing the WHY Toolkit 	<p>On track: see section 4.1 Meetings with municipalities planned when the Toolkit is available</p>
Summer School	Academia and research community	<ul style="list-style-type: none"> 15 students per course (at least), 200 views of the learning materials and technical reference documentation 	<p>On track: Summer School = EMP-E 2021 Skills Workshops with over 200 participants</p>
Open Days and Science Outreach Activity	All target groups, but special focus on academia, and policy makers.	<ul style="list-style-type: none"> 1 Open Day /partner in the project 150 visitors altogether 50-100 visitors for all events every year 	<p>On track:</p> <ul style="list-style-type: none"> Open Day (EU Green Week) 59 participants, Zientzia Azoka science fair: 50 participants
Local, national and international events	All target groups	<ul style="list-style-type: none"> Participation: 3 high-level conferences Organise at least 1 session in a conference. 	<p>On track:</p> <ul style="list-style-type: none"> Presentation on International Symposium of Forecasting, at Next Generation Challenges in Energy Climate Modelling 2021 and at EMP-E Workshop organised: Sustainable Places



			Conference's "Fast Track on Energy Communities in Europe"
Networking and clustering activities with EU projects	All target groups and beyond.	<ul style="list-style-type: none"> • 1-2 joint workshops / meetings / webinars with other funded projects • 1-2 meetings with EU TSOs workshops at premises; • 1 - 2 meetings with utility companies, ESCOs, DSOs, and energy communities; • 3 end users testing the Toolkit 	<p>On track:</p> <ul style="list-style-type: none"> ○ WHY-NewTRENDS joint Workshop: 32 participants, ○ Spanish TSO (REE) - UD ○ UD and GOI 1 DSO and 2 ESCOs meeting ○ 4ER 1 DSO meeting, UD and KB 3 meetings with energy communities • not applicable yet
Website	All target groups	<ul style="list-style-type: none"> • 10 000 visits 	<ul style="list-style-type: none"> • On track with 4620 visits.
Newsletters	Academia, Industry experts, policy makers	<ul style="list-style-type: none"> • 6 Newsletters • 500 recipients per Newsletter 	<p>On track 3 Newsletters to date with 973 direct and 4708 indirect receipts</p>
Social Media	Academia, Policy makers, Global audience	<ul style="list-style-type: none"> • 2 long entries per year • 2-3 very short entries per week • 10 000 views on each handle per year 	<p>On track:</p> <ul style="list-style-type: none"> ○ with regular entries, in the first 18 months long entries focused on Events. ○ Views/ Impressions: Altogether 38422, although not per handle, this is due to the various display algorithms of the social media channels as well as target group use.
Press releases	Policy makers, beyond project target groups	<ul style="list-style-type: none"> • Readership expected: about 15 articles and press releases in the project's course 	<ul style="list-style-type: none"> • On track: Press release 1 issued with 99 downloads from KB website, more is planned when results are suitable for press (Toolkit).



2. Communication: Promotional Materials

The developed promotional materials follow the project’s Style Guide. The project Rollup, Promotional poster and Poster designed for academic poster presentations have been included in D7.1 Communication and Dissemination Strategy. Further materials that were designed beyond the planned project materials for specific events can be found in Section 7.2 Digital Publications and Awareness Raising. All of these can be seen on the project website, and a file for professional printing is made available for the partners via the internal file sharing folders. The Project Flyer was in development at the time of the finalisation of D7.1, and was finalised after submission. Please, find below the miniature version of the flyer.



Figure 1 The Project Flyer



WHY is the next step in improving energy demand modelling to forecast the domestic sector's energy consumption.

The WHY project develops innovative methodologies and a toolkit for short- and long-term household energy consumption modelling. Use cases benchmark these models ranging from local to European-wide energy grids. The WHY Toolkit builds on the causality chain to model the energy demand, building on relations between measurable variables.

Innovative Energy System Modelling

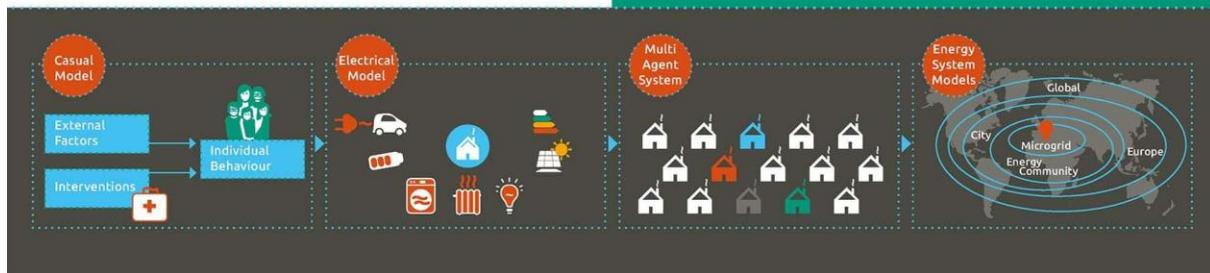
Energy System Models (ESMs) are tools that help energy experts and policy makers to describe energy systems and evaluate the impacts of long-term energy scenarios. Current ESMs lack accuracy required for proper capture of the use of energy in households. The partners of the WHY project develop a new Causal Model combined with an innovative profiling approach to analyse human decision making in energy consumption in the residential sector.

WHY will create innovative methodologies for short- and long-term load forecasting. The WHY Causal Model and the WHY Toolkit will be used to assess several scenarios simulating different policy measures. The developers will demonstrate how to integrate the WHY Model with widely-used ESMs (PRIMES, TIMES). This will allow experts and policy-makers to assess tailored implementation possibilities. To support this, five use cases will evaluate different policy scenarios with special focus on the EU Green Deal and the Renovation Wave policies.

Let's talk about the Causal Model

In order to mitigate climate change effects, urgent action is required in all sectors of the economy to significantly reduce greenhouse gas emissions. On the supply side, ESMs have provided useful results, but on the demand side, they lack the degree of accuracy required for proper characterization of the use of energy in households.

To overcome this challenge, the new Causal Modeling will be used to quantitatively analyse human decision making in energy consumption and their reactions to interventions (e.g. policy changes). This will be combined with an innovative FFORMA approach (Feature-based Forecast Model Averaging) which allows multiple different load profiles to be categorised by a set of vectors describing it. The WHY Model will allow to assess the impact of a variety of policies on the energy system directly. All results will be open-source and available via multiple channels.

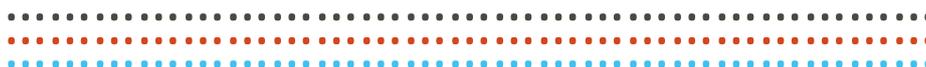


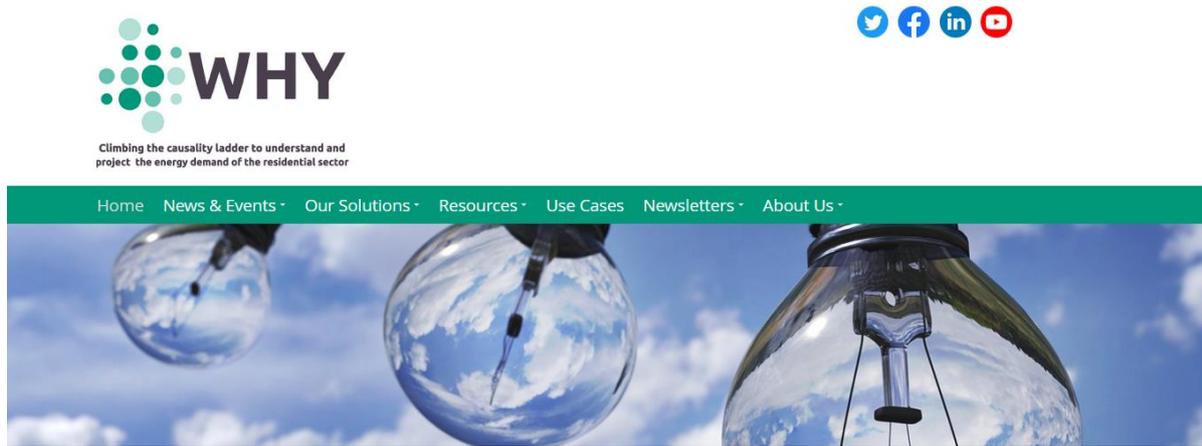
After the finalisation of all promotional materials a new partner, Forschungszentrum Jülich, joined the project. Thus, Climate Alliance recently updated the project materials to include Forschungszentrum Jülich among the consortium members. The updated versions of the promotional materials are to be found in the Annex of this deliverable.

3. Communication: Digital Channels

3.1. Websites

WHY Website: The project website attracted **648** active users, with 13243 actions on the websites, out of which **4620** visits (pageviews), **106** File downloads, **60 Videos** watched on the site, with the highest visitors' peak around the time of the EU Green Week event. User engagement is high, with an average reading time of **almost 2,5 min**. Most new visitors either used the web address directly, or used google search, followed by LinkedIn, Facebook and WHY Newsletter referral traffic.





WHY is the next step in improving energy demand modelling to forecast the domestic sector's energy consumption.

Figure 2 Screenshot of the landing page

[The project website](#) is rich in content, with sections dedicated to [News and Events](#), Our Solutions, describing the idea of the [Toolkit](#) and the [Causal Model](#) in development. Resources include all WHY event materials, videos and presentations detailed as well as deliverables and reports. The [Use Cases](#) are detailed in a separate submenu and all communication materials are available to download under the [Poster and Flyer](#) submenu. The articles of the [Newsletters](#) are posted on the website with direct links from the digital newsletters, allowing to elaborate on specific topics in a longer format. Direct links to WHY social media is posted across all menus and the Sign-up form for the newsletter is visible in the Footer of the website, allowing also continuous visibility.



Figure 3 Single website user visits



Most viewed pages are the landing page (1083 views), followed by the WHY Open Day (EU Green Week event 352 views), the description of the Causal Model (135 views), and the Skills Workshop (130 views). News, the Newsletters and Events are viewed around 100 times each.

It is important to note that activity peaks around events and news published, thus it is important for the project to keep on publishing current results and make sure that these are properly introduced and accompanied via events or other launch activities.

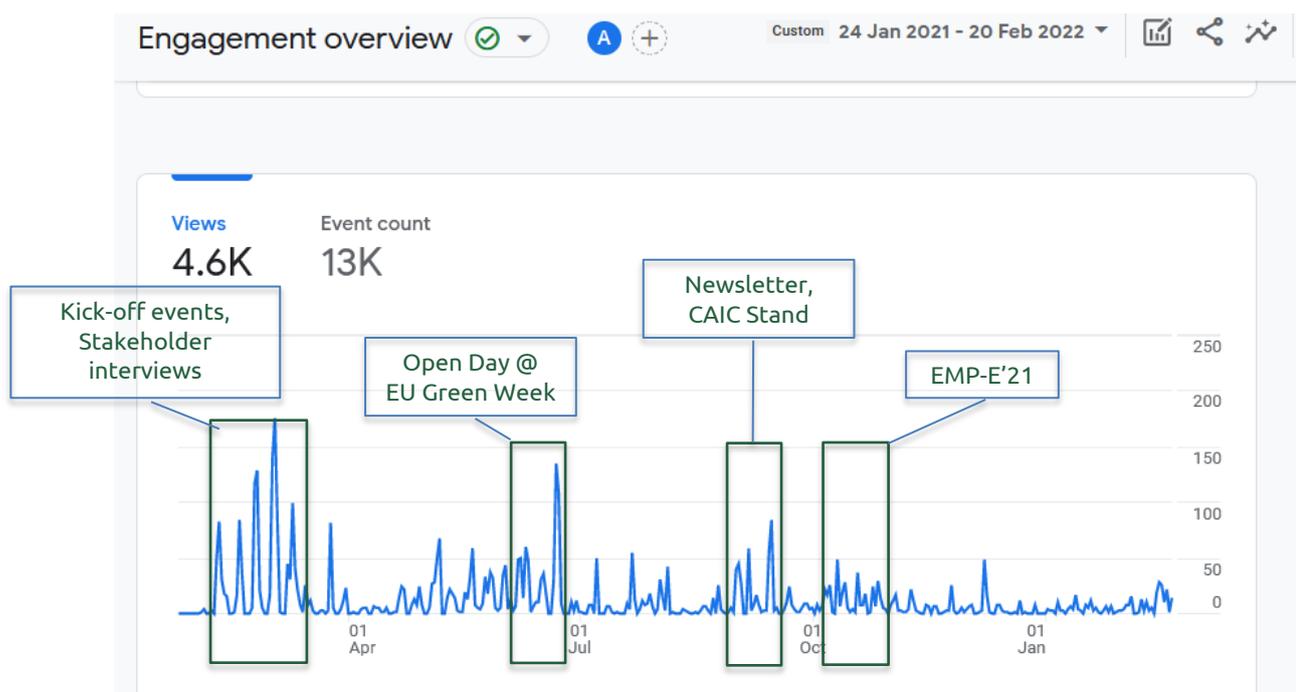
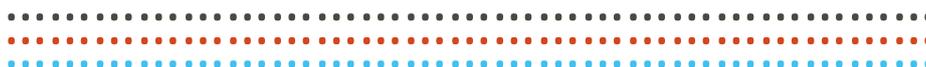


Figure 4 Engagement with the WHY website

In order to enhance interactivity, several videos were embedded on the website. Climate Alliance created a Project Pitch as an interactive presentation and edited the project coordinators' video presentation delivered during the WHY Open Day at the EU Green week to embed it on the landing page. This way we aim to support the quick understanding of the WHY project.



The WHY Vision

Energy is consumed at household level to use appliances/machines that provide a service to the household members (i.e. heating, lightning, cooling, etc.). In many cases, this is a conscious and voluntary action but in some cases, the service automatically consumes energy to sustain its operation (like the refrigerator). The main objective of the WHY project is to understand what, when, how much and why energy is consumed at households.

In order to mitigate climate change effects, urgent action is required in all sectors of the economy to significantly reduce greenhouse gases emission. Energy System Models (ESM) are tools that help energy analysts, planners and policy makers to rationally describe energy systems and systematically evaluate the impacts of long-term scenarios. The WHY project develops innovative methodologies and a toolkit for short and long-term household energy consumption modelling. Use



Figure 5 Screenshot of the WHY Pitch embedded on the website

Furthermore, an interactive Pitch provides more information for those who prefer to click through the slides, [this presentation is also embedded](#) on the landing page of the website.

When looking into the user behaviour, **the strategy of posting relevant content seems to be working well**, as users do scroll through the content on single pages with high frequency, thus enabling actions on page, such as watching an embedded video, or download files:

EVENT NAME	EVENT COUNT
page_view	4.6K
user_engagement	4K
scroll	1.8K
session_start	1.5K
first_visit	646
click	374
file_download	106

Figure 6 Summary of activities on the website

Furthermore, **project partners' websites** contribute to the dissemination of project outcomes. A list of the web posts is detailed in section 6.2 Digital Publications and Awareness Raising.

3.2. Newsletters

Newsletter: Climate Alliance has written, edited and sent two Newsletters. The second issue was sent to **113 Subscribers, 30 members of the Advisory Board, and 860 Municipality email addresses**. Overall, both WHY Newsletters reached **1003** stakeholders



directly, while **WHY news in partner newsletters** reached **4738** stakeholders (via RGI and Climate Alliance newsletters). Sister Projects have been invited before each newsletter to provide information, articles, news or events to be included.

Newsletter articles are available on [full length via the WHY Website](#). **Altogether 5681 contacts received WHY-related newsletters.**



Figure 7 Online Newsletter screenshot

No.	Content	No. of recipients	Date	Sum
1.	http://why.klimabuendnis.org/index.php?id=210	46	10/03/2021	46
2.	https://why.klimabuendnis.org/index.php?id=231	113	03/09/2021	113
	https://why.klimabuendnis.org/index.php?id=231	860	15/09/2021	860
3.	https://why.klimabuendnis.org/index.php?id=241	118	November 2021	118

Furthermore, WHY events and results have been extensively communicated to stakeholders of the various target groups by partners newsletters:

Content	Project Partner	Date	Sum
WHY project launch	RGI	Aug 2020	3000
WHY project on modelling residential energy consumption: Newsletter & website online:	RGI	March 2021	3000
WHY Project Event at the EU Green Week	RGI	April 2021	3000
EU Use Case Workshop	RGI	May 2021	3000
"The importance of behavioural aspects in energy	KB	April 2021	466



efficiency policy" in eClimail			
Same article as above to a different stakeholder mailing list	KB	April 2021	1242
WHY at the EU Green Week	RGI	June 2021	3000
EU Use Case Workshop + Invitation to the 'Evolutionary algorithms for energy system modelling' Workshop	RGI	July 2021	3000
Information about our annual meeting	RGI	August 2021	3000
Energy communities: active municipalities wanted	KB	August 2021	466
https://archive.newsletter2go.com/?n2q=ka648rqf-by9pjyiv-51f	KB	August 2021	1242
https://mailchi.mp/renewables-grid/rqi-news-september-2021-838919?e=8b8d1dee31	RGI	September 2021	3000
https://mailchi.mp/renewables-grid/rqi-news-august-838939?e=8b8d1dee31	RGI	October 2021	3000
https://mailchi.mp/renewables-grid/rqi-news-december-838964	RGI	December 2021	3000

3.3. Social Media

Twitter, Facebook and LinkedIn channels were established for communication purposes for the WHY Project. Facebook is mainly used to post WHY related information, while Twitter is a more interactive medium. On Twitter an ongoing interaction with sister projects, partners and influencers of the theme is creating an ongoing thread to keep the discussion going. WHY activities and project outcomes are distributed via social media, implementing the strategy of directing visitors to WHY Materials and achievements on the website. Sister project events, stakeholder activities are also highlighted aiming to enhance multiplication effect. Campaigns usually rally around WHY events of high importance, such as policy events, deliverable launches. The project social media channels were enriched with a **Youtube** channel, given the change of event strategy due to the COVID-19 pandemic - since almost all events took place online, we decided to record presentations and make it available as extra content to our target groups. Videos on the Youtube channel have been viewed **280** times in the last 18 months. While our **Twitter channel** counts 86 followers to date it still seems to be still the most used social media channels by our target groups resulting in **29733** impressions in the last 18 months, followed by **LinkedIn 8089** impressions in the last 18 months. **Facebook** remains very low with **320 views**.

3.3.1. WHY Social Media Channels

The best performing social media channel for **WHY is Twitter**. While it is the most volatile and quick-paced, it also provides the highest impression rates, as its hashtag tool efficiently creates a community of profiles active in the same fields, while also providing a tool for public awareness-raising on the same topic. In the case of WHY, this is a very powerful characteristic. With 95 tweets, the project channel reached **29733** Tweet impressions, while the follower numbers organically grew from 0 to 86 and profile visits varying monthly between 100 and 1200. Highest activity was reached in the month of the EU Green Week event, and in times with less activities taking place via events, engaging with sister projects have proven to be working well.



WHY Twitter: <https://twitter.com/whyh2020project> | 29733 Impressions, 86 Followers

May 2021 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 1,074 impressions

SAVE THE DATE: WHY Project Event at the EU Green Week: You are kindly invited to the first Open Day of the WHY Project: Predicting the Impact of Household Behavior Intervention on Environmental Pollution Via Zoom on the 11th of June 2021. Stay tuned for details information! pic.twitter.com/y3yLRToiwi



Top mention earned 41 engagements



RGI
@RenewablesGrid · May 19

Just finished! Today's @whyh2020project workshop on demand side #EnergyModeling from technical and political perspectives! An interesting discussion with stakeholders.

Summary available soon, find out more why-h2020.eu pic.twitter.com/ISh8ltv8xv



MAY 2021 SUMMARY

Tweets	14	Tweet impressions	6,868
Profile visits	632	Mentions	14
New followers	8		

Figure 8 Twitter campaign ahead of EU Green Week

High impressions were also reached preparing for the EMP-E Conference where a large number of Skills Workshops were offered and several projects connected. By looking into the statistics of Twitter, it shows high activity around events and project result launches reaches our target groups more than interactions, however this is due to the nature of the results of the first period of the project. At a later stage when the Use Cases and the first results around the Causal Model and the Toolkit are available, we expect higher engagement rates of partners and networking partners to reach more stakeholder impact.

TWEET HIGHLIGHTS

Top Tweet earned 289 impressions

Learn with us at our Skills Workshops during the #EMPE_2021 Conference! We offer flash courses on #energy system #modelling + a great presentation on Assessment of regional differences of electrical load profiles. Check the Programme: rb.gy/wjkr1 #NavigateH2020 pic.twitter.com/MKK5EolAe2



Top mention earned 39 engagements



BRIDGE-H2020
@BRIDGE_H2020 · Oct 13

Diego Casado, @deusto representing @Parity_H2020 and @whyh2020project taught us different #strategies for behavioral change:

- 📌 Funnel strategy
- 👉 top-down approach
- 📏 linear approach
- 📊 logarithmic approach
- 📈 ladder approach.

#EUSEW21 #consumerengagement pic.twitter.com/YdVMBSjEgG



OCT 2021 SUMMARY

Tweets	9	Tweet impressions	1,541
Profile visits	363	Mentions	9
New followers	9		

Figure 9 Twitter campaign ahead of EMP-E'21

The second most successful social media channel for WHY has proven to be **LinkedIn** with **8089 Impressions** on posts. With experts being active in the fields related to energy system models, this channel brings high interaction value. Looking into the statistics of



impressions, the dynamics follow the dynamics of Twitter interactions, where events and result launches create most interest in time.

WHY LinkedIn: <https://www.linkedin.com/company/why-project> | **8089 Impressions, 75 Followers**

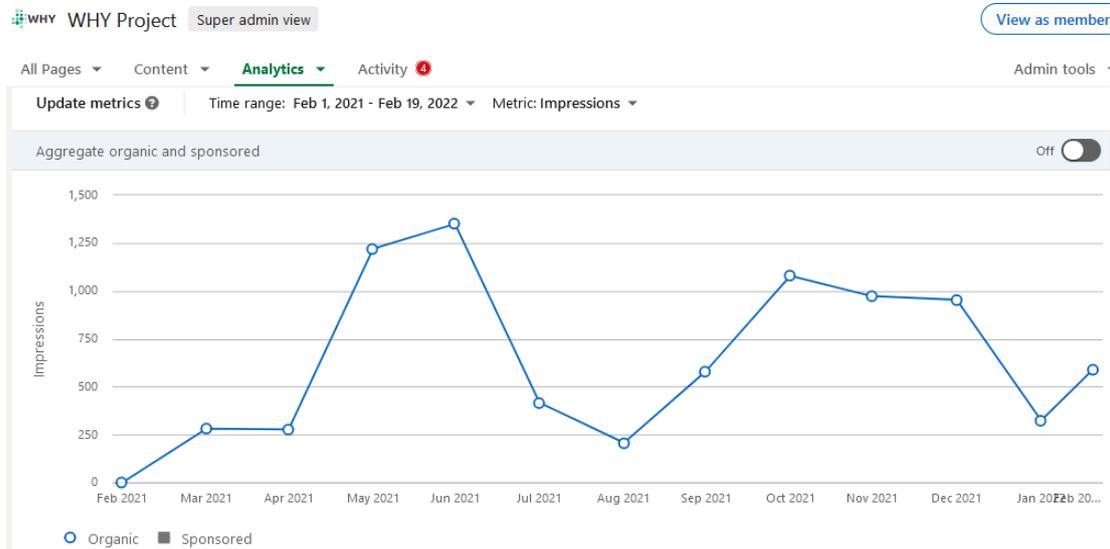


Figure 10 LinkedIn Impressions over time

The metrics show two peaks: the EU Green Week Open Day event and the EMP-E Skills Workshops. It does underline the strategy of rallying around events in WHY, so that the results are being launched with stakeholders attending with vested interest in the project outcomes. At the same time Engagement statistics in LinkedIn show that engagement rates follow impressions, still content is key and that interactivity keeps engagement high also in times where impressions fall.

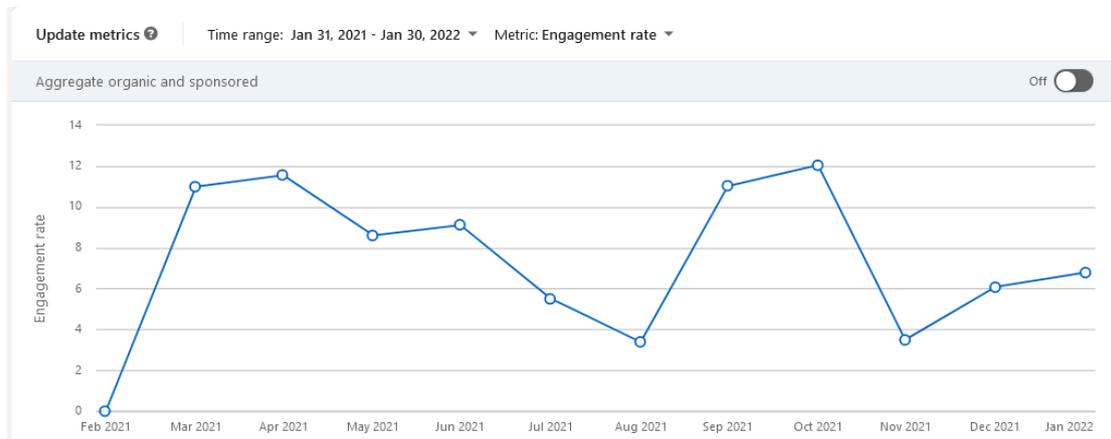


Figure 11 LinkedIn engagement dynamics

The Facebook Channel of the project was added to the originally planned two-channel strategy (Twitter and LinkedIn). The posts on Facebook engage the least, taking into account the adverse effect of public institution’s engagement with the channel due to GDPR issues. Nevertheless, the WHY content reached **54 interested stakeholders 320**



times (Facebook Post Reach) in the last 18 months, although with low interaction rate (as expected), triggering only **179 direct page visits**, with impression rates peaking at the EU Green Week time around the WHY Open Day event.

WHY Facebook Channel: <https://www.facebook.com/WHY-Project-103708048271029>

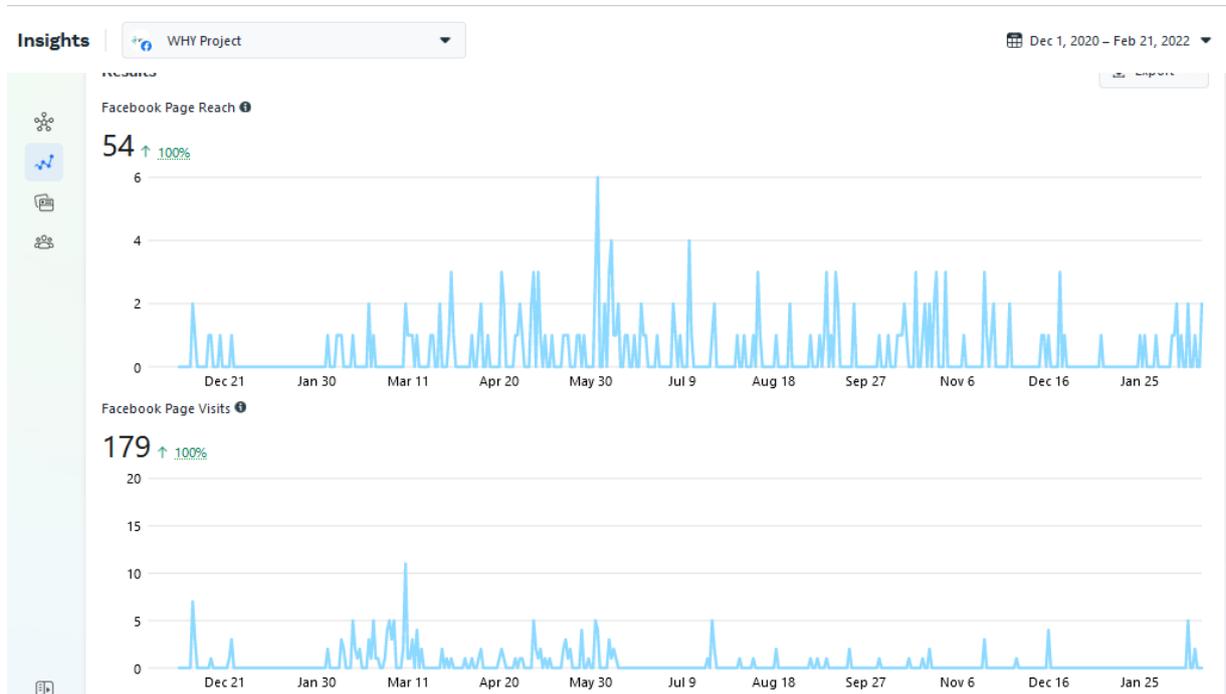
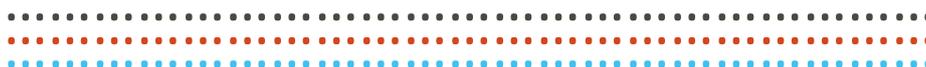


Figure 12 Facebook engagement dynamics

Examples of social media engagement include events created on LinkedIn to support the concept of pushing engagement via Event page was created for the Skills Workshop:



WHY WHY Project Organizer



Figure 13 Event page created on LinkedIn

Further example of social media post via Twitter:



The Project added **Youtube** to its originally planned social media channels as part of the mitigation strategy for events taking place online. The goal is to reach more stakeholders via recorded videos of events. These videos are posted on WHY’s Energy System Modelling Channel with 12 subscribers and altogether **280 video views**:

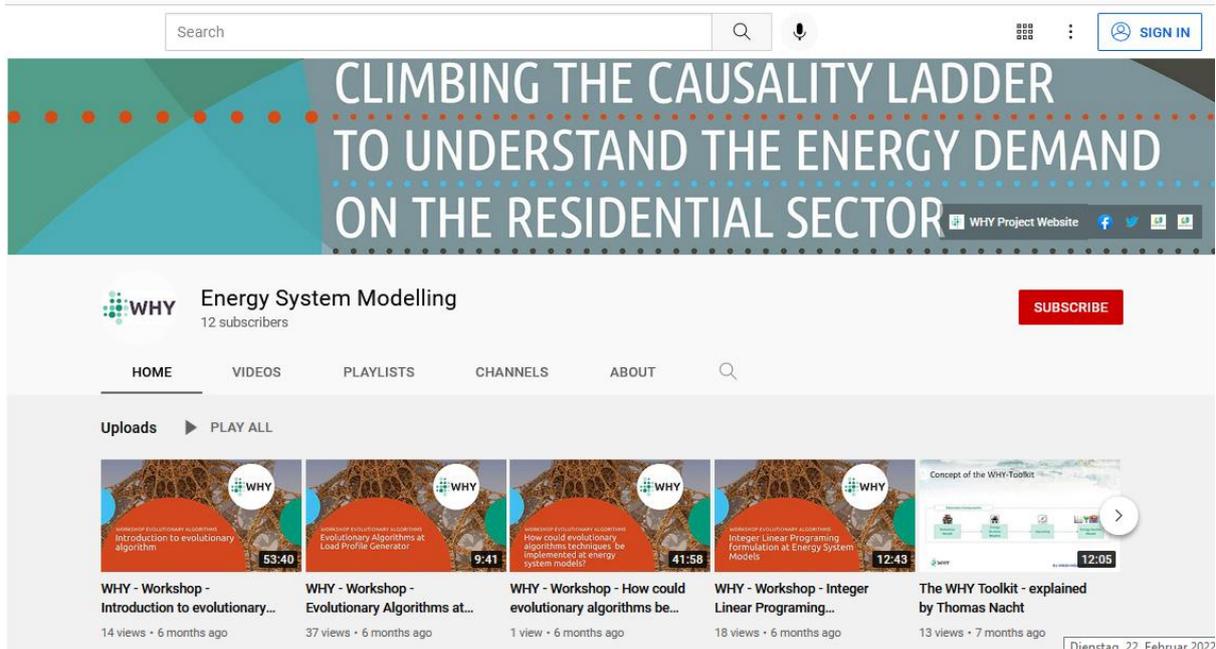


Figure 14 WHY Youtube channel screenshot

3.3.2. Partner Social Media Content

Social media activity has been accompanying WHY actions thanks to the engagement of partners active in the communication efforts of the partners. Altogether, the partners reached relevant **target groups 12767 times (post reach/view)** with high follower numbers counting across various partner social media channels supporting WHY activities in the past 18 Months. A full list of the posts with direct links and statistics is available via the project’s Dissemination Monitoring Tool’ Partner Social Media Tab. The Social Media channels posting on WHY activities are:

- RGI LinkedIn and Twitter Channel
- E3M LinkedIn and Twitter Channel
- 4ER LinkedIn and 4ER XING Profile
- KB Twitter Channel

← **Tweet**

 **Climate Alliance**
@ClimatAlliance

Want to learn more about [#energymodelling](#)? Register now for [@whyh2020project](#) open day event at [#EUGreenWeek](#) on 11 June! [#energytransition](#)

Retweet from [WhyH2020Project](#) @whyh2020project · May 20, 2021
What a lineup! Have a look at our speakers for the #EU GreenWeek event and WHY Open Day: [buff.ly/33Zg38D](#)
[#whyh2020](#) [#strongtogether](#) [#energytransition](#) [#energymodelling](#) [#humanbehaviour](#) [#netzero](#)

1:06 PM · May 21, 2021 · Twitter Web App

← **Tweet**

 **RGI**
@RenewablesGrid

[#RGI](#) is co-organising the Skills Workshop [1](#) at the [#EMPE2021](#): "Energy System Models: Basic Principles and concepts" on [Tuesday, October 26](#), from 16:00 - 17:30 CET.

Session open to those interested in modelling [#energysystems](#) & [#climatepolicies](#).

More [bit.ly/3b2TtiQ](#)





Figure 15 Example of partner's social media activity



4. Dissemination: Events and Presentations

Events and presentations at own or external events organised: The project has been most active in this area reaching **1555** stakeholders in this period according to the C&D Monitoring tool filled in by partners.

4.1. Events

While the project originally planned to organise events on site and set up meetings face-to-face with stakeholders, due to the COVID pandemic, this plan had to be rearranged heavily. Some conferences and events had to be postponed, others were organised in an online format. WHY events were mostly organised online, an option that worked in the case of one-on-one stakeholder involvement, however proved to be difficult to keep up with as time passed by, as calendars exploded with online events. After the last 18 months, it is safe to say that most of our target groups prefer to commit to online events at the moment, nevertheless, we hope that by the time when the WHY Toolkit can be introduced, we can return to face-to-face meetings and workshops.

The following events were organised and co-organised by WHY in this period:

- The WHY Kick-off session organised by UD featuring several sister projects,
- [WHY-NewTRENDS joint workshop](#) co-organized between UD, KB and IFF,
- [EU Use Case Workshop](#) RGI together with the input from UD, E3M and 4ER organised a workshop [“Improving Demand-side Modelling to Inform Ambitious Climate Policies in the European Union”](#) with 9 external stakeholders (including representatives of the European Commission) to collect information and discuss the approach for the EU Use Case (T1.3),
- [First WHY Open Day - EU GreenWeek Partner Event](#) organised by KB, with the involvement of all partners (see Section 4.4),
- [Workshop on evolutionary computation for Energy System Modelling](#) organised by UD, 4ER and FZJ
- WHY and Energy Communities - [Fast Track at the Sustainable Places '21](#): contributed by RGI,
- WHY Contributions through Presentations and [Skills Workshops](#) replacing Summer School at EMP-E'21 Conference: lead by RGI, with the contribution of all partners,
- Furthermore, WHY was presented at external events and workshops (See Section 4.2)

4.1.1. WHY Kick-off Session

The Kick-off session of the project was organised on the 9th of November, 2020 with the aim of presenting WHY to external stakeholders and to the general public. The event was streamed and recorded, **reaching over 400 stakeholders** offline and online. Relevant information from DG Ener and other keynote speakers can be [watched online on Youtube](#) at UD's online channel. All presentations were uploaded to the Slideshare account of UD, including [WHY's presentation](#), **now reaching 142 views**. Thanks to this event, Forschungszentrum Jülich was later further involved in the project. The opening session



was a successful initiative, having **90 people registered and 72 participating**. To date, this session **has 464 Views on Youtube**.

4.1.2. WHY-NewTRENDS joint workshop



Figure 16 Graphics to promote the event

This networking event was focusing on project architecture and new societal trends and was jointly organised by the WHY and NewTRENDS consortium. This workshop was organised on Monday, 8th of March 2021 and allowed participants to get first hand information about the WHY and NewTRENDS projects. Both projects recently finished their stakeholder consultation and were in position to share their first insights.

This Workshop had 32 participants, the video recordings were watched 105 times, reaching altogether 137 stakeholders.

The meeting started with a presentation of the set of households-energy behaviour models designed in WHY to answer all requirements from stakeholders. Next, the new societal trends that might substantially impact future energy demand were presented. Those trends will determine the enhancement of the energy demand models in NewTRENDS. Finally, focus groups discussed potential synergies and complementarities between both approaches to set a collaboration roadmap between the projects and to assess the results presented, evaluating the alignment with the policy objectives in order to: (1) detect any missing points and (2) prioritise the development of the components / societal trends selected.

The workshop materials are available online on the [WHY Website here](#), and the recorded presentations were made available online via the [WHY Youtube channel](#).

Agenda of the Workshop

1. Welcome by Wolfgang Eichhammer
2. [The human factor in energy policy-making](#) - Nives Della Valle, European Commission, Joint Research Centre



3. [Households' Energy Behaviour Models Designed in the WHY Project](#) - Cruz E. Borges, UD, WHY Project
4. [New Societal Trends for Energy Demand Modelling \(NewTRENDS\)](#) - Heike Brugger, Fraunhofer Institut, NewTRENDS Project
5. Focus Groups:
 - a. Synergies between projects
 - b. Stakeholders interests
6. Farewell by Wolfgang Eichhammer

4.1.3. Workshop on Demand-Side Modelling by WHY: EU Use Case Workshop

The Workshop entitled **“Improving Demand-side Modelling to Inform Ambitious Climate Policies in the European Union”** and took place online on the 19th of May 2021, between 09:30 – 12:30 CET.

[This Workshop](#) was organised by RGI to address the needs for current and relevant input to build the EU Use Case for the WHY modelling toolkit with **17 participants** (including WHY Staff). A detailed [Workshop Summary Report is available for download](#) at the WHY Website, elaborating in detail on the background, programme and outcomes of the workshop.



Figure 17 Graphics to illustrate the content of the event

Stakeholder engagement constitutes an essential component of the WHY project. From the project’s beginning external partners provided input to determine their requirements from the WHY modelling toolkit. The event organised on the 19th of May served a different purpose – since the WHY tools will be validated in five different Use Cases, the workshop “Improving Demand-side Modelling to Inform Ambitious Climate Policies in the European Union” aimed at determining technical, behavioural and policy components, which should specifically be included in the EU’s Use Case. At the initial stage of planning, the event was supposed to be a physical meeting. However, the ongoing COVID-19 pandemic required organising the meeting in an online format using Zoom. To provide an insightful discussion and guarantee that each stakeholder will have the chance to share its opinion, we invited a selected group of European experts representing various domains related to residential energy demand. All stakeholders agreed to join the event voluntarily, and we pointed out that their inputs will be used only for the sole purpose of research and publication of the results will not disclose personal information that would allow us to identify their insights. The list of participants of this workshop, including the WHY consortium participants, can be found at the end of this report.



Programme

The workshop was divided into four main parts:

1. Opening plenary session,
2. Parallel thematic sessions – round 1,
3. Parallel thematic sessions – round 2 and
4. Closing plenary session.

The topics of the thematic sessions outlined below. During two sessions stakeholders had the opportunity to share their perspectives concerning the themes of technical energy services and policy interventions.

Session 1: Energy Transition: Things to Consider when Modelling the Demand Side

The first session of the workshop was dedicated to the technical aspects of the demand side modelling. The main objective was to discuss with invited energy experts, which components relevant to household energy consumption should be included and prioritised in the WHY-toolkit, considering the European Use Case. We grouped these components into four different discussion themes: in round 1, we focused on elements related to Building Performance and Mobility, whereas in round 2 we discussed aspects concerning Flexibility and Smart Appliances.

Session 2: Policy Interventions: Things to Consider when Modelling the Effects of Political Decision on Energy Demand

Session 2 centred on energy and climate policy interventions to consider when modelling energy demand in buildings. Since the 2030 and 2050 climate targets for the EU are ambitious, it is imperative to better understand how specific policy instruments will drive this transition. As the current policies are not sufficient enough to meet the climate neutrality goal by 2050, it is clear that stronger policy instruments will be required. The objective of the session was to analyse and prioritise the most important policy interventions to drive the transformation of the EU building sector, which will be assessed quantitatively in the WHY toolkit. We structured this session to allow for a discussion concerning different types of those policy interventions, such as regulatory, economic and informative measures. Nevertheless, we did not explicitly share this information with the stakeholders, in order not to suggest to them the answers that we would expect. Instead, at the beginning of the session, we presented the general aspects of the EU building sector transformation, which should be tackled during the discussion. Session 2 was also divided into two separate breakout rounds. The first round focused on the themes of Building Performance and Electrification, whereas the second round concentrated on Flexibility & Smart Appliances and Socio-Economic Issues.

The discussions at the workshop and the tasks completed by the invited stakeholders provided meaningful insights needed for the future developments of the WHY project as well as for the definition and development of the European Use Case. The workshop's design proved to be highly efficient in engaging the climate and energy experts and policy makers and gaining an improved understanding and prioritisation of the technical and political aspects that should be considered in the modelling of energy demand in the buildings sector.



The collected information allowed to draw the following conclusions:

- First, there are numerous technical and political components to be included in the energy demand modelling, and prioritising this complexity is not always straightforward. While stakeholders shared their viewpoints on some of these aspects, a more rigorous approach should be applied to provide a clearer guidance toward which aspects should be given a high priority in applied energy system modelling.
- Second, although the main themes guiding the exercises in both sessions were slightly different, all elements mentioned by stakeholders in those sessions are intertwined with each other. Thus, for the next steps in the project, it will be of crucial importance to consider those interrelations.

Building off the previous points, the plethora and diversity of collected insights give the WHY project an opportunity to think about alternative elements that could be included in the energy demand modelling and about the most interesting and policy relevant policy interventions to be analysed. On the one hand, it encourages the WHY project to conduct follow up research to identify components that were not mentioned by the stakeholders during this workshop. On the other hand, especially in the context of policy interventions, it inspires the WHY project to develop new instruments or actions that could better advise policymakers and further advance the decarbonisation efforts in the residential sector.

Overall evaluation of this event shared by stakeholders was very positive, especially in terms of time efficiency, clear presentation of the workshop's objective and placing it in the context of the whole project. There were some elements, which could be further improved, like e.g., reducing the amount of the text to be read by the participants, as the tasks related to scenarios' description in Session 1 required. Nevertheless, the workshop turned out to be an appropriate forum to exchange information and ideas between the researchers and practitioners as well as an effective channel enabling networking and integration of the European climate and energy community.

Read the full documentation and analysis of outcomes [in the Workshop Report](#).



4.1.4. Open Day: WHY Open Day at the EU Green Week



Figure 18 Announcement graphics of the Open Day

This EU Green Week Partner event took place on the 11th of June in 2021 and discussed Predicting the Impact of Household Behaviour Intervention on Environmental Pollution.

Via this event WHY reached 59 participants, the video recordings were watched 88 times, reaching all together 147 stakeholders.

The first WHY Open Day on the 11th of June invited stakeholders and policy makers to discuss energy system models that allow us to test and select better strategies for fighting pollution caused by the energy sector. Experts shared ideas and insights to the importance of including behavioural aspects in climate policy in the framework of the EU Green Week as a partner event. This **Open Day** explored what Energy System Models can do to help in reducing the pollution through the example of 5 use cases. Expert discussions unveiled what stakeholders around Europe say about different behaviours using electricity at home and why do people invest in the energy transition.



Figure 19 Graphics developed for the Open Day

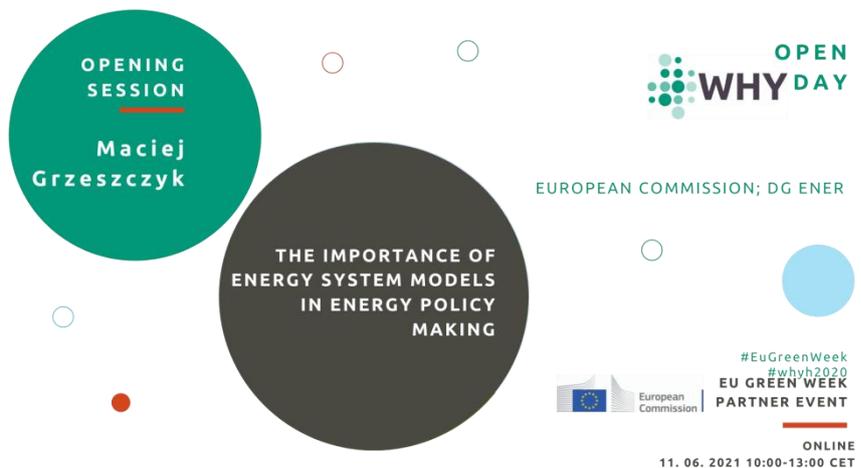


Our first Open Day in the framework of the [EU Green Week 2021](#) was an opportunity to engage with all stakeholders and interested citizens on how we can work together to make the ambition for a zero pollution and toxic-free environment a reality. The Open Day presented experts and academics and shared ideas and insights to the importance of including behavioural aspects in climate policy. During the event we explored what Energy System Models can do to help in reducing the pollution through the example of 5 use cases and will unveil what stakeholders around Europe say about different behaviours using electricity at home and why do people invest in the energy transition.

To follow up on the event, we gathered all resources on the WHY Website, and created an [interactive slideshow](#) so that interested stakeholders can easily access all resources. All presentations are also available one by one at the [dedicated subpage of the WHY Website](#). Furthermore, the Open Day was recorded and uploaded [to the WHY Youtube channel](#).

Programme and presentations

[The Importance of Energy System Models in Energy Policy Making](#) - Maciej Grzeszczyk, European Commission, DG ENER



[Keynote speech: The Importance of Including Behaviours' Aspects in Climate Policy](#) - Nives della Valle, European Commission Joint Research Centre




WHY Introduction

Climbing the Causality Ladder to Understand and Project the Energy Demand of the Residential Sector - Cruz E. Borges, DeustoTech (Energy Unit) University of Deusto, Spain

OPENING SESSION
Cruz E. Borges

WHY DAY
CLIMBING THE CAUSALITY LADDER TO UNDERSTAND AND PROJECT THE ENERGY DEMAND OF THE RESIDENTIAL SECTOR

#EuGreenWeek #whyh2020
EU GREEN WEEK PARTNER EVENT
ONLINE
11. 06. 2021 10:00-13:00 CET

Panel Discussion: What can Energy System Models do to help in reducing the pollution? 5 Use Cases from WHY project - Discussion partners: Thomas Nacht (4ward Energy Research GmbH); Leire Astigarraga (GoiEner); Panagiotis Fragkos (E-3 Modelling S.A.); Francesco Dalla Longa (TNO)

PANEL DISCUSSION
What can Energy System Models do to help reduce the pollution?

WHY DAY

Panagiotis Fragkos, Project Manager E3-Modelling
Leire Astigarraga, Energy Engineer GoiEner
Francesco Dalla Longa, Senior Researcher TNO Energy Transition
Thomas Nacht, Researcher 4ward Energy Research

#whyh2020 #EuGreenWeek
EU GREEN WEEK PARTNER EVENT
ONLINE
11. 06. 2021 10:00-13:00 CET

Panel Discussion: The WHY Toolkit
Creation of a toolkit to include behavioural aspects on Energy System Models - Thomas Nacht,

How many different behaviours towards electricity are in households? - Carlos Quesada

Why do people invest in the energy transition? - Cruz E. Borges

PANEL DISCUSSION
THE WHY TOOLKIT

WHY DAY

Cruz E. Borges, DeustoTech (Energy Unit)
Carlos Quesada, University of Deusto
Thomas Nacht, 4ward Energy Research

#EuGreenWeek #whyh2020
EU GREEN WEEK PARTNER EVENT
ONLINE
11. 06. 2021 10:00-13:00 CET



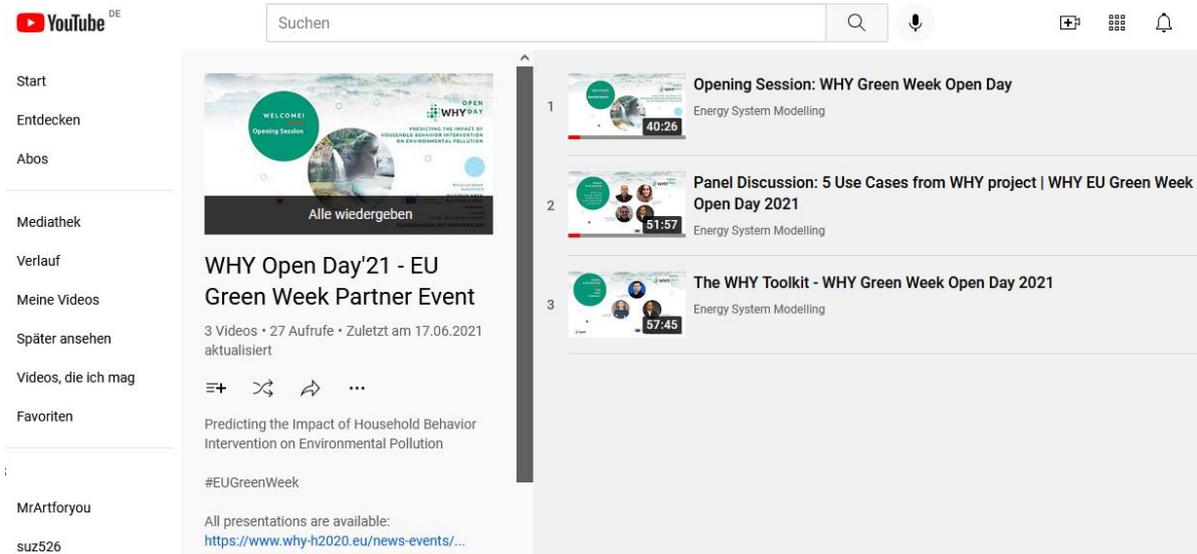


Figure 20 Event videos on the WHY Youtube Channel

4.1.5. Workshop on evolutionary computation for Energy System Modelling

This workshop was organised by University of Deusto in collaboration with 4ER and Forschungszentrum Jülich, with the technical support of Climate Alliance on the 26th July 2021. We presented an introduction to evolutionary algorithms focusing on best practices available and provided some tips to correctly engineer an evolutionary algorithm. Moreover, we presented two use cases from the Energy System Modelling community where Evolutionary Algorithms have played a role as a substitute of Integer Linear Programming techniques and discussed how to engineer an evolutionary algorithm for these use cases. The Workshop served to discuss the research agenda on how to introduce evolutionary algorithms on ESM, as well as several possibilities were assessed and different actions will be carried on. **Altogether 35 participants** from the scientific community target group took part at the workshop, **the video recordings were watched 70 times**, reaching altogether **105 stakeholders**.

Programme

11:00-11:05	Welcome and participation rules	Axel Veitengruber (KB)
11:05-11:50	Introduction to evolutionary algorithm	Cruz E. Borges (UD)
11:50-12:00	Coffee break	
12:00-12:15	Integer Linear Programming formulation at Energy System Models	Johanna Ganglbauer (4ER)
12:15-12:30	Evolutionary Algorithms at Load Profile Generator	Noah Pflugradt (FZJ)
12:30-14:00	Open discussion: how evolutionary algorithms techniques could be implemented at energy system models?	



The presentations and the video recordings of the sessions are available online at the WHY Website. Presentations to download:

- [Integer Linear Programming formulation at Energy System Models](#) 561 KB
- [Introduction to evolutionary algorithm](#) 3 MB
- [Evolutionary Algorithms at Load Profile Generator](#) 131 KB

Video recordings are uploaded to the WHY Youtube Channel:



Introduction to evolutionary algorithm

by Cruz Borges



Integer Linear Programming formulation at Energy System Models

by Johanna Ganglbauer



Evolutionary Algorithms at Load Profile Generator

by Noah Pflugradt



How could evolutionary algorithms techniques be implemented at energy system models?

Open Discussion

4.1.6. WHY and Energy Communities - Fast Track at the Sustainable Places '21

This Workshop featuring 7 different H2020 projects, discussed Business Models to accelerate Energy Community adoption in the EU and beyond. WHY presented the unique angle of ensuring that the energy community business models of the future need to be inclusive to also help alleviate energy poverty and promote energy democracy.

Energy communities are one of the use cases that WHY is exploring. Amanda Schibline (RGI) represented the WHY project at the **Sustainable Places Conference's "Fast Track on Energy Communities in Europe" workshop on the 28th September 2021** to discuss with fellow Horizon Europe projects the topic of Innovative Business Models for energy communities. The WHY project's Energy Community use case is investigating the topic further, however, our key insights from the conference are summarised below.

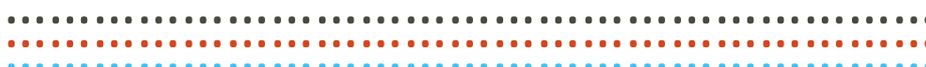




Figure 21 Graphics developed for the event

The project evaluates how energy communities currently exist from a lens of energy efficiency and reducing energy consumption at the household-level. Since the efficacy of these goals are behavioural and personal, it is imperative that our investigation includes inclusive solutions to alleviate social challenges like energy poverty. With the community prioritisation of the energy community framework, it is imperative to address these social challenges with inclusive solutions. In fact, the traditional barriers for energy community development (lack of financial, technical and administrative capacity) are exacerbated for vulnerable households. Therefore, the innovative business models to truly develop energy communities European-wide and globally require inclusivity so everyone can benefit.

When discussing energy community business models, it is important to show the dynamic complexity that expands technology and land-use issues, market and revenue streams, regulatory and governance structures, and demographics like socio-economics and geography. This complexity leads to the conclusion that there is no “one-size-fits-all” solution, meaning that an innovative business model for an energy cooperative in Northern Europe will not just magically work in Southern or Eastern Europe. As there are higher rates of energy poverty in these geographies, this underlines the problem.

Acknowledging the complex nature of developing inclusive and innovative energy community business models, WHY considers the below options as potential solutions to create innovative energy communities whose inclusive design can help alleviate energy poverty. The outcome-based business models allow those most likely to face energy poverty, such as renters in multi-family housing in cities, to directly benefit from the self-sufficiency of energy communities.

For the geographically dispersed, WHY finds that non-profit-led community ESCOs allow vulnerable households to participate in an energy community, while easing the main barriers of upfront costs, time, and expertise. This community of interest also is able to network within the community. For those in social housing, there is a unique opportunity for the residents to receive centralised benefits ranging from on-site renewables generation, energy efficiency and energy services. As this housing is subsidised by state funding, it has the potential to face fewer barriers while allowing as much involvement as the community prefers. Cities have a unique and potentially critical role in the future



success of such business models. They have the potential to bridge the gap from EU Regulatory Framework to easing regulatory barriers and providing unique funding opportunities to their local energy communities. Not only can cities mobilise and engage their citizens about energy communities, they are able to reap the benefits of local self-sufficiency indirectly.

Similarly, partnerships need to occur no matter the organisational structure, governance, and other aspects of innovative business models. Partnerships must go beyond the local or service-levels and involve other energy communities from around their region, country, and throughout the EU. While many presentations agree that knowledge-sharing platforms are imperative to optimise and share experiences and strategies, continuing this momentum to create a one-stop-shop that began as a grassroots effort and is able to be a useful resource to the entire complex future energy community business models will prove a necessary next step.

4.1.7. Summer School: Skills Workshops at EMP-E'21



Figure 22 Screenshots of online events

Due to scheduling problems, WHY’s intended 2021 Summer School could not take place as a traditional, physical course on the University of Deusto campus. As an innovative alternative, WHY organised an interactive, education-based workshop series as a supplementary addition to the annual Energy Modelling Platform for Europe (EMP-E) Conference. This “WHY Skills Workshop” idea was developed to offer hands-on skills training for aspects of energy systems models to appeal to students and current energy modellers alike. **The parallel sessions and the plenary session where WHY was presented at, altogether 143 participants attended. Via the Skills Workshops events, WHY reached 244 Participants, reaching all together 387 stakeholders.**

The 2021 EMP-E Conference was coordinated by the SENTINEL project and took place as a virtual conference of energy modellers in Europe. The Conference theme, “Re-energising Sustainable Transitions in Europe: Energy System Modelling, Methods & Results to support the European Green Deal” aimed for a deep exchange of research and practice, with discussions around energy system modelling, methods, approaches and experiences of the



European energy modelling community. Each day of the conference revolved around different themes. Day 1 was “Policies and Targets” for 2030, 2050, environmental policies and post-COVID recovery. Day 2 focused on “Linking Sectors and Technologies” to integrate the building sector, smart technology, digitalisation input and technological diffusion. Finally, Day 3 tackled “Modelling-specific issues” such as promoting transparency, collaboration, and capturing social and behavioural change in models. As this was the first iteration of such a skills workshop format at the EMP-E conference, there were many learning experiences and the opportunities to receive feedback from the

EMP-E participants were invaluable to evaluating the takeaways and lessons learned. Particularly, it was very useful to hear from the participants that the hands-on, training structure of the Skills Workshops was not only appreciated, but they wanted even more. The approach was a breath of fresh air, meaning that if the Skills Workshops continue to be a facet of the EMP-E conference in the future, the structure will need to integrate more interactive elements and facilitate more immersive discussion. The interest in skills workshops for EMP-E 2022 was high, the format well received.

The main constructive feedback was that the projected audience for skills workshops and the actual attendees was quite different, which made the planning of the presentations a challenging task for the presenters. The COVID-19 pandemic has required conference events to go virtual, which brings pros and cons. On the one hand, it is accessible for many more people to register, attend, and potentially gain knowledge from the workshops. On the other hand, historical attendance of registrants who sign up for virtual events is considerably low – between 30-50%. For free, virtual events in 2021, this number is oftentimes even lower, with virtual event fatigue becoming a significant factor. For future skills workshops of this type, follow-up communication with registrants beforehand and conveying a more realistic expectation of attendee numbers to the workshop presenters would ease this issue.

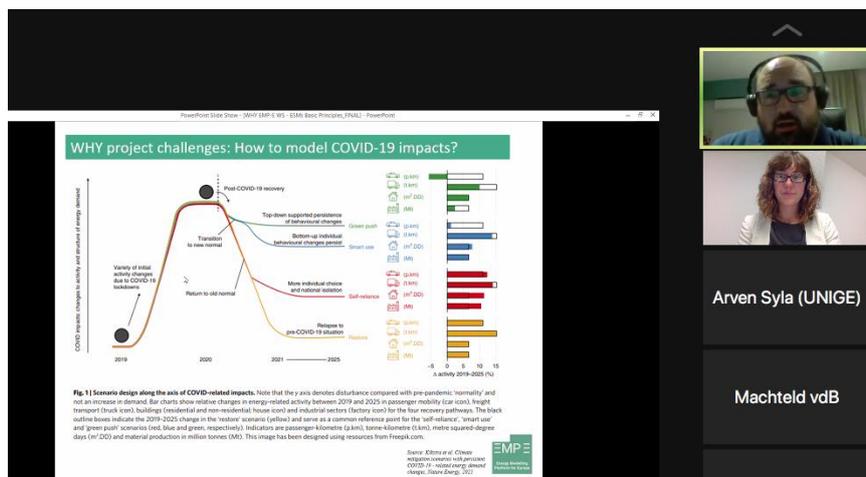


Figure 23 Screenshot of workshop

The presenters expressed a need to know the background of the attendees who signed up for the workshops, but this data was not able to be provided beforehand. Looking to the future, this information is very important for such hands-on, interactive event structures, especially when the level of expertise can vary so greatly. To improve this for the future, it is crucial to add required survey questions about participants’ skill levels, so that the



presenters can have a better feel for who will be in the room well in advance, allowing for clear messages and more interactive elements to be weaved into the workshop.

In any case, a high level of the Skills Workshops concept’s appreciation and the interest of the next EMP-E conference’s organisers to include Skills Workshops into the 2022 event’s programme, creates a unique opportunity to make them a fixed element of the EMP-E conference and the WHY’s legacy to the European energy modelling community.

The following video recordings and PDF presentations of the Skills Workshops were organised by WHY, the full summary and PDF of the presentations are available at the dedicated subpage [at the WHY Website](#):

- **Energy System Models: Basic Principles and Concepts Workshop** - Presented by Panagiotis Fragkos of E3M & Amanda Schibline and Andrzej Ceglaz of RGI
- **High Resolution Times Series Processing Workshop** - Presented by Carlos Quesada and Cruz Borges of UD & Leire Astigarraga and Chris Merveille GOI
- **How To Set up a Scenario for Energy System Modelling Workshop** - Presented by Francesco Dalla Longa and Larissa P. Nogueira of TNO
- **Technical possibilities vs. Economic Feasibility: Viable business models for innovative technologies – a modeller’s approach Workshop** - Presented by Thomas Nacht of 4ER
- **Communicate and Inspire: How to convince with a pitch Workshop** - Presented by Eva Suba and Masha Tarle of KB
- **How to Model Citizens’ Behaviour Workshop** - Presented by Armando Aguayo and Diego Casado-Mansilla of UD

Full Report: [WHY Skills Workshop Summary Report.pdf](#) (2 MB)

Video Recordings of the WHY Skills Workshops at EMP-E'21

[Energy System Models: Basic Principles and Concepts Workshop](#)
Presented by Panagiotis Fragkos of E3 Modelling & Amanda Schibline and Andrzej Ceglaz of Renewables Grid Initiative



Figure 24 Video recording embedded in the website



Skills Workshop	Registrants	Attendees
SW 01: Energy System Models: Basic Principles and concepts	158	56
SW 02: High resolution time series processing	69	20
SW 03: What Energy System Modellers should know about [open] data and software licenses	82	16
SW 04: How to set up a scenario for energy system modelling?	175	56
SW 05: Technical possibilities vs. Economic feasibility: The issues of viable business models for innovative technologies – a modellers approach	84	20
SW 06: Communicate and Inspire: How to convince with a pitch	55	15
SW 07: Hands-on session with the Calliope ESM Framework	63	14
SW 08: How to model citizen’s behaviour?	100	20
SW 09: EnerMaps: Open-access Energy Data and Calculation Modules	154	27

Figure 25 Comparison of registered and attending participants

Altogether **244 Participants** attended the Skills Workshops.

Furthermore, WHY contributed to the Conference programme with two contributions in the parallel sessions of the conference:

- **Plenary Panel III: Collaborative Modelling in Practice:** “Embracing the open science concept: experiences from the WHY project.” Cruz E. Borges, UD

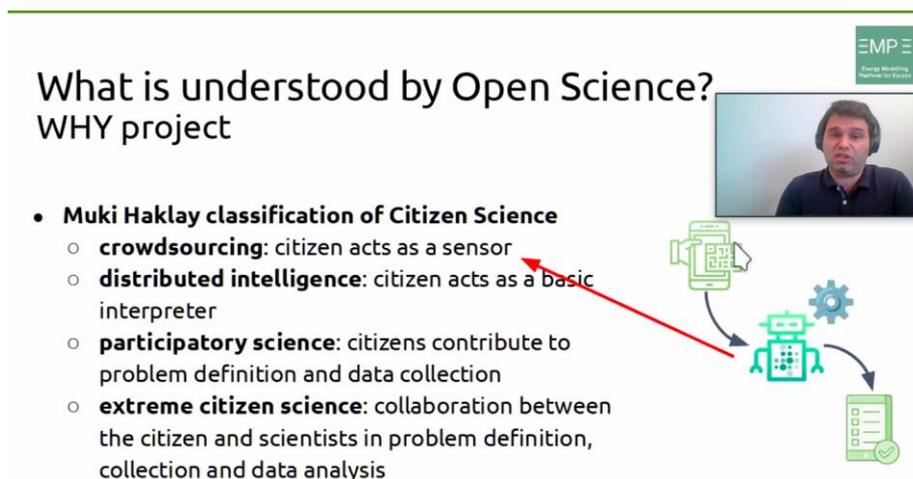


Figure 26 Screenshot of the online presentation

- **Parallel Session 6: De-Carbonising the Building Sector:** “Assessment of regional differences of electrical load profiles.” Presentation by Carlos Quesada Granja, UD | [This presentation](#) took place on 27th of October



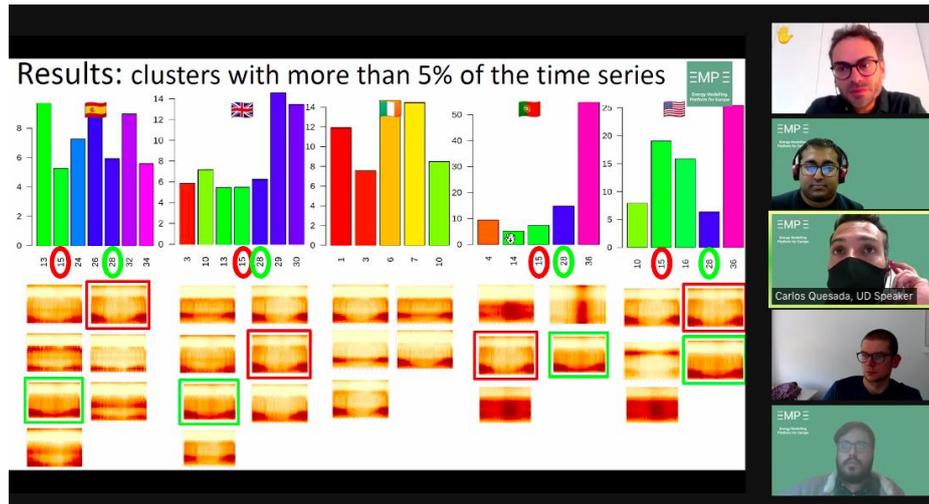


Figure 27 Screenshot of the online presentation

- **Parallel Session 10: Social and Behavioural Aspects- Promoting Social fairness in the energy transition:** “Causal modelling of households investment decisions on the energy transition” Diego Casado, UD | [This presentation](#) took place on 28th of October

4.2. Presentations at External Events

While on the first part of the project scientific results are not yet in a widely publishable stage, the project partners were active in presenting interim results not only to the stakeholders of the project to build the use cases on a sound basis, but first activities to involve the wider public were also undertaken.

Short summaries of events and activities

- WHY Was presented at an early stage at the **Expert Workshop on Modelling Energy Sufficiency by University of Deusto (UD)**.
- [WHY was presented at the Zientzia Azoka Science Fair by UD](#). At the Stand, citizens were asked to use the APP used to retrieve information in T2.3 involving citizens to download and give feedback on the App.



Figure 28 Photos of the Fair with the WHY stand



- Presentation on International Symposium of Forecasting** by [UD]. The conference has 600 attendees as one of the biggest events on forecasting. WHY related results were presented by Carlos Quesada (UD) with good feedback around research issues. Questions at the event and afterwards using the conference networking tool were discussed addressing the electrical behaviour taxonomy.

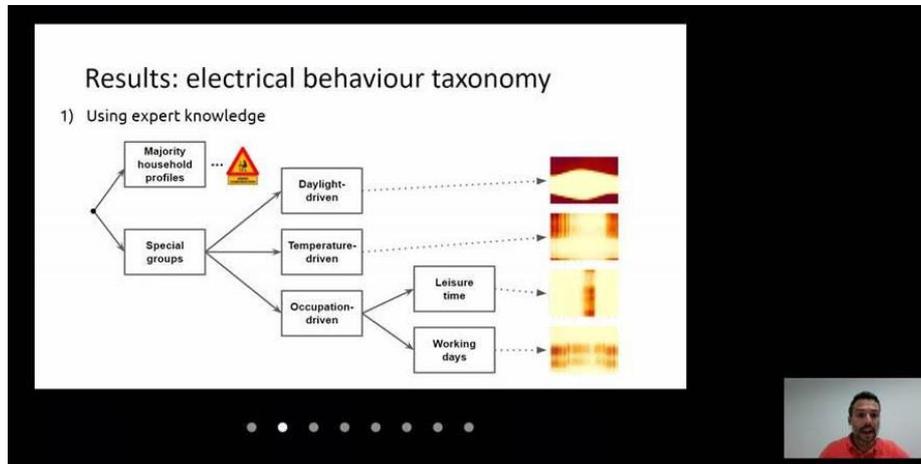


Figure 28 Screenshot of the online presentation

- Presentation of the project at the Next Generation Challenges in Energy Climate Modelling 2021** by UD to the climate prediction research community. During this workshop UD gathered information about datasets with climate and weather information to be used at the project.



Figure 29 Screenshot of the online presentation

- [WHY Project Information desk at the Climate Alliance International Conference 2021](#)** organised by KB. The WHY Booth aimed at informing local municipalities and regional energy agencies about the WHY project and to get in touch with energy communities. 2 Municipalities have been identified to contact about their energy community concepts: City of Essen and City of Plymouth.



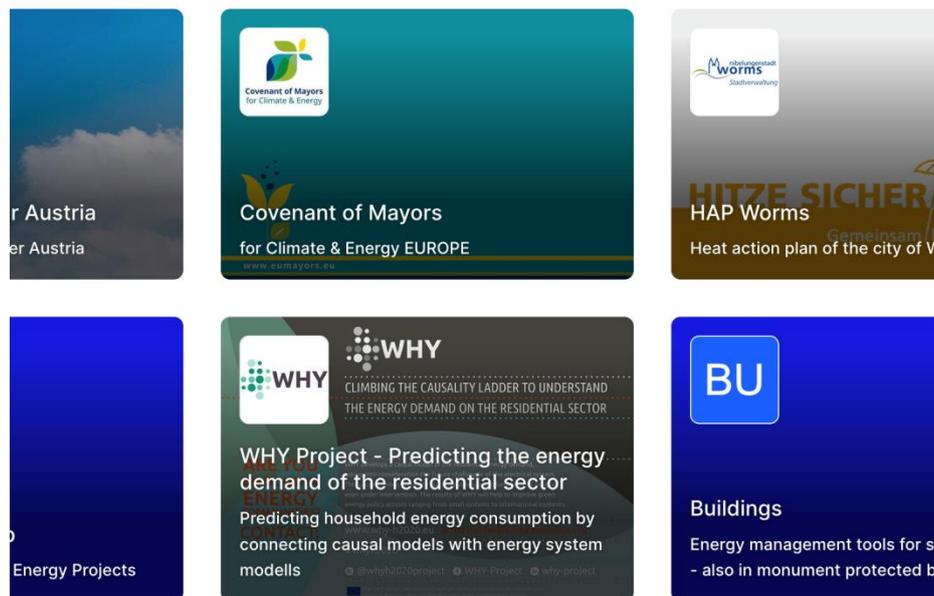


Figure 30 Screenshot of the online stand

- **Presentation of WHY at the EUSEW Side event: Bringing citizens on board the energy transition:** Integrated learnings from a year with different measures of engagement. This session hosted by the [BRIDGE Initiative](#) engaged participants in sharing stories about citizen collective action and their role in the **digitalized energy system of 2030**. It also highlighted what we have learned from the COVID-19 pandemic and how we can continue engaging citizens in the green energy transition of the future. WHY was presented by **Diego Casado**, UD, (Representing both the [PARITY](#) and [WHY](#) projects).
- **Presenting the Goierer use case to the volunteers and workers of Goierer.** Presentation of WHY to the grassroots of Goierer in order to raise support and engagement on the activities for the Goierer and Energy Communities Use Cases. [Goierer also recorded the presentation and made it available on the Goierer website.](#)
- **Presentation at University of Deusto.** Cruz Borges and Macarena Basterra were invited as experts to present recent advances on Energy Communities and European Environmental Taxation to Law students of their university. This informative event addressed the environmental and regulatory challenges of the energy sector from economic and legal point of view, as well as from the point of view of an energy expert. Macarena Larrea from Orkestra-Basque Institute of Competitiveness informed about European environmental taxation and its international impact, where it is also necessary to think about vulnerable people and companies. Finally, Cruz Enrique Borges Hernández, energy expert and coordinator of the European WHY Project at DeustoTech - Deusto Institute of Technology, presented the opportunities for consumers and, in particular, explained energy communities. [A LinkedIn post](#) was published to spread news about this event.



- Presentation of preliminary results of the natural experiment carried out on the GoiEner use case at the **International Conference on Environmental Psychology (ICEP'21)**.
- UD has presented the project at the **10th and 11th editions of the PEJIM** seminar aiming at fostering research careers for last year mathematics students.

The following tables summarise WHY's dissemination and outreach activities via events, meetings and stakeholder/joint sessions.



Presentations and sessions at external events

When	Where	What (with link)	Type of action	Who	Reach
6-8.10.2020	Online	Presenting the WHY at EMP-E conference Presentation to the researchers at the EMP-community with a poster session, Youtube video watched 50 times (as of 20/2/2022)	Poster session	UD	90
18.12.2020	Online	Presentation at X PEJIM conference Communication activity to foster research careers last year students of Maths	Participation at a Conference - includes presentation at conferences	UD	60
14.01.2021	Donostia	Lecture on GoiEner as a REScoop and its innovation activities, including WHY project Guest lecture to M.Eng students of Smart Grid masters degree. Course on Energy and Society.	Participation at an Event (not Conf or worksh.)	GOI	12
06.02.2021	online	Presentation of WHY to REScoop.eu WG Flexibility New datasets for T2.1 Contacts to improve the set-up of energy communities use case	Participation at Workshop	GOI	20
06.05.2021	Bilbao	Zientzia Azoka science fair Communication to citizens Volunteers to use the APP used to retrieve information in T2.3	Open Days	UD; GOI	50
10.05.2021	Siracusa	International Conference on Environmental Psychology Presentation of preliminary results of the natural experiment carried out on GoiEner use case	Participation at a Conference - includes presentation at conferences	UD; GOI	330
28.06.2021	online	Presentation on International Symposium of Forecasting The conference has 600 attendees. It is one of the biggest events on forecasting	Participation at a Conference - includes presentation at conferences	UD	55
8-10.09.2021	online	WHY Project Information desk at the Climate Alliance International Conference 2021 Aimed at informing local municipalities and regional energy agencies about the WHY project and to get in touch with energy communities.	Information desk / Exhibition	KB	455
16.09.2021	online	Next Generation Challenges in Energy Climate modelling 2021 Presentation of the project to the climate prediction research community.	Participation at a Conference - includes presentation at conferences	UD	5



28-29.09.2021	Hybrid (online)	Sustainable Place 2021 Workshop featuring 7 H2020 projects, discussing Business Models to accelerate Energy Community adoption in the EU and beyond..	Participation at Workshop	RGI	42
14.10.2021	Online	Bringing citizens on board the energy transition Integrated learnings from a year with different measures of engagement	Participation at a Conference - includes presentation at conferences	UD	50
13.11.2021	Oñati	Presentation of Goier use case in the work meeting of Goier: Presentation of the Goier use case to the volunteers and workers of Goier	Participation at a Conference - includes presentation at conferences	GOI	35
15.11.2021	Online	Presentation of Goier use case in the work meeting of Goier Recording of the presentation of the use case of Goier	Participation at a Conference - includes presentation at conferences	GOI	0
25.11.2021	Hybrid (online)	Talk: environmental and regulatory challenges of the energy sector Cruz Borges and Macarena Basterra were invited as expert to present recent advances on Energy Communities and European Environmental Taxation to Law students	Participation at a Conference - includes presentation at conferences	UD; FD	50
16.12.2021	Hybrid (online)	Presentation at XI PEJIM conference Communication activity to foster research careers	Participation at a Conference - includes presentation at conferences	UD	50
26.01.2022	Hybrid	Presenting WHY project (Goier use case) to EKATE (University of the Basque Country) Presentation of the activities carried out until now to members of EKATE	Participation at Workshop	GOI; UD	15
16.02.2022	Online	5th Online Lightning Talk Mini-workshop Contribution explaining the WHY dataset	Participation at Workshop	UD	30



5. Networking and Sister Projects

Networking and engagement of stakeholders has been carried out in the first 18 months of the project by involving stakeholders in activities and research carried out in the framework of WP1 and WP6. In order to further engage relevant stakeholders, the partners focused on interviewing various target groups to set up a sound use case framework based on the evidence-based needs of the target groups. To this end a series of online interviews, meetings and questionnaires were carried out. To ensure active and continuous engagement of a broad spectrum of relevant stakeholders and to support the establishment of the groundwork for the exploitation of the project results

- fostering collaboration with other EU modelling research projects and modelling communities
- organisation of meetings and workshops with stakeholders
- presentation of the results to local, regional and national policymakers

UD has organised the opening workshop of the project, and a joint workshop with NewTRENDS, inviting a list of sister projects, RGI has been leading synergy and sister project initiatives, and realising the objective to foster collaboration with other EU modelling research projects and modelling communities, approached the following initiatives and projects to collaborate: EMP-E, German Energy Agency, SCORE, REScoop, City Councils (through KB), EERAdata, ENEFIRST, NewTREND, MICAT, sEEnergies, REFEREE, SENTINEL, NUDGE, ENCHANT, EVIDENT, SocialRES, frESCO, EU 1.5° Lifestyles, EC2.

Because of many synergies and overlaps among Tasks (T6.2 & T6.3) and WPs (WP6 and WP7), in this period they have been implemented in parallel. That required an intense collaboration especially between WP and Task leads RGI, KB and UD. As a result the same partners organised several longer internal meetings to strengthen the synergies (also with WP7) and plan and design future communication, dissemination and stakeholder engagement activities, including industrial actors as well as policymakers, modellers and NGOs.

The WHY Project reached 1185 Stakeholder via networking and stakeholder involvement activities in the first 18 months of the project.

The following joint sessions were organised together with sister projects:

When	Where	What (with link)	Who	Reach
11.09.2020	Online	WHY-Kickoff session with external speakers and participants Presentation of the project to external stakeholders and the general public. Relevant information from DG Ener and other keynote speakers. FZJ contact showing interest in the project.	UD	400
24.11.2020	Online	RGI Members' Assembly	RGI	12
22.01.2021	Online	Newtrends Advisory Board Workshop: Participation in co-creation activities from NewTrends sister project to share inside knowledge about the aims and methods used by the sister project.	UD	20



29.06.2021	Online	Presentation of WHY to SocialRES project: Discussion about the Goierer and Energy Community Use case. Potential new dataset for T2.1 and collaboration on a joint assessment of the information collected.	UD; GOI	2
01.07.2021	Online	Presentation of WHY to Sentinel project (837089): Collaborations with UAB (Cristina Madrid) to improve the SAM. After some discussion a joint paper was going to be discussed and a collaboration on other initiatives is planned.	UD	20
03.08.2021	Online	WHY-NewTRENDS joint workshop: Presentation of the developments carried out by both projects to all our stakeholders. Result: Methodologies to process datasets from HETUS.	UD; RGI; KB; GOI; E3M	32
02.11.2021	Online	Behavioural Insights for Energy Efficiency Policy (LC-SC3-EC-4-2020): Presentation of WHY project to the group kick-off meeting of LC-SC3-EC4-2020. Result: Several contacts for the expert groups to be carried out in T2.2	UD	25

5.1. Stakeholder Meetings and Interviews

Meetings were mainly organised as part of the stakeholder engagement activities focusing on engaging relevant target groups in various activities. Joint sessions with relevant projects and presentations to partner institutions were organised by the WHY partners to deepen collaboration and create a sound basis of dissemination for the WHY Toolkit when available.

In order to define the use of the WHY Toolkit outside of the modelling world, WHY partners reached out to various stakeholders to understand the requirements of future users. We conducted a set of interviews with stakeholders, among which industry, policy-makers, academia, consultants, in the beginning of the project and during the period of building the WHY Use Cases. The objectives of these interviews are to provide stakeholders with information on the project and the WHY Toolkit, to identify whether such a tool would be relevant for their work and to identify expectations they might have from the results of the WHY Toolkit. In WP1, we invited the contacted stakeholders to a bilateral interview. After presenting the project, we asked a set of questions. The following table provides the list of these actions. Details on the results of these activities are included in the Deliverables of WP1 and WP2. The following list is provided to demonstrate the extensive work that was done in the last 18 months to involve stakeholder groups from all target groups in WHY’s research.

WHY has been active in engaging experts of the field and sister projects via **online and face-to-face meetings**. Originally the project planned more face-to-face meetings in order to enhance impact and collaboration; however the pandemic forced the consortium to find their way via online meetings. While this can be time-consuming it has proven to be useful to be able to build the use cases and to get a sound base for future work.



When	Where	What (with link)	Who	Reach
03.11.2021	online	WHY-EERADData online meeting Networking	UD; RGI; KB	6
16.03.2021	online	Expert Workshop on Modelling Energy Sufficiency Networking and contacts for the expert groups to be carried out in T2.2	UD	30
05.10.2021	online	Workshop on the parameters for the Gniebing Use Case (Task 1.3)	4ER	1
16.07.2021	online	Presentation of WHY to Elewit Discussion about the Goiener and Energy Community Use cases. Moreover, it was also discussed to set up a different meeting to discuss potential joint exploitation of the results of T2.1 and sharing a new dataset for it.	UD	2
28.09.2021	Bilbao	REACH EXPERIMENT final event round 1 Meeting with Rebase Energy company to discuss potential transfer of knowledge from WHY and synergies.	UD	2
29.09.2021	Bilbao	Meeting with FEBEA administrative board Meeting at the FEBEA GENERAL ASSEMBLY with the board of directors to discuss their participation in WHY and potential spinoff projects.	UD	3
11.10.2021	Online	Presentation of GoiEner Use Case to the CNMC Meeting with IDAE and CNMC to discuss collaboration and sharing of results of the GoiEner use case.	UD; GOI	4
16.11.2021	Online	Presenting WHY to Tartu Energy Agency (SmartEnCity project) Stakeholder consultation to build the Energy community use case (D1.3).	UD; KB	1
03.11.2021	Online	Presentation of WHY project to EWS Schönau Stakeholder consultation to build the Energy community use case. (D1.3)	UD; KB	1
19.10.2021	Online	Presentation of WHY project to buergerwerke.de Stakeholder consultation to build the Energy community use case. (D1.3)	UD; KB	1
19.11.2021	Online	Cooperation meeting with NUDGE Discussion for integration of the consumers segmentation they have performed into T2.2 and discussion of further collaboration. (D2.2)	UD	10
19.11.2021	Online	Cooperation meeting with NewTrends WHY-NewTrends joint workgroup for sharing results and methodologies on time series data processing	UD	5
14.01.2022	Online	Cooperation meeting with NewTrends Discussion about potential joint experiments and a potential short stay latter this year	UD	5
20.01.2022	Online	Meeting with REN (Portuguese TSO) A presentation of the project to representatives of REN to put their attention into the project's scope and their potential involvement at the later stage	RGI	6

Furthermore, the following activities can be mentioned related to supporting dissemination activities:



When	Where	What	Who	Reach
12.03.2020	online	Public consultation for the Spanish law regulating Energy Communities Presentation of the project to external stakeholders and general public	UD	400
15.11.2020	online	Interviews for stakeholders requirements	RGI	12
15.11.2020	online	Surveys for stakeholders requirements Presentation to the researchers at the EMP-community with a poster session	UD	40
15.11.2020	online	Focus Groups for stakeholders requirements	UD	60
20.04.2021	online	Invitation to the EU Use Case Workshop Co-creation activities to set the WHY-toolkit	ALL	20
30.04.2021	online	Contact to sister projects informing about the WHY's presence at the EU Green Week	4ER; UD; GOI	8
27.05.2021	online	Contact to sister projects informing about the WHY's presence at the EU Green Week	UD	3
25.06.2021	online	Submission on a proposed Data Act for the European Union from the perspective of open energy system analysis	UD	2
3.12.2020	online	Lobby for improve the transposition to the Spanish Law the concept of Energy Communities	UD; GOI	1
21.07.2021	online	Sharing the EU Use Case Summary report Collaborations with UAB (Cristina Madrid) to improve the SAM.	UD	20
12.08.2021	Online	IEA open letter on open data	GOI	12
20.09.2021	online	Collaboration with the Report on Spanish trends in R&D&I in energy efficiency technologies (2016-2019), carried out by the Spanish Technology Platform for Energy Efficiency (PTE-ee)	UD	20



6. Publications

6.1. Scientific Publications

Date	Authors	Title	Publication	DOI
29.11.2021	Breukers, S.; Schibline, A.; Pressmair, G.; Barnes, J.; Perrio, M.F.; Calatayud, E.P.; Rakocevic, L.	A Business Model Fast Track on Energy Communities—Key Lessons Learned from H2020 EU Projects.	Environmental Sciences Proceedings	https://doi.org/10.3390/environsciproc2021011019
accepted for publication	Francesco Dalla Longa, Panagiotis Frakgkos, Larissa Pupo Nogueira, Bob van der Zwaan	System-level Effects of Increased Energy Efficiency in Global Post-COVID Low-carbon Scenarios: a Model Comparison	Computers and Industrial Engineering	https://doi.org/10.1016/j.cie.2022.108029
accepted for publication	Castillo-Calzadilla, T., Cuesta, M. A., Olivares-Rodriguez, C., Macarulla, A. M., Legarda, J. and Borges, C. E.	Is it feasible a massive deployment of low voltage direct current microgrids renewable-based? A technical and social sight	Renewable and Sustainable Energy Reviews	In progress

Planned topics for future scientific publications (see also Section 2.3.):

- Survey of ESM and technical models,
- Methodological paper on taxonomy of load profiles,
- Regional comparison of taxonomy of electric behaviours,
- How much have the lockdowns affected the behaviour of people? ,
- Methodological paper of construction of the causal model,
- Causal diagram of flexibility working group,
- Causal diagram of buildings working group,
- Causal diagram of appliances working group,
- Causal diagram of transport working group,
- Potential of energy communities to ease energy poverty.

6.2. Digital Publications and Awareness Raising

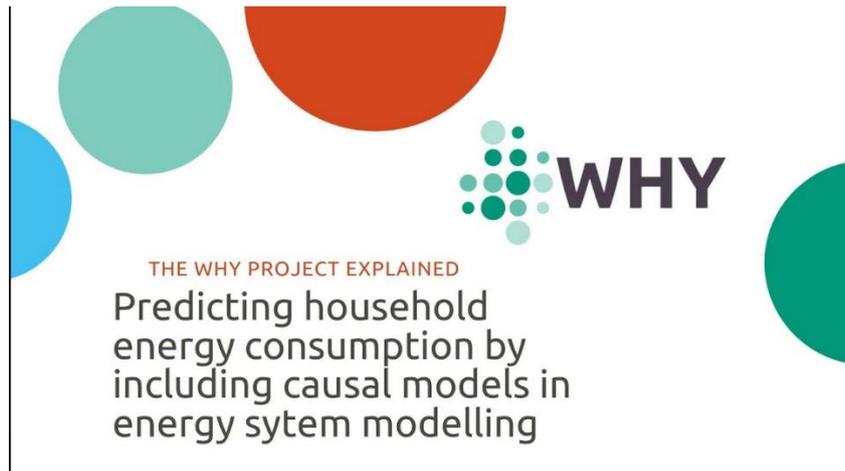
As of today, most publications on WHY results are available via the partner websites, as outcomes up to month 18 of the project are still highly technical. Nevertheless, we find it important to communicate the goals and aims of the project, to be able to provide the relevant information to non-scientific target groups.

To support dissemination for target groups without relevant deep scientific knowledge, KB produced several digital materials for the various events of the project.

These materials include:



[The WHY Pitch](#) on Youtube



[The WHY Pitch Presentation](#)



[Guided Presentation of all WHY Open Day contributions](#)

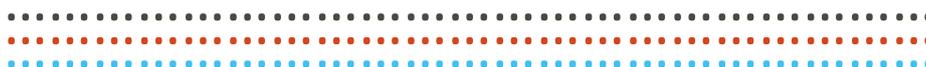




Digital Poster for the WHY Open Day at the EU Green Week:



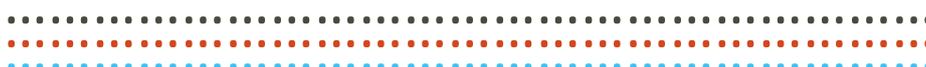
The following list of digital publications across partner channels illustrates dissemination efforts:



Title	Published in	Partner
"Sesión de apertura del proyecto H2020 WHY sobre el uso de modelos que ayuden a comprender y predecir la demanda energética en el sector residencial"	www.deusto.es	UD
"Sesión de apertura del proyecto H2020 WHY"	https://deustotech.deusto.es/	UD
"The H2020 WHY project opening session: How current European projects could help in the shaping of the Recovery Fund and their links with the new Green Deal?"	www.deusto.es	UD
"H2020 WHY project opening session to discuss how to shape the EU Recovery Fund and the links with the new Green Deal"	www.deusto.es	UD
"WHY- Climbing up the causality ladder to understand and project the energy demand of the residential sector"	https://e3modelling.com	E3M
"Den Energiebedarf des Wohnsektors verstehen und projizieren"	https://www.klimabuendnis.org/home.html	KB
"Understanding and projecting the energy demand of the residential sector"	https://www.climatealliance.org	KB
"Segmentation of load profiles by time series feature extraction" Blog	quesadagranja.com	UD
"WHY project at Zientzia Azoka 2021" Blog	quesadagranja.com	UD
WHY Open Day: Auswirkungen von Veränderungen im Haushaltsverhalten auf die Umwelt voraussagen	klimabuendnis.org	KB
WHY Open Day: Predicting the Impact of Household Behaviour Intervention on Environmental Pollution	climatealliance.org	KB
WHY: la transformación ciudadana del sector energético	https://revistaingenieria.deusto.es/	UD

Furthermore various partners issue online articles on current WHY Activities as time passes:

- **GoiEner:**
 - <https://www.goiener.com/proyectos-europeos/why/>
 - <https://www.goiener.com/eu/proiektu-europarrak/why/>
 - <https://www.goiener.com/2021/03/goienerberri-marzo-de-2021/>
- **Climate Alliance:**
 - <https://www.climatealliance.org/events/events/events-detail/why-open-day-predicting-the-impact-of-household-behaviour-intervention-on-environmental-pollution.html>
 - <https://www.klimabuendnis.org/events/events/events-detail/why-open-day-auswirkungen-von-veraenderungen-im-haushaltsverhalten-auf-die-umwelt-voraussagen.html>
- **RGI:**
 - <https://renewables-grid.eu/activities/why.html>
- **University of Deusto:**
 - <https://deustotech.deusto.es/new/why-project-open-day-at-the-eu-green-week/>
 - <https://www.deusto.es/cs/Satellite/deusto/es/universidad-deusto/vive-deusto/la-sesion-de-apertura-del-proyecto-h2020-why-discutira-como->



[configurar-el-fondo-de-recuperacion-de-la-ue-y-los-vinculos-con-el-nuevo-pacto-verde/noticia](#) |

- <https://deustotech.deusto.es/new/why-and-newtrends-projects-present-their-first-results-in-a-joint-workshop/>
- <https://deustotech.deusto.es/new/why-participa-en-un-meeting-organizado-por-easme/>
- <https://deustotech.deusto.es/new/sesion-de-apertura-del-proyecto-h2020-why/>
- https://intranet.deusto.es/apex/comunicacion/r/intranet/noticia?p46_id_noticia=679&session=2683354837330
- **E3Modelling:**
 - <https://e3modelling.com/e3m-participates-in-why-project-kick-off-meeting/>
 - <https://e3modelling.com/portfolio/why-energy-demand-residential-sector/>

6.3. Press Releases

Climate Alliance [issued a Press Release](#) at the start of the project, **reaching 99 downloads** on the Climate Alliance’s WHY Project page:

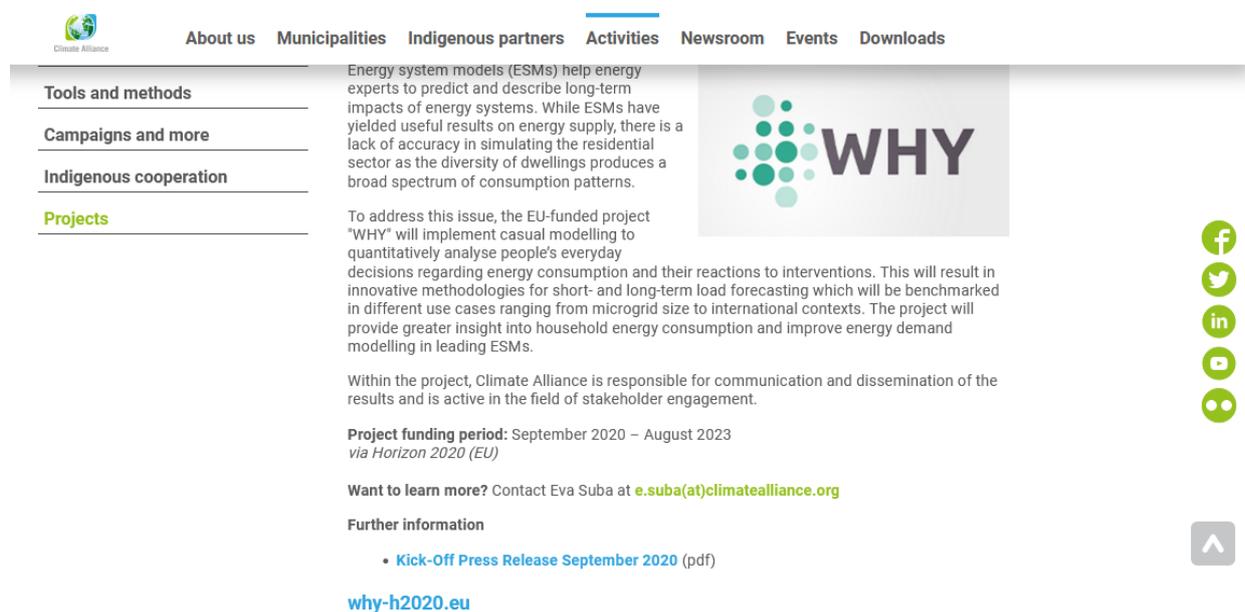
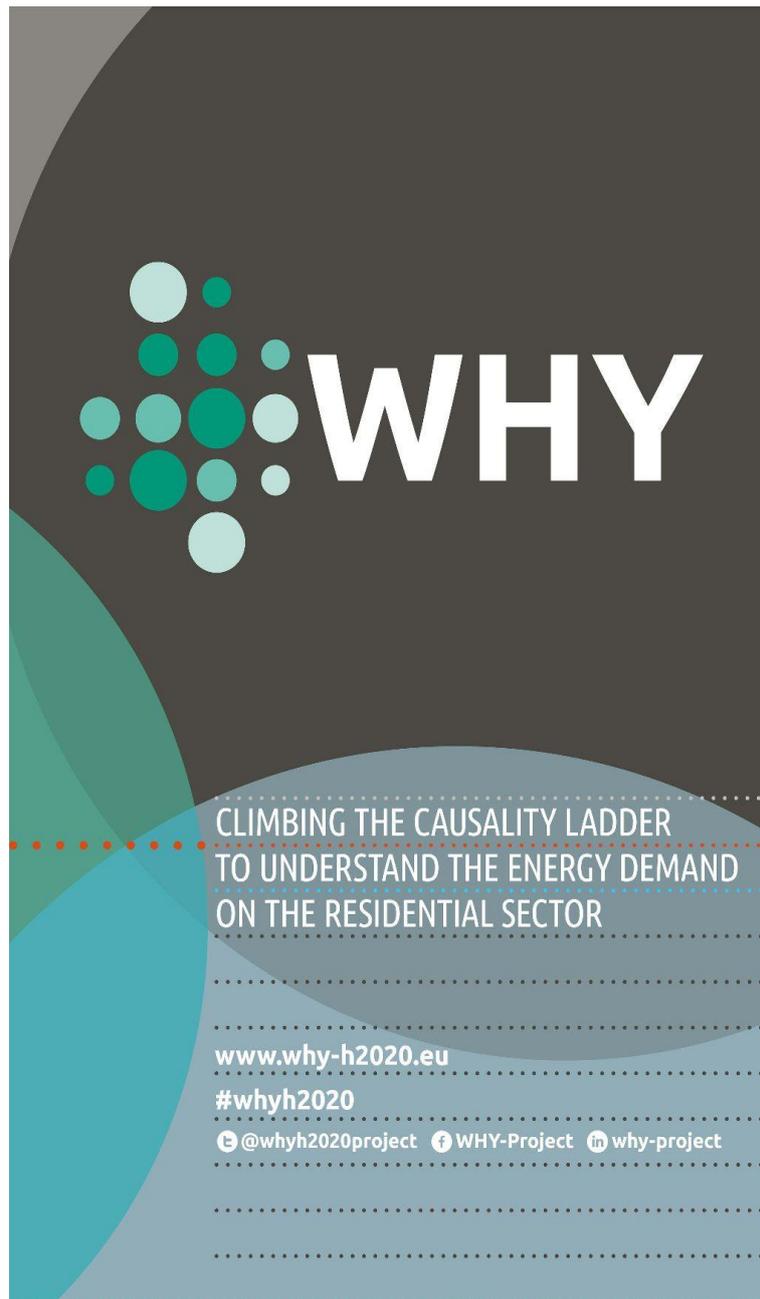


Figure 31 Screenshot of the Press release posted



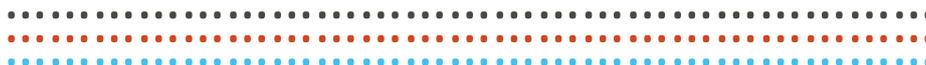
Annex 1: Updated Promotional Materials



 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 891943



Figure 32 Roll-up of the project updated



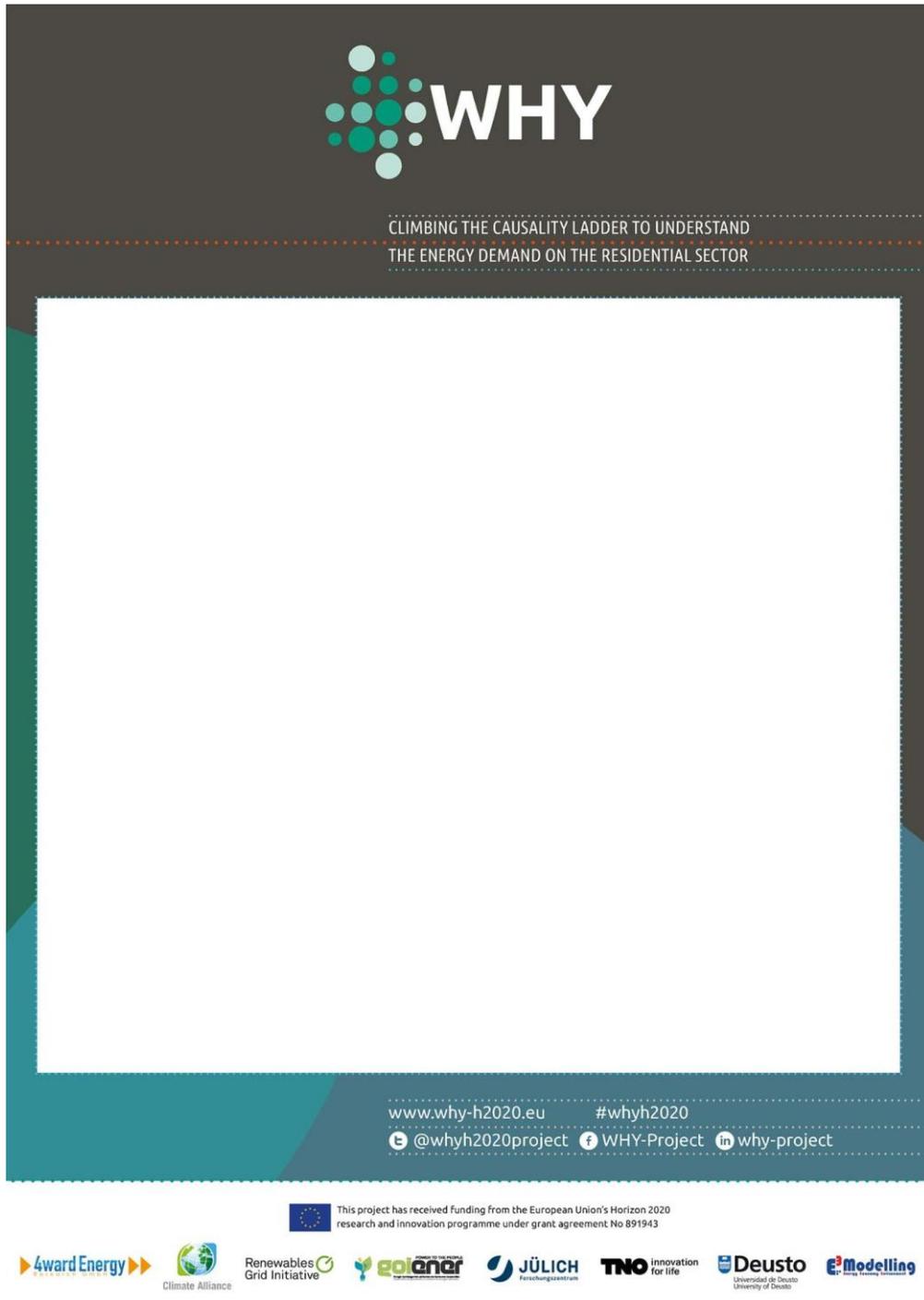
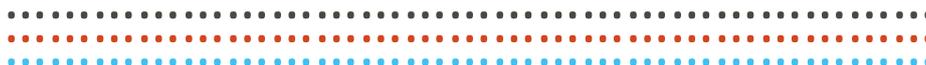


Figure 33 Academic Posters updated

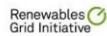


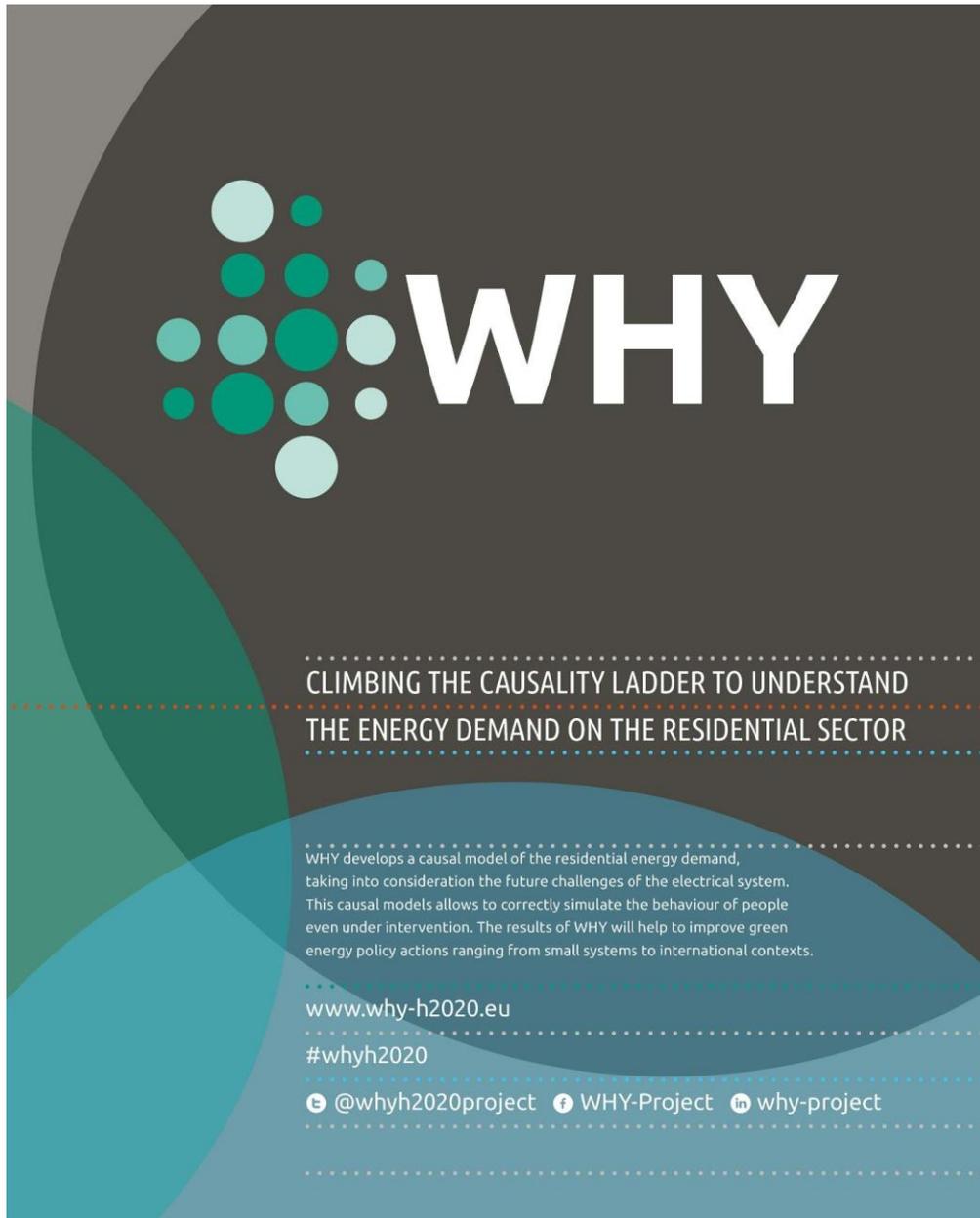


CLIMBING THE CAUSALITY LADDER TO UNDERSTAND
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Figure 34 Poster for general purposes updated

