



PED-ID

Holistic assessment and innovative stakeholder involvement process
for identification of Positive-Energy-Districts

D6.3 Report on communication activities

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1 Introduction

1.1 PED-ID Project - Summary

PED-ID is an innovation project that aims to accelerate the decarbonisation of the urban environment, by the promoting the implementation of Positive-Energy-Districts (PED). PEDs essentially are districts in urban areas that manage their resources to achieve net-zero energy balance (more energy is produced than consumed) and to reduce the emission of greenhouse gases. This project **provides decision makers with improved information about PED options and impacts at an early stage and creates a corresponding knowledge-based** participation process. The data will be collected and calculated with the help of a methodology and prepared for the appropriate target group. The target groups can actively use these in the data-driven participation process, consolidate their opinions and make decisions based on data. This process will be tested using real Living Labs of potential PED projects. This concerns the participation process and the development of the necessary data. With the help of this method, the decision on PED sites will be accelerated to reach the goal of 100 PED sites in Europe.

1.2 Communication Activities

The project began by producing a Dissemination and communication strategy with an accompanying Social media strategy that outlined the ambitions of the work conducted in work package 6: Dissemination and communication. The plan that was outlined, and the way the work was to be executed was based on ambitious goals and a short timeline of 18 months. Given that the project was hit by the COVID implications that most projects have felt in the recent years the work was adapted to the given conditions as best it could.

This document outlines the communication activities executed throughout the project period of the PED-ID project and describes them in some detail.

2 Communication Activities

2.1 Press release

<u>ID</u>	<u>Type of activity</u>	<u>Titel</u>	<u>Date</u>	<u>Brief Description</u>	<u>Link</u>
1	Press release	Launching of Positive Energy Districts	2021-07-12	Press release published on partner website (both in English "Development of Positive Energy Districts in the EU" and Czech "Launching of Positive Energy Disctricts") and social media (Facebook, LinkedIn, Twitter - English version). Czech version sent out to media partners.	https://www.svn.cz/en/news-article/development-positive-energy-districts-eu
2	Press release	PED-ID will pave the way for energy-positive Neighborhoods	2021-10-14	Press release about the Swedish Living Lab in Swedish.	
3	Press release	PED-ID is creating new innovative guidelines to accelerate the development of positive energy districts in the EU	2021-12-01	Press release published on MyNewsDesk and other channels by all partners.	https://www.mynewsdesk.com/se/sust/pressreleases/ped-id-is-creating-new-innovative-guidelines-to-accelerate-the-development-of-positive-energy-districts-in-the-eu-3144849

2.2 Presentations

ID	Type of activity	Titel	Date	Brief Description	Link
1	Presentation	Presentation PED-ID on seminar about climate neutral areas	2021-07-07	Presentation 10 min+ panel discussion	http://byggekologi.com/om-oss/forts-almedalen
2	Presentation	Path for the realisation of Positive-Energy-Districts using the example of the city of Melk	2021-09-03	Presentation at Austrian Association of Cities and Towns, energy committee	Organisation - Österreichischer Städtebund (staedtebund.gv.at)
3	Presentation	Presentation at Cost Action CA19126 - Positive Energy Districts European Network	2021-12-01	Experience in Early Phases of PEDs, showing example of Melk	https://www.cost.eu/cost-action/positive-energy-districts-european-network/
4	Presentation	Establishing Energy Communities for Municipalities	2022-01-20	The project has been presented on a workshop on Establishing Energy Communities in municipalities in the Czech Republic	https://www.svn.cz/en/news-article/energy-communities-take-lead
5	Presentation	AGORA Strategic Dialogue: Identifying the crossroads between urban circularity, mobility and energy	2022-02-16	JPI Urban Europe event: AGORA Strategic Dialogue: Identifying the crossroads between urban circularity, mobility and energy	
6	Presentation	Uppsala Business Park Event	2022-04-27	Presentation of the PED-ID project and the Swedish Living Lab to Key stakeholders in Sweden. Participation in Panel discussions.	
7	Presentation	PED-ID Workshop in Rožnov	2022-05-05	A Workshop was organized featuring PED Living Lab presentation,	

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				other CZ PEDs introductions, discussion, field visit of the Rožnov PED area	
8	Presentation	PED-ID Workshop in Rožnov – Presentation of Swedish Living Lab via Online link	2022-05-05	Swedish Living Lab was presented via online link.	
9	Presentation	PED-ID Workshop in Rožnov – Presentation of Austrian Living Lab via Online link	2022-05-05	Austrian Living Lab was presented via online link.	
10	Presentation	Urban Future 2022 - Critical: Getting those on board that really count	2022-06-01	Presentation of project and participation in panel discussion.	URBAN FUTURE – Events for Urban Sustainability (urban-future.org)
11	Presentation	Urban Europe living lab webinar	2022-07-06	The project has been presented on a Urban Europe living lab webinar by JPI UE	

2.3 Project events (internal)

<u>ID</u>	<u>Type of activity</u>	<u>Titel</u>	<u>Date</u>	<u>Brief Description</u>
1	Internal Meeting (Workshop)	The role of the Neutral Actor /Process leader	2022-04-04	Project partners assembled in a discussion about the “Neutral actor/process leader” that partners have identified as crucial. Who could this be? What is the role of the neutral actor? What business model could work?
2	Internal Meeting (Workshop)	Learnings from the project	2022-06-01	Project partners assembled in a structured workshop to share, group and discuss the learnings from the project.

2.4 Attending conferences

<u>ID</u>	<u>Type of activity</u>	<u>Titel</u>	<u>Date</u>	<u>Brief Description</u>	<u>Link</u>
1	Participation to a Conference	Lessons learned in the early stage of development of Positive Energy Districts	2021-09-08	presentation at the conference IEWT, Vienna, Austria	https://iewt2021.eeg.tuwien.ac.at/programme/text
2	Participation to a Conference	Experience in the exploration of Positive-Energy-Districts	2022-04-05	Presentation of Paper, 2nd International Sustainable Energy Conference, Graz, 5 - 7 April 2022	Events - aee-intec-events.at
3	Participation to a Conference	Critical: Getting those on board that really count	2022-06-01	Participation in panel discussions at Urban Futures 2022.	URBAN FUTURE – Events for Urban Sustainability (urbanfuture.org)
4	Participation to a Conference	Experience in the exploration of Positive-Energy-Districts	2022-06-02	e-nova, Green Deal, Energy – Building – Environment	https://www.fh-burgenland.at/en/news-terme/veranstaltungen/e-nova-2021/
5	Participation to a Conference	Holistic Support in Early Decision Phase for Positive Energy Districts	2022-06-06	presentation of extended abstract, eceee 2022 Summer Study, Club Belambra, Hyères, France	https://www.eceee.org/events/calendar/event/eceee-2022-summer-study/

2.5 Scientific publications

<u>ID</u>	<u>Type of activity</u>	<u>Titel</u>	<u>Date</u>	<u>Brief Description</u>	<u>Link</u>
1	Conference Paper	Lessons learned in the early stage of development of Positive Energy Districts	2021-09-08	Conference paper for the presentation at the conference e-Nova, Pinkafeld, Austria	https://www.fh-burgenland.at/news-terme/veranstaltungen/e-nova-2021/

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2	Conference Paper	Experience in the exploration of Positive-Energy-Districts	2022-04-06	Paper, 2nd International Sustainable Energy Conference, Graz, 5 - 7 April 2022	https://aee-intec-events.at/events/isec-2022.html
3	Conference Paper	Holistic Assessment Methodology For Positive Energy Districts	2022-05-04	Paper for the Conference Central Europe towards Sustainable Building (CESB22). Written together with CVUT.	https://cesb.cz/
4	Conference Paper	Lessons learned in the early stage of development of Positive Energy Districts	2022-06-02	Conference paper for the presentation at the conference IEWT, Vienna, Austria	https://iewt2021.eeg.tuwien.ac.at/programme_text
5	Conference Paper	Holistic Support in Early Decision Phase for Positive Energy Districts	2022-06-06	eceee 2022 Summer Study, Club Belambra, Hyères, France	https://www.eceee.org/events/calendar/event/eceee-2022-summer-study/

2.6 Articles

ID	Type of activity	Titel	Date	Brief Description	Link
1	Article in National Media	Uppsala aims to create one of Sweden's first energy-positive neighbourhoods	2021-11-09	Newspaper Article (Hållbart Samhällsbyggande)	Uppsala siktar på att skapa en av Sveriges första energipositiva stadsdelar - Hållbart samhällsbyggande (hallbartsamhallsbyggande.se)
2	Journal entry	On the Way to the Energy Positive District	2022-01-13	An article in a newspaper published annually by SEVEN.	https://www.svn.cz/en/news-article/news-seven-2021
3	Article on national DSO website	Uppsala skapar en av Europas första	2022-03-17	Article published by a national DSO (Vattenfall) in their own	Uppsala skapar en av Europas första energipositiva stadsdelar (vattenfall.se)

		energipositiva stadsdelar		national online news website.	
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2.7 Workshops

<u>ID</u>	<u>Type of activity</u>	<u>Titel</u>	<u>Date</u>	<u>Brief Description</u>
1	Workshop	Workshop in Austria	2022-02-23	Workshop with key stakeholders in Living Lab at national level.
2	Workshop	Workshop in Sweden	2021-04-29	Workshop with key stakeholders at national level.
3	Workshop	Workshop in Czech Republic	2022-05-05	Workshop with key stakeholders at national level.
4	Workshop	JPI Urban Europe Workshop	2022-06-02	JPI Urban Europe Workshop at Urban Future 2022

2.8 Presentations to other PED projects

<u>ID</u>	<u>Type of activity</u>	<u>Titel</u>	<u>Date</u>	<u>Brief Description</u>	<u>Link</u>
1	Presentation	Urban Europe living lab webinar	2022-07-06	The project presented on a Urban Europe Living Lab webinar by JPI UE	
2	Presentation	JPI Urban Europe – presentations and workshop at Urban Future 2022	2022-06-02	The project presented at the JPI Urban Europe presentation and workshop together with all other PED projects.	

2.9 Professional networks

<u>ID</u>	<u>Type of activity</u>	<u>Titel</u>	<u>Date</u>	<u>Brief Description</u>	<u>Link</u>
1	Presentation	Path for the realisation of Positive-Energy-Districts using the example of the city of Melk	2021-09-03	Presentation at Austrian Association of Cities and Towns, energy committee	Organisation - Österreichischer Städtebund (staedtebund.gv.at)

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2	Presentation	PEDs as a part of SECAP	2022-02-15	Round table with key stakeholders in Czech Republic	https://www.svn.cz/cs/aktualita/tz-zavery-z-prvniho-kulateho-stolu-evropskeho-projektu-zelena-dohoda-pro-budovy
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3 Conclusions

As outlined in the D6.1 Dissemination and Communication Strategy the project set high ambitions in terms of dissemination and communication activities. As the project began COVID was outspread and the project had to adapt to these conditions when working with Dissemination and Communication as with many other activities in the project.


Starting with a stakeholder analysis this set the baseline for what settings and events the project could reach key stakeholders. Taking in to consideration cultural, language and professional practices among many other variables the project worked in an agile way through regular (online) dialogue ever month.

Goals of the D6.1 Dissemination and Communication Strategy were reached in a satisfactory way under the conditions specified above and in some cases went beyond expectations. The learnings from this is that you can only develop a strategy based on what you know at the beginning and then through dialogue prioritise what activities have a higher priority in order to generate the impact the project partners aim for.




Dissemination and Communication activities have been designed to last beyond the project period of 18 months and therefore generate desired impact after the end of the project.

PED-ID TEAM

Coordinator:

	<p>e7 Energy Markt Analyse GmbH (e7)</p>
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Partners:

	<p>Czech Technical University in Prague, Faculty of Civil Engineering (CVUT)</p>
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	<p>Sustainable Innovation AB (SUST)</p>
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