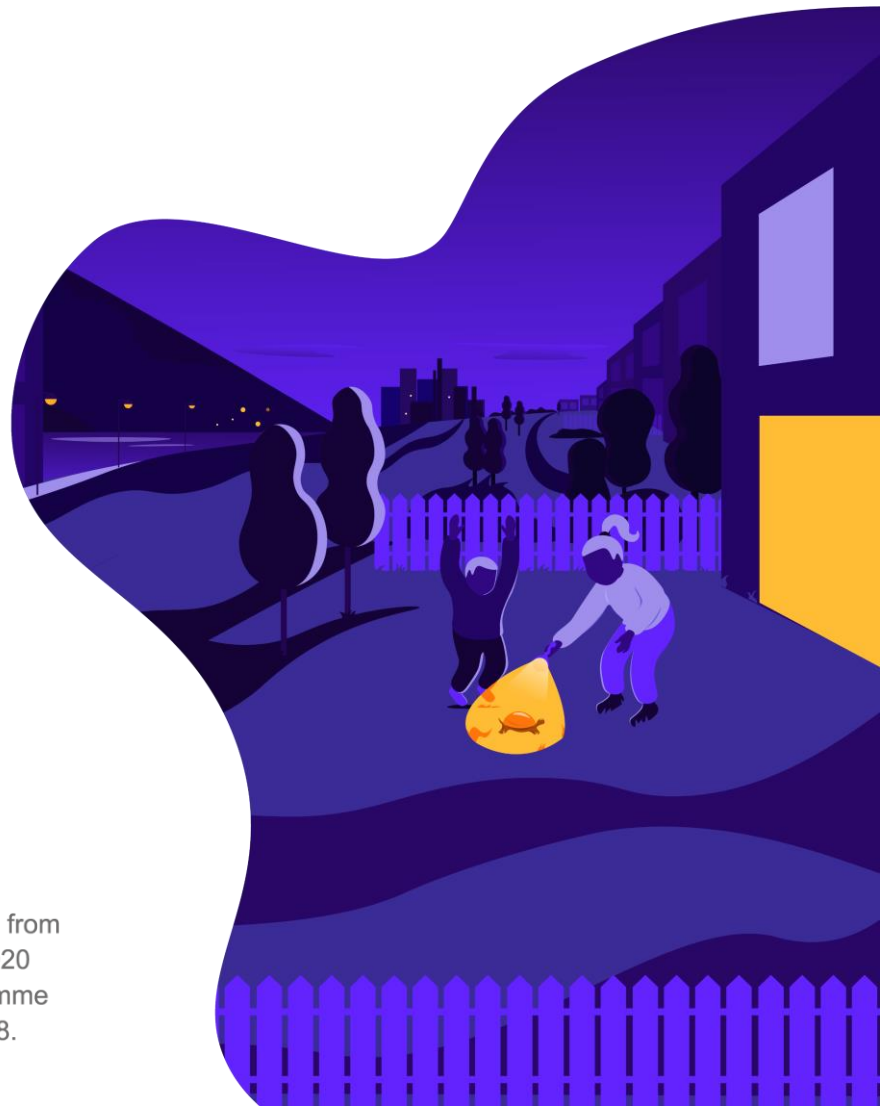


WP7 Dissemination, Communication & Stakeholder Engagement

D7.20 ONLINE COMMUNITY FOR STAKEHOLDERS 2

Clara Mafé Cortés – Housing Europe

30 September 2021 (M21)



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2. Technical References

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3. Executive Summary

The aim of this document is to provide an update on the development of syn.ikia's online community of stakeholders (SPEN Community) up until M18 of the project, as part of Task 7.5 Set-up, manage syn.ikia's Community to engage with relevant Stakeholders (M6-M54).

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4. Updated roles and responsibilities of partners

Name	Role	Responsibility
NTNU	Interim management Content creation Engagement	Ensuring effective management, engagement and dissemination of the SPEN Community.
DTU	Interim management Content creation	Active engagement with stakeholders, content creation and networking.
BPIE	Interim management Content creation Engagement	Ensuring efficient communication, dissemination and engagement of stakeholders.
SINTEF	Interim management Content creation Engagement	Ensuring effective market uptake and exploitation.
Housing Europe	Coordination Management Engagement	Ensuring effective coordination, management, engagement and dissemination of the SPEN Community
IREC	Interim management Content creation	Active engagement with stakeholders, content creation and networking.
OBOS	Interim management Content creation	Sharing knowledge from the Norwegian demo neighbourhood and networking with stakeholders.
AREA	Interim management Content creation	Sharing knowledge from the Dutch demo neighbourhood and networking with stakeholders.
INCASOL	Interim management Content creation	Sharing knowledge from the Spanish demo neighbourhood and networking with stakeholders.
TNO	Interim management Content creation	Active engagement with stakeholders, content creation and networking.
ENFOR	Interim management Content creation	Active engagement with stakeholders, content creation and networking.
ABUD	Interim management Content creation Engagement	Ensuring efficient communication, dissemination and engagement of stakeholders.
HÖ	Interim management Content creation	Sharing knowledge from the Austrian demo neighbourhood and networking with stakeholders.

5. Introduction

The aim of this document is to provide an update on the development of syn.ikia’s online community of stakeholders specialised in Sustainable Plus Energy Neighbourhoods (SPEN Community) up until M18 of the project, as part of Task 7.5 Set-up, manage syn.ikia’s Community to engage with relevant Stakeholders and create a dialogue between interested experts from all across Europe and beyond (M6-M54).

D7.4 Virtual Community for stakeholder engagement (submitted in M9) was the first deliverable under this task and defined the approach as well as the process to be taken to establish the SPEN Community. As an essential element connecting the project’s overall communication and dissemination strategy with research, innovation and exploitation and market uptake, the community was defined as “an online meeting space designed to connect, inspire and create synergies between a wide range of stakeholders involved in the development of Sustainable Plus Energy Neighbourhoods in Europe.”

The process suggested to develop the SPEN Community was based on an iterative four step approach formed by (1) the setting up of the community (2) the engagement with the community (3) the exchange with SPEN experts and (4) the feedback on the functionality and sustainability of the SPEN concept (see Figure 1). The process was intended to ultimately improve the quality and functionality of the online community to ensure its growth over time through regular monitoring and feedback across all steps.

The present deliverable will continue to dwell into step 1 of the process: setting up the community where a series of tasks were undertaken, namely: technical development, stakeholder mapping, value proposition, content generation, invitations to relevant organisations and experts, and the launch of the online community.

Future deliverables within this task will focus on the remaining steps of the process.

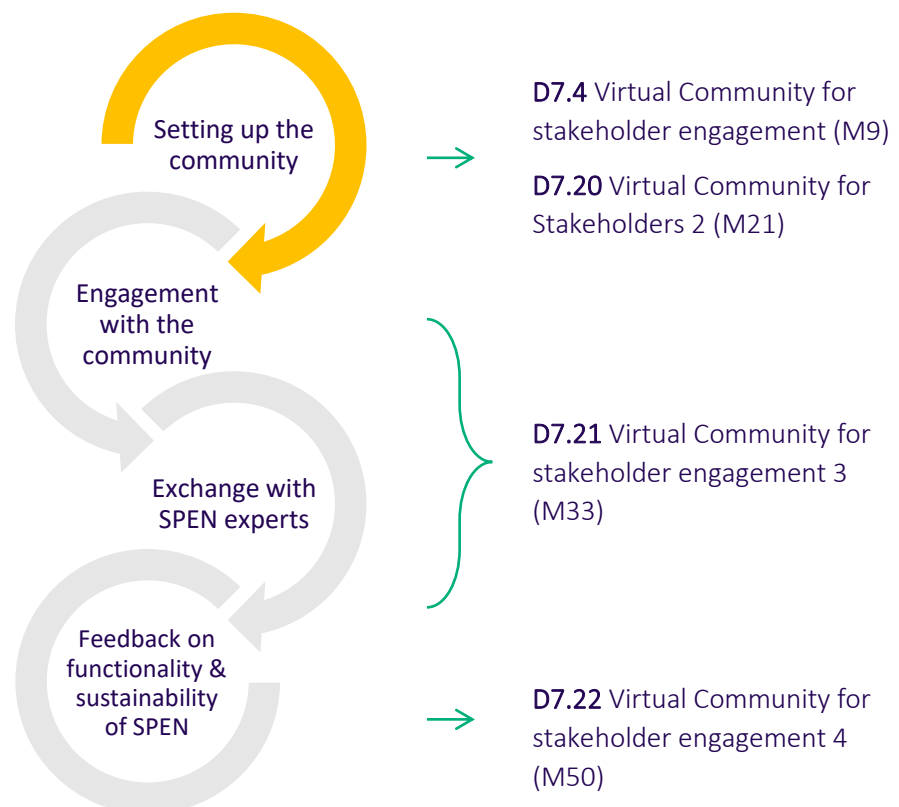


Figure 1 Process to develop syn.ikia's online community

6. Setting up of the SPEN Community

As the first step in the development process, the set-up of the SPEN Community was carried out between October 2020 and June 2021 in an iterative manner. While the technical development had an important role to play at the beginning of the process, it has run in parallel with other equally relevant tasks to get the community started, namely, stakeholder mapping, value proposition, content generation and the launch of the online community (see Figure 2). Each task provided valuable insights that fed back into the technical development of the community to continue its improvement and bring it closer to the future members of the community. Each of the tasks performed during the set-up phase will be described below.

Even if the set-up of the Community can be considered to be the first step of the process, the consortium will continuously ensure that the performance and relevance of the Community will continue to match stakeholders' needs. Appropriate actions will be taken across the set-up process to optimise its performance and match stakeholder needs.

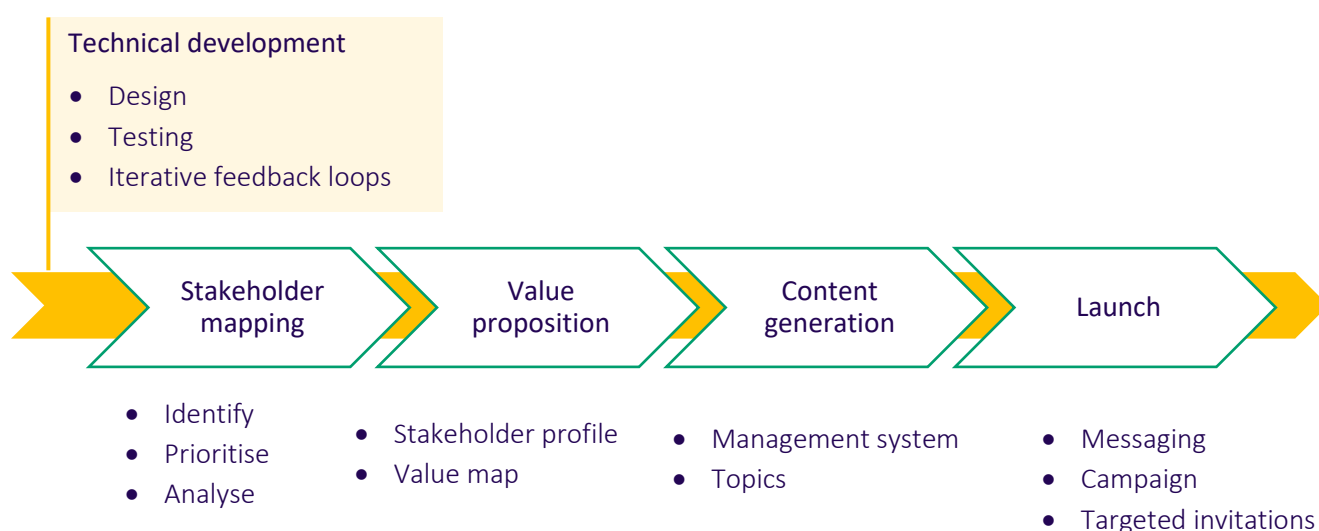


Figure 2 Setting up process of the SPEN Community

6.1 Technical development

The design and programming of the SPEN Community was carried out by [webmix](#). This is the web development and design team selected at the start of the project to develop syn.ikia's website (according to H2020 procedures). Basic requirements and design guidelines concerning the layout, structure and feel of the online community were agreed with project partners early in the process which provided the necessary input to produce a first working prototype in November 2020.

For a short period, the Housing Europe team tested the functionality and several of the features available in the prototype in close collaboration with project partners who were engaged in several feedback sessions to identify issues and suggest improvements.

Since then, the technical development of the SPEN Community has organically been adapted and enhanced based on the user experience of project partners and fed by the outcomes of other interlinked processes running in parallel, such as the stakeholder mapping, value proposition, content generation and the launch of the online community.

The SPEN Community can currently be found on the project's website under its own dedicated section accessible from the main menu on the home page:

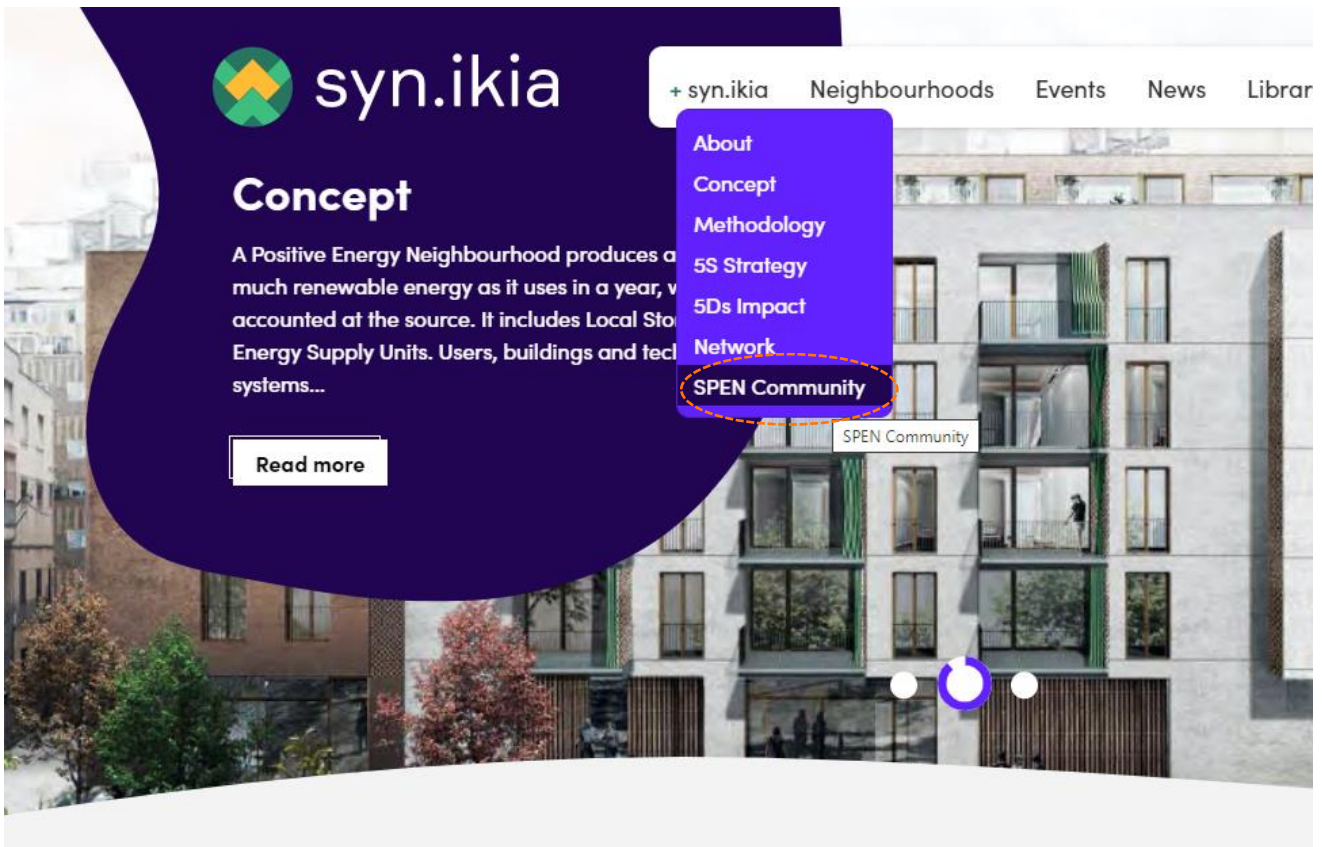


Figure 3 SPEN Community tab on syn.ikia's website

The structure of the SPEN Community is formed by the following pages:

- Log in and registration
- Landing page
- Topic pages
- Profile and member

Log in and registration

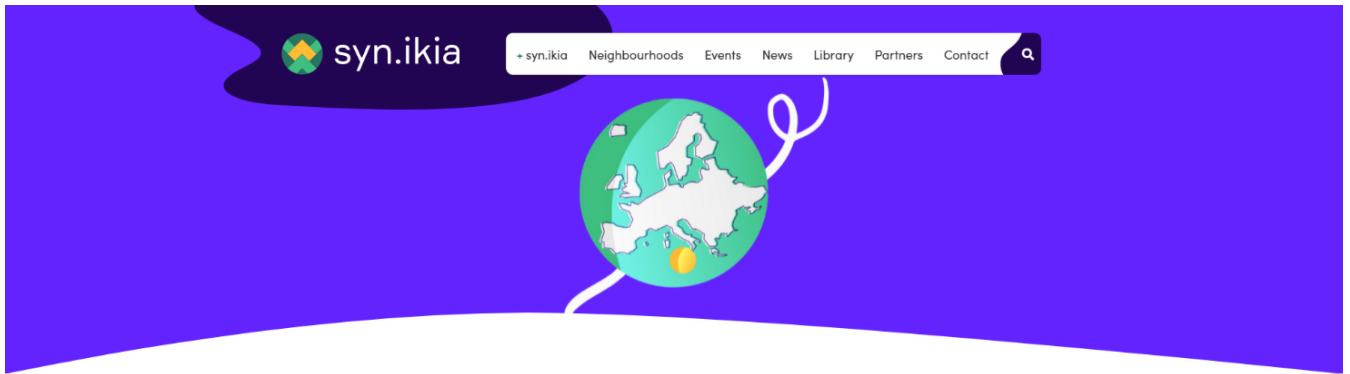
The log in page is the main entry point to the SPEN Community. Only registered users are able to participate in the community.

The following credentials can be used to access the community as a guest:

- Username: clara-mafe
- Password: O^GzreW(sm0DKvqxs0bKXyKk

Two levels of users have been created with different rights and restrictions to optimise the management of the community. These are:

- Keymaster: add new users, create new topics, add and react to comments and replies, edit personal profile, view and edit other registered users.
- Participant: add and react to comments and replies, edit personal profile, view other registered users.



SPEN Online Community

The SPEN Community is an online meeting space designed to connect, inspire and create synergies between a wide range of stakeholders involved in the development of Sustainable Plus Energy Neighbourhoods in Europe.

Our COMMUNITY is ONLY ACCESSIBLE IF YOU ARE LOGGED IN AS A REGISTERED USER. If you have not registered yet and want to access the community, send us a request through the [Community registration](#).

Login form

Username or Email Address

Password

Remember Me

Figure 4 Log in page of the SPEN Community

To join the community, stakeholders will be required to complete a GDPR-compliant [registration form](#) with the following information:

- Personal details: full name, email, organisation, position and country
- Stakeholder group: multiple choice drawn from the syn.ikia's stakeholder groups
- Capturing stakeholders' need and expectations from the online community: What would you like to get from the SPEN Community?

Based on the selection criteria provided in D7.4 Virtual Community for Stakeholder Engagement (M9) interested stakeholders will be granted access by Housing Europe.

Registered users will be able to cancel their account at any time by contacting the project. The use of their data will be restricted to the sole purpose of subscribing to the SPEN Community and will not be used for any further action, nor disseminated.

Landing page

The landing page provides an overview of all active topics in the SPEN Community. From here users are able to access their profile as well as the profiles of all other registered users. There is also a search bar that allows for the possibility of filtering all comments and replies by key words. In the development of the landing page the following design principles were considered:

Table 1 Landing page design principles

Design and layout of the topics	Modern, clean, simple and attractive colours, fonts, emoticons
Overview of all topics	Active users with profile pictures, number of comments, views and last seen
Use clear terminology for the different content levels	Topic, Comment, Reply, Private message
Different right levels for users	At least two levels with different rights and restrictions: keymaster and participant
Visual topics	Make topics visual by providing a short description, an illustration/icon and a colour

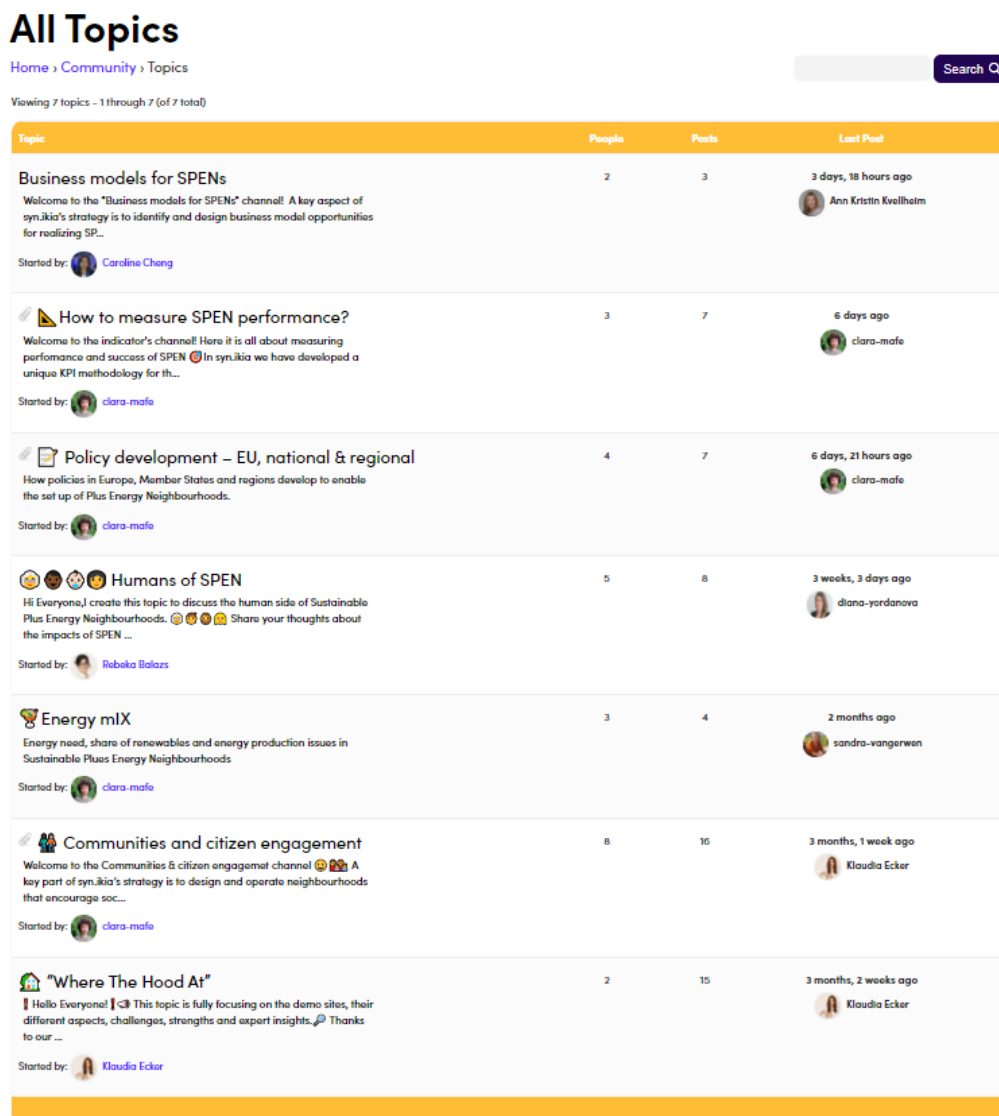


Figure 5 Landing page of the SPEN Community

Topic pages

The topic pages are where the conversations happen. They follow a thread structure of comments and replies similar to many social media channels or email to ease the user experience. In the development of the topic pages the following design principles were considered:

Table 2 Design principles for topic pages

Forum topics should be arranged according to a “folder logic”	By clicking into a topic, the user can access all comments and replies.
Reply system	Once the user is inside a topic, he/she can either reply to a comment or create a new comment. When replying to a comment, the reply should be just underneath the comment the user is replying to. The user can also see all replies to that particular comment at once.
Tagging	Users receive an email notification when they are tagged as @name-surname.
Conversations, not pages + search function	When users want to read all comments in a topic, they can just scroll down without the need to constantly press the Next Page button. A search function should also be available to find specific words within a conversation.
Dynamic notifications	When someone quotes a post, the user will be notified. When someone mentions a user, he/she will be notified. When someone replies to a post, the user will be notified. The user should also be able to set the frequency of the notifications.
Published comments and replies	The user will be able to edit and delete his/her comment or reply easily. Add bin and pencil icons for those functions.
What users can share on a comment	Links, attachments in: doc, pdf, ppt, excel, images: png, jpeg and videos.
Reactions to the comments	Users can react to comments and replies with emoticons.
Don’t miss any conversation	Possibility to receive updates from a thread via email by subscribing to a topic.

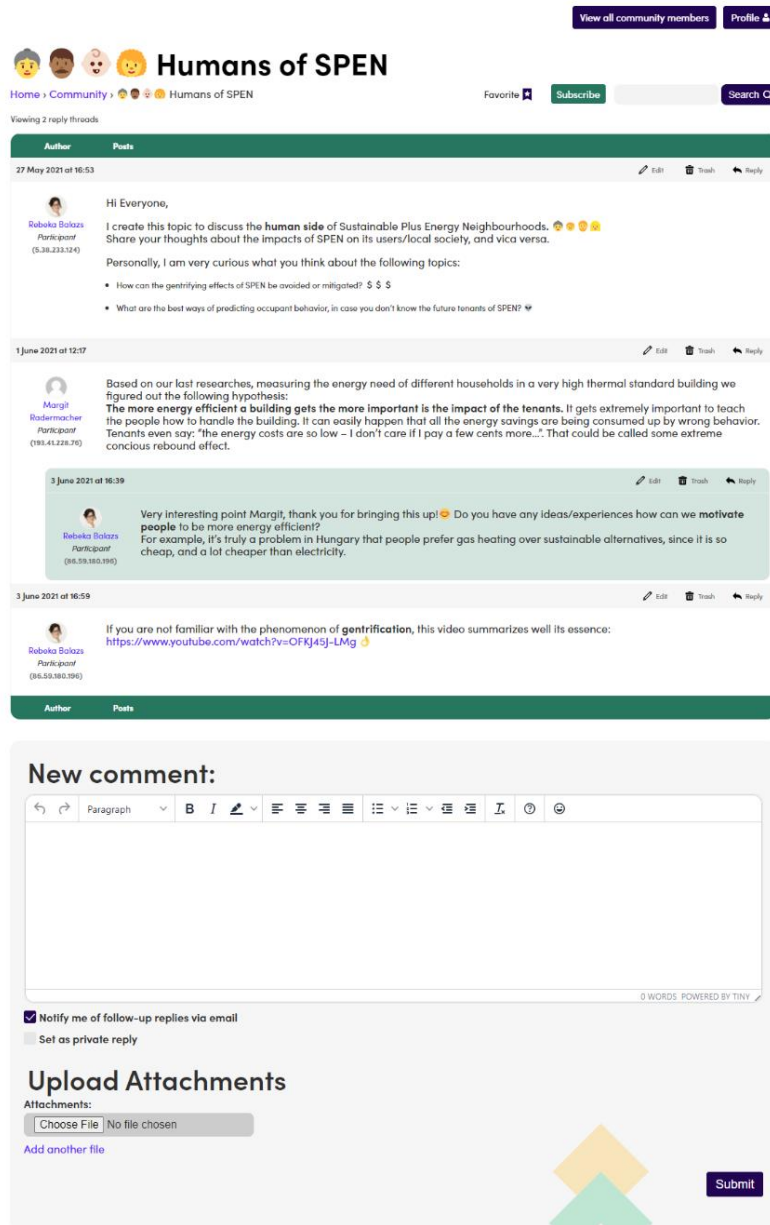


Figure 6 Example topic thread of the SPEN Community

Profile and members


Users are able to edit their member profile to their convenience. This is their presentation card to the rest of the SPEN Community members. Their profile shows basic professional information as well as their activity and engagement in the SPEN Community. Users are also given the option to delete their account at any time (see Figure 7).

All members of the SPEN Community are visible in order to facilitate community building and networking (see Figure 8).

View all community members Profile

clara-mafe

Home > Community > Profile



@clara-mafe
Profile

Full name: Clara Mafe
 Organisation: Housing Europe
 Position: Junior Project Manager
 Stakeholder group: Housing Community

Emailaddress: clara.mafe@housingeurope.eu

[in](#)

Profile description:
 I am a Junior Project Manager at Housing Europe. I work mostly with H2020 projects related to the energy transition through innovation actions on sustainable plus energy neighbourhoods and circular deep renovation in the housing sector. Besides, I also manage Housing Europe's "Our Homes, Our Deal" initiative to position public, cooperative, and social housing sector at the forefront of affordable, citizen-driven and design-led building renovation. Before joining Housing Europe in 2020, I gained experience on user-centred innovation, co-creation and Living Labs at the European Network of Living Labs (ENoLL). I hold a BSc in Economics from the University of Valencia (Spain) and a MSc in Urban and Regional Planning at the University of Birmingham (UK). She speaks Spanish (mother tongue), English (C2) and is currently learning French (B1).

- Profile
- Topics Started
- Replies Created
- Engagements
- Subscriptions
- Edit
- Logout
- Delete account

Figure 7 Example of user profile in SPEN Community

View all community members Profile

All Members

Home > Community > All members

Search Q













 <p>Clara Mafe Junior Project Manager Housing Europe Housing Community</p>	 <p>Joey Heuts Founder / Web-developer w4mia (CT)</p>	 <p>Abel Magyar Coordinator ABEL Academia</p>
 <p>Alessandro Nocente Research Scientist SINTEF Academia</p>	 <p>Anne Kvellheim Research Manager SINTEF Academia</p>	 <p>Carles Mas Project Coordinator INCASOEL Housing Community</p>
 <p>Caroline Cheng Research Scientist SINTEF Academia</p>	 <p>Cristina Clotet Head of ambilit INCASOEL (Catalan Institute of Land) Urban Authority</p>	 <p>Dara Turnbull Research Coordinator Housing Europe Housing Community</p>
		

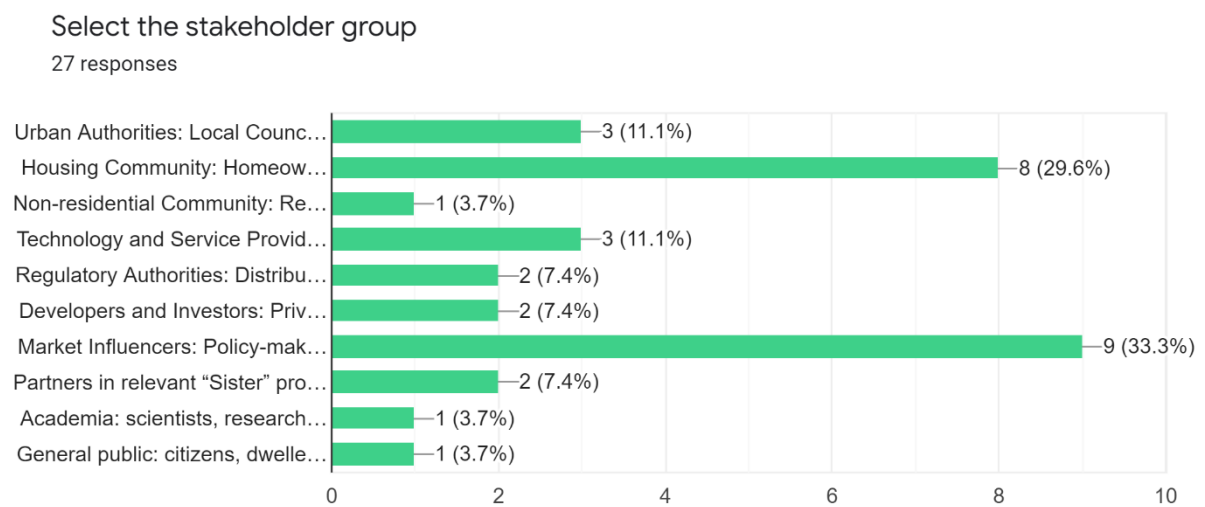
Figure 8 Members of the SPEN Community view

6.2 Stakeholder mapping

An ex-ante stakeholder mapping exercise was carried out in spring 2021 amongst project partners to better understand the target audience of the SPEN Community. Through a survey (N=27) (see Annex 1) project partners identified, prioritised and analysed stakeholders in their network providing the following insights:

- **Identify:** stakeholders who could be involved in the SPEN Community to a lesser or greater extent were identified. As part of this, project partners were asked to think of all the people who are affected by their work, who have influence or power over it, or those who may have an interest in syn.ikia.

Figure 9 SPEN Community stakeholder groups



*See full list of stakeholders in Annex 1.

Most of the stakeholders identified were referred as market influencers (33 %) and housing community (30%). These were followed mainly by urban authorities and technology and service providers (11%). General public, academia and the non-residential community (1%) appeared as the least represented stakeholder groups. This means that the content created in the SPEN Community will likely need to focus on policy recommendations at EU and national levels, urban and housing issues as well as technology solutions and innovation.

- **Prioritise:** identified stakeholders were then classified according to their influence and interest in syn.ikia based on a 3 point scale (1: Low / 2: Medium / 3: High).

Based on the results from the survey, the following approaches will be taken for each stakeholder according to their level of influence and interest:

- › Manage Closely (high influence, highly interested people): stakeholders will be fully engaged and efforts will be made to satisfy them.
- › Keep Satisfied (high influence, low-medium interested people): stakeholders will be involved and approached with the right communication.

- › Trigger Interest (medium influence, medium interest): stakeholders will be approached with communication and dissemination materials to raise their interest.
- › Keep Informed (low influence, highly interested people): stakeholders will be adequately informed and involved in specific topics.
- › Monitor (low influence, less interested people): stakeholders will be monitored but will not be saturated with communication.

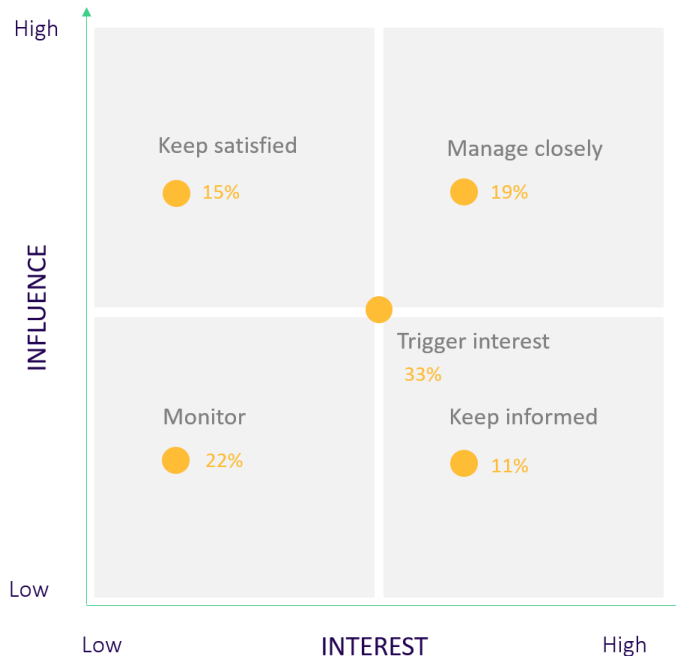


Figure 10 Stakeholder's Influence/Interest Matrix

- **Analyse:** determining what is important for stakeholders, their role, how they could benefit from the SPEN Community and what strategies should be used to engage with them.

The survey provided a first idea on the topics that are important to stakeholders, for example:

- › SPEN definitions, technologies and solutions
- › Relation of SPEN with the wider urban context
- › Regulations/incentives that facilitate development of SPEN
- › Sustainability of the building sector, low energy building and their co-benefits
- › Learning new trends and learning from the results and add visibility to their expertise
- › Improve the social welfare of the area
- › Use the knowledge of SPEN in new projects
- › Energy communities and citizen participation
- › Innovative affordable housing models

The most prominent role allocated to identified stakeholders of the SPEN Community was dissemination (59%) followed by feedback and advice (33%) (see Figure 10).

The results from the survey suggest that a multi-method strategy should be used in the SPEN Community to engage with identified stakeholders. The most recurrent methods being (1) bringing

the community together once/twice a year, (2) interactive sessions and (3) interview series with housing providers on SPEN implementation issues (see Figure 12).

Figure 11 Stakeholder roles in SPEN Community

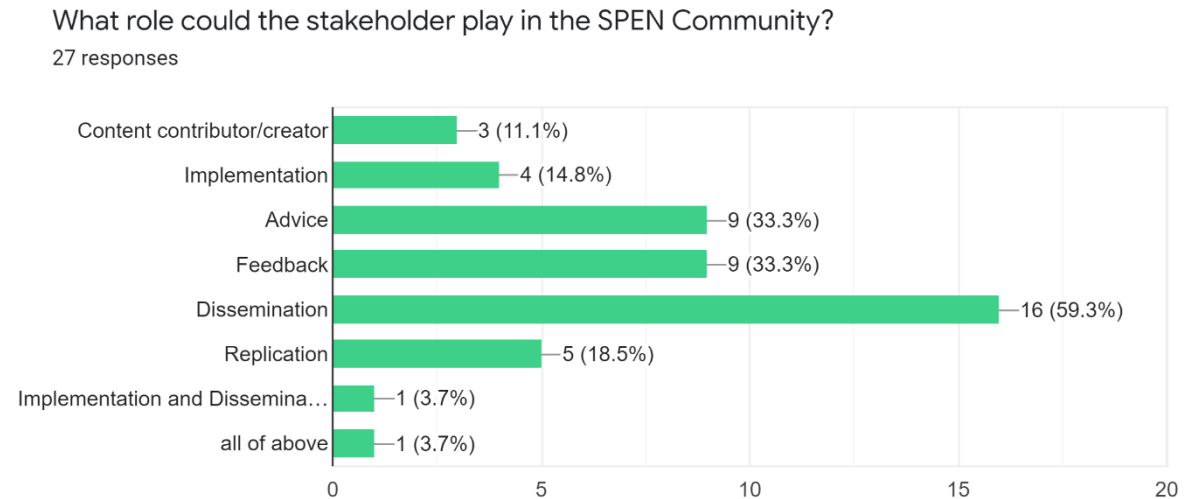
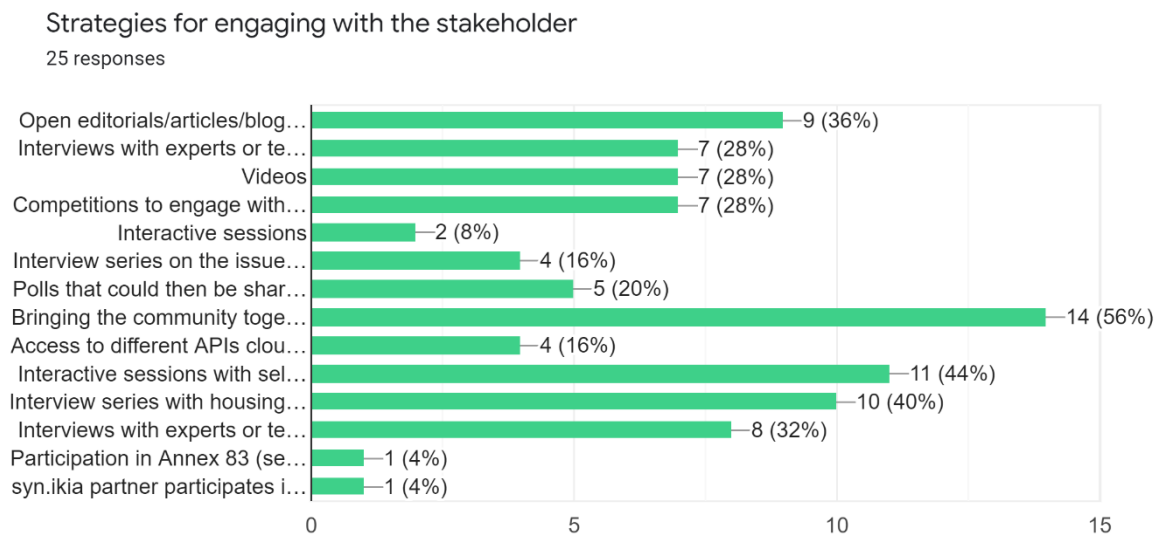


Figure 12 Strategies for engaging with stakeholders in SPEN Community



*See full list of stakeholders in Annex 1.

Further stakeholder mapping and analysis will be carried out after the launch and as the community develops.

6.3 Value proposition

In December 2020 the core WP7 communications team - formed by NTNU, Housing Europe, BPIE, ABUD and SINTEF - got together in an online co-creation workshop with the aim to define a clear content offer and value proposition of the SPEN Community. For that, two exercises were prepared and the team explored different ways to achieve this aim. Here below, we present the different exercises as well as their main outcomes. The raw material can be found in Annex 2.

The first exercise of the session aimed at brainstorming on the following three items:

- The main topics that should structure the SPEN Community. These will cluster at the same time different topics from which the conversation threads of the Community will arise.
- The activities that the SPEN Community should offer to stakeholders as part of its content.
- The Engagement Techniques that the WP7 team and the whole consortium should use to involve and engage with the community of stakeholders.

Table 3 Outcomes from Exercise 1

Topics	<ul style="list-style-type: none"> › Best practices of SPEN › Ongoing digital transformation of the construction value chain › Data protection and security › Benefits for tenants › Flexibility solutions: household and neighbourhood level › Energy storage solutions › Technologies (i.e. technical solutions from demos) › EU policy developments (e.g. Renovation Wave, EPBD ...) › Renewable energy systems › Architecture › Affordable Housing
Activities	<ul style="list-style-type: none"> › Virtual tours to our demo sites and other demo cases › Invitations to participate and speak at webinars › Joint webinars with our sister projects (and other related projects) › Provide regular feedback from the residents (bulletin board) › Connect with international developments outside of Europe › Innovation workshops › Surveys › Trainings
Engagement techniques	<ul style="list-style-type: none"> › Open editorials/articles/blog posts › Interviews with experts or tenants benefiting from syn.ikia solutions › Videos › Competitions to engage with users (most energy savings) › Interactive sessions with selected stakeholders › Interview series with housing associations/demo partners on the issues they face when implementing the neighbourhoods › Polls that could then be shared on social media

	<ul style="list-style-type: none"> › Bringing the community together once/twice a year › Access to different APIs cloud hub/digital twins
--	---

The second exercise of the session aimed at defining the value that the SPEN Community commits to deliver to syn.ikia’s stakeholders. For that, we used the Value Proposition Canvas, a tool coming from the business sector to help ensure that a product or service is positioned around what the customer values and needs.

The Value Proposition Canvas was adapted to the SPEN Community for the purpose of this co-creation workshop by adjusting the questions of the canvas and referring to “stakeholders” instead of “customers”.

Table 4 Outcomes from Exercise 2 - Stakeholder profiling

<p>Gains What benefits are stakeholders looking for?</p>	<ul style="list-style-type: none"> › Online networking opportunity › New information and access to practices from other countries › Rate of returns from actual practices › A place to share successes and concerns › Find new synergies between areas of knowledge › Learn about new technologies that work best › Get direct feedback from users › Residents look for a plus energy home that is not difficult to operate and that has economic returns in the long-term › Investment opportunities › Exchange about needed regulatory frameworks
<p>Pains What challenges do stakeholders face?</p>	<ul style="list-style-type: none"> › Time pressure › Sharing valuable knowledge and not receiving reaction › Lack of information about how “new technologies” perform in practice › How to market a plus energy home › Lack of interaction › What is a barrier to the development of SPEN for a housing company? › Policymakers need an ongoing exchange & feedback with the market › From a building owner perspective: why should I invest in energy efficient technologies in my project?
<p>Jobs What are stakeholders trying to get done in their daily work?</p>	<ul style="list-style-type: none"> › Scale up pilots › Establish a supportive regulatory framework that enables SPENs and flexible energy trading networks › Learning and getting inspired from best practices › Find gaps in the existing practices that can and should be researched › Find partnerships and start collaborations › Getting their messages across › Disseminate their project results

Table 5 Outcomes from Exercise 2 - Value Map

<p>Gain creators How does the SPEN Community create stakeholder gains?</p>	<ul style="list-style-type: none"> › Creating an accessible knowledge base from existing practices › One-stop-shop for ideas and best practices › Platform where stakeholders can market their services › A space for end-users to provide feedback and express their wishes & needs › Long-lasting exchange and continuous knowledge transfer › A place to connect with people working on similar projects
<p>Pain relievers How can the SPEN Community alleviate stakeholder pains?</p>	<ul style="list-style-type: none"> › Connect easily › Provides quick answers 24/7 to urgent questions › COVID-safe communication › Mapping stakeholders that one might not be aware of › Providing state-of-the-art knowledge and information about the pilots
<p>Products and services What features & services does the SPEN Community offer?</p>	<ul style="list-style-type: none"> › Forum › Direct connection to public data › Validating technologies (online curation of services) › Online networking › Allow users to identify their role in the SPEN Community (occupant, developer, service provider, technology supplier) › Need to segment our stakeholder in the SPEN Community › Regular webinars with demo cases and technology providers/manufacturers within and beyond syn.ikia

6.4 Content generation

From April 2021 onwards, content started to be planned, drafted and shared on the SPEN Community restricted to the syn.ikia partners circle. The aim was to create a rich, attractive and interesting community space that external stakeholders feel encouraged to join once it is opened up publicly.

A **management system** was established based on the regular rotation amongst syn.ikia partners. Depending on partners' availability and needs, the community management will shift hands often in order to generate different types of content, test new approaches and target specific stakeholders. For every hand-over the partner taking up the community management role of the community will be encouraged to prepare a strategy and programme to be agreed with Housing Europe, as the coordination team.

The community management **approach** adopted thus far was based on 5 main principles to guide the content creation of the community: regularity, listening, being visual, praising diversity and the value of informality (see Figure 9). These remain open to adaptation based on potential feedback received at later phases.

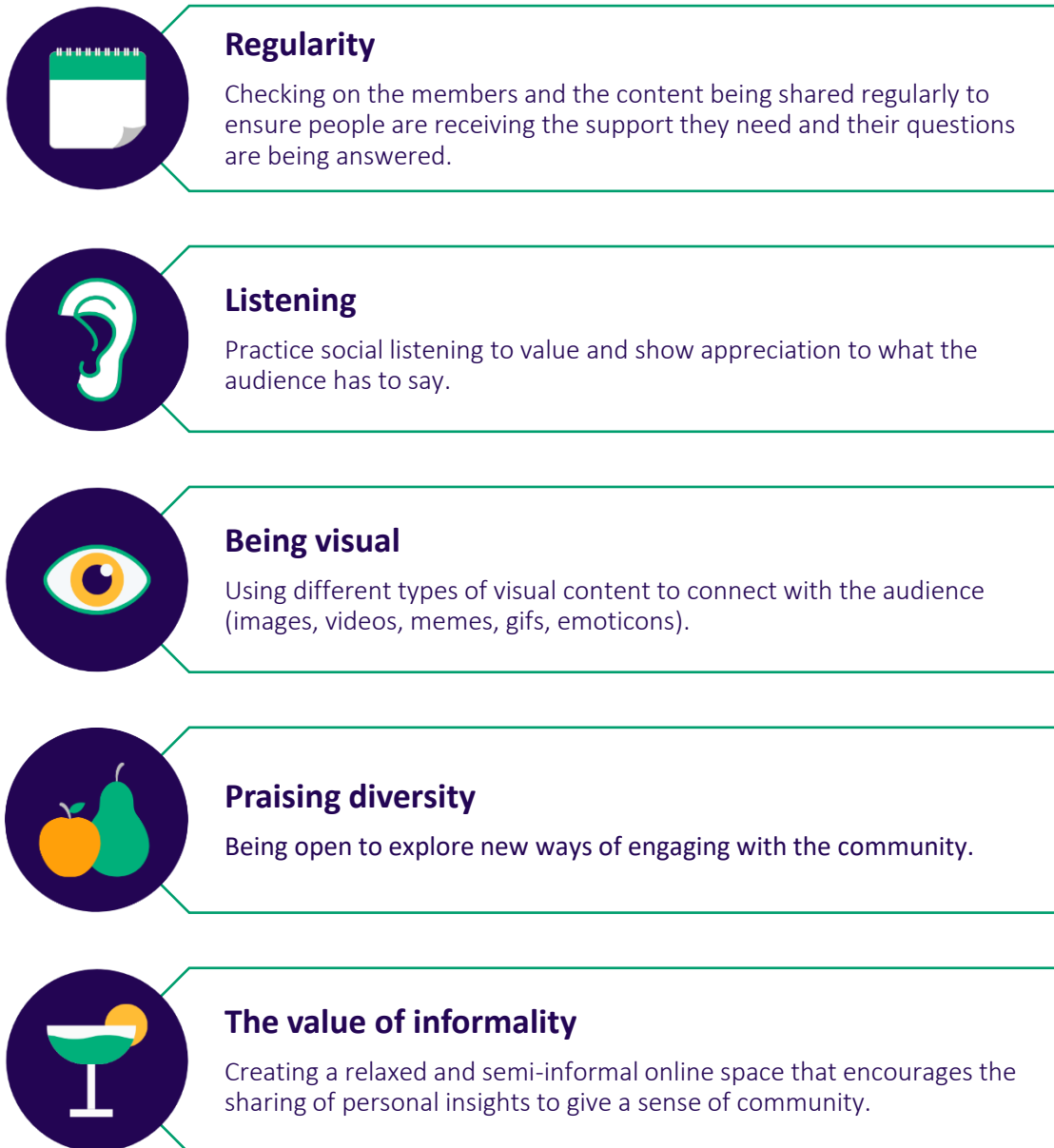


Figure 13 Content creation principles of the SPEN Community

A **first set of topics** were open based on the current phase of the project and the available results. Overall, the topics are aimed at triggering holistic conversations around the concept of Sustainable Plus Energy Neighbourhoods to broaden the stakeholder outreach. These are:

- **How to measure SPEN performance?**
Evaluation frameworks and indicators in SPEN.
- **Communities and citizen engagement**
Citizen engagement and community building strategies, methods and experiences.
- **“Where The Hood At”**
Features, challenges and expert insights about the demo neighbourhoods.
- **Humans of SPEN**
The human side of SPEN and their social impact.

- **Policy development: EU, national & regional**
How policies in Europe, Member States and regions develop to enable the set-up of SPEN.
- **Energy mixes**
Energy need, share of renewables and energy production issues in SPEN.

6.5 Launch

The SPEN Community went live in June 2021. The launch was communicated through syn.ikia’s social media channels (Twitter and LinkedIn), the project website, syn.ikia’s summer newsletter and was [announced in the BUILD UP EU portal](#).

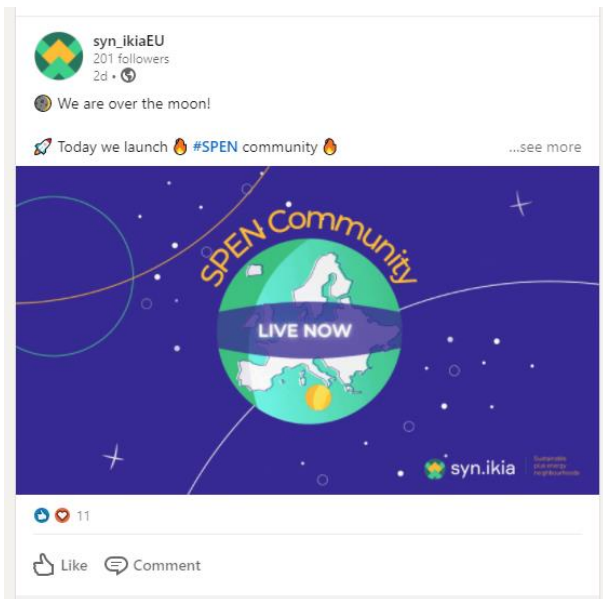


Figure 14 Announcement of SPEN Community on LinkedIn



Figure 15 Announcement of SPEN Community on Twitter

The launch was followed by a dissemination campaign in social media, different EU and international portals on energy efficient buildings and targeted email invitations that will continue to run until the end of the project to maximise the outreach and impact of the SPEN Community.

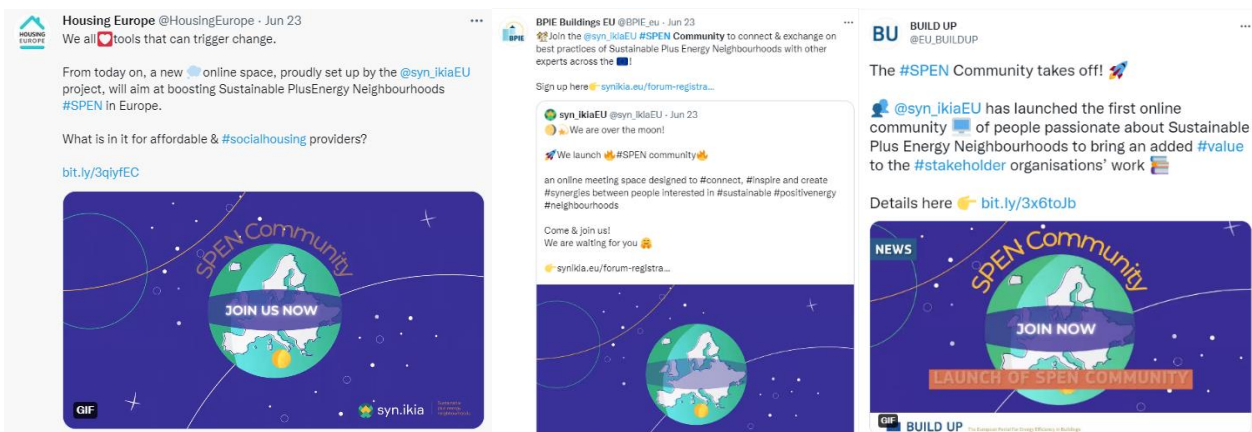


Figure 16 Partners and media tweets on SPEN Community

7. Evaluation of performance

To measure the success and impact of the SPEN community the following Key Performance Indicators (KPIs) will be considered:

Table 6 SPEN Community KPIs M18, M36 and M54

KPIs	Targets M18	Performance by M21	Targets M36	Targets M54
Social media citations and engagement	15	38	50	75
Number of users	20	76	50	100
Number of people active	15	27	30	50
Number of topics created	3	7	10	15
Comments posted	30	53	80	150
Types of Stakeholders reached				
General Public	5	12	20	30
Urban Authorities	10	17	25	30
Housing Community	10	15	25	35
Non-residential Community	5	5	10	30
Technology and Service Providers	15	21	25	40
Regulatory Authorities	5	5	10	20
Developers and Investors	10	11	15	25
Market Influencers	5	0	15	25
Academia	20	42	40	50
Related projects	20	25	40	50

Besides the quantitative performance, some **lessons learned** have been identified since the launch of the community. These will be considered and built upon by the managing team during the upcoming stakeholder engagement phase:

- Self-created content is fast and effective but doesn't motivate users to chime in.
- Users are more cooperative to communicate in easier, quick dialogues than creating deeper statements.
- Sharing of knowledge and ideas are more popular and rewarding than one-direction.
- Tagging specific persons believed to be competent in answering questions or responsible for topics.
- Use as diverse types of content, as possible, e.g., memes, videos, pictures, etc.
- Merge the community platform's target group with those involved in other innovation projects (H2020, URBACT, COST-Action, etc.) to share common challenges, ideas, experiences.
- Plan and register general content sharing besides the organic dialogue to keep the pace in silent periods.
- Involve and activate partners to highlight and disseminate their findings, results and insights.

8. Future updates

The upcoming **D7.22 Virtual Community for Stakeholders 4 (M33)** will focus on the engagement process with stakeholders and the exchange with SPEN experts.

Annex 1 Stakeholder Mapping survey to partners

IDENTIFY

Identify those who could be involved in the SPEN Community to a lesser or greater extent. As part of this, think of all the people who are affected by your work, who have influence or power over it, or those who have may have an interest in syn.ikia.

1. Consortium partner *

Mark only one oval.

NTNU DTU BPIE SINTEF HOUSING EUROPE IREC OBOS AREA INCASÒL TNO ENFOR ABUD

2. Stakeholder name *

3. Full name of stakeholder's contact person

4. Select the stakeholder group *

Check all that apply.

- Urban Authorities: Local Councils/ Municipalities
- Housing Community: Homeowners/ Tenants/ Landlords/ Portfolio Managers/ Housing Cooperatives/ Social & Public Housing Associations etc Non-residential Community: Retail/ Care & Health/ Education/ Hospitality/ Leisure/ Social Services/ Other Commercial & Public Buildings
- Technology and Service Providers: RES Provider/ Storage Technology/ SME Energy Management/ ESCO/ Architecture/Engineering and Construction (AEC) Industry/ Green Technology Companies, etc.
- Regulatory Authorities: Distribution Network Operator/ Transmission Network Operator/ Distribution Systems Operator/ Transport Authority/ Planning Bodies, etc.
- Developers and Investors: Private and Public Sector Banks/ Investment Funds/ Institutional Investors/ ESCOs, etc.
- Market Influencers: Policy-makers at National and Regional Level/ EU institutions (EP, DG ENER, CoR,EESC)/ World Green Building Council (WGBC)/ FIEC/ CEER/ ACER/ EFIEES/ Coalition for Energy Savings/ Energy Cities/ etc.
- Partners in relevant "Sister" projects: Please specify the name of the projects involved under H2020 and other EU programmes. Academia: scientists, researchers, universities, schools, institutes
- General public: citizens, dwellers and tenants
- Other:

PRIORITISE

Classify the stakeholder according to their influence and their interest.

5. How much influence do they have over syn.ikia? *

1: Low / 2: Medium / 3: High

Mark only one oval.

6. How much interest do they have in syn.ikia? *

1: Low / 2: Medium / 3: High

Mark only one oval.

ANALYSE

Determine what is important to the stakeholder, their role, how they could benefit from the SPEN Community and what strategies should be use to engage with them.

7. What is important to the stakeholder? *

8. What role could the stakeholder play in the SPEN Community? *

Check all that apply.

- Content contributor/creator
- Implementation
- Advice
- Feedback
- Dissemination
- Replication
- Other:

9. How could the stakeholder contribute? *

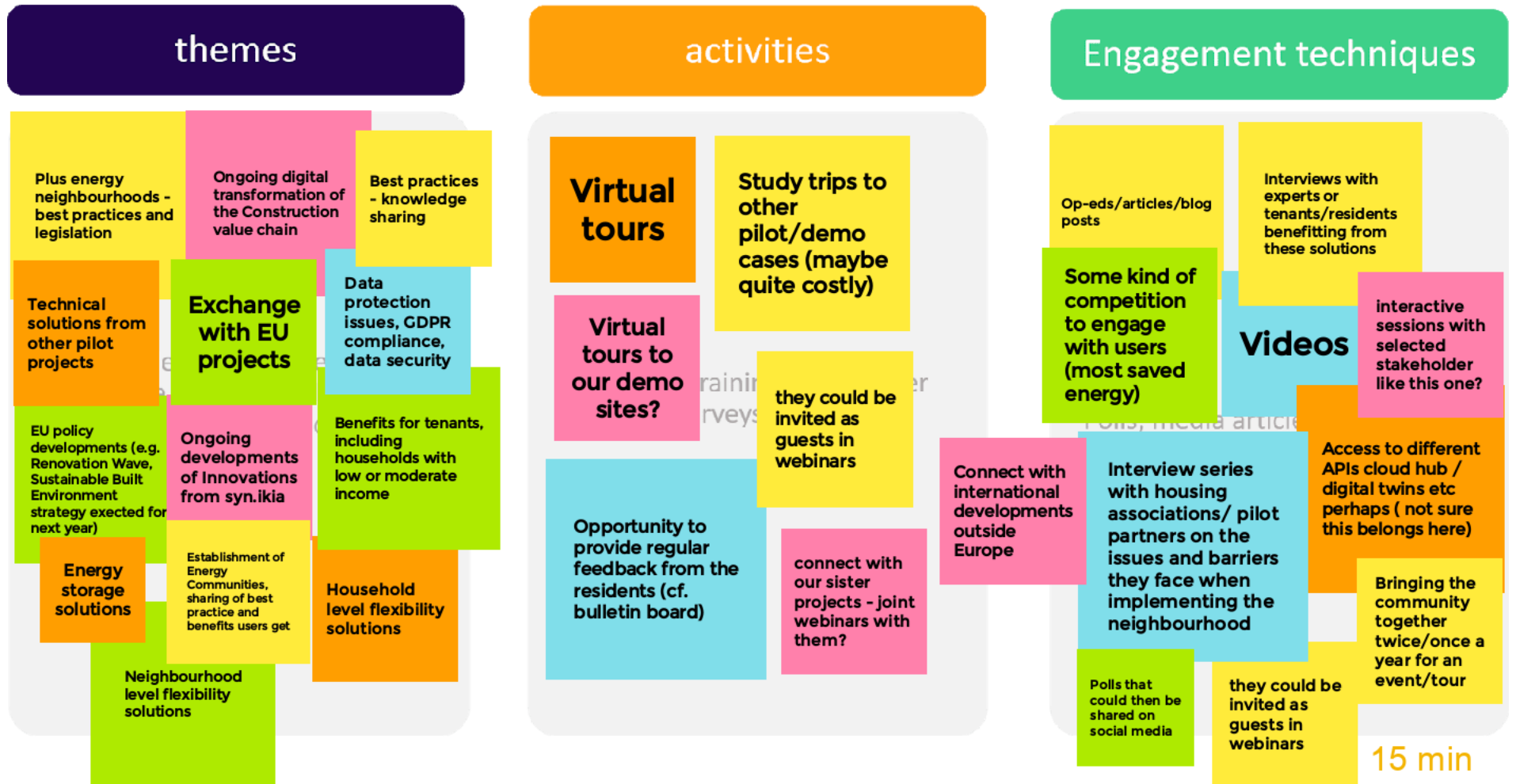
10. How can this stakeholder benefit from being part of the community? *

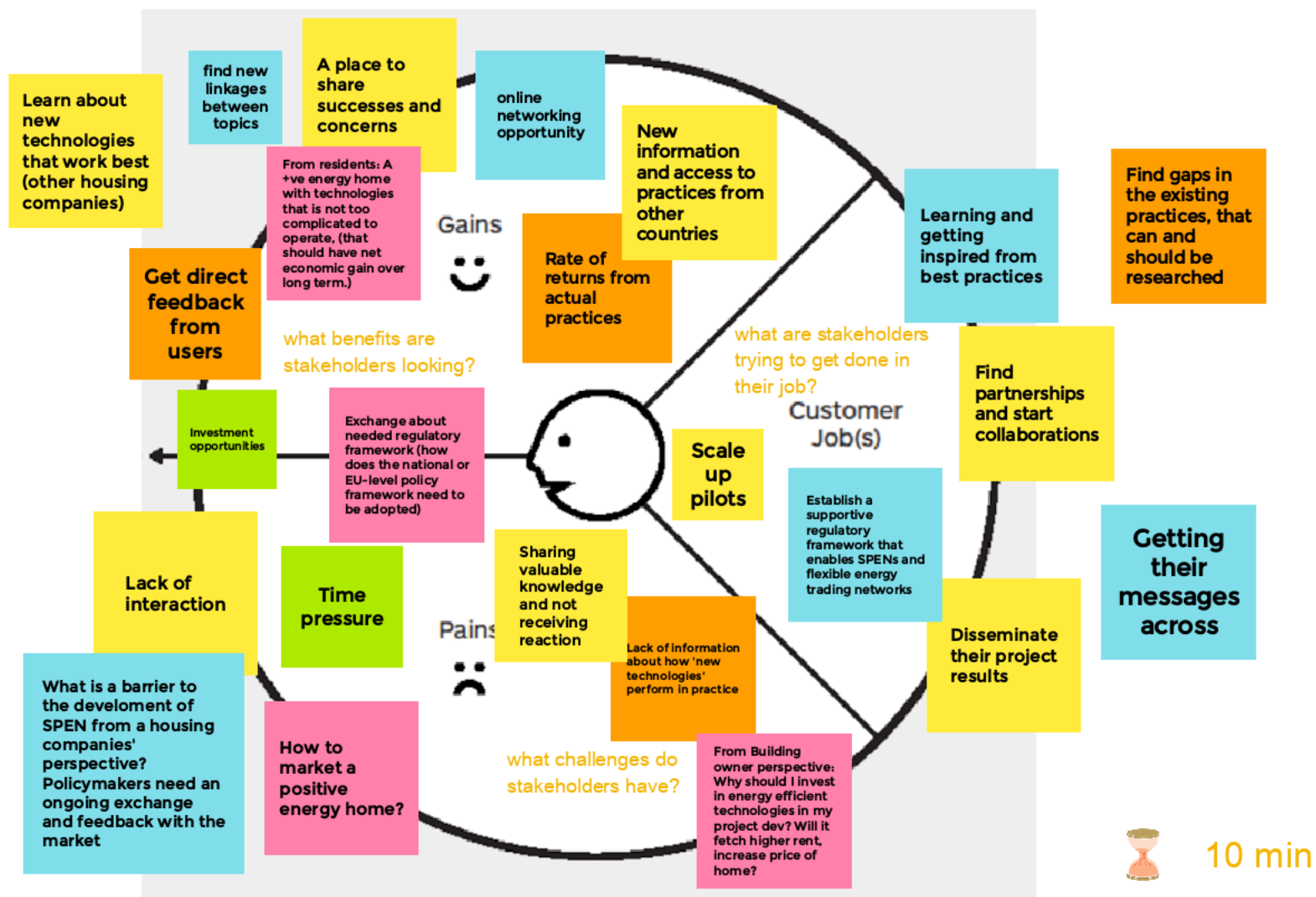
11. Strategies for engaging with the stakeholder *

Check all that apply.

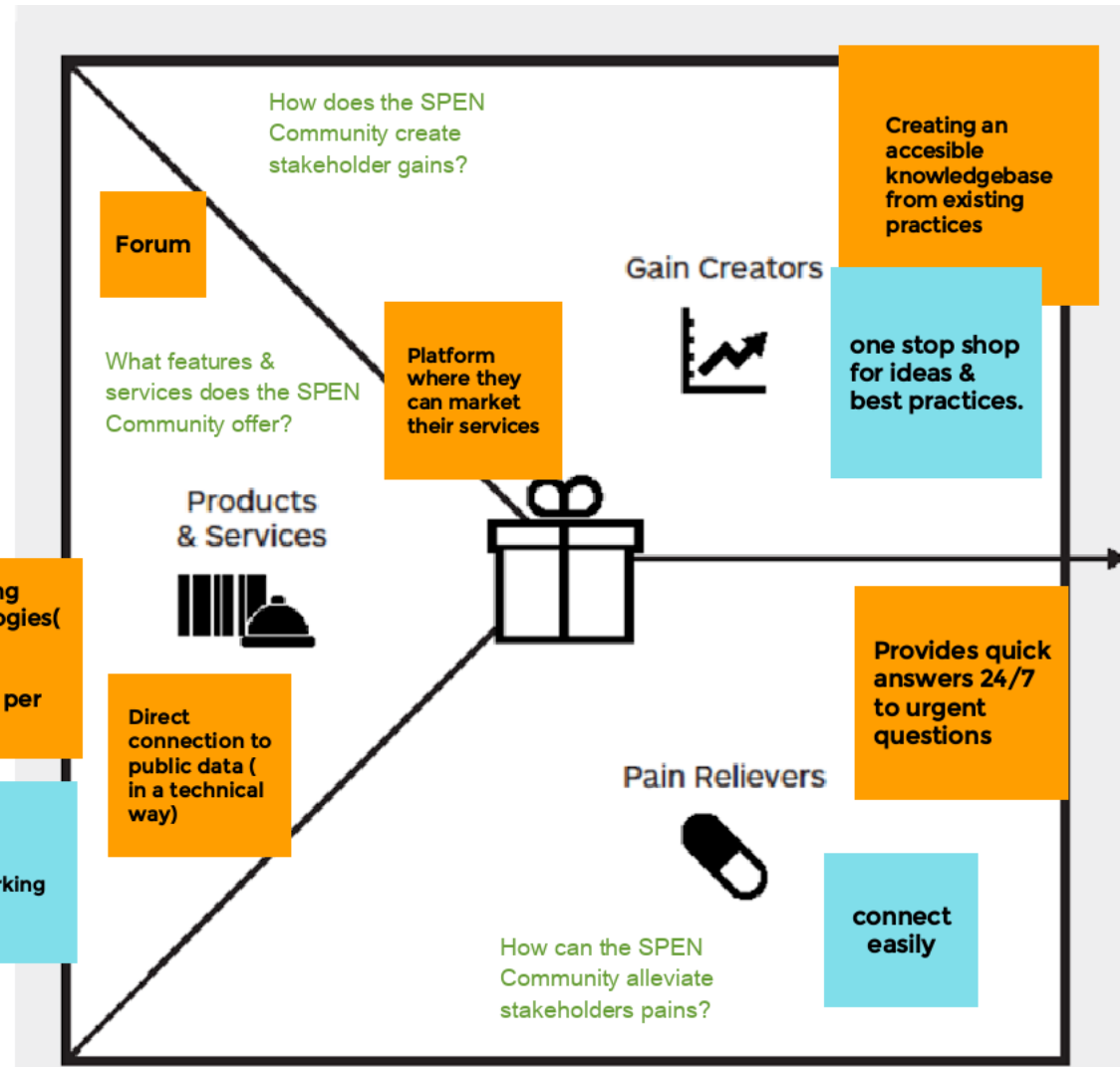
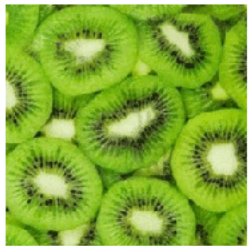
- Open editorials/articles/blog posts Interviews with experts or tenants
- Videos
- Competitions to engage with users (most energy savings)
- Interactive sessions
- Interview series on the issues they face when implementing the neighbourhoods
- Polls that could then be shared on social media
- Bringing the community together once/twice a year
- Access to different APIs cloud hub/digital twins
- Other:

Annex 2 Results from the Value Proposition co-creation workshop

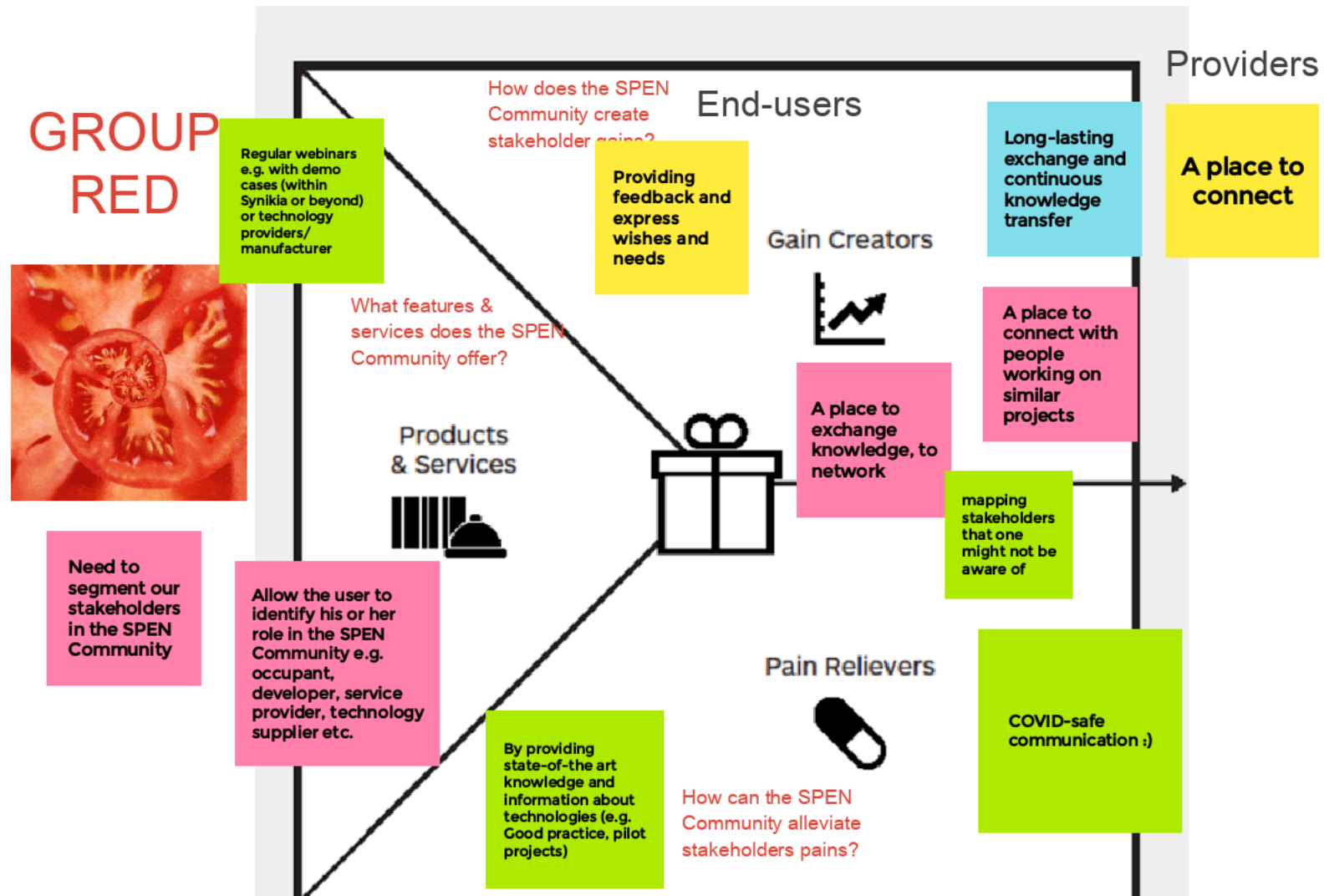




GROUP GREEN



10 min



10 min



synergies to other WPs

