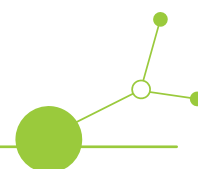


JETforCE

JUST ENERGY TRANSITION FOR CENTRAL EUROPE

Work Package 1 - Transnational cooperation to develop tools and
enhance capacities for Just Energy Transition

D1.1.2 JETA consolidation: Strategy for stakeholder engagement in
Just Energy Transition



Version 1.0

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Introduction

In the context of the pressing need for a sustainable transition, various EU initiatives such as the European Green Deal, the Territorial Agenda 2030, the European digital transformation strategy, and the European skills agenda for sustainable competitiveness have set ambitious goals. These initiatives aim to shift from fossil fuels to sustainable alternatives, mitigate climate change impact, reduce greenhouse gases, and promote environmental sustainability, all while ensuring no net emissions of greenhouse gases in 2050 and economic growth that is decoupled from resource use. Central to the success of these goals is the importance of public participation and the acceptance of these transformative policies. This necessitates the development of tools and strategies that can facilitate this involvement, foster understanding, and build confidence in these transitions.

Just Energy Transition for Central Europe (JETforCE) is an Interreg Central Europe Project¹ that addresses the need for energy transition in the Interreg Central Europe regions, without disproportionate negative socio-economic impacts on vulnerable territories or demographics. JETforCE harnesses digitalisation as a means to co-design and co-implement a Just Energy Transition in Interreg Central Europe regions. The project yields positive impacts on Interreg Central Europe regions and citizens, with fairer policies and technologies, better digital skills, environmental benefits and behavioural changes already in the project lifetime.

Through the development of digital tools and engagement of stakeholders, Interreg Central Europe JETforCE project aims to provide decision-makers with a comprehensive framework for diverse challenges in the energy transition. A goal of the JETforCE project offers resources for stakeholder engagement and capacity-building, promoting understanding of green energy transition benefits. Targeting all stakeholders, including citizens, partners, and selected Digital Ambassadors (DA), is also a vital part of the JETforCE initiative for a just energy transition.

Furthermore, the aim of the JETforCE digital tools and stakeholder engagement/capacity building activities crucially addresses vulnerable demographics and affected regions in the transition towards sustainable energy by fostering open channels of communication, promoting transparency, and adapting strategies to local needs and contexts. Capacity enhancing refers to improving the ability of project partners / associated partners - not just project managers, but across the partners' organisations - as well as Just Energy Transition Alliance (JETA) members to apply and successful implement JETforCE tools into their daily

¹ <https://www.interreg-central.eu/>



activities. Some sessions are open externally in order to support with the dissemination of the tools to the various targeted stakeholders of the project.

JETforCE improves local and regional energy planning, equipping public authorities and stakeholders with the capacity and digital solutions necessary to develop a Just Energy Transition framework that:

- 1) Actively engages citizens, including the most vulnerable.
- 2) Evaluates technologies for energy efficiency and renewable energy through a socio-economic lens.

Specifically, the project develops the two digital tools described below and enhances the capacity of partners (PP), associated partners (AP) and stakeholders to apply them. The solutions are simple, user friendly, thus supporting wide uptake. They are scalable to heterogeneous territorial types. The project outputs will benefit a wide range of stakeholders, such as local, regional, national authorities, sectoral agencies, public service providers, NGOs and interest groups, industry and SMEs, citizens and digital ambassadors.

Tool 1 - Challenge Mapping: a youth led framework (app and connected database, using block-chain technology), where a challenge reporting data structure assesses climate transition initiatives in a given area and identifies potentially adverse effects on vulnerable communities. In JETforCE, the partnership adapt this experimental tool to Interreg Central Europe regions and extend it to all citizens. The partnership activate Digital Ambassadors (AD), who help bridge the digital inclusion gap. The Digital Challenge Mapping is a digital, bottom-up tool, with block chain technology, where citizens identify local climate challenges.

Tool 2 - Technology Evaluation: a brand-new software that JETforCE co-creates to analyse cost/benefits of existing and proposed technologies for green energy production, distribution and use. The evaluation can be applied to most recent technologies e.g., IOT, big data, smart meters and thermostats, optimised process control. Questions guide decision makers through indicators on potential impact on socio-procedural justice, energy indicators and costs. Weighted answers serve as decision making support for investments. This brand-new software analyses and compares performance of energy transition technologies actually implemented and ideal scenarios, through a cost-benefit analysis. Benefits are related to energy and socio-economic indicators.



1.0 Identifying stakeholders

1.1 Background

Setting up a regional stakeholder structure involves establishing a framework for identifying, engaging, and managing stakeholders in a specific geographic area or region. This structure is essential for organisations and projects that operate at a regional level and need to collaborate with various stakeholders to achieve their goals. In September 2023, Elfi-Tech published the “D1.1.1 Just Energy Transition Alliances (JETA) set-up report”, which outlines the purpose and goals of the Just Energy Transition Alliances (JETA). JETA represent local energy ecosystems (decisionmakers, providers, users) and accompany Project Partners (PP) throughout implementation, providing input to the various phases.

Each JETA - which together form the Transnational Just Energy Transition Alliance (T-JETA) - launches a call to select a Digital Ambassador. The Digital Ambassadors are members of a community, who want to play an active role in improving social and environmental conditions. They bridge the gap at the local/regional level between citizens and JETforCE technologies/tools, ensuring that all citizens can have direct or indirect access to JETforCE digital solutions.

In order to support in the rollout of the JETforCE tools, this joint strategy for stakeholder engagement (D1.1.2) has been co-developed by project partners and associated partners (A1.1) and overseen by Elfi-Tech. It is the basis for JETA work in WP2 and a reference for any interested public authority within Central Europe. It details steps to reach stakeholders, keep them engaged and coordinate their input. It contains a focus on Digital Ambassadors, including characteristics, selection and role. This integrated strategy (D1.1.2) integrates the activities and findings initially undertaken amongst stakeholders (starting from D1.1.1) and with Digital Ambassadors to promote engagement. Findings emerging from the international hybrid (i.e., partially online, partially in-person) meeting of the Transnational Just Energy Transition Alliance (T-JETA) in Bautzen (M12) form the basis for the D1.1.2.

This document is comprised of Elfi-Tech’s evaluation of the T-JETAs’ work in this first year of the project - including DA selection process - and serves as a strategy for long-term stakeholder engagement in Just Energy Transition (O1.2).



1.1 Selecting target groups

The broad spectrum of stakeholders involved in the transformation to just energy transitions - ranging from local Just Energy Alliances (JETAs) to governments, industries, communities, individuals, and particularly vulnerable groups - underscores the importance of a coordinated and unified approach. These stakeholders, though diverse in their backgrounds and objectives, all play an integral role in the energy transition journey. Their diversity, while a strength, can also pose challenges in terms of communication, collaboration, and consensus building.

1.2 Transnational Just Energy Transition Alliance (T-JETA)

JETforCE's Transnational Just Transition Alliance (T-JETA) has been established to support capitalisation and transfer of results. It gathers local, regional and national stakeholders from partner countries, as well as representatives from other projects (Interreg Central Europe / other programmes relevant to project work). T-JETA includes project partners as well as their selected Digital Ambassadors from all sites; they Digital Ambassadors are selected locally and serve as digital native members of a community, who want to play an active role in improving social and environmental conditions. They provide insights from the younger generations and propose measures to bridge the technological gap within their communities and regional / national stakeholders - such as national level policymakers, institutions, infrastructure and (public) service providers, sectorial agency, civil society organisations, banks, etc. - in addition to representatives from other central Europe projects, and projects from other programmes relevant to JETforCE work (to be identified at A3.1 outset).

To facilitate the exchange and interconnection between local JETA and T-JETA, the Metropolitan City of Bologna (WP3 Leader and T-JETA Coordinator) exchanges and collaborates with Elfi-Tech (WP1 Coordinator). Moreover, the involvement and collaboration with partners responsible for the development of digital tools and pilot tests (IAAI and IRENA) will also be relevant, as well as with BORA 94, the project lead partner.

The Metropolitan City of Bologna is responsible for the preparation of meetings and follow-up activities. In the pre- and post-event phase it will be supported by Elfi-Tech for communication, and by the partners, who will disseminate the invitation to take part in meetings through their networks and ensure the engagement of key stakeholders. Partners are in charge of personal communication to involve members.

1.3 Digital Ambassadors

The JETforCE Digital Ambassadors, selected by the project partners at the local/regional/national level to support in the execution of project activities on this level, have the following characteristics:



- They are digital native members of a community, who want to play an active role in improving social and environmental conditions.
- They provide insights from the younger generations and propose measures to bridge the technological gap within their communities.
- They are selected locally by PP through open calls, engaged in JETA and play an active role especially in pilot 1.
- They benefit from JETforCE framework, in which they play a key role. They contribute to and benefit from more just policies, energy-conscious public services and positive environmental impacts.

1.4 Stakeholder mapping

Within A1.1 and through work within A1.3, each project partner has been prompted to conduct a stakeholder mapping analysis to identify all relevant stakeholders in their regions. Project partners were prompted to categorise stakeholders into primary (i.e., those directly impacted by JETforCE activities) and secondary (i.e., those indirectly affected or with an interest in JETforCE work) categories. Such stakeholder mapping demonstrates the relationships between stakeholders, their interests, and their influence and is vital to the development of local and transnational stakeholder engagement strategies.

Partners utilise their networks of contacts to identify and engage most relevant stakeholders and projects. According to the JETforCE main objectives, participatory governance and stakeholder's active engagement in co-creation measures play a central role. Indeed, a direct participation of a wide variety of actors will guarantee more shared and needed solutions to be implemented and an effective support to a just and fair energy transition.

For this reason, the project has overseen the creation of local and transnational group; they can contribute to and learn from JETforCE and support in each implementation stage of the project. The stakeholder group is constituted of organisations from the region with a stake in the policy issue addressed.

Below is an outline from the JETforCE Application Form (C.2.4), that has been used as orientation for the stakeholder's identification, mapping and engagement at the local/regional/national level:



Stakeholders	Intake	Benefits
Digital Ambassadors	They are digital native members of a community, who want to play an active role in improving social and environmental conditions. They provide insights from the younger generations and propose measures to bridge the technological gap within their communities.	They benefit from JETforCE framework, where they play a key role. They contribute to and benefit from more just policies, energy conscious public services and positive environmental impacts.
Local public authority	They own local energy policies and are the policy level closest to citizens.	They benefit from enhanced capacity to apply solutions for digital engagement and technology evaluation, working effectively towards Just Energy Transition. This improves local policies and investments that become more responsive to territorial needs, cost-effective and accepted by citizens.
Regional public authority	They own regional energy strategies that are implemented locally. Moreover (where applicable), they are the territorial level targeted by the Just Transition Mechanism.	They benefit from enhanced capacity to apply JETforCE solutions, which improves their strategic planning and investments. They also benefit from better dialogue with the local level, bringing them closer to citizens, and from increased capacity to network with key territorial actors.
National public authority	They are in charge of national level policy making to meet EU targets.	They benefit from JETforCE Strategy and solutions, to ensure that these respond to the real needs and implementation capacities of the local dimension. They also benefit from increased trust of citizens at the policy level and from long-term cooperation initiated through T-JETA.
Sectoral agency	Energy agencies are in charge of energy policy implementation and monitoring.	They benefit from enhanced capacity to dialogue with policy level and to apply project solutions in a Just Transition context, integrating technical capacity with engagement and analytical skills. Technology evaluation and field tests provide them with new evidence on the cost-effectiveness and possible repercussions of certain technologies, supporting future decisions.
Infrastructure and (public) service provider	They include providers of energy and of other public services (e.g. transport, healthcare, education) that are part of the energy	They benefit from improved dialogue with the policy dimension and users' side. This could result in an increased capacity to design energy conscious, cost effective and



Stakeholders	Intake	Benefits
	ecosystem as producers and/or consumers.	inclusive services, for whom users are more willing to pay.
Interest groups and Civil Society Organisations	They represent citizens, including the most vulnerable ones.	Their voice could be heard and they benefit from more just energy policies and from energy conscious public services, with positive repercussions on the environment.
Private sector	Businesses can be at the same time, energy consumers and energy producers. They are involved through business associations	They benefit from direct engagement in policy making in the JETforCE framework and from energy measures that are more responsive to their needs and constraints. They also improve their knowledge of digitalisation opportunities.
Bank and Investment Sector	They are those that may finance public / private investments in technologies for clean energy.	This provides immediate and long-term benefits in terms of dialogue with the other actors of the energy ecosystem (policy level, providers and users). Knowledge achieved in JETforCE enhances their capacity to design new sustainable funding / insurance instruments and to improve public-private financial instruments.

Following the stakeholder mapping exercise, partners have requested written consent for the identified Digital Ambassadors and members of the T-JETA to officially join the project. Very clear guidelines and expectations have been communicated to the potential members of the Digital Ambassador programme and T-JETA. The following tables summarise the points identified by partners respectively on contributions and expectations, as outlined in the subsequent meeting report prepared by the Metropolitan City of Bologna.

Contributions
Providing a forum for members to connect, exchange ideas, and build a strong sense of community
Providing local experiences, knowledge (e.g. experiences about local transition process and the participation of citizens in it, best practices). Bring regional specific insights into the project, support the regional initiatives. knowledge sharing in environmental matters and sustainable finance.
Taking care of the various points of view and approaches to sustainability, thus combining environmental perspectives with social and economic ones.
Regular engagement with stakeholders about JET issues and JETforCE project updates. (e.g. testing the digital tools) through personal meetings, discussions, forums, events, online and project cooperation.



Serving as a bridge between public administrations and the broader T-JETA network to facilitate the exchange of knowledge and resources. Support local public administration implementing supportive policies. Offering expertise and support (to public administration) to streamline the integration of new regulations, ensuring a smoother transition to sustainable energy practices

Actively engaging citizens in the decision-making process regarding projects related to a just energy transition promoting participatory processes that ensure the voices of citizens are heard, valued, and integrated into project designs. Involving local communities in the decision-making process related to energy transition projects to ensure the transition aligns with the needs and desires of those directly affected by it (regular meetings, discussions, public events and seminars).

Ensuring interconnection to local JETA. On the local level (local JETA), stakeholders will be regularly updated with the JETforCE progress and invited to contribute to the specific tasks.

Broadening the alliance to countries and projects outside the JETforCE partnership. Strengthen international cooperation and spreading the project's milestones worldwide. Fostering the exchange of experiences beyond regional borders.

Evaluation of socio-economic impact of measures for energy transition and identification of new options to finance technology innovation

Test of the tools developed in the project. Help with the implementation and testing of the digital tool and potentially share the experience with the already existing tools in use.

Engaging in discussions concerning environmental issues and citizen involvement (Encouraging members to share their perspectives and experiences in engaging citizens in sustainability initiatives).

Help with the promotion and dissemination of the JETforCE project. E.g. Dissemination of project results to the bank / investment sector in order to attract possible funds

Topics pointed out as of interest:

- energy efficiency in public buildings,
- energy responsible behavior in context of climate change, (soft measures - raising awareness of public building users)
- energy management and energy auditing of municipal property,
- use of RES,
- energy consumption monitoring,
- climate neutral public transport
- energy communities.

Expectations

To activate a mutual learning process and facilitation in the dissemination of information.

In particular:

- Learning useful examples, experiences for supporting JET in other CE regions, that can be adapted and transferred in our region;
- Getting to know the approach of other European regions affected by transition processes (esp. lignite phase-out);
- Learning about additional resources for funding, co-financing JET activities, initiatives;



- Gain insights into funding opportunities, grants, subsidies, call for proposal and initiatives and best practices that can facilitate the transition;
- Stay updated on the latest developments in renewable energy technologies, energy efficiency measures, and sustainable practices that can contribute to a greener future.
- Getting to know how other T-JETA's participants deal with energy transition challenges: new energy resources, finding new job places for employees, rebranding companies, new development directions in the Transition Area, making citizens aware about just energy transition process.
- Sharing JET experiences across countries and help to better improve the energy transition.
- To save resources in future infrastructure projects.

To facilitate and foster Just Energy Transition. To boost commitment to applying and funding for just energy transition, based around digitalisation and citizen engagement

Exchange of information and knowledge with T-JETA members on JET improvements, achievements in their regions

To create a solid and lasting network/community. Establish a vibrant and enduring community dedicated to promoting a just energy transition and sustainability

Foster a sense of shared identity and purpose among members, ensuring that the JETA community remains resilient and adaptable in the face of evolving energy challenges and opportunities

- New ideas/inputs for one's own sphere of influence and the JETforCE project. "Out of the box" thinking: different issues and ways how to solve them

Enhance the involvement of the citizens in the process of a just transition

Joint opportunities for change at civic and political level

To be supportive for communities with fewer opportunities

Strengthening the use of digital technologies and citizens engagements in the policy making:

Embrace cutting-edge digital tools and technologies to enhance the efficiency and transparency of the policy development process

Promote active citizen engagement by leveraging digital platforms and communication channels to gather public input, feedback, and ideas on energy-related policies and initiatives

Implementation of a new tool that could help achieve of the goals set in the regional strategy

Once Digital Ambassadors and T-JETA members have been selected, partners have provided a list of identified Digital Ambassadors and members of the T-JETA, which is stored electronically within the project repository.



2.0 Transnational Knowledge Exchange Sessions

2.1 Kick-off meeting of the T-JETA

The Transnational Just Energy Transition Alliance, or T-JETA, was officially launched in September 2023 in Bologna, Italy at the first T-JETA transnational meeting with partners. In preparation for the meeting, project partners received well in advance guidance on the structure of the meeting and how to prepare the short speeches foreseen. The objective of the meeting was to launch the T-JETA Alliance, during which the partnership and selected stakeholders would define together the expectations and contributions of T-JETA, in addition to getting to know each other, in order to create a good climate of cooperation and trust. Each delegation then had the opportunity during the session to speak and present its various members.

At the event, the Metropolitan City of Bologna, who hosted the T-JETA meeting, provided information about the T-JETA features and functioning, responsibility and role, members, and factors to take into consideration for the success of the alliance. Highlighted was the importance of interconnections with local alliances, the need to agree a shared mission, to develop good communication processes, to size trust and fruitfully co-plan activities and build alliance wide capability, and to be flexible. A representative from each local area then presented the delegation, introducing both the people present at the meeting and the other members, and outlining the contributions they would make and their expectations. This was the occasion also to present the various local Digital Ambassadors selected prior to the meeting.

2.2 Participatory T-JETA session in Bautzen

The development of the stakeholder engagement strategy and future capacity enhancing activities on technology evaluation has been centred on findings from the hybrid online in-person participatory session between project partners and members of the T-JETA and led by Elfi-Tech in February 2024 in Bautzen, Germany. The hybrid session in Bautzen was focused on empowering Digital Ambassadors, with the following serving as main questions to be addressed by partners / stakeholders:

- As we launch our pilot 1, how can we engage Digital Ambassadors?
- What are the elements on which Digital Ambassadors/partners need to focus when launching the pilot?
- What are the topics to address during future online sessions with the T-JETA / Digital Ambassadors?
 - How can we best build agendas and support in community engagement activities over the next months?
- Outside of daily operations/activities, how to link results to policymaking?



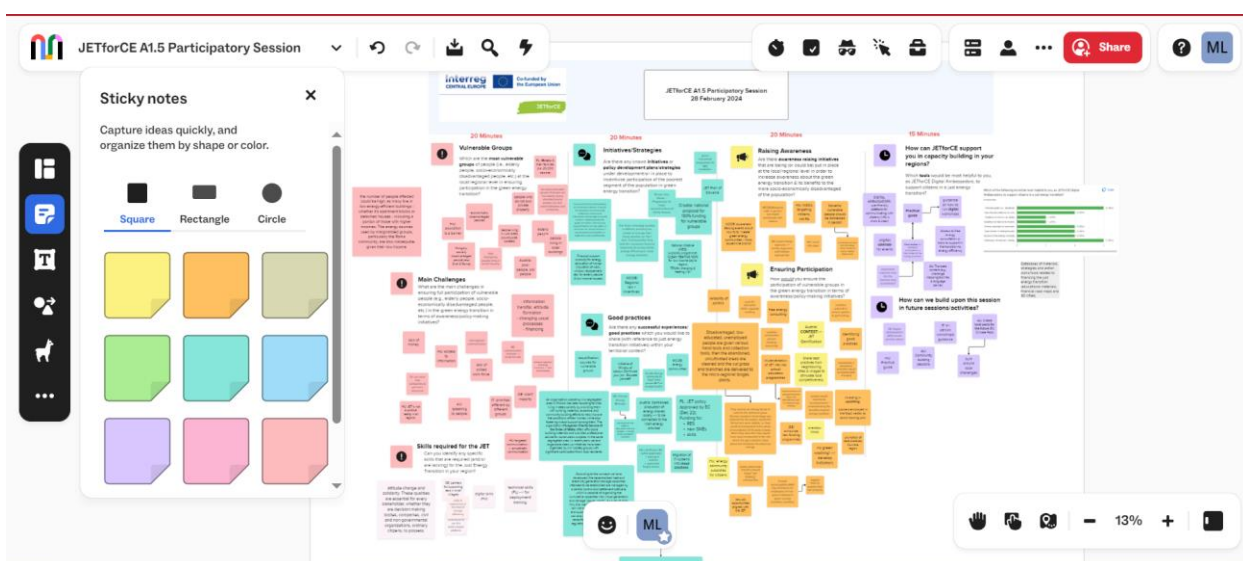
In preparation for the participatory session in Bautzen (28-29 Feb 2024), an online [Questionnaire](#) was distributed to **Digital Ambassadors (DA) /Transnational Just Energy Alliance (T-JETA)** participants, outlining the participatory session with brief questions. Project partners, T-JETA members and the Digital Ambassadors were prompted to jointly address the following questions, which were shared 1 week prior to the event to ensure their active participation on the day of:

1. Which are the most vulnerable groups of people (i.e., elderly people, socio-economically disadvantaged people, etc.) at the local/regional level in ensuring participation in the green energy transition?
2. What are the main challenges in ensuring full participation of vulnerable people (e.g., elderly people, socio-economically disadvantaged people, etc.) in the green energy transition in terms of awareness/policy-making initiatives?
3. How would you ensure the participation of these vulnerable groups in the green energy transition in terms of awareness/policy-making initiatives?
4. Can you identify any specific skills that are required (and/or are lacking) for the Just Energy Transition in your region?
5. In your opinion, which of the following are most important for the Just Energy Transition at the local/regional level?
 - a. Financial support
 - b. Technological innovation, i.e., investment in R&D to innovate and advance sustainable energy technologies
 - c. Policies & regulations to support the energy transition (e.g., political interventions to reach carbon reduction targets)
 - d. (Inter)regional collaboration (e.g., energy projects & grid connections to enhance regional energy security and improve the integration of RES)
 - e. Cross-border or transnational cooperation/initiatives
6. Are there any known initiatives or policy development plans/strategies under development/or in place to incentivise participation of the poorest segment of the population in green energy transition?
7. Are there awareness raising initiatives that are being (or could be) put in place at the local/regional level in order to increase awareness about the green energy transition & its benefits to the more socio-economically disadvantaged of the population?
8. Are there any successful experiences/good practices which you would like to share (with reference to just energy transition initiatives) within your territorial context?
9. Which of the following would be most helpful to you, as JETforCE Digital Ambassadors, to support citizens in a just energy transition?
 - a. Practical guide (i.e., handbook or manual) for tips on citizen engagement
 - b. User-friendly platforms for communicating with citizens



- c. Guidance on how to run digital workshops with citizens
 - d. Guidance on how to run in-person workshops with citizens
 - e. (Online) calendar for local trainings/events; for example, public events on subjects related to the energy transition for citizens
 - f. Case studies on dialogical participation in the context of the energy transition
 - g. Access to free energy consultation or tools to support in the transition to energy efficiency
 - h. Databases of materials, strategies and action plans/tools related to financing the just energy transition (educational materials, financial road maps and 3D cities)
 - i. Other:
10. We strive to maintain a long-term commitment to the Just Energy Transition Alliance (JETA) engagement in each JETforCE region in order to build trust and achieve lasting positive impacts. Though the structure and purpose of the JETA may change due to external factors, but the overall intention is to have a last legacy of the JETAs - in your region as well as on the transnational level. In which ways are you most likely to remain engaged and involved as a member of the transnational/national JETA?
- a. Interactive platform
 - b. 1-on-1 communication (via email) with your local partners
 - c. Regular meetings of the JETA (i.e., on a fixed day every few months)
 - d. All of the above
 - e. Other:

During the hybrid session, partners and T-JETA answered the abovementioned questions, and the online tool, Mural, was used to map the responses of the participants meeting in person as well as online:



Findings from the hybrid participatory session are listed in the subsequent chapter.



2.3 Follow-up digital T-JETA sessions

In addition to the participatory T-JETA sessions held in Bologna and Bautzen, two further online sessions, widened to JETA, will be held over the next months with a focus on empowering Digital Ambassadors; in particular, assessing Challenge Mapping results and following-up with citizens. These sessions will take no longer than 1 hour and be structured in a way to initiate transnational knowledge exchange and receive feedback specifically on the engagement of stakeholders during pilot 1 (i.e., testing the Challenge Mapping tool across partner regions).

3.0 Joint strategy for stakeholder engagement

3.1 Findings from participatory sessions

Drawing from the responses of stakeholders during the hybrid participatory session in Bautzen, it has become apparent that T-JETA members and Digital Ambassadors require various digital tools and methodologies as to support them in their engagement with the JETforCE project and outputs. Communication with the T-JETA / Digital Ambassadors comes firstly from the project partners at the local, regional and national level via email exchange and regular follow-up meetings. Engagement at the transnational level, however, must be made more clearly streamlined in order to actively engage stakeholders throughout the project and even beyond the project end.

One common theme from the responses of the T-JETA / Digital Ambassadors is to establish a unified, digital, transnational approach can tackle challenges by providing a **platform** for stakeholders to contribute perspectives and collaborate. Such an online platform ensures information and best practices are accessible to all, regardless of location or technology proficiency. The issues at hand, complex and interconnected, require collective efforts to solve. A digital platform promotes idea exchange, mutual learning, and collaborative navigation of these issues. The partners' needs for user-friendly, flexible solutions without complex infrastructures or investments also supports this approach.

As the JETforCE project already has an operating website (with event & news sections) in place, a new page will be integrated into the website to serve as a communication platform targeting T-JETA / Digital Ambassadors.



Additionally, a common suggestion for supporting in the engagement of stakeholders was the development of a **user-friendly practical guide**, outlining e.g., how to host webinars to engage citizens, or providing information as to how to access free energy consultation / tools which support in the transition to energy efficiency. Also to be included in a practical guide would be access to databases of materials, strategies and action plans/tools related to financing the just energy transition (e.g., educational materials, case studies, financial road maps, information on digital twins).

3.2 JETforCE communication tools

In addition to contributing to general project communication, project partners have been awarded funds within their budgets to execute their own dissemination activities in order to influence more specific local target groups. The final results of the project's communication efforts will therefore be highly dependent upon the input provided by the partners; hence these activities will be reviewed and monitored. Partners are expected to maintain regular contact with the Work Package Leaders to inform of individually led stakeholder engagement efforts.

Various communication tools and channels are already in place for the engagement of stakeholders, including:

- **Communication Strategy:** prepared at project outset, it details targets, aims, messages, tools and responsibilities.
- **D 3.1.1 Transnational JET Alliance Set-up Report:** outlines the objectives, features and functioning of the T-JETA, including responsibilities, role and workplan; it also sets some guidelines for partners for carrying on and keeping track of the planned activities.
- **Interreg Central Europe JETforCE Website,** linked to social media and hosting the new JETforCE solutions.
- **Promotion toolkit:** user friendly tools with information on JETforCE and Just Energy Transition (short videos, flyer, stickers, poster/roll-up) for use at all events and initiatives.
- **Digital activities,** including: website, social media, on-line articles, on-line participation fora, IAAI communication tools (see section B.1). Digital dissemination webinars to engage T-JETA (A3.1) and locally by project partners. Public transnational digital event to launch Pilot 1 (M12 - IAAI).
- **Transnational Public Events (in person):** 2 events to raise awareness (Kick-Off, M1 - BORA94) and mainstream project results (Final, M36 - IRENA).
- **Local Targeted events:** 1 event per site at Pilot 1 launch (M12) to maximise engagement in transnational challenge mapping. All PP / AP participate in and support activity design/implementation. LP, IAAI and IRENA host transnational public events (in-person / online).



3.3 Engagement of stakeholders

In accordance with the specific relevance of the stakeholders it is necessary to determine the engagement level and method. Outlined in the D3.1.1.1 Transnational Just Energy Alliance Set-up Report are some examples of stakeholder engagement methods that might be used to meet the needs, power and expectations of the identified stakeholders in accordance with each project phase. Used to inform stakeholders on the general level are newsletters, press releases, social media and websites. When targeting engaging specifically the T-JETA and Digital Ambassadors, targeted email communication is used to ensure messages are received and communicated onward. T-JETA / Digital Ambassadors are aware of their responsibilities to attend online participatory sessions as follow-up.

4.0 Conclusions and next steps

Drawing from the responses of stakeholders during the hybrid participatory session in Bautzen, it has become apparent that T-JETA members and Digital Ambassadors require various digital tools and methodologies as to support them in their engagement with stakeholders. The engagement of stakeholders is especially vital during the launch of the first pilot stage (i.e., Transnational Pilot 1 "Mapping energy transition challenges with citizens" - Testing JETforCE Digital Challenge Mapping for Just Energy Transition). The pilot is launched at a transnational hybrid event in Bautzen (M12) and is flanked by local communication (e.g. local events, distribution of materials, social media). IAAI coordinates (with input from Elfi). All sites engage citizens from various groups, supported by JETAs and Digital Ambassadors to ensure maximum accessibility.

Next steps in the engagement of the T-JETA / Digital Ambassadors includes the organisation of an online session, prior to the next T-JETA and partner meeting in June 2024 in Ptuj, Slovenia in order to follow-up on the initial stages of the pilot 1 launch. During this session, stakeholder needs will be re-evaluated, and necessary steps in supporting the stakeholders will be undertaken by the partnership.

