Motivational programme

A 2.2. Joint development of a motivational programme to create or join energy communities

FINAL

Document control sheet

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- **PP3 South Bohemian Agency for Support to Innovation - JAIP (CZ)**
- **PP4 Research Burgenland Ltd.**
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- **PP12 National Energy Cluster – NEK (SK)**
- **PP13 Alliance for Energy Efficiency and Renewables (MD)**

Partners involved in the implementation of this activity:

LP STRIA, PP2 IMRO, PP3 JAIP, PP4 FORSCHUNG, PP5 IRENA, PP6 KSSENA, PP7 PRA, PP8 REDASP, PP 9 OER, PP10 FORS Montenegro, PP11 DIT, PP12 NEK, PP13 AER

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Document Content

About the activity

Activity 2.2 'Joint development of a motivational programme to create or join energy communities' aims to develop the motivational programme and the related strategy (O2.1) to be tested in the NRGCOM Activity 2.3 and Activity 2.4 awareness raising pilot actions taking place in the participating countries.

The main goal of the activity is to inspire and empower individuals to take an active role in transitioning to renewable energy and foster a sense of community engagement and collective actions.

The project partners (PPs) have jointly developed the incentive programme based on the motivational reasons and recommendations of RECs members, collected into D1.3.1 Collection of best internal operation and governance practices of energy communities under Activity 1.3, in order to influence the general public, municipalities and further stakeholders, and even the project partners and the associated strategic partners to create or join existing energy communities. The motivational programme also builds upon the best practices of community building, democracy techniques and the main principles of transparency, accountability, participation, fairness, and inclusivity.

The related awareness raising pilot actions will involve collaborative efforts among REC ambassadors, experts, community representatives, and further stakeholders invited by the PPs. Following the evaluation of the results and success of the pilot actions, final measures formulated will be incorporated into a O2.1 motivational strategy, translated to the national language of each partner. The final conclusions will also be incorporated into a methodological document serving as a tool of the O2.3 awareness raising toolkit.

Both the programme and the strategy will target 2 different groups: the general awareness raising pilot targets at the general public, while the professional training is aimed at potential and existing REC members and founders.

Motivational Programme

Objective

The overall goal of the Programme is to enhance the spread of energy communities by inspiring and empowering individuals to take an active role in transitioning to renewable energy and foster a sense of community engagement and collective action. Aim is to disseminate a positive perception of REC initiatives, encourage the society to take similar actions and thereby cut dependence on fossil fuels.

Motivational Programme leans on the NRGCOM Specific objective SO2 – Raising awareness and encouraging society to create or join energy communities.

Methodology

The Motivational Programme is created in collaboration with all the PPs, and will be implemented with the support of REC ambassadors, experts, community representatives and further stakeholders invited by the PPs. REC ambassadors' network that involves different experts and community representatives, created within activity 2.1, which will be used to ensure wider spread of the energy community concept and its benefits. Involvement and active participation of REC ambassadors is crucial to address the widest possible audience in a rational and targeted way. REC ambassadors will be actively involved in the implementation of the Motivational Programme. Their expertise will contribute to a more professional transmission of information to the public and potential REC founders. They will participate in public events, educational seminars and educational videos and podcasts.

Already existing renewable energy communities had a significant impact on the creation of the Motivational Programme as the inputs collected during Activity 1.3 served as the backbone for the preparation of the content of the Motivational Programme itself. Summaries of the conclusions of the workshops done in Activity 1.3 are crucial to be presented to the energy communities. At the same time, the conclusions will be presented to potential new members and potential founders of the renewable energy communities, considering that at the same aim of the Motivational Programme is to contribute to the creation of new energy communities and as well to the stronger activation of the existing ones.

As the overall goal of the Programme is to enhance the spread of energy communities, it is necessary that potential stakeholders first get an insight why transitioning to renewable energy is important and what benefits it brings to the community. In order to meet this prerequisite, it is necessary that the Motivational Programme, lies down on - two pillars. The first pillar, linked to Activity 2.3, implies the importance of the transition to renewable energy, while the second pillar, linked to Activity 2.4, provides the potential users with professional insight into the creation of energy communities and the membership benefits. In addition, the second pillar, underlines the importance of the active energy community, focuses on the management and building the trust within communities, importance of defining roles, choosing the right approach, etc.

While the first pillar is focused on more general topics and providing general knowledge about the benefits of using renewable energy, the second one that is more technical and directed on the energy communities, encourages people/institutions/SMEs/authorities etc. to set up energy communities, and also, fosters a sense of community engagement and collective action. Because of such division, the first pillar targets the general public, while the second one is aimed at potential REC founders.

Pillar 1 – Taking an active role in transitioning to renewable energy

Pillar 1 is focusing to provide general knowledge about the benefits of using renewable energy with the main goal to inspire and empower individuals to take an active role in transitioning to renewable energy.

Main points to be addressed:

- **Renewable energy sources and energy efficiency**
- **Main reasons to use renewable energy**
- **Main sources of renewable energy**
- **Steps of setting up a solar power plant**
- **Benefits of setting up the energy community**
- **How to join or create energy community**

Pillar 2 – Raising awareness on the importance of energy communities

The second pillar, raising awareness on the importance of energy communities, is leaning on the conclusions made from the document 'Collection of best internal operation and governance practices of energy communities', which KSSENA prepared in the realisation of Activity 1.3 'Mapping of good governance techniques and internal operating models to understand the motivations and expectations of energy community members', with the active participation of the following partners LP STRIA, PP2 IMRO, PP3 JAIP, PP5 IRENA, PP8 REDASP, PP11 DIT and PP12 NEK. Topics and its main conclusions deriving from Activity 1.3 are serving as a base that will be presented to the REC founders and potential founders with the aim to encourage them to set up an active energy community.

Here are the following main points to be presented:

- **Building and maintaining a cohesive community**

Building and maintaining a cohesive community requires strategic planning and the active participation of all members. Inclusivity and diversity are critical to build a strong community. It is essential to create an environment where everyone develops a sense of belonging and engagement. Embracing diversity means encouraging people from all walks of life to participate and contribute. This not only enriches the community with different perspectives, but also strengthens its resilience and adaptability.

Necessary conditions to achieve a cohesive community, according conclusions made in A 1.3. are the following:

- Established entity needs to be legally recognised, with clearly defined objectives, membership criteria and operational procedures.
- A shared vision and common goals should be developed that sends a clear message to the community that cohesion is at the top of the local agenda.
- Effective communication and transparency in the decision-making process is necessary.
- Engagement and participation from various stakeholders are welcomed. Local residents, businesses, and governmental bodies need to be reached early in the process.

- Hosting public forums, workshops, and consultations facilitates the collection of diverse perspectives and ensures broad community buy-in.
- The formation of representative committees or working groups further fosters inclusivity.

- Offering flexible membership options to attract a wide range of participants, including individuals, businesses, and government entities, enhances community engagement.
- Continuous learning and improvement through the provision of training, mentoring and other forms of support enables members to grow and contribute effectively to community development.
- It is important to establish leadership and governance structures with defined roles and responsibilities (Steering Committee, General Assembly), which will take responsibility for management and governance.

- **Building trust**

Building trust within an energy community rests on the following key pillars: transparent and consistent communication, inclusiveness and fairness, shared vision, defined roles and responsibilities, reliability.
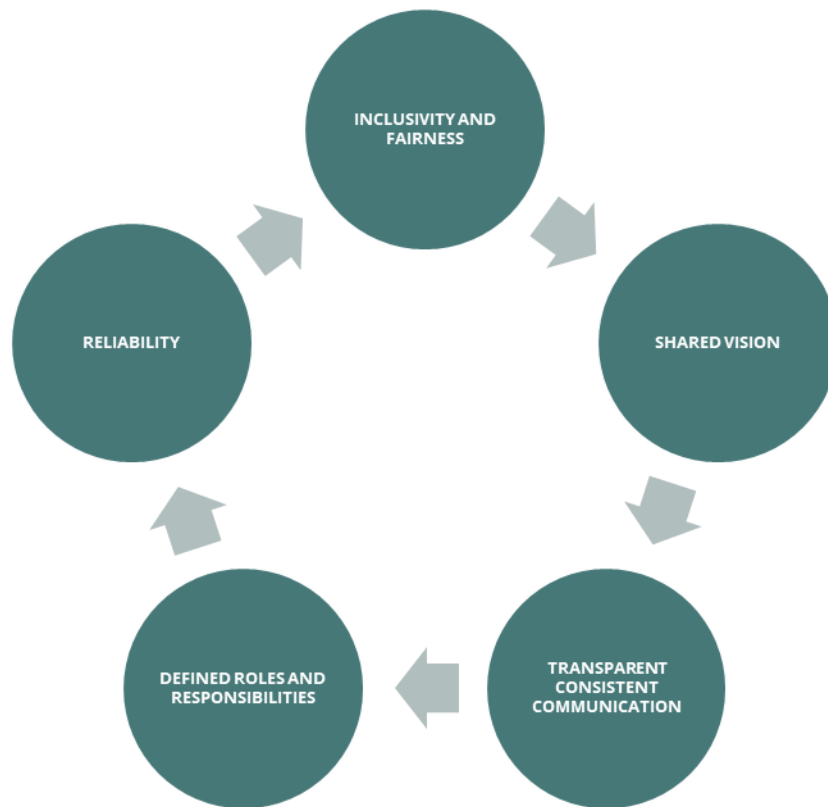

Figure 1: Building trust in the energy community

Source: Collection of best internal operation and governance practices of energy communities

- **Role definition**

The identification and definition of roles in the development of an energy community is essential to ensure effective cooperation, clear communication and the achievement of common goals. Tasks, efforts, responsibilities, skills required, etc. should be described in detail for each role, as clearly defined roles help to distribute responsibilities, utilise individual strengths and promote accountability.

Title	A clear and concise title that reflects the role
Responsibilities	Specific tasks and duties associated with the
Skills and Qualifications	Required skills, qualifications, and experience
Time commitment	Expected time commitment and duration of the
Reporting structure	Information about who the role reports to and

Figure 2: Role definition example

Source: Collection of best internal operation and governance practices of energy communities

- **Defining a well-governed energy community**

Community members need to know in a timely manner how decisions are made, who makes them, and what criteria are used. Meeting agendas, minutes and financial statements should be available to all members. Transparency builds trust and accountability because members can see that decisions are being made fairly and in the best interests of the community.

Clear structures, characterised by well-defined processes and delineated responsibilities, provide a framework within the community and ensure its effective operation.

- **Participants involvement in decision-making and consensus-building**

Effective strategies for successful decision making in energy communities depend on the mode of cooperation that is applied or combined, as follows:

- Implementing democratic voting systems for major decisions.
- Using collaborative platforms, workshops, focus groups, surveys and similar mechanisms to facilitate discussion and feedback from members.
- Enabling inclusive representation by forming diverse committees that include representatives from different demographic groups and sectors. Enabling active youth and minority groups participation in decision-making.

- **Right approach to tackle problems and barriers**

List of possible steps identified for problem solving in energy communities:

- Defining the Problem: Clearly describing what is happening, where, and how it impacts the community or organisation.
- Gathering Data: Collecting relevant data to understand the scope and scale of the problem. This may involve surveys, interviews, observations, and reviewing existing records. Accurate data helps in forming a comprehensive picture of the issue.
- Root Cause Analysis: Identifying the underlying causes of the problem rather than just addressing the symptoms.
- Identifying Stakeholders: Determining who is affected by the problem and who can influence its resolution. This includes community members, employees, partners, and external experts.
- Facilitating Dialogue: Creating forums for open communication where stakeholders can share their insights and suggestions. This could be through workshops, focus groups, or public meetings.
- Building Consensus: Working towards building consensus on the nature of the problem and the best approach to solve it. This ensures that everyone is on the same page and committed to the solution.
- Brainstorming Solutions: Engaging stakeholders in brainstorming sessions to generate a wide range of potential solutions.
- Evaluating Options: Assessing the feasibility, costs, benefits, and potential risks of proposed solutions. Considering factors such as resource availability, time constraints, and possible impacts.
- Developing Action Plans: Formulating detailed action plans for the chosen solutions. This includes defining objectives, tasks, timelines, responsibilities, and resources needed.
- Assigning Responsibilities: Clearly defining roles and responsibilities for executing the action plans. Ensuring that team members understand their tasks and have the necessary resources and authority to complete them.

- **Well-functioning energy community**

A well-functioning energy community embodies a holistic approach to sustainable energy production, consumption and management, driven by principles of inclusiveness, collaboration and environmental responsibility.

- **Establishing and keeping a well operated energy community**

Main elements that need to be integrated to establish and keep a well operated energy community are the following:

- Strategic Planning and Governance
- Community Engagement and Participation
- Technical Expertise and Innovation
- Financial Sustainability and Resource Mobilization
- Regulatory Compliance and Policy Advocacy
- Capacity Building and Knowledge Sharing
- Monitoring, Evaluation, and Continuous Improvement.

- **Stakeholder engagement and motivation**

Comprehensive and robust stakeholder engagement strategy and a range of approaches, including the following core elements should be taken into consideration. Key stakeholders need to be identified. Their needs need to be understood. Trust needs to be built, as it is essential for effective engagement. Dialogue, collaboration, education, feedback and evaluation are crucial in the active community.

- **Energy community target audience**

For a well operated and governed energy community, the target audience is diverse and includes different groups of stakeholders who have an interest in, benefit from or can contribute to the community's goals of sustainability, energy efficiency and local energy production.

The main target groups to be considered are:

- Residential consumers,
- Businesses,
- Investors,
- Municipalities,
- Policymakers,
- Regulatory authorities,

- Environmental organisations,
- Public institutions,
- RES companies,
- Banks and financial institutions and
- Media and influencers.

• **Goals and expectations of members**

Accent needs to be put on the participants goals and expectations that they have when joining the energy community. It is expected that they are joining the energy community to reach financial savings, contribute to the environmental impact, ensure an energy security, be part of the social cohesion, increase their knowledge and skills and maybe influence on the local and regional energy policy. They seek transparent governance and decision-making processes within the community. They expect the energy community to have a lasting positive influence on their lives, the environment, and the local economy, and to continuously evolve and adapt to new challenges and opportunities.

Target groups

The Motivational Programme is based on Pillar 1 – Taking an active role in transitioning to renewable energy and Pillar 2 – Raising awareness on the importance of energy communities.

In Pillar 1 the focus is on the raising of the awareness on the importance of the transition towards renewable energy among the general public, while in Pillar 2 the focus is on the importance of proactive energy communities. Evidently, main target groups, aims and methods used differ in detected pillars.

General public is the key target group that will be addressed in the framework of the awareness raising campaigns. The campaign aims to increase their knowledge on renewable energy sources, benefits of their use and on the concept of renewable energy communities. Raising the proactivity of the general public and their commitment to energy sustainability, should be put in the focus.

In the framework of the professional trainings, deriving from the Pillar 2, **potential REC founders** will be addressed. Among them PPs and the REC ambassadors will firstly focus on the municipalities and economic actors. Their participation and engagement in the potential renewable community will be assessed.

Municipalities and **regional public authorities** need to be actively involved and covered by the programme, as their participation will affect the increase of the common interest for RECs and make more favourable public perception toward the energy communities.

Economic actors, including small and medium-sized enterprises (SMEs) and larger corporations, will be encouraged to create or join energy communities via thematic professional trainings.

Motivational Programme Content

Collaborative efforts of the PPs with REC ambassadors, experts, community representatives are crucial for the efficient Motivational Programme implementation.

Effectiveness of the Motivational Programme will be tested in the framework of an awareness raising campaign on the general public (A.2.3) and the participants of the professional trainings (A.2.4). Effectiveness will be measured prior and post to the pilot actions via surveys that REDASP will prepare for the entire partnership.

The Motivational Programme will consist of the organisation and implementation of:

- public events,
- professional trainings,
- webinars,
- handbook,
- educational videos,
- podcasts,
- social media campaigns,
- publication (brochure/leaflet),
- TV and radio show/feature on the project,
- journal publication,
- study visits,

all in order to highlight the benefits of energy communities, such as the reduced energy costs, increased energy independence and environmental sustainability.

Considering the different level of development of the energy communities in the partner countries, the Partners independently assess which form of campaign they will apply in their locations. The partners independently decide on the number of proposed contents, the types of stakeholders to which they will be directed, as well as the number of participants included in the selected contents. In the continuation of the Motivational Program, basic guidelines are given, which aim is to provide Partners with a general idea on how to design their campaign.

PP's have plenty of experience in different ways of knowledge distribution on using renewable energy. Materials used in other occasions while providing general knowledge on the benefits of using renewable energy, could be replicated here. Materials prepared need to be transferable in order to ensure the widest possible uptake and the rapid transition to renewables.

Public events

Public events can serve as powerful tools to promote energy communities by raising awareness, encouraging community engagement, and fostering collaboration between stakeholders. Public events can take various forms, as on-site awareness raising actions, roundtables, workshops, seminars or even conferences that aim to foster collaboration among stakeholders. Public events will be used both for A 2.3 targeting the general public, to share knowledge on renewable solutions and practises on the efficient use and storage of renewable energy and in A 2.4 dedicated to increase the stakeholder's engagement in REC creation. In addition, such events need to be used also to boost the dissemination of the objectives and results of the NRGCOM project. The ones open to the public, may be prior and post accompanied with the press release, that will maximise the reach of the Motivational Strategy goals. It is recommended to support the events through an extensive online social media campaign.

The partners independently made an assessment which type of public event suits their audience, i.e. whether it is better to organise the public event in the form of a workshop, roundtable discussion, conference or seminar. In case when the public events are organised without participants from abroad, it is recommended the use of national language.

In the case when the partners organise a public event as part of A 2.3, the main focus should be placed on the topics deriving from the Pillar 1 – Taking an active role in transitioning to renewable energy, as follows:

•   Renewable energy sources and energy efficiency

•   Main reasons to use renewable energy

•   Main sources of renewable energy

•   Steps of setting up a solar power plant

•   Benefits of setting up the energy community

•   How to join or create energy community

When organised public events are focused on A 2.3, the general public will be the main target group. The goal of the event in question is to present to the general public the importance of using renewable energy sources and in addition, benefits of joining the energy community. A significant group of stakeholders is also represented by potential REC founders, who would like to learn more

about the very benefits of inclusion, setting up of an energy community and its efficient management.

In order to assess the change of attitude and motivation of the target groups, questionnaires prepared by REDASP, the Activity leader of 2.3, are compulsory to be filled in by the participants invited by the partners before and after the public events.

Professional trainings

In the case when the partners organise a professional training as part of A 2.4, the main focus should be placed on the topics deriving from the Pillar 2 – Raising awareness on the importance of energy communities, as follows:

- Building and maintaining a cohesive community,

- Building trust,

- Role definition,

- Defining a well-governed energy community,

- Participants involvement in decision-making and consensus-building,

- Right approach to tackle problems and barriers,

- Well-functioning energy community,

- Establishing and keeping a well operated energy community,

- Stakeholder engagement and motivation,

- Energy community target audience,

- Goals and expectations of members.

Important topic that also needs to be involved, in case of A 2.4 scope, is the presentation on the national legal REC framework represented in the given country. For such purpose PPs are encouraged to use the martials developed from A1.1., but also the following tools from the A 2.5 awareness- raising toolkit:

- Catalogue of Energy Community good practices from the Danube Region,

- 5-steps-to your-Energy Community Brochure,

- Interviews from representatives of Energy Communities across the Danube Region and

- Social Media templates.

PPs need to bear in mind that when the public event is organised in the frame of A 2.4 the main target group should cover potential REC founders and as well the existing ones. In addition, event should be enriched with the participation of municipalities, as their participation will affect the increase of the common interest for RECs and make more favourable public perception toward the energy communities.

Active involvement of REC ambassadors is crucial for the successful event organisation. PPs could involve REC ambassadors as main speakers, lecturers or moderators of the event. As well REC ambassadors could play a significant role in the recruitment of the potential REC founders and their participation in the event.

In both cases the public event should be held in -person and last for a half-day. Number of participants will vary based on the chosen type of event. In case of workshops and seminars it is recommended to set up a group of at least 5 organisations per project partner. . In case of roundtables and on-site awareness raising actions, it is recommended to focus on a lower number of participants in order to facilitate their active participation. In the case of conferences, it is highly recommended to organise events with the plan to attract at least 50 attendees.

In order to assess the change of attitude and motivation of the target group, questionnaires prepared by STRIA, the Activity leader of 2.4, are compulsory to be filled in by the participants invited by the partners before and after the public events, on an anonymous and voluntary basis.

Webinars

Webinar presumes that the seminar or the set of presentations on a specific topic, in this case, on renewable energy or energy communities, takes place on the internet, allowing participants in different locations to see and hear the presenter and raise questions. Webinar will be held by each partner in its national language.

Given that the webinar opens up the opportunity to access more specialised topics, it is suggested to be used as a tool for the realisation of professional training as part of A 2.4 activities. In such a case, the webinar will address the REC founders and the potential ones. If so, following is the suggested list of topics:

- INTRODUCTION – suggestion is to cover the topics that derive from Pillar 1: what is the meaning of the energy community, what are the benefits of joining it, how to set up one.

- IMPORTANCE OF AN ACTIVE ENERGY COMMUNITY – choose the topics that best suit to the detected EC situation in your country: building trust, role definition, defining a well-governed energy community, participants involvement in decision-making and consensus-building, right approach to tackle problems and barriers, well-functioning energy community, establishing and keeping a well operated energy community, stakeholder

engagement and motivation, energy community target audience, goals and expectations of members.

It is recommended to set the duration of the webinar for two and a half to three hours maximum, in order for the participants to stay focused on the topic that is going to be presented online.

It is recommended to focus on a webinar that will gather around 30 participants.

Success of the webinar will be evaluated trough the questionnaires that the partners will provide to the participants, on an anonymous and voluntary basis, before and after the held event. More details on the testing phase and the belonging questionnaires will be provided by the activity leaders 2.3. and 2.4.

Handbook

A handbook is a guide or list of instructions on one particular subject. It's a type of reference book, offering information about a topic. In case of using this content, it is highly recommended that it is used for the purpose of A 2.4. Preference is to provide a handbook compiled in the national language, focused on the setting up of the energy community, or on the successful management of the energy communities, that will address REC founders and the potential REC founders, enabling a deeper insight into the topic what energy communities are, which are the benefits of joining the energy community and how to obtain and active energy community. In such a case a handbook could be a valuable tool to be used for professional trainings. Topics that it covers are listed under Pillar 2.

In the frame of awareness raising toolkit from 2.5. The handbook will use the information provided by the project partner in A 1.1 – National Legal Systems.

The handbook should be limited to a maximum of 30 pages.

It is recommended to prepare it in a digital version that users can freely download. In the aforementioned case, it is certainly necessary to predict that the number of downloads can be determined. It is recommended to present, or even use, the digital version of the manual during public events and or trainings. The handbook should be available to users through the project and partner web pages. It is highly recommended even to share it through social networks to achieve widespread use of the material.

Educational video

PPs could address target groups through the educational video.

When preparing educational videos for the general public, the main purpose of such videos should be to increase the motivation of the general public to take an active role in transitioning to renewable energy (Pillar 1).

In the case of preparing for Activity 2.4, PPs could take the shape of an interview with the representatives from the energy communities. In it the persons involved are invited to elaborate what is the meaning of the energy communities, which are the benefits of joining or creating REC. Same video, representing the interview with REC representatives will be part of the A 2.5 Awareness – raising toolkit. For more topics on which such video could be focused, partners are referred to the topics listed under the Pillar 2.

In both cases, educational videos shall be prepared by each partner in its national language.

The recommended duration of the educational video is a maximum of 5 minutes. It can be used as promotional and educational material at public events and also published on the YouTube channel and on social networks used by the partners.

Podcast

Podcast is a digital audio file made available on the internet for downloading to a computer or mobile device, typically available as a series, new instalments of which can be received by subscribers automatically.

Podcasts could be used for both testing activities. In the case of A 2.3. where the scope is to share knowledge on renewable solutions and practises on the efficient use and storage of renewable energy, it is preferred to release it on the national language. For others, addressing the topics dedicated to the importance of energy communities, it is recommended to be prepared in English language, as in this way partners could also invite foreign experts to participate.

In the production of podcasts, collaboration between PPs and REC ambassadors, experts and community representatives is crucial. They should participate as speakers or moderators.

Podcasts should be focused on the topic, with the recommended duration of 20 minutes. As they should be issued in episodes, at least two podcast episodes are required. They could be distributed on the YouTube channel or on the partners social channels.

Social media campaign

A social media campaign is a coordinated marketing effort to reinforce or assist with a business goal using one or more social media platforms. Campaigns differ from everyday social media efforts because of their increased focus, targeting and measurability.

A social media campaign should focus around a singular goal, whether it's on Facebook or Instagram. Goals must be discrete and measurable. Partners should be clear with the message that they are sending and well aware of the target audience they want to attract. The platform chosen should be suited to the target audience.

Publication (Brochure/leaflet)

Partners can use various forms of publications, the content and scope of which they adapt to the target group. In the case of a flyer, it is recommended to limit the content to a few key messages and information. In the case of a brochure, the content may be accompanied by more detailed explanations and examples.

In both cases, it is recommended that the publications be realised in a digital version.

1 TV and 1 radio show/feature on the project

TV and radio channels can be used for topics that need to be made public. Both are suitable for presenting the topics of renewable energy and thus the topic of energy communities. It is recommended to limit the duration of the television program and/or radio show on that topic to a maximum of ten minutes.

Journal publication

Publishing articles on the topic of renewable sources and the establishment of energy communities is certainly an interesting way of promoting these topics in order to send the necessary message towards the general public.

It is therefore recommended to publish articles in the national language in local newspapers.

Study visit

Partners can organise visits to established energy communities or organisations that support them in their establishment. Study visits could be also planned to the plant producing energy from renewable sources.

It is suggested to gather no more than ten participants in study visits.

EC initiative

Guiding potential members through the establishment of an energy community or their inclusion in an existing one, is certainly the most effective way of promoting the value of energy communities. In this case, it is suggested to focus on a smaller number of participants, depending on the capacity that the partner has for the implementation of this activity, given that it will require its significant engagement.

Summary

The spread and development of the energy communities in the partner countries is not comparable. As the best connoisseurs of the local situation, partners independently decide on the content and elements of their own campaigns that they should implement during the testing of 2.3 and 2.4 activities. In addition, partners have estimated the total reach of the content that they are planning to implement. Foreseen values are defined at the level of the NRGCOM project and at partners level, in the following tables:

General awareness campaign	Target value	Total reach*
Public event	18	410
Educational video	8	730
Webinar	4	60
Handbook	10	225
Podcast	4	300
Social media campaign	1	5000
Publication (Brochure/leaflet)	1	500
1 TV and 1 radio show/feature on the project	2	20

Professional trainings	Target value	Total reach*
Public event	8	130
Educational video	5	220
Webinar/Conference	10	125
Handbook	11	515
Study visit	1	5

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EC initiative	1	50
Podcast	1	100

* Number of participants, attendees, number of content views, number of content downloads

STRIA, IMRO

General awareness campaign	Target value	Total reach*
Public event	3	100
Educational video	4	500
Handbook	2	50
Podcast	3	200

Professional trainings	Target value	Total reach*
Public event	1	25
Webinar	2	30

* Number of participants, attendees, number of content views, number of content downloads

JAIP

General awareness campaign	Target value	Total reach*
Handbook	1	100
Podcast	1	100

Professional trainings	Target value	Total reach*
Webinar/Conference	1	20
Podcast	1	100

* Number of participants, attendees, number of content views, number of content downloads

FORSCHUNG

General awareness campaign	Target value	Total reach*
Public event	1	10
Educational video	1	100

Professional trainings	Target value	Total reach*
Public event	1	10
Handbook	1	100

* Number of participants, attendees, number of content views, number of content downloads

IRENA

General awareness campaign	Target value	Total reach*
Public event	1	25

Professional trainings	Target value	Total reach*
Public event	1	5
EC initiative	1	25

* Number of participants, attendees, number of content views, number of content downloads

KSSENA

General awareness campaign	Target value	Total reach*
Public event	1	50

	Target value	Total reach*
Handbook	1	50

Professional trainings	Target value	Total reach*
Public event	1	20
Educational video	1	100
Handbook	1	20

* Number of participants, attendees, number of content views, number of content downloads

PRA

General awareness campaign	Target value	Total reach*
Public event	1	30
Educational video	1	50
Webinar	1	20

Professional trainings	Target value	Total reach*
Educational video	1	20
Webinar	1	20
Handbook	1	20

* Number of participants, attendees, number of content views, number of content downloads

REDASP

General awareness campaign	Target value	Total reach*
Public event	1	30

	Target value	Total reach*
Educational video	1	30
Webinar	1	20

Professional trainings	Target value	Total reach*
Public event	1	20
Handbook	1	50

* Number of participants, attendees, number of content views, number of content downloads

OER

General awareness campaign	Target value	Total reach*
Public event	1	25
Educational video	1	50
Handbook	1	25

Professional trainings	Target value	Total reach*
Public event	1	25
Webinar	1	5
Handbook	1	25

* Number of participants, attendees, number of content views, number of content downloads

FORS Montenegro

General awareness campaign	Target value	Total reach*
Public event	5	100

Social media campaign	1	5000
Publication (Brochure/leaflet)	1	500
1 TV and 1 radio show/feature on the project	2	20

Professional trainings	Target value	Total reach*
Public event	1	15
Webinar	1	20
Handbook	1	100

* Number of participants, attendees, number of content views, number of content downloads

DIT

General awareness campaign	Target value	Total reach*
Public event	1	10
Webinar	1	10
Handbook	5	100

Professional trainings	Target value	Total reach*
Educational video	3	100
Webinar	3	10
Handbook	3	100
Journal publication	1	100

* Number of participants, attendees, number of content views, number of content downloads

NEK

General awareness campaign	Target value	Total reach*
Public event	2	30
Webinar	1	20

Professional trainings	Target value	Total reach*
Webinar	1	20
Handbook	1	100

* Number of participants, attendees, number of content views, number of content downloads

AEER

General awareness campaign	Target value	Total reach*
Public event	1	10

Professional trainings	Target value	Total reach*
Public event	1	10
Handbook	1	100

* Number of participants, attendees, number of content views, number of content downloads