

## D7.2

# Plan for the exploitation, dissemination and communication of the project's results (PEDR)



## Document Control Sheet

<b>Project Title</b>	
<b>Deliverable</b>	<b>D7.2</b>
<b>Work package</b>	<b>7 – Communication and Dissemination</b>
<b>Task</b>	<b>7.1 Communication and Dissemination strategy</b>
<b>Number of pages</b>	<b>45</b>
<b>Dissemination level</b>	<b>Public</b>
<b>Main author</b>	<b>Douglas Thompson (SPI) and Tanvir Singh Badwal (SPI)</b>
<b>Contributors</b>	<b>All project partners</b>

## Versioning and Contribution History

Version	Date	Author/Editor	Contributors	Description/Comments
1	31.07.2020	SPI	-	An Excel file sent to all partners requesting inputs for the plan
2	09.08.2020	All partners	-	Inputs sent to SPI
3	19.08.2020	SPI	-	First draft version shared with the coordinator
4	27.07.2020	UDC	-	Feedback provided to SPI
5	28.08.2020	SPI	-	Second version sent to UDC
6	<b>31.08.2020</b>	<b>UDC</b>	-	<b>D7.2 uploaded to the EC portal</b>

<b>Document last saved on</b>	<b>31.08.2020</b>
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# CHAPTER 1

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## Introduction

## Chapter 1 – Introduction

### 1.1 Objective of the Document

This document corresponds to **Deliverable 7.2 – Plan for the exploitation, dissemination and communication of the project's results (PEDR)** and has been prepared as part of **Task 7.1 Communication and Dissemination strategy** within the framework of **Work package 7**.

Prior to defining the objective of the document, it is important to understand the related terms (Dissemination, Communication, and Exploitation) carefully. These are often misinterpreted in explanation and contain certain overlaps (Figure 1) in regard to the execution of activities. It is hence useful to establish a clear reference definition for Dissemination, Communication, and Exploitation.

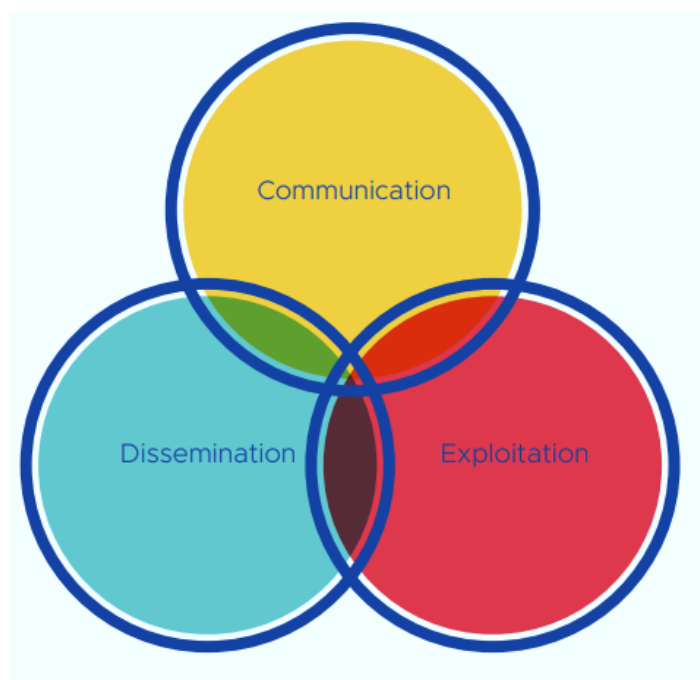


Figure 1: Terms and their overlaps

Below are the definitions coined by the European Commission. These have been sourced directly from the EC Research & Innovation Participant Portal Glossary/Reference Terms<sup>1</sup>. The consortium will abide by these definitions while planning and executing activities within the framework of the ENTRANCES project.

<sup>1</sup> [https://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E\\_0.pdf](https://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E_0.pdf)

## Dissemination



**Dissemination** is defined as the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium. The transfer of knowledge & results is aimed to enable others to use and take up results, thus maximising the impact of EU-funded research.

## Communication

**Communication** is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange. The process encompasses informing about the project and promoting its results and success.



## Exploitation



**Exploitation** refers to the utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities. The objective of exploitation is to turn R&I actions into concrete value and impact for the society.

The purpose of this document is to establish an action plan that maximises the overall project visibility and outreach. This includes setting up dissemination and communication methods that the consortium foresees to utilise. The strategy encompasses definition of plan objectives, target groups, messages to disseminate and communicate, tools and channels. A tentative implementation timeline and a monitoring methodology will also be defined.

It can be noted that D7.2 is a flexible and continually updated document. As the project progresses, it will be subject to relevant content related updates over the course. The consortium intends to actively participate in contributing to the enhancement of the impacts created by the measures outlined by this plan.

An update of this deliverable is foreseen in Month 20 i.e. December 2021. Specifically to address project exploitation, D7.7. Final exploitation plan will be developed with concrete activities and responsibilities identified for all the partners. This will be submitted in Month 36 i.e. April 2023.

## 1.2 Structure of the Document

The document has been structured into different sections in order to ensure a systematic flow of information. In particular, the process of dissemination and communication broadly covers five aspects as shown below and in Figure 2.

- i. **Why** disseminate and communicate;
- ii. **Whom** to disseminate and communicate to;
- iii. **What** to disseminate and communicate;
- iv. **How** to disseminate and communicate; and
- v. **When** to disseminate and communicate.

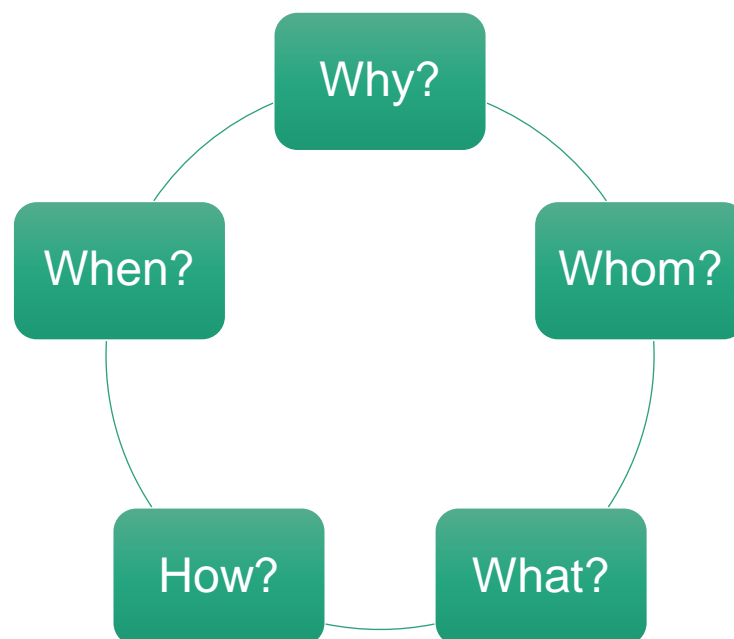


Figure 2: Framework of Dissemination and Communication



Following this framework, the plan has been structured further into three chapters as listed below.

- **Project Outreach and Stakeholder Engagement:** First three aspects - i) Why disseminate and communicate; ii) Whom to disseminate and communicate to; and iii) What to disseminate and communicate will be described in this part of the report.
- **Tools and Channels:** This chapter will cover the fourth aspect – iv) How to disseminate and communicate, and build upon the tools and channels already identified by the project team in the proposal stage.
- **Roadmap and Monitoring:** The last chapter details a dissemination and communication timeline highlighting aspect v) When to disseminate and communicate. Further, this chapter provides a list of performance monitoring indicators for the consortium to keep a check on the activities and to self-evaluate the impact.

### 1.3 Methodology

This section aims to outline the steps followed by the project team to develop this document, including the process of collecting inputs from other partners.

The Plan is aimed to be a practical tool for all project partners to efficiently develop and steer their individual and collective activities with the intent to contribute to the overall dissemination of ENTRANCES across its three years of implementation.

SPI led the development of this deliverable while taking into careful account the contributions provided by the consortium at different stages. The inputs of partners cover a variety of aspects such as access to research/industrial networks, media platforms and channels. Requests were sent to the partners to obtain information specific to their organisations and networks. The coordinating institution [University of A Coruña \(UDC\)](#) additionally contributed by providing comments and feedback. This helped to tailor more specifically the dissemination content to the defined target stakeholder groups.

# CHAPTER 2

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## Project Outreach and Stakeholder Engagement

## Chapter 2 – Project Outreach and Stakeholder Engagement

It is important for a project to establish a long-term strategy and vision to guide the dissemination and communication initiatives for the duration of the project. The dissemination initiatives tend to focus on transferring project results through various channels to ensure extended project outreach and results take up whereas communication involves informing about the project objectives, outcomes and achievements. Project ENTRANCES identifies the need to develop a clear understanding of the objectives intended by dissemination and communication (Section 2.1). As the chapter evolves, target stakeholders for project related information are defined in Section 2.2 and Section 2.3 will outline the information or the key messages that the project will feed out for dissemination and communication.

### 2.1 Objectives of Dissemination and Communication

The **overall objective** is to implement a framework for multilateral dissemination and communication mobilising information and project stakeholders including researchers, policymakers, representatives of industry, Civil Society organisations, among others, in order to provide a context in which the project findings can be interpreted and used. Practically, the project will result in development of a set of policy recommendations providing a consistent, integrated overview of the results, and a shared knowledge of the obstacles and prospects for transitioning to clean energy. The pool of stakeholders established across the project duration will be useful in widening the outreach of these recommendations and other key outcomes.

The Plan has thus been targeted not only at enriching the foundations of relationships between partners and the existing project stakeholders, but also at establishing new active partnerships and contact networks. Under the overall umbrella objective are five **strategic specific objectives** for disseminating and communicating the project as defined below:

1. Promote general society reflection and create global awareness regarding “Clean Energy Transition”. This will be achieved through wide dissemination of project activities and networking in international events and conferences;
2. Project coverage at the regional/EU/global level to sustain the project outcomes. Consistent social media activity and dissemination of project newsletters will contribute towards achieving this objective;

3. Engage relevant stakeholders with the activities of the project and promote future collaborations. The stakeholders involved in project workshops and other events are expected to multiply the overall awareness and project dissemination;
4. Foster knowledge sharing, co-creation, and peer learning within the stakeholder groups. The process will carry forward in the exploitation phase in which the project will have a community of stakeholders to sustain the results;
5. Alignment of the project with regional Smart Specialisation Strategies (S3) with a view to access information and methodologies for strengthening the research potential; and
6. Establish and consolidate relevant contacts and partnerships in Europe and outside to encourage replication of results. All interactions of project partners within the framework of the project will be documented to consolidate a network of contacts. Project dissemination materials will be shared and publicly accessible.

Some of the above-mentioned specific objectives feed directly into the exploitation aspect of the project and will be explored in detail in the Final Exploitation Plan to be published in Month 36 of implementation. A collective approach is foreseen to target and retain the confidence of the project stakeholders with a view to create a community to exploit the project results.

## 2.2 Target Stakeholders

It will be ensured that the project results and key developments reach the right stakeholder groups. It is in this respect that this section has been developed to identify the relevant people, their needs and benefits and how to engage them in the different stages of the project. The strategy hence is tailored to the different target audiences relevant in the context of the “Clean Energy Transition”.

## List of Target Groups

Dissemination will be focused at three levels: i) Research; ii) Regional, and iii) European. Target groups identified at each level and their potential involvement in the project has been elaborated below in Table 1.

**Table 1: List of Target Groups**

Level	Main actors	Resources for identifying the actors	Areas of interest
<b>Research</b>	<ul style="list-style-type: none"> <li>• Researchers in fields focused on energy and territorial studies;</li> <li>• Associations and networks of researchers</li> </ul>	<ul style="list-style-type: none"> <li>• Partners Scientific Networks</li> <li>• Advisory Board</li> </ul>	Theories, methods, data and empirical examples, case studies, examples of cross-disciplinary work in energy
<b>Regional</b>	<ul style="list-style-type: none"> <li>• Researchers</li> <li>• Local authorities</li> <li>• Industries</li> <li>• Trade unions</li> <li>• Citizen groups and associations</li> <li>• Environmental movements</li> </ul>	<ul style="list-style-type: none"> <li>• Regional state of the art analysis</li> <li>• Local support organisations</li> <li>• contacts of the partners in each region</li> </ul>	Practical recommendations, disclosing of regional dynamics, best practices strategies, awareness of risks and possible alternative scenarios
<b>European</b>	<ul style="list-style-type: none"> <li>• Policy makers</li> <li>• Network of regions (coal and carbon regions)</li> <li>• Network of stakeholders</li> <li>• Industries</li> <li>• Media</li> <li>• Trade unions</li> <li>• Citizen groups</li> </ul>	<ul style="list-style-type: none"> <li>• EURADA Network</li> <li>• Board of Regional Stakeholder</li> <li>• Peers Regional Organisations</li> <li>• Advisory Board</li> <li>• Partners contacts and networks</li> </ul>	Policy recommendations, international comparisons and evaluations, plus access to expertise and policy networks and experts

### Access to Networks

Given the diversity of the consortium, ENTRANCES will optimise outreach through its members. The partners intend to exploit their networks in the best possible way to complement the overall process of dissemination, communication, and exploitation. A list of these networks/associations is presented in Table 2. The partners maintain active contact with these networks/associations/organisations and will disseminate the project developments directly through newsletters and indirectly through their social media channels. Any joint events within the framework of the project topic are useful for the partners to discuss and present ENTRANCES.

**Table 2: Access to Networks**

	Access to research networks/associations	Access to industrial networks/associations	Access to media platforms (newsletters/magazines/journals/online communities)	Relevant ongoing projects
UDC	1) International Association for People-environment Studies (IAPS); 2) Environmental Research Design Association (EDRA); 3) IAAP - Division of Environmental Psychology; 4) Asociación de Psicología Ambiental (PSICAMB); 5) Instituto de Estudios Psicosociales "Xoan Vicente Viqueira"; 6) Env Psych division of APA.	1) Unión General de Trabajadores (UGT); 2) Comisiones Obreras (CC.OO.); 3) Confederación Intersindical de Traballadores (CIG); 4) Galician Association of Industrial Engineers; 5) Galician Association of Tele-Communication Engineers;	1) Bulletin of People-environment Studies; 2) Bulletin of EAWOP; 3) Bulletin of SIP; 4) Sustainable cities in transition; 5) People—environment Research Group: <a href="http://www.people-environment-udc.org">www.people-environment-udc.org</a>	CONNECTING and SMARTEES

	Access to research networks/associations	Access to industrial networks/associations	Access to media platforms (newsletters/magazines/journals/online communities)	Relevant ongoing projects
ENEA	ENEA is coordinator of Energy National Technology Cluster; - EERA (European Energy Research Alliance); - EIPs (European Innovation Partnerships); - KICs (Knowledge Innovation Communities); - ETPs (European Technology Platforms); - ECRA (European Climate Research Alliance)	Memorandum of Understanding with Confindustria (Italian Industry Union); - Knowledge Exchange Program (KEP) within Knowledge Exchange Strategy; - MEDENER (ASSOCIATION MÉDITERRANÉENNE DES AGENCES NATIONALES DE L'ÉNERGIE) - MAÎTRISE DE L'ÉNERGIE; - 17 participation in different enterprises	Newsletter: ENEAInform@; EAI (Energia, Ambiente, Innovazione) Magazine	WinWind - Increasing the Acceptance of Wind Energy; COME RES - Community Energy for the uptake of RES in the electricity sector: Connecting long-term visions with short term actions; eNeuron - Green Energy Hubs for Logical Integrated Energy Communities Optimisation; 5. GECO - Green Energy Community -
K&I	K&I as a group gathers people from different research and civil commitment organisations in dialogue with numerous scholars from different disciplines.	-	-	- SMARTEES <a href="http://local-social-innovation.eu/">http://local-social-innovation.eu/</a> - INNOVating the uptake of Energy Auditing Schemes for SMEs (INNOVEAS) <a href="https://innoveas.eu/">https://innoveas.eu/</a>
IWH	IWH cooperates with individual researchers and research institutions in many countries; no specific partnerships with respect to decarbonisation	Policy: Participation in Expert Hearings in the Federal Parliament of Germany (Deutscher Bundestag) and on the State level	IWH contributes to the discussion about the coal phase-out in Germany via various media, including newspapers, radio and television	MICROPROD (2019-2021) <a href="http://www.microprod.eu/">http://www.microprod.eu/</a> CRED (2019-2022) <a href="https://www.giz.de/en/worldwide/79266.html">https://www.giz.de/en/worldwide/79266.html</a>

	Access to research networks/associations	Access to industrial networks/associations	Access to media platforms (newsletters/magazines/journals/online communities)	Relevant ongoing projects
IOER	AESOP - Association of European Schools of Planning; RSA - Regional Studies Association; Informal Network of Social Sciences in Lusatia	-	-	Scientific support of the transformation process in Lusatia Region (Federal Ministry of Education and Research)
ZSI	research networks on social innovation and foresight; JRC - Smart Specialisation Platform on Energy ( <a href="https://s3platform.jrc.ec.europa.eu/s3p-energy">https://s3platform.jrc.ec.europa.eu/s3p-energy</a> )	European Business & Innovation Centres Network (EBN)	Austrian media such as APA, Die Presse, Der Standard; Austrian FTEVAL journal on evaluation, ZSI Newsletters, Twitter, LinkedIn	RIPEET (H2020 Project starting 2021)
NTNU	IAPS, Environmental Psychology Network	-	Norwegian SciTech News <a href="https://norwegianscitechnews.com/">https://norwegianscitechnews.com/</a>	H2020: SMARTEES, ENCHANT (starts autumn 2020), DRIVERS (starts autumn 2020); JPI Solstice: CLEANcultures (starts winter 2020); Norwegian Research Council: Nature In Your Face (starts summer 2020); BEHAVIOR (starts autumn 2020)



	Access to research networks/associations	Access to industrial networks/associations	Access to media platforms (newsletters/magazines/journals/online communities)	Relevant ongoing projects
EURADA	<ul style="list-style-type: none"> <li>- Connection with Universities (U. of South Bohemia, U. Jean Moulin Lyon 3),</li> <li>- Among our members and their network (META group): <a href="http://www.eurada.org/network/members/">http://www.eurada.org/network/members/</a></li> <li>- Connection with CDTI (Spanish Centre for the Development of Industrial Technology),</li> <li>- Connection with research organisation of other projects (University of York - Xpress, Aarhus University - TeRRItoria, and so on)</li> <li>-Connection through our member RDAs</li> </ul>	Connection through member RDAs	Bruxelles Press Club	<ul style="list-style-type: none"> <li>-COSME: EMEN European Migrant Entrepreneur Network (<a href="http://emen-project.eu/">http://emen-project.eu/</a>)</li> <li>-Erasmus+: U-ECO</li> <li>-H2020 DIH WORLD</li> <li>-H2020 POCITYF (<a href="https://pocityf.eu/">https://pocityf.eu/</a>)</li> <li>-H2020 TeRRItoria (<a href="http://territoriaproject.eu/">http://territoriaproject.eu/</a>)</li> <li>-H2020 XPRESS (<a href="https://www.xpress-h2020.eu/">https://www.xpress-h2020.eu/</a>)</li> <li>-Interreg Europe Beyond EDP (<a href="https://www.interregeurope.eu/beyondedp/">https://www.interregeurope.eu/beyondedp/</a>)</li> <li>-Interreg Europe SCALE UP (<a href="https://www.interregeurope.eu/scaleup/">https://www.interregeurope.eu/scaleup/</a>)</li> <li>-Interreg Europe Social Seeds (<a href="https://www.interregeurope.eu/socialseeds/">https://www.interregeurope.eu/socialseeds/</a>)</li> <li>-Regional Cooperation ReConfirm (<a href="http://s3platform.jrc.ec.europa.eu/reconfirm">http://s3platform.jrc.ec.europa.eu/reconfirm</a>)</li> </ul>

	Access to research networks/associations	Access to industrial networks/associations	Access to media platforms (newsletters/magazines/journals/online communities)	Relevant ongoing projects
IGSMiE PAN	Mineral and Energy Economy Research Institute of the Polish Academy of Sciences ( <a href="https://min-pan.krakow.pl/projekty/en/2020/05/25/transformacja-energetyczna-skutki-spoleczne-rezygnacji-z-wegla-entrances">https://min-pan.krakow.pl/projekty/en/2020/05/25/transformacja-energetyczna-skutki-spoleczne-rezygnacji-z-wegla-entrances</a> )	Polish Mining Chamber of Industry and Commerce; Polish Committee of the World Energy Council; Krakow Smog Alert; The Krakow Metropolis Association; Marshal's Office of the Małopolska; Metropolitan Association of Upper Silesia and Dąbrowa Basin; Association of Polish Electrical Engineers	Portal kierunekenergetyka.pl ( <a href="http://www.kierunekenergetyka.pl/artikul,76324,transformacja-energetyczna-skutki-spoleczne-rezygnacji-z-wegla.html">www.kierunekenergetyka.pl/artikul,76324,transformacja-energetyczna-skutki-spoleczne-rezygnacji-z-wegla.html</a> ) Polish Press Agency ( <a href="https://naukawpolsce.pap.pl/aktualnosci/news%2C82434%2Cnaukowcy-ocenia-roznorodne-skutki-rezygnacji-z-wegla.html">https://naukawpolsce.pap.pl/aktualnosci/news%2C82434%2Cnaukowcy-ocenia-roznorodne-skutki-rezygnacji-z-wegla.html</a> ) Portal "Nowa Energia" ( <a href="https://nowa-energia.com.pl/2020/05/22/transformacja-energetyczna-skutki-spoleczne-rezygnacji-z-wegla/">https://nowa-energia.com.pl/2020/05/22/transformacja-energetyczna-skutki-spoleczne-rezygnacji-z-wegla/</a> ) Blog knowledge and science ( <a href="http://www.wiedzainauka.olejnik.ovh/naukowcy-ocenia-roznorodne-skutki-rezygnacji-z-wegla/">www.wiedzainauka.olejnik.ovh/naukowcy-ocenia-roznorodne-skutki-rezygnacji-z-wegla/</a> )	-

	Access to research networks/associations	Access to industrial networks/associations	Access to media platforms (newsletters/magazines/journals/online communities)	Relevant ongoing projects
UAIC	European Universities Coimbra Group (CG) Utrecht Network European University Association (EUA) International Association of Universities (IAU) Agence universitaire de la Francophonie (AUF) Universitaria Consortium	-	UAIC newsletter and website ( <a href="http://www.uaic.ro">www.uaic.ro</a> ) Faculty of Psychology and Educational Sciences website ( <a href="http://www.psih.uaic.ro">www.psih.uaic.ro</a> )	-
SPI	-	European Business & Innovation Centres Network (EBN); European Technology Platforms (ETPs); Portuguese Water Partnership (PWP); International Association of Science Parks (IASP)	Cordis News ( <a href="http://www.cordis.europa.eu">www.cordis.europa.eu</a> ); ECCP ( <a href="https://clustercollaboration.eu">https://clustercollaboration.eu</a> ); ICA - International Consulting Alliance ( <a href="http://www.icaworld.net">http://www.icaworld.net</a> ); AICEP Portugal News ( <a href="http://www.portugalglobal.pt">www.portugalglobal.pt</a> )	-
WECF	Health and Environment Alliance (HEAL) <a href="https://www.env-health.org/">https://www.env-health.org/</a> , European Environmental Bureau (EEB) <a href="https://eeb.org/">https://eeb.org/</a> , and CONCORD (European confederation of Relief and Development NGOs) <a href="https://concordeurope.org/">https://concordeurope.org/</a>	-	WECF Newsletter and website ( <a href="https://www.wecf.org/">https://www.wecf.org/</a> )	Civil Society Local Energy Efficiency Network (CLEEN) <a href="https://www.wecf.org/programmes/cleen/">https://www.wecf.org/programmes/cleen/</a> , Make Europe Sustainable for All (MESA) <a href="https://makeeurope sustainableforall.org/">https://makeeurope sustainableforall.org/</a>

	Access to research networks/associations	Access to industrial networks/associations	Access to media platforms (newsletters/magazines/journals/online communities)	Relevant ongoing projects
CSPS	European Sociological association, Slovak Sociological Association	Club 500 (association of 500 biggest companies in Slovakia)	Euractiv Media Network, TV/Dailies and media networks in Slovak Republic	Partnership Agreement for the Slovak republic 2021-2027, Just Transition in carbon intensive regions in Slovakia
CU	Regional Studies Association	Cardiff University Innovation Network	-	-

## 2.3 Key Messages

In order to cater the “**What** to disseminate” element, the information or messages feeding out of the project have been identified. Table 3 details these messages highlighting the WPs they will feed out of.

**Table 3: Key messages to disseminate**

	Research	Regional	European
<b>Information to be disseminated</b>	<ul style="list-style-type: none"> <li>Multidimensional Analytic Framework (WP2),</li> <li>The Taxonomy (WP4) Knowledge co-creation report and outline of ideas for SSH cross-disciplinary work (WP6)</li> </ul>	<ul style="list-style-type: none"> <li>Case study reports (WP3 and WP4)</li> <li>Scenarios, reports and practical recommendations developed (WP6)</li> </ul>	<ul style="list-style-type: none"> <li>Taxonomy of challenges and coping strategies, report on Gender dimension developed (WP4)</li> <li>Policy Recommendations at the European level developed (WP6)</li> </ul>

	Research	Regional	European
<b>Means of dissemination</b>	<ul style="list-style-type: none"> <li>• Cross-disciplinary cocreation meeting</li> <li>• Publications in inter-disciplinary journals</li> <li>• Final Conference</li> </ul>	<ul style="list-style-type: none"> <li>• 13 regional co-creation meetings</li> <li>• Regional policy briefs</li> <li>• Participation in local events and conferences</li> <li>• Final Conference</li> </ul>	<ul style="list-style-type: none"> <li>• EU policy co-creation meeting</li> <li>• Policy Brief</li> <li>• Presentations of results in key policy conferences</li> <li>• Final Conference</li> </ul>

# CHAPTER 3

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## Tools and Channels

## Chapter 3 – Tools and Channels

### 3.1 Project Website

The project website was developed by SPI in Month 3 i.e. July 2020. As a result, **Deliverable 7.1 – Project Website**, prepared as part of Task 7.2 – Establishment and management of the project website, was submitted. The URL for the website is <https://entrancesproject.eu/>. In regards to the overall structure, there are several menus and sub-menus included. Under the Home page, the website has a total of six menus – About; Consortium; Case Studies; News and Events; Outcomes; and Contact. Figure 3 shows a screenshot from the homepage. More screenshots have been included in the Annex.

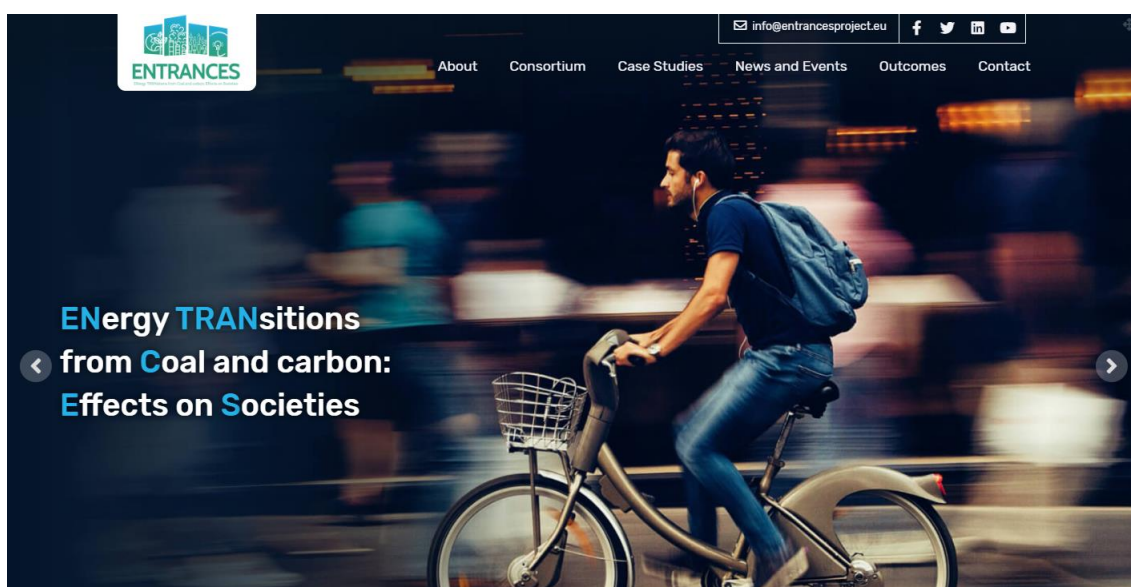


Figure 3: Project Website Home page

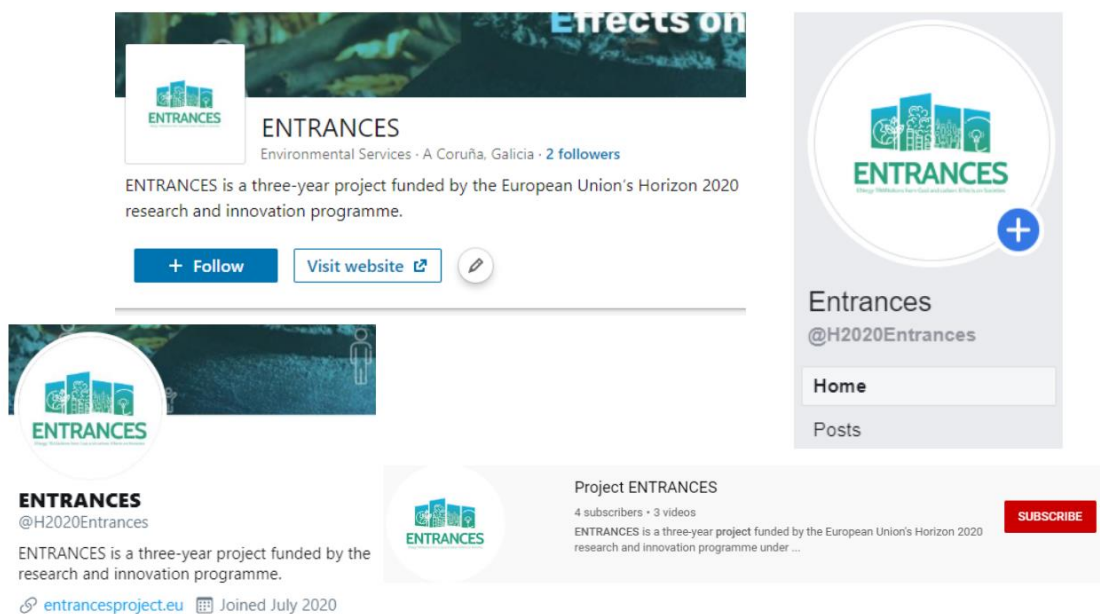
It has been ensured that the website contains essential aspects such as the EU emblem; Disclaimer; Privacy Policy; Main Contact; and Social Media links. With regards to maintenance, it is relevant to note that the website will be subject to updates implemented in a timely manner. These updates will be introduced by SPI in line with the developments associated with the progress of the project activities.

### 3.2 Social Media

Social Media outreach is an important aspect to be addressed in a project's dissemination plan. For ENTRANCES, the project team identifies the most appropriate platforms to be used for maximising the dissemination of results and the impact in general. Their respective web addresses are mentioned below:

- Facebook - [www.facebook.com/H2020Entrances](https://www.facebook.com/H2020Entrances)
- Twitter - <https://twitter.com/H2020Entrances>
- LinkedIn - <https://www.linkedin.com/company/h2020entrances>
- YouTube - [https://www.youtube.com/channel/UC\\_PjWIA1lwYybmJkkXgt\\_ZA](https://www.youtube.com/channel/UC_PjWIA1lwYybmJkkXgt_ZA)

The stakeholders will be targeted and reached in accordance with the kind of messages/information that needs to be disseminated. Facebook, LinkedIn, and Twitter will be used on a more frequent basis. On the other hand, videos developed within the framework of the project and other relevant clips from meetings/workshops will be published on the project YouTube channel. Currently, the YouTube channel hosts videos from the virtual kick-off meeting that the project organised in May 2020. Figure 4 shows previews of different project social media accounts.



**Figure 4: Previews of project social media profiles**

It is relevant to note that the project website also gives good visibility to social media. The Home page of the website contains social media logos, hyperlinked to the respective landing pages.

### 3.3 Dissemination Materials

Project ENTRANCES foresees development of two different types of dissemination materials: 1. In-paper materials; 2. Multimedia. In-paper dissemination materials will be developed in Month 6 i.e. October 2020 with the idea of providing the stakeholders with



project related factual information and insights. SPI as the Work Package leader and Task leader will lead the process to produce a brochure, flyer, poster, and a roll-up. Figure 5 presents examples of communication materials that SPI has developed for other projects. These include a Brochure, a Flyer, a Roll-up and a Poster (clock-wise).



Figure 5: Examples of materials developed by SPI in the past

Digital format of these materials will be available for download from a dedicated sub-menu (Figure 6) within the Outcomes menu of the project website. SPI has an in-house design team to develop these materials.

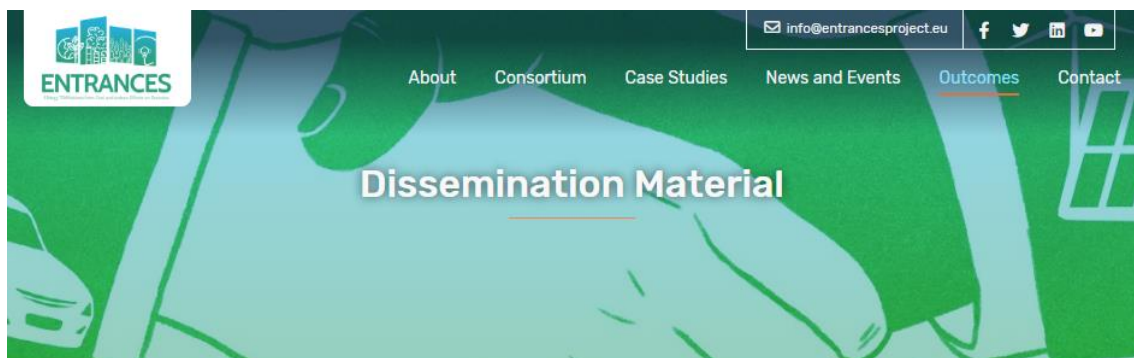


Figure 6: Dissemination Material sub-menu on the project website

As far as multimedia are concerned, development of two Case Study videos (Month 24 i.e. April 2021) and a project synopsis video (Month 36 i.e. April 2022) is foreseen. The Case Study videos will represent each of the focus regions – coal mining and carbon-intensive whereas the project synopsis video is meant to convey and disseminate a summarised version of the overall achievements of the project.

### 3.4 Newsletters and Press Releases

Newsletters and Press Releases are a medium to not only project key developments and milestones, but to also enable consistent information outflow to the project stakeholders. As tools to inform them about the evolution of the project, these are publications covering different types of news items and details on technical advancements of the project.

#### Newsletters

The newsletters will be kept short in length with a view to maintain a flexible structure with short key messages in 1-2 pages with links to more detailed information. A standard professional level of quality will be ensured in terms of design and content. The project partners will be invited to contribute to the content and SPI will manage the overall design development and updates. A standardised template will be developed for the newsletters, so that the visual identity of the project is maintained.

As a first step and as shown in Figure 7, a downloadable pdf version of the newsletters and press releases will be hosted on the project website. Furthermore, the partners will also contribute by sharing the newsletter within their networks.



Figure 7: Newsletters and Press Releases on the website

The newsletters will be published on the project website at a 6-month frequency and disseminated under a subscription channel. A subscription list will be subject to updates under this to consolidate email addresses of all individuals interested in receiving the project newsletter. Taking into careful consideration the European General Data Protection Regulation (EU GDPR), the website allows users to enter and register with their email addresses informing them how their personal data is used under the ENTRANCES project. The email addresses will be kept as part of the overall stakeholder database maintained by the consortium. The website gives clear information to

registered users on how to unsubscribe. The tentative schedule for publishing six project newsletters can be seen below in Table 4.

**Table 4: Schedule of Newsletter releases**

Volume	Tentative Release Month
1	October 2020 (Month 6)
2	April 2021 (Month 12)
3	October 2021 (Month 18)
4	April 2022 (Month 24)
5	October 2022 (Month 30)
6	April 2023 (Month 36)

The first newsletter (due in October 2020) will be the introductory newsletter and the focus would be on the inception phase of the project. A list of contents that will be included is provided below in Table 5. It is relevant to state that the list is subject to changes as relevant.

**Table 5: Proposed contents of ENTRANCES Newsletter – Volume 1**

Contents of Newsletter - Volume 1
Welcome from the project coordinator
ENTRANCES – general understanding and objectives
Scientific and methodological approach
Project kick-off meeting news
Announcement of project website and social media
Introduction to the Case Studies
Dissemination in external events (physical/virtual)

## Press Releases

A Press Release is defined as an official statement containing project related information, specifically in relation to specific key developments and project milestones. The first Press Release for ENTRANCES has already been published after the virtual kick-off meeting. Other occasions for which the Press Release would be done include:

- Methodology Workshop (WP2)
- Regional co-creation meetings (WP5)
- Final conference (WP7)

### 3.5 Scientific Publications

For scientific communication, the project plans publication of 4-5 papers. Some of them are foreseen as scientific articles to be published in Open Access – Gold Road. The strategy will be to encourage publications in the most relevant journals and stakeholder communities. The project website has a dedicated section to host these publications - Relevant Publications within the Outcomes menu. Some of the key issues that these publications are going to focus on include promoting interdisciplinarity to investigate energy transition; gender perspective in energy transition; relationship between decarbonisation and de-territorialisation, decarbonisation and populism, among others.

In addition to scientific papers, policy briefs are foreseen with the objective of presenting the resulting recommendations at regional and European levels, and to incentivise dialogue at the policy level. Downloadable copies (in pdf format) of these publications will also be available on the project website. 15 evidence-based Policy Briefs are planned to be developed in the project lifespan (1 for each case study and other 2 or 3 on specific issues emerging from the project results, e.g. gender, migration, de-territorialisation, populism).

### 3.6 Project Events

The first event organised within the framework of ENTRANCES was the project kick-off, held from May 5<sup>th</sup> to 7<sup>th</sup>, 2020 with a high scientific and institutional participation. Due to the pandemic COVID-19 crisis, the meeting was decided to be held virtually. The meeting was recorded and is hosted on the project YouTube channel, and a [news item](#) published on the website. In Figure 8 is a preview screenshot.



**Figure 8: ENTRANCES kick-off meeting - video thumbnail**

In addition to a methodological workshop is foreseen in Vienna (Austria), the project will support the case-studies by organising 13 regional co-creation meetings for the involved regions. Stakeholders of each regions, including researchers, businesses, local authorities, citizens associations and environmental activists, will be invited to develop and provide inputs for the practical recommendations of each region. Other co-creation meetings include the EU policy co-creation meeting (April 2021) in Brussels (Belgium) and the cross-disciplinary cocreation meeting (April 2022) in Rome (Italy). The project events will be emphasised as important dissemination platforms to inform and educate new stakeholders of latest developments and related impacts. In case there are limitations due to the COVID-19 pandemic, relevant actions will be taken in time to change the physical events into virtual, ensuring that the outreach and dissemination is still maintained.

### 3.7 External Events

ENTRANCES partners will also take part in local/EU level/international conferences and meetings outside the project framework as relevant to raise awareness of the project and its achievements. Through the DCA monitoring excel (defined later in this document), the partners will keep a track of such participation. The upcoming events for 2020 and 2021 that are relevant for the project and which the project partners foresee to attend are listed in Table 6.

**Table 6: Participation in external events**

Participating partner	Events
UDC	IAPS Conference; IAAP Conference; ICP; EDRA Conference; ECSP.



Participating partner	Events
ENEA	Up to 100 events and/or conferences per year; PCTO (School - Job Alternance) : up to 50 events per year
IOER	Events of Coal Regions in Transition Platform CRiT
ZSI	European Sustainable Energy Week (EUSEW, Brussels), Bi-annual Future-oriented Technology Analysis (FTA) conference, European Forum for Studies of Policies for Research and Innovation (Eu-SPRI Forum) - annual conference
NTNU	ICEP2021, BEHAVE2020 (moved to 2021), SMARTEES final conference (Autumn 2021)
EURADA	-Brokerage Event of Innovation Agencies (every year in January, past edition <a href="https://www.brokerage2020.eu/">https://www.brokerage2020.eu/</a> ) -AGORADA (every spring RDAs meet in Brussels to discuss a specific topic and to get informed directly about the initiatives of the European Commission) -Summer Course (training organised every summer to give practical insights and activities to young regional practitioners) -AGORADA+ (bringing together European RDAs, Innovation Agencies, European institutions, academia and SMEs, AGORADA + aims to give visibility at European level to the need for regional policies for financing innovation)
UAIC	International Conference on Applied Psychology and Educational Sciences (ICAPES) - 300 participants The International Conference on Adult Education - 200 participants FPSE Conferences - 100 participants
CSPS	Trento/5th Energy and Society Conference (Feb 2021), Berlin/Energy Futures 2021, various conferences and workshops in Slovakia

### 3.8 Targeted Emails

After obtaining consent from the stakeholders, the project team will collect and consolidate a database of email addresses. Through targeted emails, specific information will be shared with individuals or organisations keen to learn about the project developments. Circulation of such emails will be restricted to special occasions and opportunities that benchmark major breakthroughs and progress.

### 3.9 Board of Regional Stakeholders

Outreach and dissemination of ENTRANCES will be enhanced by EURADA by establishing an informal board of regional stakeholders beyond the European regions already involved in the project. These stakeholders will be selected from EURADA's existing network of regional development agencies in Europe. The objective is to explore new horizons of dissemination by introducing external stakeholder groups in the

ENTRANCES network and keeping them informed of results and developments related to the project.

Some organisations from strategic regions have already been contacted. As presented in Table 7, currently the Board of Regional Stakeholders comprises of four members (2 – Spain, 1 – Poland; 1 – Serbia).

**Table 7: Members of the Board of Regional Stakeholders**

	Organisation	Region
1	Economic Development Institute of Asturias (IDEPA)	Asturias (Spain)
2	Institute for Business Competitiveness (ICE)	Castile and León (Spain)
3	Regional Development Agency of Bielsko-Biala (ARRSA)	Bielsko-Biala (Poland)
4	Regional Economic Development Agency for Sumadija and Pomoravlje (REDASP)	Sumadija and Pomoravlje (Serbia)

After the selection of organisations is concluded, a programme of virtual meetings will also be developed. Some of the regional stakeholders will be invited to attend the first co-creation meeting and to the final conference in Brussels.

### 3.10 Peers Regional Organisation outside Europe

As far as dissemination at the international level outside Europe is concerned, selected organisations affiliated to EURADA will be involved in the project as “Peers Regional Organisations”. The focus will be to have representation in Asia, America and Asia. It will be ensured that these organisations address similar issues such as those related to territorial decarbonisation. International organisations working first-hand in coal-mining and carbon-intensive regions will be involved, so as to include a component of global context to the project in order to better understand the process of decarbonisation and its social impact in different geographies. The aim will be to extract best practices from

regions that have coped with the process, its impact in terms of de-territorialisation and the challenges it can pose concerning employability and maintaining population levels.

The methodology includes identification of potential regions paying attention to the following criteria of the Just Transition Fund (JTF)<sup>2</sup>:

- Greenhouse gas emissions of industrial facilities in regions where the carbon intensity of those emissions exceeds the EU average
- The level of employment in the mining of coal and lignite
- The level of employment in industry in the regions referred to under point
- The production of peat
- Production of oil shale

Currently, EURADA is implementing the process of mapping the strategic regions outside Europe to contact. An open call will be developed to select the Regional Organisations. These organisations will then be invited to attend a project meeting and the final conference.

### 3.11 Project clustering and a joint approach

Earlier this year, projects with similar objectives were invited to the **Coal regions in transition**<sup>3</sup> clustering event, which had to be cancelled due to COVID-19. These included ENTRANCES, CINTRAN (<https://cordis.europa.eu/project/id/884539>), Tracer (<https://tracer-h2020.eu/>) and Tipping Plus (<https://cordis.europa.eu/project/id/884565>). A video conference was organised in June 2020 among the project coordinators and WP leaders for Communication and Dissemination. The objective was to exchange views on the subject and in particular on how a joint approach can be established to empower Communication and Dissemination of the four projects altogether. Among the aspects under discussion are:

- Creation of a **common landing page bridging** all projects with links to individual project websites. It is foreseen that the landing page could also feature a general

<sup>2</sup> [https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal/actions-being-taken-eu/just-transition-mechanism/just-transition-funding-sources\\_en](https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal/actions-being-taken-eu/just-transition-mechanism/just-transition-funding-sources_en)

<sup>3</sup> [https://ec.europa.eu/energy/topics/oil-gas-and-coal/EU-coal-regions/coal-regions-transition\\_en](https://ec.europa.eu/energy/topics/oil-gas-and-coal/EU-coal-regions/coal-regions-transition_en)



description for the research focus of all projects, as well as posts published on important websites, Social media accounts, etc. This will enable the projects to collectively gather more views and interactions, maximising the overall impact.

- Featuring the common landing page on the Coal Regions in Transitions website (<https://coaltransitions.org>).
- Alternatively, the option to feature all individual projects on the Coal Regions in Transitions website is being considered.

# CHAPTER 4

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## Roadmap and Monitoring

## Chapter 4 – Roadmap and Monitoring

This chapter aims to develop and establish a roadmap for executing dissemination and communication activities, followed by establishment of a monitoring mechanism to measure the impacts created by the results. The chapter hence has been divided into the following two sections:

- **Action Plan** – Gantt chart indicating completed and due actions for the first 20 months of the project. The plan targets only the first 20 months as an updated version of the plan is foreseen in Month 20 to detail the actions further.
- **Monitoring and Evaluation** – This section will define a set of necessary Key Performance Indicators (KPIs) to check and monitor the performance of activities.

### 4.1 Action Plan

The Action Plan addressing different activities is presented in Table 8. The table also indicates the partner responsible and the month the activities are due. It is to be noted that M1 (Month 1) refers to May 2020 when the project commenced. **Green colour** in the table corresponds to the concluded activities whereas **Blue** refers to the ones upcoming.

Table 8: Action Plan

Activity	Org.	Year 1												Year 2							
		M1	M2	M3	M4	M5	M6	M7	M8	M8	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20
Project Logo and Templates	SPI																				
Social Media set up	SPI																				
Website set up	SPI																				
PEDR	SPI				1																2
Promotional Materials	SPI																				
Newsletters	SPI						1						2						3		
Press Releases	UDC	1							2				3								
External events participation <sup>4</sup>	All																				

<sup>4</sup> It is expected that the foreseen external events participation could be impacted by the ongoing COVID-19 pandemic. Hence all upcoming months are shaded in Blue.



respective target values has been developed. The indicators as shown in Table 9 will be measured during the project term via a project impact monitoring methodology to assess the relative impact of project activities. It is relevant to note that the established indicator metrics will be re-assessed and updated as required in the updated PEDR.

**Table 9: Key Performance Indicators (KPIs)**

Indicator	Target	Source
<b>Website</b> - number of unique visitors	5000	Website analytics
<b>Website</b> - number of page views	15000	
<b>Social media</b> – number of followers	>1000	Social Media analytics
<b>Social media</b> – post reach	>100/post	
<b>Materials</b> – number of brochures	1000	Brochures
<b>Materials</b> – number of flyers	3000	Flyers
<b>Materials</b> – number of posters	30	Posters
<b>Materials</b> – number of roll-ups	5	Roll-ups
<b>Materials</b> – number of videos	3	Videos
<b>News publications</b> - number of news published in other networks' websites	50	CDA Monitoring Excel
<b>Targeted emails</b> – number of emails sent	100/year	
<b>Newsletters</b> – number of newsletters	6	Newsletters distributed and published on the website
<b>Newsletters</b> – number of subscribers	500	Newsletters subscription database

Indicator	Target	Source
<b>Press Releases</b> – number of press releases	4/year	CDA Monitoring Excel
<b>Project events</b> – average number of participants in co-creation meetings	5-8	Registration lists
<b>Project events</b> – Final conference participants	>100	
<b>External events</b> – number of events participated in	10/year	CDA Monitoring Excel

# CHAPTER 5

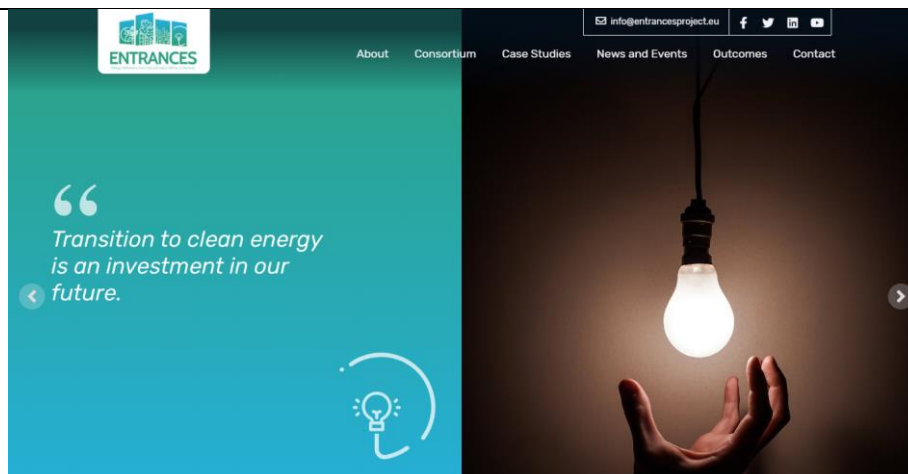
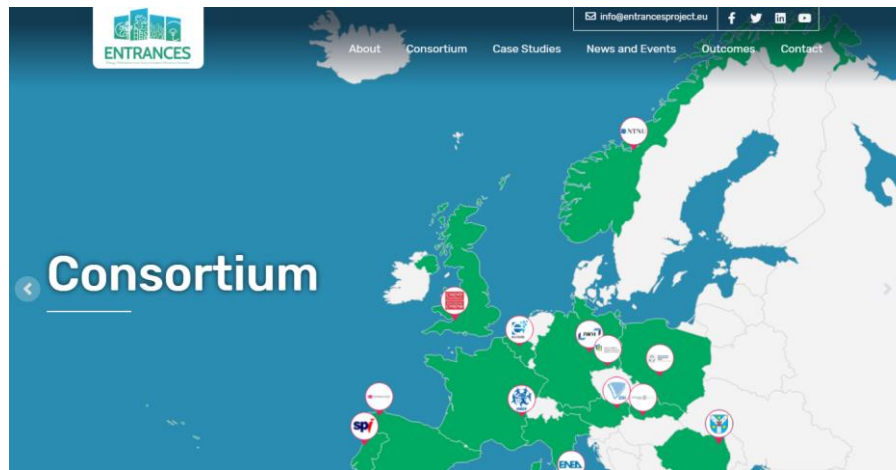
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## Annex



## Chapter 5 – Annexes

### Annex 1 - Project Website

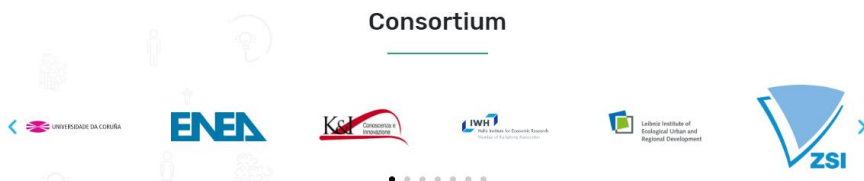


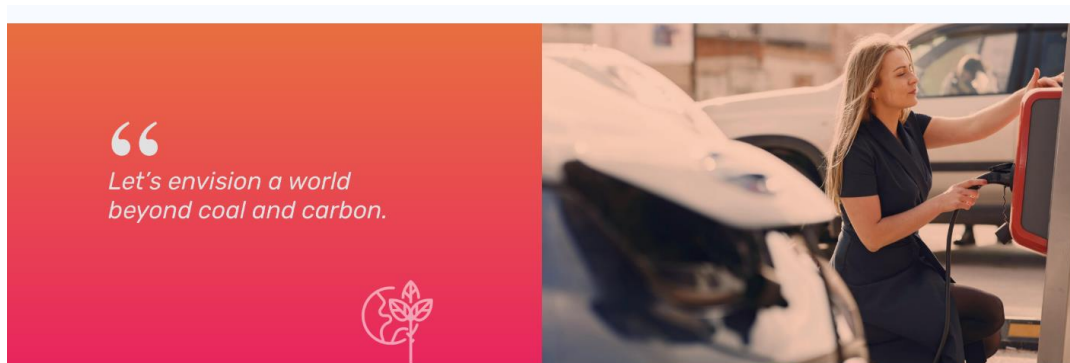
#### About the Project

ENTRANCES is a three-year project funded by the European Union's Horizon 2020 research and innovation programme under Grant Agreement n° 883947. The project finds its framework under the topic "Social Sciences and Humanities (SSH) aspects of the Clean- Energy Transition" and call: LC-SC3-CC-1-2018-2019-2020.

[READ MORE](#)

#### Consortium





## Objectives

### Overall Objective

To develop a theoretically-based and empirically-grounded understanding of crosscutting issues related to SSH aspects (e.g. socioeconomic, socio-technical, socio-ecological, socio-cultural, sociopolitical and socio-psychological, and gender related aspects) of the clean energy transition in European coal and carbon-intensive regions.

### Specific Objectives

To produce a comprehensive and detailed knowledge on the SSH related aspects of the transition to clean energy

Develop a better understanding of the problems faced by European regions and the strategies they have developed

Co-create a set of recommendations about the lessons learned from the project

Contribute to promote a common vision on the societal implication and opportunities of the clean energy transition

## Silesia, Poland

Region: Silesia  
Country: Poland  
Leader: IGDAE PAN

### About the study

The case study will be focused on Silesia which is Poland's main hard coal mining region and the largest hard coal mining area in the EU. The following points sum-up the background of the case study:

- The restructuring process started in the XIX century for adapting coal mining to economic criteria and competition rules;
- Changing conditions in the coal market caused the difficulties with the stability of economic and financial efficiency in spite of state aid that supported the restructuring of the sector;
- The number of active mines and employment in the sector has strongly decreased in the last decades;
- Obsolete technology has been replaced with new solutions;

#### Coal mining regions

- Silesia, Poland
- Lusatia, Germany
- Rhineland, Germany
- Central Germany, Germany
- Jiu Valley, Romania
- Sulcis Iglesiente, Italy
- Upper Nitra, Slovakia

#### Carbon-intensive regions

- Brindisi, Italy
- Krakow Metropolitan Area, Poland
- As Pontes-A Coruña, Spain
- Upper Silesia, Spain
- Stavanger, Norway
- South Wales, United Kingdom

## News

### Latest news

July 20, 2020  
**Kick-off meeting**

The ENTRANCES project conducted its kick-off meeting from May 5th to 7th, 2020 with a high scientific and institutional participation, and taking on the challenge of modeling the social impact

## Contact

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### Contact Form

You can contact us via the form below or by sending an email to [info@entrancesproject.eu](mailto:info@entrancesproject.eu)

Name \*  Email \*

Subject \*

Message \*

## Annex 2 - Press Release



### Press Release

New Horizon 2020 project

ENTRANCES - ENergy TRANSitions from Coal and carbon: Effects on Societies

#### THE CHALLENGE OF THE SOCIAL IMPACT OF ENERGY TRANSITIONS

**Funded by the European Commission's Framework Programme Horizon 2020, the ENTRANCES(\*) project closed its kick-off meeting last week with a high scientific and institutional participation, and taking on the challenge of modeling the social impact of the energy transition.**

(\*) "*ENergy TRANSitions from Coal and carbon: Effects on Societies*"

The meeting was held from May 5<sup>th</sup> to 7<sup>th</sup>, 2020. The opening session was attended by Mrs Laura Martín, member of the Office of the Vice-Presidency of the Government of Spain, Professor Amparo Casares, Vice-Chancellor for Sustainability of the University of A Coruña (Spain), host of the coordination team, Gerd Schonwalder, Policy Officer of the 'SSH aspects of energy transition' within the DG of Research and Innovation of the EC, Mannela Conconi, Project Officer at the INEA, EC, as well as more than 50 researchers connected from 14 European research organizations in 12 European countries.

In a globalised context, many European regions are exposed to the deep and sometimes painful transformation of their social, economic and cultural life. The clean energy transition, if not properly managed, may become an additional and decisive factor of "deterritorialisation" for those regions that are still heavily dependent on fossil-fuel-based industries or the extraction of fossil fuels themselves, i.e. coal and carbon-intensive regions.

A new 3-year project, ENTRANCES, will investigate the challenges facing carbon-intensive regions in transition - hinging on the idea that the transition to clean energy should not be considered only as a technological change or an industrial shift but also a socio-economic-psychological process that affects the daily life of local communities. The project will integrate, in a single research framework and in a cross European study focused on 13 coal and carbon-intensive regions, socio-economic factors, political dynamics and deep territorial transformations linked to the energy transition.

The project follows the European strategy to reduce emissions by up to 40% from 1990 levels and pursues the goal of achieving carbon neutrality by 2050, as a frame of reference. It will analyze processes of **de-territorialization** and **re-territorialization** in 13 European mining regions from a **socio-economic, socio-technical, socio-cultural, socio-political, socio-ecological, socio-psychological and gender perspective**. It will develop understanding from scientific evidence and knowledge based on interdisciplinary and inter-organizational dialogue, in which more than 3,000 people will participate, including scientists, organizations and stakeholders from all over Europe. The ENTRANCES consortium is formed by 14 high quality groups with excellent theoretical and methodological expertise, as well as an **International Scientific Advisory Board** for specific expert advice.

#### List of organizations members of the ENTRANCES Consortium



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Participant No	Organization	Country
1 (Coordinator)	University of A Coruna (UDC)	Spain
2	Agenzia nazionale per le nuove tecnologie, l'energia e lo sviluppo economico (ENEA)	Italy
3	Knowledge and Innovation – Rome (K&I)	Italy
4	Halle Institute for Economic Research (IWH)	Germany
5	Leibniz Institute of Ecological Urban and Regional Development (IOER)	Germany
6	Centre for Social Innovation (ZSI)	Austria
7	Norwegian University of Science and Technology (NTNU)	Norway
8	European Association of Development Agencies (EURADA)	Belgium
9	Instytut Gospodarki Surowcami Mineralnymi i Energią PAN (IGSMiE PAN)	Poland
10	Faculty of Psychology and Education – University 'Alexandru Ioan Cuza University' of Iasi (UAIC)	Romania
11	Sociedade Portuguesa de Inovação (SPI)	Portugal
12	Women Engage for a Common Future	France
13	Center of Social and Psychological Sciences	Slovakia
14	Cardiff University	United Kingdom

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# ENTRANCES

ENergy TRAnsitions from Coal and carbon: Effects on Societies

