



Market Uptake Support Plan – First Version

Deliverable 2.4

WP2. T2.3

Project title

W4RES - Scaling-up the involvement of women in supporting and accelerating market uptake of renewable energy sources for heating and cooling

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ABBREVIATIONS

W4RES: Women for Renewable Energy Sources
RES: Renewable Energy Sources
RHC: Renewable Heating and Cooling
SME: Small Medium Enterprise
EIC: European Innovation Council
R&I: Research and Innovation
EU: European Union
HE: Horizon Europe
KPIs: Key Performance Indicators
Q&A: Question and Answers
CHP: Combined Heat Power
EEN: European Enterprise Network
NGO: Non-Governmental Organization
STEM: Science Technology Engineering Mathematics
WP: Work Package
GA: Grant Agreement
RAC: Raising Awareness Campaign
CCWS: Co-creation Workshop

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EXECUTIVE SUMMARY

The W4RES project aims at scaling-up the involvement of women in the market deployment and uptake of Renewable Heating and Cooling (RHC) solutions via replicable support measures tested and validated across 8 European countries (Belgium, Bulgaria, Denmark, Germany, Greece, Italy, Norway and Slovakia). The great diversity which characterizes the frameworks and specificities of local Renewable Heating and Cooling (RHC) markets across Europe requires an adaptable application of tailor-made solutions beyond uniform approaches in order to successfully support the deployment and uptake of RHC solutions through the increased involvement of women.

Consequently, to accommodate this challenge and to effectively respond to the disparities stemming from the cultural diversities, market specificities etc., the W4RES approach has incorporated in its methodology an iterative development of Market Uptake Support Solutions in two rounds to correspond to this great diversity with flexible support measures adapted to the circumstances and frameworks of their target market and coordinated action plans per measure. Specifically, the Market Uptake Support Measures comprise of:

- Hands-on market uptake support services
- Capacity building services
- Regional awareness raising campaigns

The initial formulation of the appropriate support measures was led by a well-targeted market study that allowed the evidence-based and demand-driven co-development of the measures and actions for the market uptake support. The process evolved with a Co-Creation Workshop that provided the opportunity to engage with key stakeholders of RHC in co-defining and co-design the project's measures and action plan per Market Uptake Support Measure. The participants commented on our findings, suggested additional topics, and proposed various approaches to our measures both in terms of content, target groups and approach.

This first version of the project's *D2.3 Market Uptake Support Measures – First Version*, outlines the measures and the material required for their deployment as these were conceptualised, validated and formulated in our co-creation activities and identified through the consortium available resources and experience. This report *D2.4 Market Uptake Support Plan – First Version* outlines the operational plan and the deployment strategy per Support Measure (Hand-on market uptake support services, Capacity building services and regional awareness raising campaigns) and includes:

- a. measure description,
- b. deployment activities and targets,
- c. partners' responsibilities,
- d. action plan to facilitate the successful implementation of the measures.

An updated and final version of D2.4 will be produced in M24 to guide the deployment of the project's market uptake support measures in real life setting. The report will incorporate the lessons learnt from the first round of deployment and finetune the operational plan and deployment strategy of the measures.

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1 INTRODUCTION

The W4RES project aims at scaling-up the involvement of women in the market deployment and uptake of Renewable Heating and Cooling (RHC) solutions via replicable support measures tested and validated across 8 European countries, namely Belgium, Bulgaria, Denmark, Germany Greece, Italy, Norway, and Slovakia. The basic project concept stems from the recognition that women hold great promise as agents of change, supporting a faster progress towards the climate and energy targets for 2030.

There are no easy solutions with universal application when it comes to supporting the market uptake of RES in Heating and Cooling, especially in correlation with the level of female involvement. The wide divergence of regional RHC markets, their different socioeconomic environments and the cultural backgrounds demand a thorough investigation to allow the development of appropriate solutions for RHC that can be deployed locally in markets that are fragmented and diverse. This great range calls for flexible support measures adapted to the circumstances and frameworks of their target market.

The W4RES project to ensure achieving this goal proceeded with the identification and analysis of the needs, perceptions and challenges of Renewable Heating and Cooling (RHC) of diverse market actors and stakeholders across the 8 regions. Task 1.2 provided a fundamental contribution to the set up and preparation phase of the project and improved our knowledge of framework conditions acting as barriers or enablers of RHC market uptake. Notably, this analysis was carried out adopting a gendered lens and producing gender-disaggregated data to investigate the role of women with regards to the uptake of RHC.

The report D1.2 Needs, perceptions and challenges in the RHC landscape: Evidence from 8 regions, completed in March 2021, accounted for the perceptions of all key actors in the targeted regional RHC markets, and the analysis spanned across representatives from all groups of the quadruple helix: businesses, academia, authorities as well as civil society. This report provides the basis for the support measures co-creation process that ensued. As it was originally planned the development process aims at including RHC stakeholders as co-creators, with a view to improve the measures iteratively further during the project.

The next step in preparation of the Support Measures was the Co-Creation Workshop (CCWS) that took place on April 27th, 2021, engaging selected representatives from the project consortium, members of the W4RES Advisory Board, as well as several external experts in the Renewable Heating & Cooling European and International sector. The objective of the Co-creation workshop was to present the W4RES project to the participants and show the results of the project from the first phase of W4RES. During the main session of the CCWS key stakeholders were engaged in co-defining the project's measures for supporting women's leading role in accelerating RHC market uptake and to validate the initial insights from D1.2 as they were formulated by the relevant partners in support measures.

Building upon the information collected and the interactive process of the CCWS, the partners under the coordination of the Task Leader developed and shaped the support measures for the uptake of RHC solutions to the actual profiles of final users and the measures to better adapt W4RES support

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measures and facilitate the wider uptake of RHC with an increased involvement of women. To this end 3 measures developed (Hands-on market uptake support services, Capacity building services and regional awareness raising campaigns). Their operational plan and deployment strategy towards the successful delivery of each measure is described in this report.

1.1 Outline of the report

The introduction of the report presented the conceptual approach, the previous steps and background work in the deployment of the Market Uptake Support Measures Plan.

- Part 1 of the report presents the operational Plan and deployment strategy for the delivery of the Hands-on market uptake support services; Market research, business planning, finance support, technical support, mentoring and networking, it also explains the operational activities of the regional hubs, the respective partner and the project team as well as the implementation timeline.
- Part 2 presents the operational plan and deployment strategy for the Capacity Building Services, and includes the training objectives, curriculum concepts and key training topics of the seminars and webinars.
- Part 3 presents the operational plan and deployment strategy for the Regional Awareness Raising Campaigns. (The messages, channels, target audiences and timeframe of the online and offline campaigns per region will be defined by APRE, with the support of all partners, based on the specific barriers (limited consumer acceptance, information gaps, etc.) that each campaign is set on addressing.
- In the last part, conclusions are drawn and a description of the next steps for the provision of the support services as well as the deployment of support actions over 2 rounds is provided.

1.2 Methodology

The Task Leader (Q-PLAN) coordinated the development process in close cooperation with the participating partners that were responsible for the formulation of the relevant parts.

Specifically:

- Hands-on market uptake support services: their description, deployment activities, partners' responsibilities and operational (action) plan was defined by S2i.
- Capacity building services: their description, deployment activities, partners' responsibilities and operational (action) plan were defined and developed by WECF with support from ECWT.
- Regional awareness raising campaigns: their description, deployment activities, partners' responsibilities and operational (action) plan were defined by APRE.

The Task Leader defined together with the principal participants (S2i, WECF and APRE) the basic requirements for each component of the Market Uptake Support Plan and created templates to be used to outline the equivalent service per involved partner. This process included virtual meetings to

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discuss the content and the requirements and provide possible explanations and guidance to the contributing partners.

This previous version of the project’s Market Uptake Support Measures (D2.3) outlined the measures and the material required for their deployment. This report is complemented with the Market Support Uptake Support Plan (D2.4), which employs the operational plan along with the deployment strategy for the successful delivery and implementation of each service. The report includes per Support Measure:

- a) measure description,
- b) deployment activities and targets,
- c) partners’ responsibilities and
- d) action plan.

2 HANDS ON MARKET UPTAKE SUPPORT SERVICES

Support services will be comprised of both business, innovation and technical support services for enhancing the market uptake of RHC. These services build upon already established successful services and well-tested methodologies and tools ensuring that they can be delivered cost-effectively and efficiently, while also meeting the expectations of the market.

Moreover, through the KAM approach our services will be adjusted to the needs of women driving RES solutions in heating and cooling building on preparation phase outcomes and target to infuse supported projects with a gender-responsive approach to the introduction and deployment of their RHC solutions through gender mainstreaming.

2.1 Measure description

This section explains the market uptake support services that will be offered in order to support and increase the involvement of women in the RHC sector as well as RHC uptake to the energy market. Along these lines, our preliminary technical and business service portfolio is concisely outlined below.

The technical support services to be provided to each project will depend on the particularities of each one (e.g. stage of development, RES technologies deployed, target deployment site, etc.) drawing from a pool of services offered thanks to the competencies of our consortium partners:

- RHC project concept technical design and development,
- feasibility studies including modelling energy demand and regional RES supply potential,
- energy audits and performance certifications,
- energy and environmental analyses including assessment of CO2-emissions,
- technical support and advice for pilot project implementation and monitoring.

The business and innovation support services comprise of:

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- Market research, so that the feasibility of the business idea is checked, through a tailored to the needs of the project investigation and with the goal to find an alignment between the initial business idea and the market needs. The organized effort of gathering information about target markets and customers, is a very important component of business strategy and a major factor in maintaining competitiveness.
- Business planning support, for the strategic goals of the project, as well as the methodology for them to be achieved, to be identified and a clear plan to be developed. The development of a sustainable business model is also a support service that will be offered.
- Access to finance support, by identifying unique funding opportunities based on the particularities of each project and supporting them in applying. Preparing the awardees of the call for pitching events will also give them the opportunity to find investment.
- Networking opportunities, by assisting the awardees of the W4RES calls to find partners for cooperation. The W4RES partners are involved in a large number of networks, associations and partnerships both European and regional and they will accompany their clients -in this case, the W4RES calls awardees- in finding and benefiting from valuable partnerships.
- Mentoring, in the form of mentoring programs and schemes, specifically designed for women's entrepreneurship empowerment in the RHC sector.

Each measure contains a list of services as defined in D2.3 and can be seen in the Annex I

2.2 Deployment Activities and targets

Given that the RHC market constitutes a major consumer, still largely fossil-based and at the same time a market in which women potential has not received much attention, it is safe to say that the market uptake support measures offered by W4RES are urgently needed. In the Table 1 below, the relation between some of the W4RES market uptake support measures and W4RES KPIs is presented.

Table 1: Deployment activities and targets of support services

Activities	Targets
Business planning services, with the use of sustainable model innovation tools, well suited for RHC projects, to avoid pitfalls and accelerate the development process. The technical support services will also contribute to the decrease of the project development time, with the use of simulation tools and impact assessments for the development of feasible business models.	Decrease of project development time >20% for at least one supported project and >10% on average across all supported projects
Through the W4RES technical support services, the supported projects will be provided with well tested tools, valuable	Reduction of required project development effort >10% for at least one supported

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advice, feedback from professionals and industry know-how. The access to key networks will also constitute a valuable activity.	project and >5% on average across all supported projects
Market research activities to increase public engagement in the development process and gain consumer insights	Contribution of >300 stakeholders from the general public to the development of the supported projects

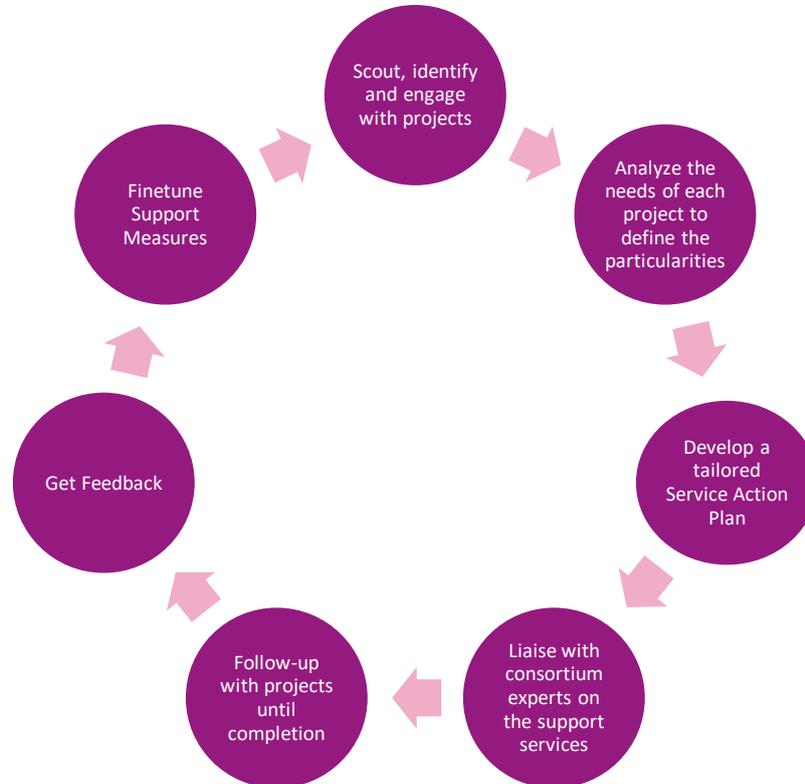
2.3 Partners responsibilities

The identification of the projects’ technical needs and the definition of the respective support to be provided will be performed by HFT with the help of the Hub Managers of each region. If these needs cannot be effectively addressed with the expertise and service portfolio of HFT, CIVI, HFT, EAP and/or EGC, the projects will be connected with suitable technology suppliers, technical consultants or professionals outside of our consortium via our networking services. The identification of the projects’ business needs on the other hand and the definition of the support to be provided, will be performed by S2i with the help of the Hub Managers of each region. S2i and HFT have also developed a Self-Assessment Tool (SAT) in a form of a questionnaire that the awardees of the W4RES calls will have to answer, and the results will assist in effectively matching the projects needs with the services to be offered.

Services will be provided with the help of KAM responsible for contacting and onboarding selected projects. The process will begin with a meeting (physical or digital) between the Hub Manager and the project representative -after the project representative has completed the SAT-, to analyze their specific needs and define the blend of services that could best meet them. Based on the outcomes of the needs analysis, the Hub Manager will match the project with the suitable consortium expert(s) who will be then in charge of providing the required service(s), based on a tailored Service Action Plan (including KPIs and a time plan) co-defined with the project representative. All services to be provided will be underpinned by gender mainstreaming principles and gender audits will be offered by WECF when deemed necessary.

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Figure 1: Overview of KAM approach for the selection of RHC projects

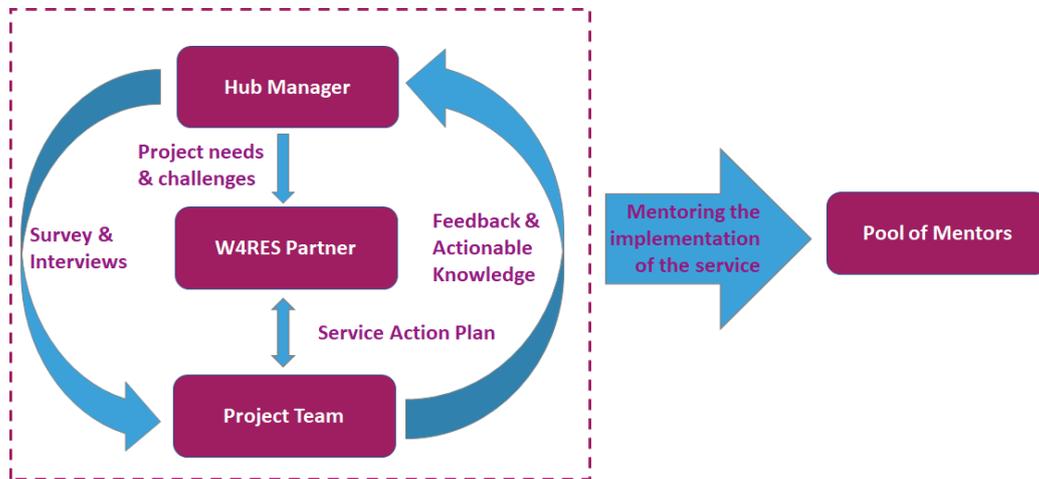


For the needs of the mentoring service, a pool of mentors with sector-specific backgrounds in renewable energy, consisting of women energy experts and business leaders will be created and matched with aspiring women entrepreneurs and professionals. The mentoring service will be set on promoting knowledge and skills transfer and providing personalized support and guidance (e.g. on business models, design of economic and financial viable projects, funding and financing schemes, career advancement, etc.) either face-to-face (in seminars or other W4RES events) or via digital means (i.e. web-conferencing apps). The synthesis and composition of the pool of experts, the invitation process as well as the mentors' role will be defined by S2i in collaboration with WECF and ECWT. The methodology can be found in the Figure below.

Within the framework of D1.2 Needs, perceptions and challenges in the RHC landscape: Evidence from 8 regions an initial selection of information has provided significant insights regarding the preferred services by the stakeholders (See Annex I). This process will be further enriched by the results of the Co-Creation Workshop in M6 April 2021.

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Figure 2: Service delivery methodology



2.4 Service Action Plan

To find suitable projects to be supported with the services offered by the W4RES partners, the partners had to first scout and engage their regions. This means that in the preparation phase, the partners had to contact their networks, identify organizations in their regions that could disseminate the W4RES calls and develop their own strategy to in the end find projects that could benefit from the W4RES market uptake support measures. During the preparatory phase the partners also concluded on the criteria, against which the projects would have to be assessed.

The W4RES calls were launched -2 calls in the first round as presented in the GANTT diagram that follows-, the partners disseminated the calls in their social media and used material prepared by S2i to contact organisations or specific projects and welcome them to participate in them. During the application phase, that for the first round ended on the 30th of September, the partners did not stop trying to engage relevant projects and also assisting them in the application process. The Hub Managers were always available to answer questions coming from potential applicants.

After the 30th of September the partners began with the evaluation of the projects, using a selection matrix developed by S2i. The projects were rated based on the following criteria: level of innovation, level of women engagement, environmental and technological sustainability, maturity of business case and other impacts that they might address, different from the environmental one. After the completion of the evaluation phase, the top projects were selected and contacted to be informed about their success.

What comes next, is the exchange between the project representatives and the Hub Managers. As also mentioned in 2.3, the awardees must accept their place by filling out a questionnaire, the SAT. Their answers have to be analyzed by the Hub Managers and then they need to meet and discuss their individual needs. The Hub Managers are responsible to identify which services from the W4RES service catalogue would be of value for each project and together with S2i to develop a Service Action Plan,

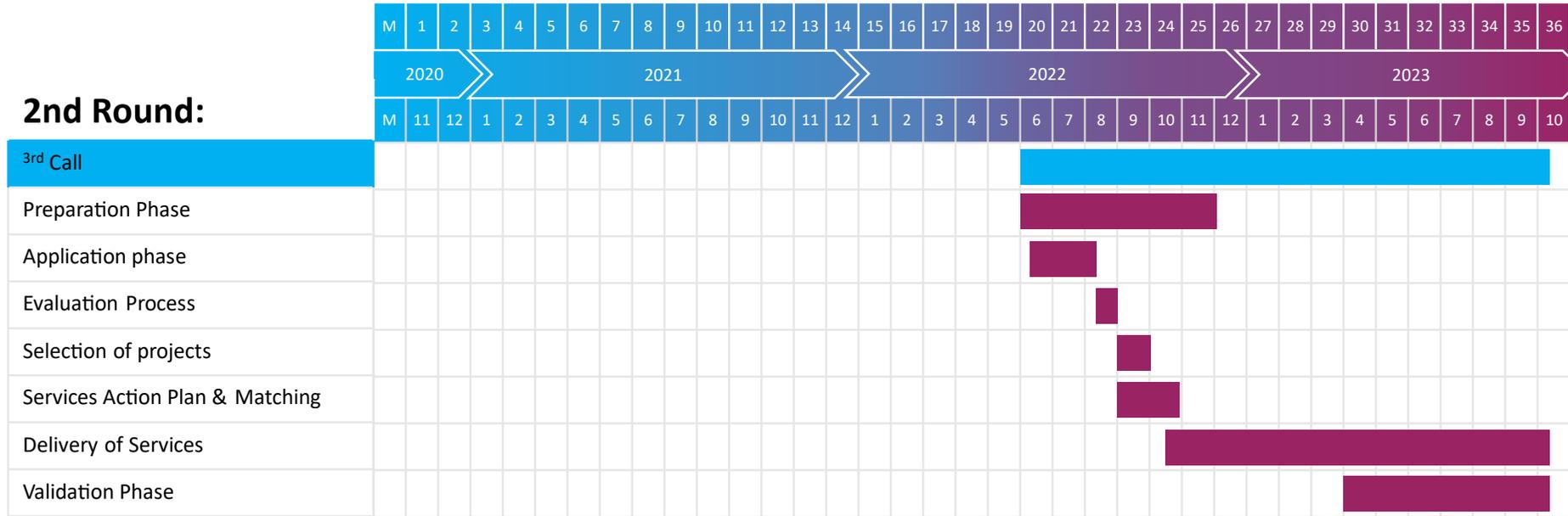
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with clear KPIs and targets and a timeline. The Service Action Plan needs to address the individual needs of each project and the timeline will be developed together with the partners offering the services, taking into consideration how many hours each service would last, and which sequence of services would make sense for each individual project. The KPIs and targets need to be clear and aiming at helping the consortium gain the evidence that the W4RES support measures objectives were met. What follows of course, is the actual offering of the services. It is important to be mentioned that the SAT will assist the consortium in identifying whether the support measures were adapted and re-applied by the project representatives, since they will have to answer its questions again after the deployment of services period.

The exact process and activities of the second round, will be identified after the services according to the Service Action Plan of each project are offered. The partners, based on their experience from the first round, they will develop a new, upgraded plan. These activities will be reported with the D2.7 Market Uptake Support Plan – final version.

In the Figure 3 and Figure 4 below, a GANTT diagram of the activities mentioned above is presented.

Figure 4: Gantt for the 2nd Round Support services



3 CAPACITY BUILDING SERVICES

This section of the report has been developed by WECF with the support of ECWT. The capacity building measures refer to gender mainstreaming and women's empowerment and describe in a first step the training objectives, the curriculum concept and the key training topics of the one-day seminar and also the webinars which offer an overview about gender tools and instruments to involve and empower more women. The excel list with training topics and targets also refers to existing training material and available publications (Annex II).

3.1 Measure description

All regional hubs (with the support of the regional partners) will offer a series of 1-day capacity building seminars with a view to training decision-maker in regional stakeholders (businesses and authorities) on the different gender mainstreaming methods and tools developed by the project (e.g. gender analysis, gender audits, gender awareness raising, gender budgeting, gender evaluation, gender impact assessment, etc.). The seminars will be organized by the regional hubs and delivered by WECF. The resources required for their delivery (e.g. training material, presentations, exercises, quizzes, etc.) will be defined and developed by WECF with support from ECWT, building upon existing content that is openly available (e.g. from EIGE) or available to them from former activities, safeguarding efficiency and quality.

High expertise is available in the relevant stakeholder groups. In the Co-creation workshop in April 2021 the demand for capacity building has been evaluated in the quadruple helix categories such as authorities, academia, civil society and business.

a. Target Groups

As main actors in the branch the energy companies are important stakeholders including business owners and managers, public administrations, and industry associations such as the European Heat Pump or Solar Association. Increased awareness at (vocational) schools, universities and „Train of the trainers «concepts (ToT) and mentors will improve their way of communication through appropriate media materials and invite more for women to get involved, focusing on topics such as work life balance and flexible working conditions. It is also important to target specifically women and encourage especially successful female actors in the RHC sector to open space for careers in the different fields (technology, marketing, finance, economics). The training activities will focus on representatives of this institutions to overcome perceptions of gender roles and gender stereotypes about STEM.

b. Training topics and concepts

The CCWS showed high needs in gender mainstreaming activities in the RHC sector. Still visible and non-visible barriers hinder girls and women to step into the sector in a higher number and follow a successful carrier, described in the deliverables D1.2 and D1.3. Aiming to mainstream gender and women's empowerment a 1-day train-the trainer course will qualify the project partners and give a broad and detailed insight in the relevance of the topic, existing barriers and gender tools and instruments. The training includes various modules which can be adapted to local contexts of the project partners. Publicly available information and training material will be used (e.g. from EIGE, UN Women, GWNET, REScoop, etc.) safeguarding efficiency and high quality. External speakers will share their experience in the training, e.g. advisory board members of W4RES. The following topics will be included in the 1-day train-the trainer course and adapted if needed:

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- Relevance of gender mainstreaming in the RHC sector
- Examples of bias in energy sector: energy production, supply, STEM, etc.
- Various tools & instruments for women’s empowerment and equality
- Good practice examples / success stories
- Barriers, evaluation, Q&A

The training concept also includes additional 1,5h webinars for representatives of energy companies, research, authorities and civil society. The topics will be decided in cooperation with all W4RES partners, can show success stories and tools and instruments with positive impact on a higher share of women in the RHC sector. Overall, the trainings will refer to existing concepts and trainings, summarize helpful instruments (like checklists, etc.) and target all material to the RHC sector.

3.2 Deployment Activities and targets

Table 2: Deployment activities and targets of the capacity building programmes

Activities	Targets
Screening of existing training materials, reach and find advice and participation near to gender experts in the energy sector	Conception and validation of the program
Train of Trainers (ToT)	Each regional hub manager is trained to provide the capacity building training in its region
Creation of a manual “How-to”: the manual will provide for each tool introduced during the training explanation, guidelines (with checkbox for example) and examples applicable for participants work place and sector	Development of a ready-to-use manual to illustrate concepts and tools introduced during the training as well as ensuring and support the implementation of newly skills acquired
Cooperation with Regional hub manager for participants invitation, translation when necessary and deployment of the training	Reach expected target groups
Capacity building program	
Introduction: Participants are sensitized about the concept and relevance of gender in the energy sector through presentations and interviews and are learning through interactive exercises such as quiz	Introduce gender equality concept and women’s empowerment to stakeholders of the RHC, present status quo, relevance and benefits of mainstreaming gender within their workplace
Tools and instruments: Screening of gender tools and instruments that can and need to be implemented, complemented by interactive group sessions to identify the tools that fit and that can be applied to restructure their working environment	Gender tools and instruments are seized by participants and have been applied for their fields of work through interactive group sessions

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<p>Best practices: Through videos, interviews and presentation of success stories participants will emphasize benefits and needs of gender mainstreaming in RHC sector. Through interactive group sessions participants will develop a "gender plan" for their own concrete workplace to mainstream gender and identify the barriers</p>	<p>Participants have insights of what can be achieved through gender mainstreaming and gender tools and have highlighted possibilities and barriers to do so in their workplace</p>
<p>Closing: Feedback collection from the participants, what were their expectations, identification and collection of what will be the barriers they will most likely face while applying newly acquired skills in their working place. A ready-to-use toolkit developed during the training is provided to each participant to "bring back home"</p>	<p>Participants have the understanding, a gender plan and the tools to implement gender mainstreaming in their workplace. Feedbacks are collected to improve 2nd training round and to ensure sustainability of newly skills acquired</p>

3.3 Partner responsibilities

WECF is coordinating the development and implementation of the capacity building program supported by ECWT. All W4RES partners will support with expertise and training activities. Additional organisations and experts are included, in the development of the concrete program and as speakers to give input, like GWNET (Christine Lins), Dr. Regina Frey (gender expert, consulting the German government for gender mainstreaming, EIGE, REScoop (building up a gender working group for energy communities). The regional hubs will be qualified and conduct the trainings in the project region.

3.4 Service Action Plan

This section includes the operational plan along with the actions required for the Building Capacity programmes. The content and the characteristics of these programmes were analysed in D2.3 can be also found in Annex II. These programmes will be facilitated by WECF and ECWT and will take place as a one-day training courses. The focused target groups are companies, authorities and energy experts.

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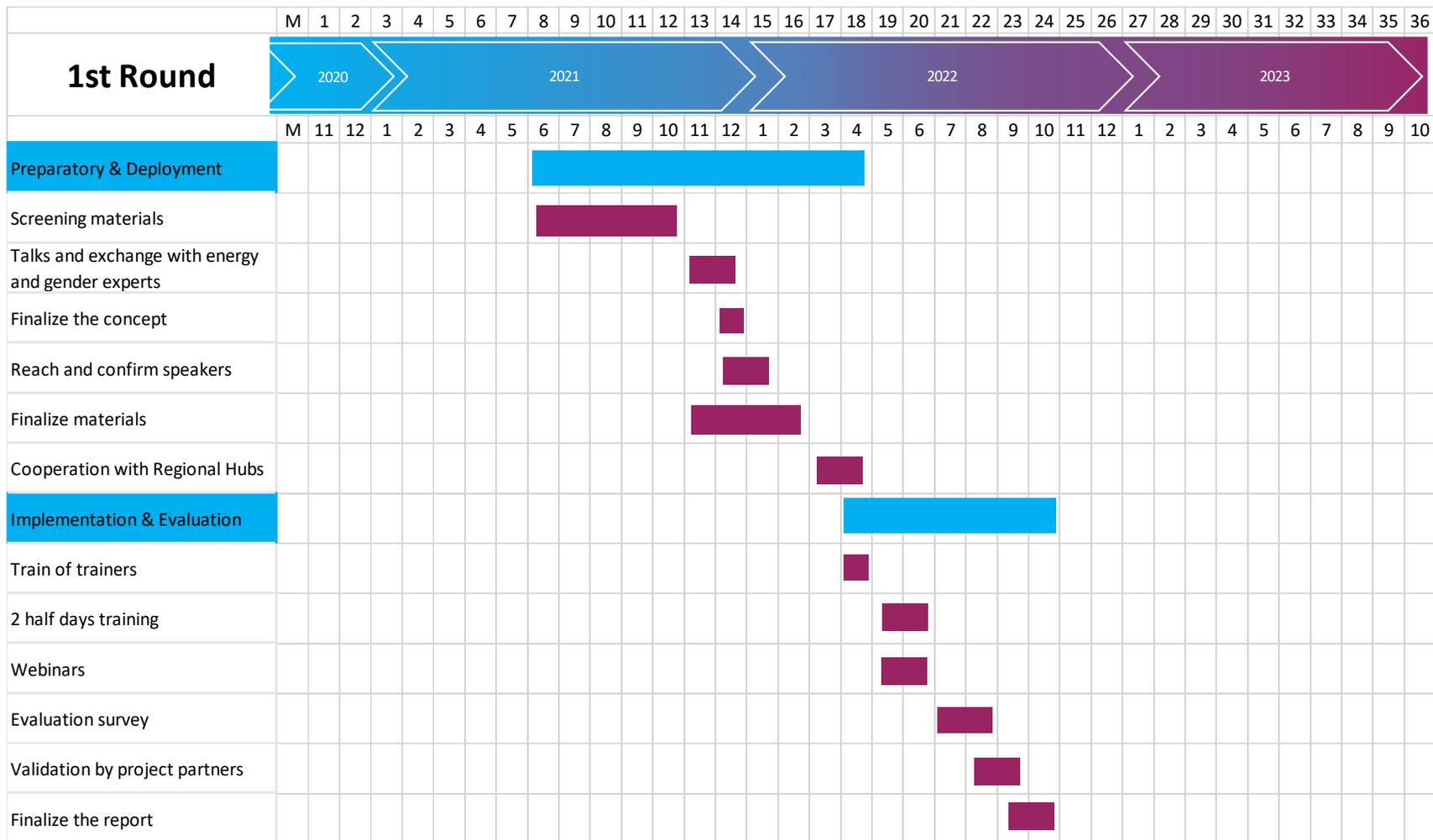


Figure 5: Gantt for the first round of Capacity Building programme

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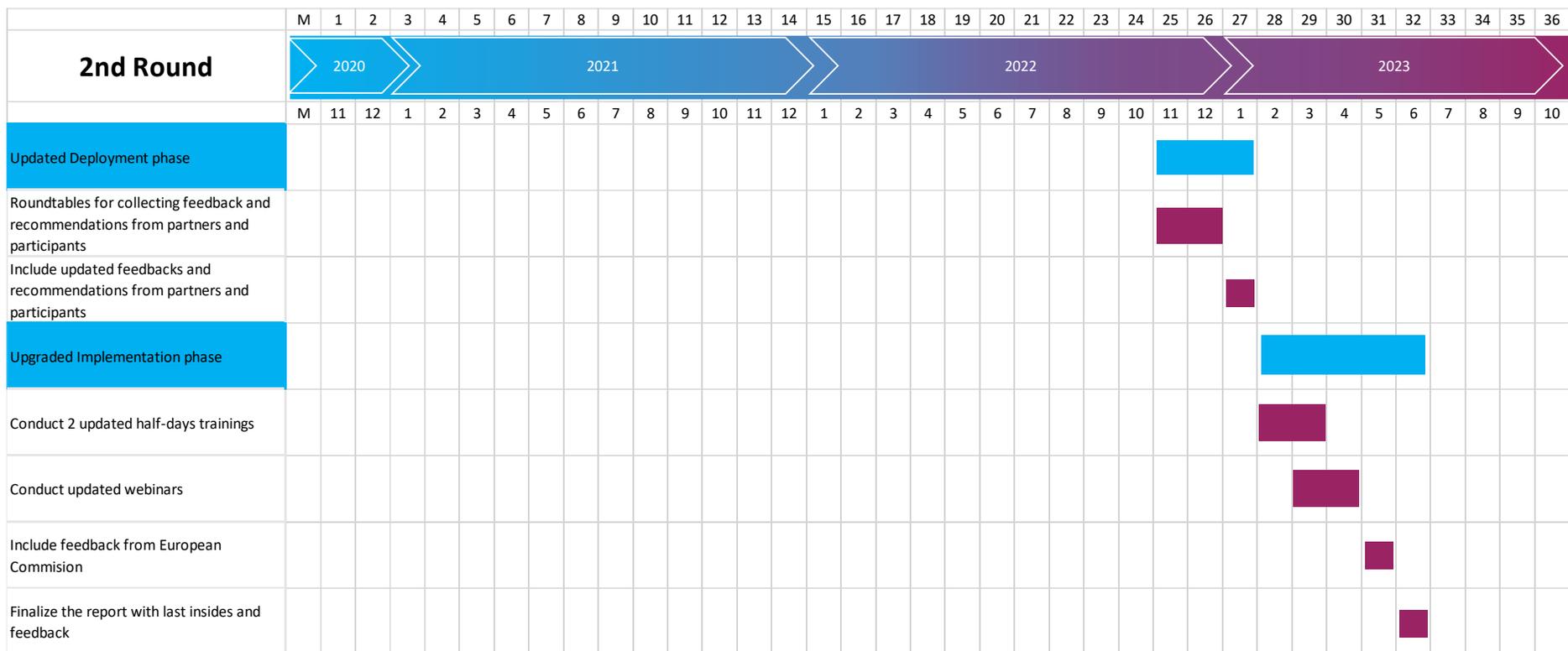


Figure 6: Gantt for the second round of Capacity Building programme

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4 REGIONAL AWARENESS RAISING CAMPAIGNS

Women hold great potential as agents of change, driving the clean energy transition and getting us closer to meeting the EU’s climate and energy targets for 2030. W4RES project taps into this potential to support the uptake of RHC, a market that urgently needs to shift more to RES. Considering on 8 diverse yet representative markets within the heating and cooling sector (Belgium, Bulgaria, Denmark, Germany, Greece, Italy, Norway, and Slovakia) W4RES focus on:

- current European conditions hindering or favouring the uptake of RES in heating and cooling
- challenges and recommendations for the beforementioned countries
- how women can tackle market uptake barriers and drive the deployment of RHC solutions.

Taken then for granted the need to involve and mobilize a wide range of different targets, the work packages 2 “Developing solutions for scaling-up the involvement of women in supporting RHC market uptake” and 4 “Raising awareness, building capacity and catalysing women-led opportunities for the uptake of RHC” aim to define and test tools aiming at increasing awareness and capacities to bridge information gaps, foster consumer acceptance and stimulate public engagement in the uptake of RHC in our targeted markets. This section of the report has been developed by APRE with the contribution of the Regional Hubs responsible for the delivery of the Raising Awareness Campaigns ((Q-PLAN in Greece, APRE in Italy, S2i in Germany, WR in Belgium, PEDAL in Slovakia, EAP in Bulgaria, EGC in Denmark and ECWT in Norway).

Thus, this is meant to provide the W4RES regional Hub managers with **ready-to-use guidelines on how to carry out a proper awareness raising campaign in their respective region** with a double-winning aim:

- On one hand, to give a critic and efficient focus on how to involve technicians and entrepreneurs.
- While on the other, to be able to increase awareness in the other targets at the same time.

4.1 Measure description

Awareness-raising campaigns are recognized as one of the most efficient and effective means of communicating information. All these communication activities aim to create awareness on a particular topic, stimulate a behavioural change among general public and/or specific target groups and to improve better outcomes for the society.

Messages can be spread though many different channels: traditional media (e.g. newspapers, TV and radio), social media, events, public talks, posters and leaflets etc. Regardless of the topic of the campaign, it is vital to catch the attention of our audience and tailored the messages on each regional starting framework.

The aim of this awareness raising campaign is to maximize the impact, visibility and the main message of the project. Within the context of the campaign partners should spread two main concepts: let people know about the economic, environmental and social benefits for RHC solutions and, most of

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all, support women involvement in RHC market uptake. The project aims at delivering practical results to the territories through strong participation of local players.

The general output of this awareness raising campaign is the enhancement of the awareness and skills of involved stakeholders and parties in the field of RHC market and the involvement of women in this field. Some measures directly aim at changing local behaviour, to increase knowledge, awareness among different subjects and to empower decision-makers to leverage a gender perspective into their projects and policies to improve acceptance, while raising awareness to foster demand for RHC.

All regional hubs (with the support of regional partners) will undertake the deployment of at least 2 campaigns throughout the project (1 per round) to:

- inform women about the benefits of RHC solutions as well as available opportunities and means for capturing them
- promote an understanding of gender-related challenges in the RHC market and how to overcome them in order to raise the involvement of women in the market.

4.2 Deployment Activities and targets

Table 3: Deployment activities and targets of awareness raising campaigns

Activities	Targets
Specifications for the awareness raising campaigns	8 (1 per region)
Run the Awareness Raising campaigns	16 (1 per region per round)
Distribute promotional materials	2,000 copies distributed in project/external events
Create and demonstrate the promotional video	More than 500 views (across different social media platforms)
Create blogs	9 (on a quarterly basis)
Synergize with major initiatives and networks	20 joint actions
Attend in external events	15 events / conferences
Enhance the W4RES social media	1,000 followers (Facebook, LinkedIn, YouTube, Twitter)
Boost the W4RES Observatory	20,000 unique visitors by the end of the project

4.3 Partner responsibilities

The campaign messages, channels, target audiences and timeframe of the online and offline campaigns per region will be defined by APRE (Annex III), with the support of all partners, based on the specific barriers (limited consumer acceptance, information gaps, etc.) that each campaign is set on addressing in the regions. All partners will be responsible for defining the objectives of the

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campaigns in their region as well as support APRE with the definition of campaign strategy and plan for their region. The key messages conveyed at the regional awareness raising campaigns will be translated by the partners to their national language and will be tailored to the target groups and the socioeconomic context of each region, incorporating basic behavioural levers (e.g. incentives, etc.).

4.4 Service Action Plan

According to the GA the first round of the Raising Awareness Campaigns is from M12 (October 2021). Since the project ends at M36, we should consider M12-M24 for the first campaign and M24-M36 for the second. The Plan for the campaigns has been made with the structure of an **action plan**, with the help of a specific Gantt diagram like the figure below.

Actions needed to be done for the kick-start of a successful W4RES campaign are:

- Produce **posts** and other educational material (e.g. **flyers** or **posters** if you have the resources), **infographics** based on your stories;
- Every week, **publish at least one social post about W4RES in your national language** on your social networks;
- Try to engage other **different media** such as radio and journals;
- If you have the opportunity, organize **webinars** and **meetings** in order to involve policymakers, companies, associations etc. Also, organize **meetings in schools** (due to the pandemic situation);
- Every 6 month, select a pool of **potential interesting national events** (e.g. fairs, exhibitions, conferences) where you can present success stories and the whole W4RES project and results;
- Keep in mind the if there are any already existing national awareness day/week/month: for example, on the **11th of February** we celebrate the **International Day of Women and Girls in Science** (wanted and promoted by the United Nations to recognize the critical role women and girls play in science and technology communities). This could be an occasion to talk about the role of women in our framework.
- Use as many as formats as possible to tell a story: interviews, success stories,
- If you find an interesting story to tell, do not miss the chance to do it. Write a post, add the picture of the main subject or an image which reminder your topic and post it.

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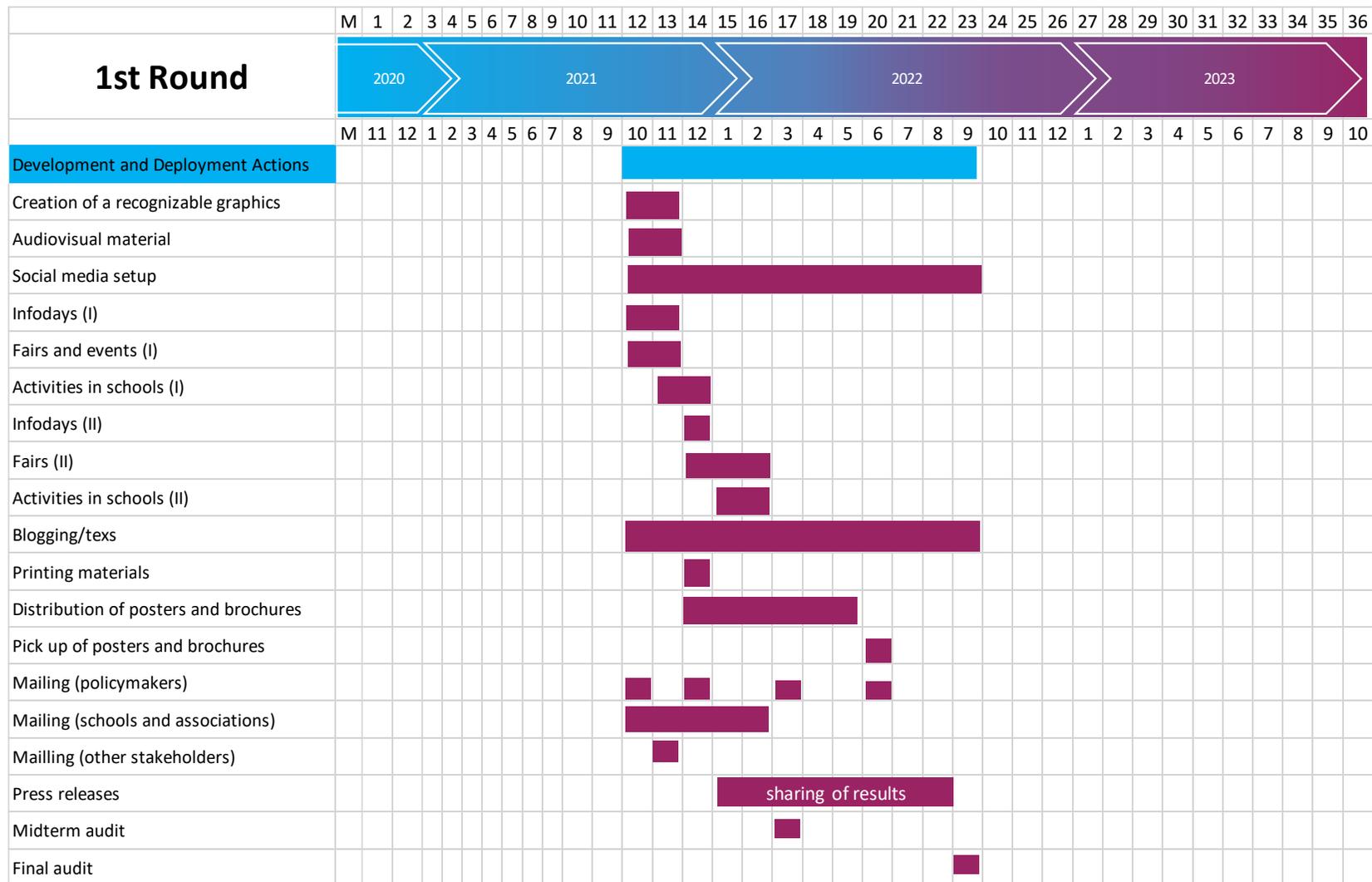


Figure 7: Gantt for the first round of awareness raising campaigns

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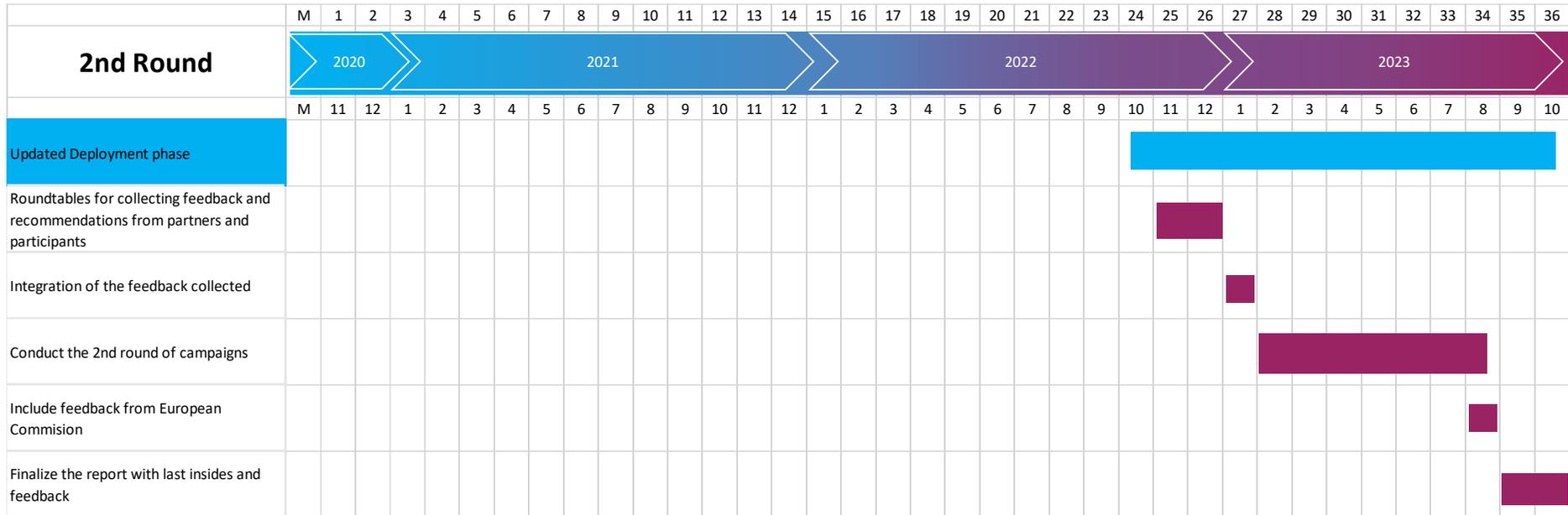


Figure 8: Gantt for the second round of awareness raising campaigns

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5 CONCLUSIONS

This report outlines the Market Uptake Support Plan which aims to provide flexible and responsive actions that will accelerate the uptake of RHC solutions across all the countries considered, where there is untapped potential. As the situation is nonetheless diversified, these plans will be implemented as well as further finetuned and tailored to the needs of the selected projects through the KAM approach by the regional Hubs. The completion of the selection process will be followed by the matching of their needs with the available solutions provided by the W4RES consortium.

In this respect the W4RES Regional hubs are acting as the channels for the delivery of the support measures for the uptake of RHC solutions as well as for the delivery of measures to support the increased involvement of women in the sector. For the successful delivery of our measures an operational plan has been developed which will guide the regional hubs to implement these actions. This plan consists of the measure description, the deployment activities along with their targets, the partner's responsibilities and the action plan.

The Hubs completed the identification of potential beneficiaries and the projects to be supported for our 1st round have been identified and documented at D3.1 (Methodology for selecting promising RHC projects – First Version). The Hubs during the delivery of the support measures and within the operational plan will guide the deployment of the project's market uptake support measures in real life settings within the adjustment of the support in their regional context on a case-by-case basis. The support measures will be delivered, and progress will be monitored and optimized through experts mentoring.

Furthermore, a second round of delivering our market uptake support measures along with their plan will be followed at M24. Where, support measures beneficiaries' feedback, co-creation activities and evaluation exercises will inform the second iteration of the support measures in all their aspects and features and assist in the finetuning of the activities. The update of this report (*D2.7 - Market uptake support plan – Final Version*) will be produced in October 2022 to present the second version of the project's market uptake support plan fine-tuned based by the outcomes of the first round of deployment in real life settings.

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6 REFERENCES

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2. *Report on the W4RES Co-Creation Workshop*, Deliverable 2.2, WP2. Developing Solutions for scaling-up the involvement of women in supporting RHC market uptake
3. *Market Uptake Support Measures*, Deliverable 2.3, WP2 Developing solutions for scaling-up the involvement of women in supporting RHC market uptake

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7 ANNEXES

Annex I W4RES Market Uptake Support Services

Market Research	Business Planning	Finance Support	Technical Support	Mentoring	Networking
Market Feasibility check	Business Planning support	Training on Research & Innovation Funding programs	Energy Performance Auditing	Business Mentoring	Thematic online matchmaking events (focus on Horizon Europe)
Market Analysis	IPR Management	Scouting for relevant funding opportunities	Innovative thermal imaging	Access to international Grants	Pitching events (focus on Horizon Europe)
Market Research	Innovation audit	Funding programs in the field of Energy Efficiency and Renewable Energy Sources	Implementation Feasibility studies	Sustainable Urban Development mentoring	Coaching on Business Networking
Stakeholders needs Analysis	Environmental Modelling	Access to international public contracts	Environmental Monitoring	Judicial consultation	Networking platform
	Business Modelling – Innovation Management	EU Grant Navigation	Green City Development	Women’s empowerment with mentoring	Strategic Innovation partnerships
	Energy Communities	Municipal and National Grant Navigation	Energy Community Support	Green City mentoring	Enterprise European Network (EEN) Matchmaking
	Energy sharing models	Home Renovation Grant Navigation	Environmental Renewal		
	Social Entrepreneurship	Access to finance support	Green City monitoring		

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			Green City implementation		
			Energy Certification		
			Demand and supply simulation		
			Renewable Energy potential Assessment		
			Financial and Ecological analysis of scenarios		
			Impact assessments of energetic design choices		
			Life Cycle Assessment of Buildings and City Quarters		
			Assessment of sector coupling effects		
			Technical training		

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Annex II W4RES Capacity Building programs

No.	Time	Total	Building Capacity programs	Training Objectives	Curriculum concept	Key words	Speaker	Resources required
1	30	30	Introduction: women in the renewable energy sector	Raising awareness, provide data and arguments	Interaction, presentation, factsheet	Women in RE, Gender mainstreaming, current situation, political frameworks	WECF	Presentation
2	30	60	Relevance: Why do we talk about gender in the energy sector	Raising awareness, providing data and arguments gender expertise	Presentation, Q&A, quotes, exercise and quiz and short videos from energy experts	Dimensions of gender and energy, success factors	WECF	Presentation

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3	30	90	Examples of bias in energy sector: energy production, supply, STEM, etc.	Understanding of the status quo and how to overcome barriers	Interactive group session, collection of ideas and cases	Visible and invisible barriers and stereotypes	WECF, ECWT	Presentation + exercise
4	30	120	Tools & instruments for energy actors: overview	Raising awareness, providing expertise, facts and arguments, concrete tools to implement	Presentation of different toolkits, good practice	Gender analysis, stakeholder analysis, gender audits, gender impact assessments, indicators, data, communication, monitoring & evaluation	WECF, ECWT	Presentation
4a	45	165	Sex and gender-disaggregated data and how to get them	Understand the importance and how to collect data, analyse, monitor and use gender disaggregated data	Template to share and manual "how-to"	Gender disaggregated data	ECWT, WECF, EIGE (to be confirmed)	Presentation + printed template + printed manual

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4b	45	210	Tools & instruments: gender responsive indicators for RHC projects	Build capacity to identify and set gender indicators, to show the relevance, to use and to apply the indicators	How to develop gender indicators and provide a list of possible qualitative and quantitative indicators, interactive group session "identify/develop gender indicators in your sector"	Gender indicators	ECWT and guest speaker - utility company (to be confirmed)	Presentation + exercise + printed manual
4c	30	240	Tools & instruments: gender audit for energy utility company	Sensibilisation on the concept of gender audit, understanding of its benefits, understand how to use the template	Short presentation and template to share and list of examples/good practices	Gender audit	WECF and guest speaker - Christine Lins, GWNET (to be confirmed)	Presentation + printed template
4d	30	270	Tools & instruments: Gender responsive communication in RHC projects	Understand the necessity of gender just communication, tools are available and ready to be used	Manual and posters (postal card size) with key words and key advices to share/hang over desks as reminder and that can be check easily by the users	Gender responsive communication	WECF	Presentation + printed manual + printed posters

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4e	45	315	Tools and instruments: Families and gender friendly workplaces and good practices (organisational transformation)	Understand the concept, benefits and advantages and challenges	Presentation, Interactive session "how would you do it in your workplace?"	Families and gender friendly workplaces	ECWT, WECF	Exercise + printed guidelines
4f	30	345	Tools and instruments: Women empowerment and women leadership and representation in the decision-making process	Understand the concept and relevance in sectors most in need, give the tools to users	Presentation and good practices, lessons learnt	Women empowerment and leadership in RE	External guest - (To be confirmed) From EIGE, Michaela Schatz, Renée Parlar, Christine Lins	Presentation external speaker

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5	45	390	Good practice examples of RHC sector	Presenting concrete examples, preview of what can achieved with these new tools in hand, showing the perspective with more women in the RHC sector	Presentation and short storytelling/interviews, collection of good practices, Q&A, interactive group session "develop your own gender plan"	Gender responsive actions and projects in the RHC sector	External speaker practitioner: e.g. utility, energy consultant (to be confirmed), ECWT, WECF	Presentation, Q&A
6	30	420	Wrap up, evaluation of most promising tools and instruments for participants and remove implementation obstacles, Q&A, feedbacks	Receive feedback from the audience - Identify parts of the program the participants will face difficulties - Providing a complete toolkit to "bring back home"	Questionnaires + handing out of a toolkit (ready to use binder to "bring back home" collecting all materials distributed during the session)	Wrap up, Q&A, feedback	ECWT, WECF	Online questionnaires + distribution of toolkit binders

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Annex III W4RES Regional Awareness Raising Campaigns

This Annex is a tool which each regional manager can use to build up the campaign in her/his country. It will be useful, at the end of the campaigns, to collect all the results achieved for the reporting activity. The annex will highlight the main actions and timing for each campaign. The main topics are related to economic, environmental and social benefits for RHC solutions, available RHC opportunities, support women involvement in RHC, personal development and opportunities to increase impact, state and public financial support and gender related challenges in the RHC market. The main objective is to inform the general public (with an emphasis on women) about the benefits of RHC solutions as well as available opportunities and means for capturing them.

No.	Action (e.g. tools and activities)	Strategy and Plan (a short description of the action)	Form of the action (physical or virtual)	Region (e.g. local/regional/national/international)	Topic (choose among the list on the left, or add more with a little description)	Objectives (refer to section 2.1 of the guidelines)	Target Audiences / Groups (see 3.1 of the guidelines)	Channels	Timeframe	Specific Barriers	Materials required
1											
2											
3											
4											
...											