W4RES	Document	Deliverable 4.5 Report on regional awareness raising campaigns – Second Round		
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WOMEN FOR MARKET UPTAKE OF RENEWABLE HEATING AND COOLING

Title of the deliverable

Deliverable 4.5

WP4. Raising awareness, building capacity and catalysing women-led opportunities for the uptake of RHC

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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Main authors	
Name	Organisation
Miriam de Angelis, Flaminia Rocca	APRE

Quality reviewers	
Name	Organisation
Marilys Louvet, Franziska Reichmann	WECF

ABBREVIATIONS

EU: European Union

EC: European Commission

ARC: regional awareness raising campaigns

RHC: renewable energy in heating and cooling

R&I: Research and Innovation

STEM: Science, Technology, Engineering and Mathematics

WP: Work Package

PARTNERS SHORT NAMES

Q-PLAN Q-PLAN INTERNATIONAL ADVISORS PC

APRE AGENZIA PER LA PROMOZIONE DELLA RICERCA EUROPEA

CIVI CIVIESCO SRL

S2i STEINBEIS 2I GMBH

WECF WOMEN ENGAGE FOR A COMMON FUTURE EV

HFT HOCHSCHULE FÜR TECHNIK STUTTGART

EUREC EUREC EESV

WR WHITE RESEARCH SPRL

PEDAL PEDAL CONSULTING SRO

EAP ENERGY AGENCY OF PLOVDIV ASSOCIATION

EGC EUROPEAN GREEN CITIES APS

ECWT EUROPEAN CENTRE FOR WOMEN AND TECHNOLOGY

EXECUTIVE SUMMARY

Women hold great potential as agents of change, driving the clean energy transition and getting us closer to meeting the European Union's (EU) climate and energy targets for 2030. However, they often face many obstacles and barriers, both cultural and non-cultural. In addition to being agents of change, in fact, women are also job creators and drivers of economic growth, but their potential is still unleashed.

Statistics prove that, when women are at the forefront, innovation improves, productivity rises, creativity expands, and the economy flourishes. Raising awareness on issues such as this is crucial to change mindset and behaviour, allowing all of us to move towards a better society.

Since the one of renewable energies represents a new field that allows us to explore new potential for the future, raising awareness about the presence of women in the renewable energy in heating and cooling (RHC) sector is most certainly a valid support to the measures (as well as a measure itself towards the awareness of the real weight of the gender issue and the change of mentality) put in place by the W4RES project as a whole to strengthen the presence of women in leading roles in an otherwise male dominated sector, like the "traditional" energy field.

After the analysis of each regional framework and background and the collection of feedback from relevant stakeholders, the W4RES consortium set up a series of Regional Awareness Raising Campaigns (ARCs), with the aim of gaining more visibility around the project's topics.

This report combines the results of the first round of the ARCs, deployed from October 2021 to October 2022, with those of the second and final round, implemented from November 2022 until the end of the project (October 2023), creating a general overview of the approach and methodology of the campaigns as a whole.

For reasons of clarity in terms of approach, a qualitative analysis will be provided, while a quantitative analysis will serve to highlight the effectiveness of the campaigns in terms of diffusion and impact on the population of all genders in the different Hubs and in the whole EU (not only in reference to the KPIs established by the GA).

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1 Introduction

The present report summarises the objectives, methodology, activities and outcomes of the two rounds of the regional awareness raising campaigns (ARC), set up by each Regional HUB of W4RES under Task 4.1 “Deploying regional awareness raising campaigns”.

The aim of this task is to deploy a series of regional awareness raising campaigns to: (i) inform women about the benefits of RHC solutions as well as available opportunities and means for capturing them; as well as to (ii) 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. All regional hubs (with the support of regional partners) will undertake the deployment of at least 2 campaigns throughout the project (1 per round) based on the respective strategies, messages and action plans defined under Task 2.3. The stakeholder groups that need to be involved (e.g. influencers, anchor institutions, media, etc.) in each case will be routinely engaged through suitable channels (mostly social media but also other channels when deemed essential for achieving the objectives of a campaign) with a focus on spreading concise and understandable communication messages addressing the particular uptake challenges of each region.

The need to involve and mobilise a wide range of different targets has already been established in the outcomes of previous Work Packages (WP) (especially WP2 "Developing solutions for scaling-up the involvement of women in supporting RHC market uptake"). Each HUB therefore organised its own ARC taking into account the actual framework and landscape of its country, always bearing in mind a series of guidelines (provided by APRE) ensuring that each campaign reflects adequately the gender issues that W4RES project aims to tackle. In addition to these core issues of the project, W4RES awareness raising campaigns used their potential in terms of increasing knowledge on RHC (in the varied landscape of renewable energies) under the R&I framework.

Awareness Raising Campaigns (ARC) are recognised as one of the most efficient and effective means of communicating information, and producing a long-term impact on people's consciousness, mindset and behaviour. In fact, awareness raising is a process which facilitates the exchange of ideas, improves mutual understanding and develops competencies and skills necessary for societal change. More specifically, **gender awareness raising** means providing reliable and accessible information to build a better understanding of gender equality. As a gender mainstreaming method, gender awareness raising is crucial for integrating a gender perspective into policies, programmes, projects and services that respond to the different needs of women and men in a given activity. Gender awareness raising plays an important role in informing women, men and all genders about the benefits of a more gender-equal society, as well as the consequences of gender inequality. For example, the project consciously decided to raise awareness about the proven economic benefits of advancing gender equality in the RHC sector, at higher levels of employment for instance, or, such as the strong, positive impact on gross domestic product (GDP) as well as the fact that women are at a higher risk of energy poverty.

In operational terms, W4RES awareness raising campaign, in its eight ramifications (one for each HUB of the project), was organised into two 12-month rounds. The **first round l**asted from November 2021 to October 2022. It was a pivotal stage for the definition of the ARC concept and for the identification of the main tools and channels as well as for trying them out. During the first round the objectives of the W4RES ARC were defined as such:

- Inform the general public - with a particular focus on targeting women - about the benefits of RHC solutions, the opportunities available and the means for seizing 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.

The type of awareness-raising measures was based on the context and the identified aims. The ARC programme, which is integrated with the dissemination and communication activities as well as the capacity building activities, and which combines different channels, was shaped to include:

- communication initiatives that aim at widely disseminating key messages, involving large scale media such as blogs and websites;
- public events to convey the message to a specific target group, such as entrepreneurs, researchers and young students;
- social media and social networks, which offer the possibility of interactivity and the potential for the viral dissemination of the message online;

- community-based initiatives in a local context to mobilise communities, empower women and promote community dialogue on gender equality, for example, through:
    - public meetings,
    - presentations,
    - workshops,
- exhibitions and displays;
- printed materials — for example brochures, billboards, cartoons, comics, pamphlets, posters, resource books and audio-visual resources;

The **second round** started in November 2022 and will last until the end of the project (31 October 2023). This stage offered the opportunity to finetune the initial ARC concept and to go deeply into the local dimension of the ARC, leveraging the project Regional Hubs' efforts. In fact, several measures directly aimed at changing local behaviour, increasing knowledge and awareness among different subjects, and empowering decision-makers to include a gender perspective into policies, while at the same time raising awareness to foster the demand for RHC. Each Regional HUB run its own awareness raising campaign as they better grasp the specificities of each regional territory, that is to say gender dynamics and RHC-market characteristics: therefore, the regional managers become responsible for defining the objectives of their respective campaigns.

2 Methodology

The aim of the ARC as a whole is to maximise the impact, the visibility and the main message of the project. Within the context of the campaign, partners worked on two main concepts:

- Let people know about the economic, environmental and social benefits for RHC solutions and, most importantly.
- Support women visibility and involvement in RHC market uptake for the benefit of the whole sector and overall society.

Thus, through the different ARCs, the W4RES consortium worked to enhance the awareness and skills of involved stakeholders and parties in the field of RHC market, with special focus on female involvement. Most of the measures directly aimed at changing local behaviour, increasing knowledge and awareness among different subjects, and convincing decision-makers to first leverage a gender perspective at a larger scale into projects and policies to push for a stronger social acceptance, as well as raising awareness to foster demands for RHC.

APRE, as task leader, started to work on this set of activities before the actual start of the WP (M12). In fact, APRE started collecting feedback to develop the Guidelines (see the dedicated paragraph below) during the implementation of Task 2.2 "Co-creating solutions for gender-smart uptake support shaped to the needs of stakeholders of the renewable heating and cooling landscape" (M4-M7). The

Co-creation workshop held during M6 (on the 27th of April 2021) was the perfect occasion to reach different stakeholders, understanding their needs and expectations while starting to think about the best ways to develop a proper methodology to be shared among partners[1].

Figure 1 Questions shared among the participants to the Co-creation workshop held online on the 27th of April 2021

As a result of the co-creation activity[2], important information was collected:

- potential **target** groups;
- **messages** that could be the core of the ARC activity;
- **tools and channels** that could be used;
- potential **networks** that could be reached out;
- specific **actions** that could be essential to set up the ARC and maximise its effect.

Furthermore, during the W4RES Co-creation workshop, **RHC-specific actions** were identified to reinforce the ARCs, and later reworked to fit to the strategy of each HUB:

- 'late night' events or 'open night' events for visitors at RE-power plants;
- 'students' visits to industrial plants;
- bringing together stakeholders to encourage project development actions in smart cities;
- establishing a Repository of Resources on gender equality in the renewable energy sector;

[1] To check all the interactive online boards of the co-creation activity mentioned, please see Annex I.

[2] For further information about the results of this co-creation workshop, please see W4RES **D2.2 "Report on the W4RES Co-Creation Workshop".**

- a platform for academic papers regarding the subject of women in the RHC sector;
- interactive digital billboards as instruments.

Additionally, the activities of the various ARCs were supported by the following preparatory and background actions:

- Teacher training.
- Training of the trainer support for organisations.
- Creating a certification scheme for e.g., tourism business focused on the RHC promoted by women.
- Advertising campaigns with female figures working on the field.
- Mentoring schemes.
- Targeting girls at an early stage in their education and providing them equal opportunities for entering STEM activities.
- Hosting Girls Day at universities.
- Being a part of cooperative education like internships of university students.
- Incentivising STEM projects in schools and kindergarten.
- Using targeted consultancy of young women when they decide on what to study.

In order to maximise the outreach of the ARC, each of the W4RES Regional HUB chose to collaborate on a regular basis with sister-projects and complementary initiatives in order to develop synergies and produce joint awareness raising and communication activities. Several events were organised and monthly meetings led to knowledge exchange and policy developments. As additional concepts, each ARCs made use of the following principles:

- Undertake joint communication and dissemination activities, as the ARCs are also communication and dissemination components.
- Be open to ad hoc invitations of representatives of other projects to participate in events.
- Provide feedback on and cross participation in project activities.
- Exchange contacts of potential collaborators to reach a higher number of stakeholders participating in networking events and mutual learning activities.

Theme D: Co-creation and evaluation of Awareness Raising campaigns	Question	Conclusions and recommendations
	Q1: Potential target Groups	• Female students • Parents • National departments/ministries of education • Policy-making entities dealing with environmental issues • Social housing organizations • Non-Governmental Organizations/Civil Society Organizations • Business and industry associations • Consumers and citizens
	Q2: Tools and Channels	• Social media • Podcasts • Traditional Press (e.g., articles in newspapers and magazines), • Posters • Video interviews • Conferences and events • Develop children's books and stories • Campaigns (e.g., asking governments and companies to endorse high-level gender equality principles and subsequently commit to taking concrete actions to close gender gaps)
	Q3: Networks and Associations	• 30 by 30 Champions network • Engineers Canada (Canada) • Women in Renewable Energy (WiRE) (Canada) • Turkish Women in Renewables and Energy (TWRE) (Turkey) • Comité Femme Science (Belgium) • REScoop.eu • Student Energy (Canada) • Women in Sustainable Energy Research (WISER) (Canada)

Figure 2 Part 1 of Summary of W4RES Co-Creation Workshop Discussions, Theme D. From D2.2

		• FIT (Frauen in die Technik) (Austria) • Danish centre for gender, equality, and diversity (Denmark) • Danish Women's Society (Denmark) • C3E International • City networks e.g. Energy Cities, Climate Alliance, ICLEI • Confindustria (Italy) • Smart cities and communities cluster (Italy) • Global Women's Network for the Energy Transition (GWNET) (Austria) • Energiefrühstück (Austria) • Female Architects - part of the Architects' Association in DK • Industry associations (e.g., European Heat Pump Association) • WECF (Women Engage for a Common Future) • FAST - Federation of scientific and technical association (Italy) • Womenuniverse : Alumni association of technical University of Graz (Austria) • FELIN (FEmale Leaders INitiative)(Austria)
	Q4: Specific Actions	• Set up "late nights" events (open "nights" for visitors at RE power plants) • Sponsoring students' visits to industrial plants • Give visibility to successful female testimonials, promote positive role models. • Bring together stakeholders to encourage project development actions in smart cities. • Establish a Repository of Resources on gender equality in the renewable energy sector, • Set up a platform for academic papers • Use interactive digital billboards

Figure 3 Part 2 of Summary of W4RES Co-Creation Workshop Discussions, Theme D. From D2.2

With these information, APRE's teams started to set up all the materials needed for the partners to help them in the definition and implementation of their own ARC.

2.1 The Guidelines

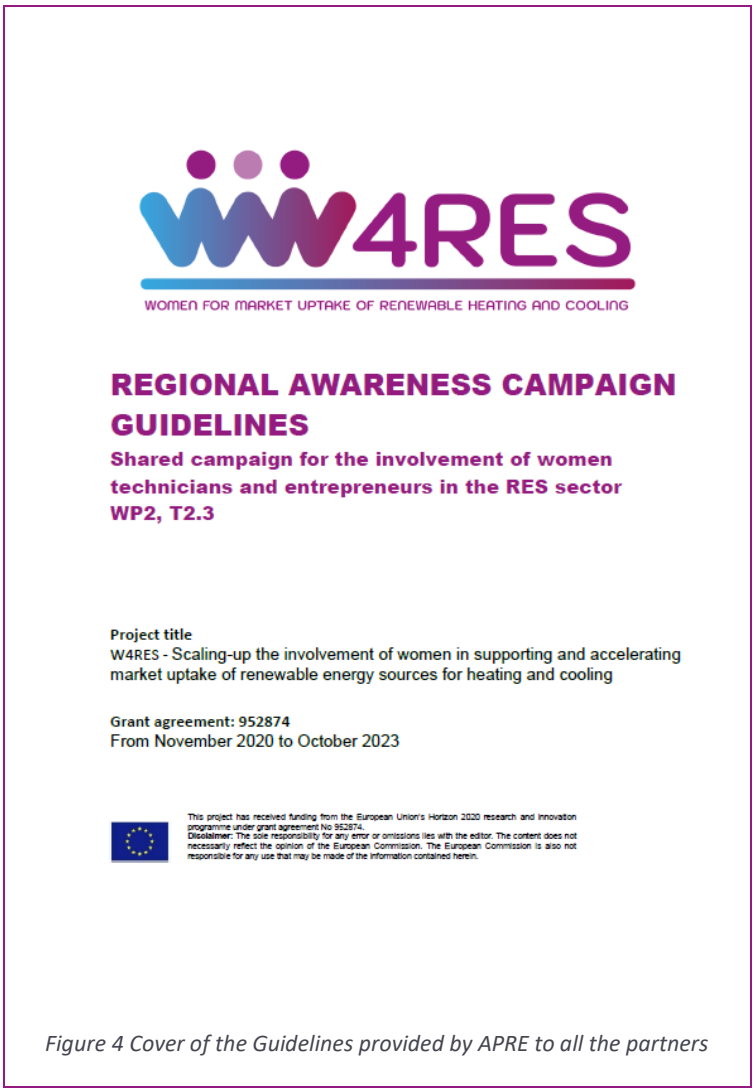


Figure 4 Cover of the Guidelines provided by APRE to all the partners

The **Regional Awareness Raising Campaign Guidelines** (hereafter referred to as "Guidelines", showed in Figure 4) presented and defined all the steps needed to set up a powerful and effective ARC, in order to engage as many people as possible. Following the integrated, multi-disciplinary approach promoted by W4RES and consequently by the tools produced, each ARC strategy analyses targets and collects suggestions for the effective involvement of the Regional Hubs respective target.

The document is a collection of tips and tools, among the main objectives of a powerful ARC, shared with the consortium in order to help each regional HUB to deploy and implement their own activities. Below illustrated the index of the document:

INDEX

Figure 5 Index of the ARC Guidelines

The overall aim of the Guidelines was to offer to the partners a supportive and practical tool to set up their activities. As for all communication activities, planning and monitoring are crucial moments of the whole workflow. For this reason, the Guidelines, step-by-step, provided for each country, recommendations to effectively deploy the ARC. Starting from the identification of the target, moved to the choice of the messages and, last but not least, the suggestion for a proper schedule of the actions.

The objectives of any awareness raising campaign should be SMART (Specific, Measurable, Achievable, Realistic, Time-bound) and be differentiated for each stage of the campaign – covering both the short-term and the long-term. As a general overview of the objectives, the W4RES campaigns aimed 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;
- 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.

Grasping the specificities of their territories, including gender dynamics as well as RHC market characteristics, the regional managers become responsible for defining the objectives of the campaigns in their region. The Guidelines, with the Monitoring file, provided the practical pillars for the correct set up and implementation of the W4RES awareness raising campaigns.

2.1.1 Conceptualisation of the ARC

As referred above, awareness-raising campaigns are recognised as one of the most efficient and effective means of communicating information. All communication activities aim at creating awareness on a particular topic, stimulating a behavioural change among general public and/or specific target groups and improving outcomes for the society. Messages can be spread through many different channels: traditional media (e.g., newspapers, TV and radio), social media, events, public talks, posters and leaflets, and so on. Regardless of the topic of the W4RES campaign, it was recognised as pivotal to catch the attention of the targeted audience and tailor the messages on each regional starting framework. With this in mind, each ARC was conducted in multiple and specific ways, as chapter 3 will show later on.

More in detail on the ARC conceptualisation, the first year of the project was devoted to lay the foundations for the W4RES Awareness Raising Campaigns to be carried out, as already mentioned, from M12 to M36, with two one-year long rounds. As a first step, using as baseline the assessment of the audience perceptions carried out in the framework of WP1, general guidelines and a common process were developed in order to make sure that W4RES Awareness Raising Campaigns (ARC) could generally target:

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

The Guidelines offered a common starting point in terms of objectives and actions for the Hub managers to autonomously carry out their respective ARC in their 8 diverse countries (Belgium, Bulgaria, Denmark, Germany, Greece, Italy, Norway, and Slovakia). As explained before, two main common objectives were identified:

- 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 female involvement in the market.

In compliance with a common strategy, the following operational goals were identified for each partner to be reached:

- Produce posts and other educational material (e.g., flyers or posters), infographics based on your stories;

- Periodically publish social posts about W4RES in each partner national language on their social networks;
- Engage other different media, such as radio and journals, but also channels of national education entities, professional training institutions, research bodies and so on;
- Organise webinars and meetings involving policymakers, companies, national associations, in order to properly cover all the social fabric of each country, joining a top-down perspective with a bottom-up one. Furthermore, organise meetings in schools and universities.
- Periodically select a pool of potential interesting national events (e.g., fairs, exhibitions, conferences) where to present female empowering success stories, as well as W4RES project results;
- Joining forces with already existing national awareness day/week/month, meaning, for example, the International Day of Women and Girls in Science on the 11th of February, promoted by the United Nations to highlight the critical role women play in STEM communities).
- Use as many formats as possible to tell a story, always letting women speak for themselves (e.g., interviews, success stories).

To complete the strategy, a monitoring mechanism was set up in order to guarantee that all the Hub gradually reached the aforementioned goals through the correct customisation of messages, channels, target audiences and timeframe, based on the specific regional barriers (e.g., limited consumer acceptance, information gaps). The Hub managers were also given the chance to translate the content of their regional awareness raising campaigns to their national language. During the whole ARC lifespan, APRE monitored each Hub actions at the consortium level through periodical checks.

2.1.1.1 Target

During the workshop many potential target group were pinpointed by participants, helping the identification of nine different potential W4RES target groups. Then, the conceptualisation of ARC messages to reach these groups and communities were developed. Here are the following 9 target groups selected:

1. Students, especially female students (both from lower and higher education).
2. Parents, to support their kids in choosing an energy-related career path.
3. Different national departments/ministries of education and similar (i.e., policymakers). Policy-making entities dealing with environmental issues have also been identified as crucial to be made aware of women in RHC activities, as well as W4RES aims and results.
4. Social housing organisations.
5. Sectorial NGOs.
6. Business and industry associations (e.g., European Heat Pump Association, the Associations of Architects, Engineers, Constructing Architects, the building sector in general), along with

venture capitalists, to encourage the latter to integrate a gender perspective in their decision-making practices.

7. Single entrepreneurs.
8. Researchers.
9. Consumers, citizens and the general public.

Multipliers were also considered, as they (e.g., social ambassadors, influencers) could act as second level targets, helping reaching out to the primary target, as defined before.

2.1.1.2 Messages

As analysed in D1.2 *Needs, perceptions and challenges in the RHC landscape: Evidence from 8 regions*, there is strong evidence that women have limited participation in the renewable sector. Gender inequalities and biases that persist can be divided in[3]:

- **Perceptions of gender roles** – linked to the environment.
- **Entry barriers** – referring to the obstacles encountered when entering the sector.
- **Barriers in job retention and career advancement** – referring to the professional hindrances that women of the sector face either in continuing their career or advancing it.
- **Access to energy barriers** – referring to the obstacles that women face as consumers due to the lack of a gender perspective in energy policies.

One of the key messages of ARC was therefore "**promoting gender equality**" as a general objective, fostering the culture of gender equality across society and encouraging women's presence in the decision-making and in the Science, Technology, Engineering and Mathematics (STEM) field.

The key messages conveyed at ARC had been translated by the partners to each national language and had been tailored to the target groups and the socioeconomic context of each region, incorporating basic behavioural levers. To set up the messages, outcomes of Tasks 1.3 and 2.3 were used, like:

Topic (taken from 1.3 or 2.3)	**ARC Question/message**	**How to deploy it**
Women find lots of obstacles to reach high qualified position in RHC sector	What can we do? What obstacles do women encounter in the RHC field?	Call to action / gender studies / success stories
Different perceptions of gender roles between countries	What is the regional framework?	Storytelling

[3] W4RES, D1.2 *Needs, perceptions and challenges in the RHC landscape: Evidence from 8 regions*, p. 19

Male respondents overestimate more often female participation	What is male perception?	Interviews

Messages had generally focused on two main questions:

1. What is the State of Art of women's engagement in the RHC sector?
2. What are the barriers for women in the renewable energy sector?

All communication activities involved voices and stories of those women interviewed in the frame of WP1 (task 1.3). Analysis of the needs and perceptions collected in D1.2 were the starting point to build the main messages of the ARC.

2.1.1.3 Tools and channels

Regarding the **tools and channels**, the majority of the participants of the co-creation workshop had suggested using social media like *Tik Tok*, *Instagram*, or *YouTube*, to reach young people. Field professionals would have used *LinkedIn*, and researchers *ResearchGate* and *Academia.edu*. In order to better target students, university social accounts should have been considered as well.

Furthermore, due to the pandemic situation that occurred throughout Europe during the 1st round of the ARCs, in order to engage as many people as possible, online ARC were built at first. As Chapter 3 will show, all the partners implemented their activities mostly online, but by the end of 2022, some partners had the chance to participate and organise onsite events once again. Moreover, some partners had the opportunity to release interviews with local media and record a podcast.

However, the consequences of COVID-19 were also seen in the population's growing habit of conveying information online, and therefore, even subsequently, social media remained one of the most effective mediums for all segments of the population of various Hubs, not just young people.

Overall, it was chosen to use the following **tools and channels**:

- Social media.
- Podcasts.
- Traditional press like articles in newspapers and magazines.
- Posters.
- Video interviews.
- Setup conferences and events.
- Develop children's books and stories.
- Regional, national or EU-level campaigns:
    - Asking companies or governments to endorse high-level gender equality principles and subsequently commit to taking concrete actions to close gender gaps.

2.2 The Monitoring file

The aforementioned **Monitoring file** is a tool which each Regional manager used to build up the campaign in her/his country. Shared in the project repository, this file was created to collect all the activities implemented. The template, developed thanks to the outcomes of T2.3 and the aforementioned co-creation workshop held under T2.2, had two different sheets for each ARC (the first from M12 to M24 and the second from M24 to M36). The aim of this file was not only to monitor the implementation of each ARC by the task leader, but also to provide an actual guidance to all the partners, so each HUB could have taken inspiration from the activities developed by the other partner.

With the template, APRE shared an example of this file duly filled and some slides, to show how to fill the template[4].

In the project repository, APRE prepared eight different folders for each HUB. As mentioned above, having all the monitoring files together had a double scope: to collect in one place all the information about the implementation of each ARC, and to give to all the partners the chance to see what the others were doing, so to give more tips and suggestions, also to align some activities.

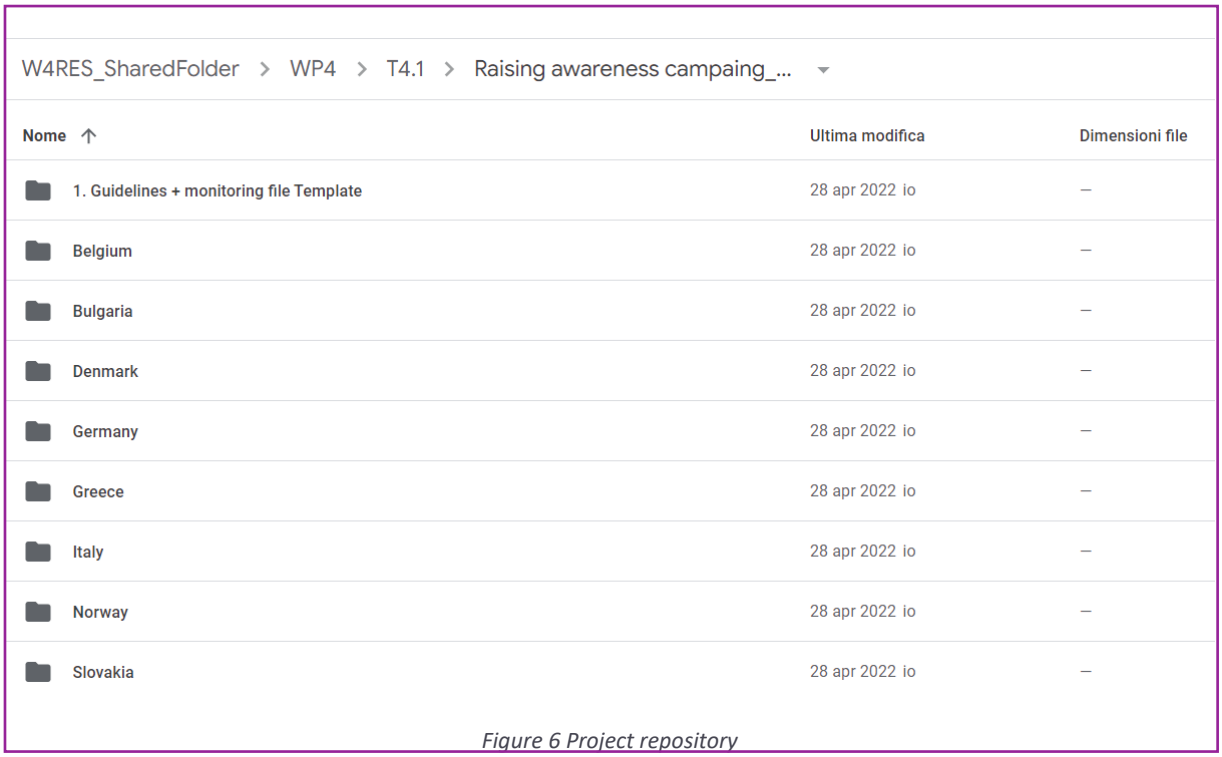


Figure 6 Project repository

[4] See Annex II, "How to fill the monitoring file"

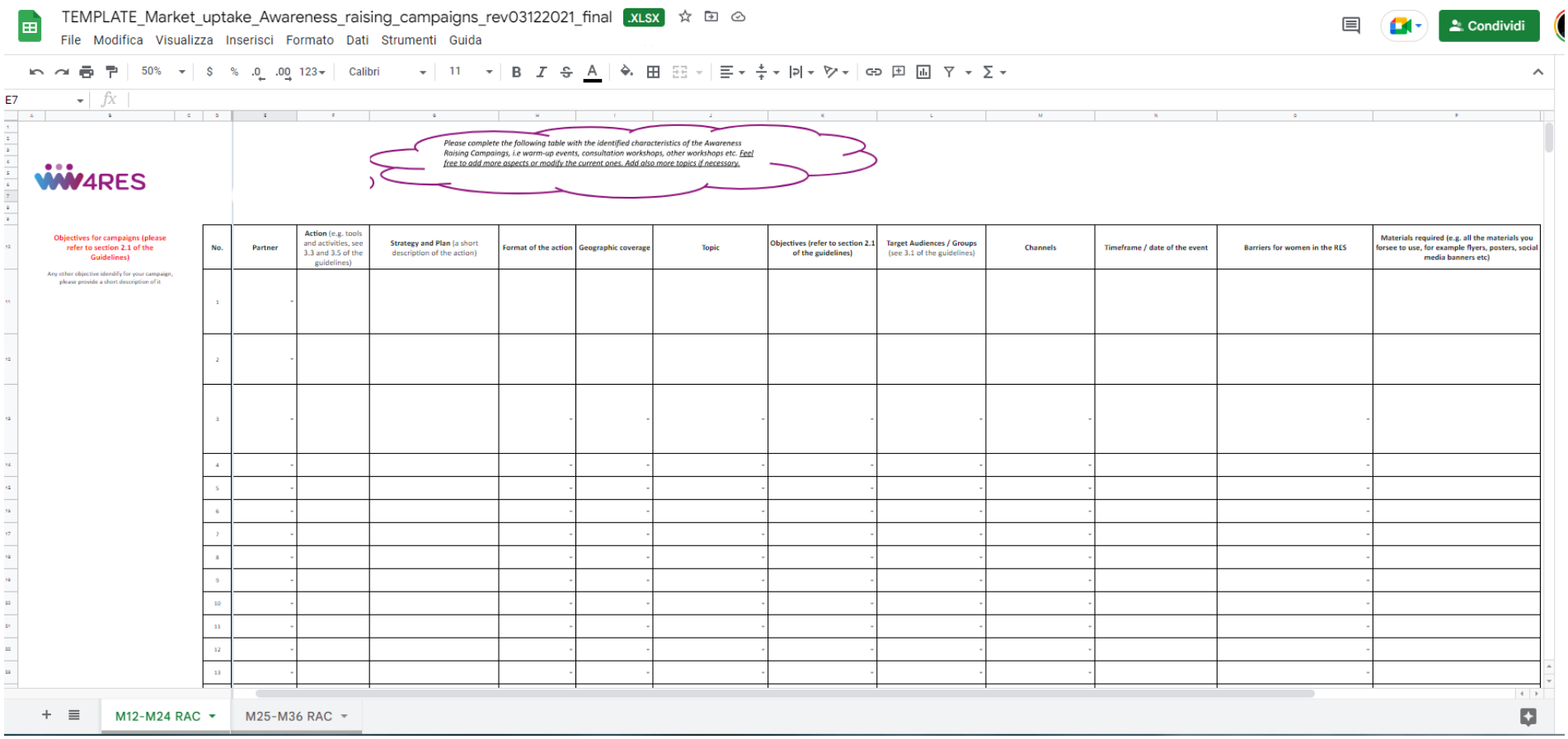


Figure 7 Monitoring file, template

3 Analysis of ARCs by country

In this chapter, each Regional HUB ARC will be presented through its own results and feedback. For reasons of clarity in terms of approach, a qualitative analysis will be provided, while a quantitative analysis will serve to highlight the effectiveness of the campaigns in terms of diffusion and impact on the population of all genders in the different Hubs and in the whole EU (not only in reference to the KPIs established by the GA).

3.1 Belgium

The Belgian HUB (White Research, WR) implemented from the early phases of the project a comprehensive regional awareness raising approach, focusing on engaging a diverse range of stakeholders, to leverage project activities and outcomes, to foster a supportive environment for women in the local renewable heating and cooling sector. The regional approach comprised the following pillar actions:

- **Extensive Social Media Dissemination**: WR actively engaged its social media followers with interactive posts, including polls addressing the gender gap in the RHC sector. Other posts were dedicated to disseminating the results of market research activities, promoting webinars, the gender mainstreaming seminar, and the Hackathon. These posts targeted sector businesses, associations, as well as citizens and the general public. This approach generated interest and increased engagement with the project messages, fostering a sense of community. Impactful posts on WR social media channels were crafted to resonate with consumers, citizens, and the general public. These posts underscored the importance of women's participation in renewable heating and cooling sector. Simultaneously, the European dimension that is heavily represented by the numerous associations and organisations in Brussels, was leveraged and targeted to gather broader support and recognition. Additionally, posts originating from EUREC, who lead the dissemination and communication efforts, were shared on WR's LinkedIn and Twitter accounts, ensuring cross-promotion and reach expansion.
- **Targeted Email Campaigns**: Well-designed email campaigns were launched during the project duration to inform and engage women in the sector and the broader public about available RHC support opportunities provided by W4RES. These campaigns were executed at the national level and aimed to target women in the sector, policymakers, engage stakeholders in Belgium and raise awareness among consumers and citizens.
- **Newsletter Articles**: Two virtual newsletter articles were published to promote women's participation in RHC and highlight the economic, environmental, and social benefits of RHC solutions. These articles targeted business and industry associations at both the national and European levels.
- **Informing Through Blogposts**: A blogpost highlighting the economic, environmental, and social benefits of RHC solutions was published virtually and aimed at business and industry associations across Europe.
- **Effective Presentations at targeted project events**: Presentations during events, such as the Belgian Hackathon and the Belgian seminar on gender-mainstreaming in the renewable energy sector were well-received due to their tailored format. These presentations catered to an audience of experts, including policymakers, researchers, and energy sector businesses, effectively conveying the project's mission and objectives. While the Belgian Hackathon took place online, the

Seminar on gender mainstreaming in the energy sector was organised physically. Both events focused on EU and local RE-related associations in Brussels and fostered dialogue and collaboration among actors at the national level.

- **Workshop for Business and Industry Associations**: A virtual workshop organized by WR focused on presenting the W4RES project to business and industry associations at the European level. This event facilitated a deeper understanding of the project's objectives and generated interest among key stakeholders.
- **EU Level Conference Presentations**: To reach the policymakers level, a presentation and Q&A session were conducted at a virtual European conference, the 100% RHC conference, held online on October 28th, 2021 and organised by The Renewable Heating and Cooling European Technology and Innovation Platform. This session showcased the significance of women's involvement in RHC, showcasing the project's core results and engaging key decision-makers.
- **Stakeholder Engagement at both national and European external events**: To foster relationships with business and industry associations, the Belgian Hub participated in a virtual matchmaking event organized by the European Heat Pump Association (EHPA). This interaction facilitated dialogue and collaboration with critical stakeholders within the RHC sector. Moreover, WR's active participation in a dedicated workshop at the European Bioenergy Future event 2022 targeted policymakers, business and industry associations, and other EU-funded projects. This physical event provided a unique opportunity for networking and collaboration. Furthermore, WR took part in the "BeWiSe Inspirational Evening: Going for Leadership" to introduce W4RES and its services. This event targeted young students, women entrepreneurs, and scientists, contributing to the project's mission of promoting equal participation of women in science.
- **Collaborative Efforts with Energy Efficiency in Industrial Processes (EEIP)**: WR collaborated with the EEIP, a not-for-profit organization, to amplify its messages. An article emphasizing the benefits of female engagement in the RHC sector and publicizing project calls was shared through the EEIP network. This collaboration provided a substantial EU-wide platform for W4RES's awareness campaigns.

In conclusion, the Belgian Hub's regional awareness-raising approach for the W4RES project has been both comprehensive and effective. By strategically engaging a wide range of stakeholders through various platforms and events, the Hub has successfully promoted women's involvement in the renewable heating and cooling sector while highlighting the economic, environmental, and social benefits of involving women in the renewable heating and cooling sector. This concerted effort contributes significantly to the project's mission and the broader goal of advancing gender equality in the energy sector.

3.1.1 First Round (Nov. 2021 – Oct. 2022)

Partner involved	WR (HUB Manager); EUREC
Total of actions implemented	11
Actions	2 Posts on social media channels of WR to support women involvement in RHC. The targets were consumers, citizens and the general public (2). Virtual (2), European (2)

	1 presentation and Q&A session at an EU level conference. The targets were policymakers (1). Virtual (1), European (1) 1 participation in a matchmaking event organized by EHPA to engage new key stakeholders. The targets were business and industry associations (1). Virtual (1), National (1) 3 email campaigns about available RHC opportunities. The targets were policymakers (1) and consumers, citizens, and general public (2). Virtual (3), National (3) 2 newsletter articles to support women involvement in RHC and economic, environmental, and social benefits for RHC solutions. The targets were business and industry associations (2). Virtual (2), National (2) Workshop held by WR to present the W4RES project. The targets were business and industry associations (1). Virtual (1), European (1) 1 Blogpost article about the economic, environmental and social benefits for RHC solutions. The targets were business and industry associations (1). Virtual (1), European (1)
Targets	Consumers, citizens and general public (4); business and industry associations (5); policymakers (2)
Format	Virtual (11)
Geographic coverage	European (5); National (6)
Summary	The awareness raising posts made by the EUREC, the partner leading the dissemination and communication activities on the W4RES LinkedIn and Twitter account were shared through the WR social media accounts. WR leveraged the network of contacts of EEIP, a not-for-profit organisation by sharing a brief article highlighting the benefits of female engagement in the RHC sector and publicising the call for projects. The network of EEIP was founded in order to facilitate open and inclusive dialogue between energy market participants and EU policymakers and provided a great EU wide forum for the messages of the W4RES awareness campaigns. WR engaged with its social media followers with several posts including an interactive poll addressing the gender gap in the RCH sector, and the publicization of the Hackathon for Belgium. Interactive posts (polls) seem to be effective in increasing interest in the messages and the engagement.

	Presentations during events such as the Hackathon were also well received. The format of the presentation was adapted to cater to an audience of experts including policymakers, researchers and businesses operating in the energy sector, with a pre-existing knowledge of issues relating to the energy transition.
Total numbers of users reached/involved (KPI as per GA)	Through both online and offline activities we estimate to have reached between 3,000 and 3,500 stakeholders.

3.1.2 Second Round (Nov. 2022 – Oct. 2023)

Partner involved	WR (HUB Manager); EUREC
Total of actions implemented	22
Actions	17 Posts on social media channels of WR to disseminate the results of the market research activities of W4RES, promote the webinars, the gender mainstreaming seminar and hackathon. The targets were the sector's businesses and associations, as well as citizens and the general public. Virtual, European. 1 participation in the European Bioenergy Future event 2022, active engagement in a dedicated workshop. The targets were policymakers, business and industry associations, and other EU funded projects. Physical, European. 1 Participation in the "BeWiSe Inspirational evening: Going for leadership" to present W4RES and its services (BeWiSe supports female scientists and is open to women and anybody else who promotes equal participation of women in science). The targets were young students, women entrepreneurs and scientists. Physical, European. 2 email campaigns about available RHC opportunities. The targets were policymakers and consumers, citizens and the general public. Virtual, National. 1 organisation of the Belgian seminar for gender mainstreaming in the energy sector in collaboration with Edora, the renewable energy federation. The targets were EU and local RE-related associations in Brussels. Physical, National.

Targets	Consumers, citizens and general public; business and industry associations; policymakers, young students, women entrepreneurs and scientists.
Format	Both physical and virtual
Geographic coverage	European and national
Summary	During the W4RES project's outreach efforts, a variety of activities were conducted to engage with different audiences across virtual and physical platforms. Targeted messages were shared across WR's social media channels to disseminate market research results, promote webinars, and a gender mainstreaming seminar. The primary targets for these posts were sector-specific businesses and associations, as well as the general public across Europe. Additionally, the participation in events such as the European Bioenergy Future event in 2022, the "BeWiSe Inspirational evening: Going for leadership" event offered a good opportunity to introduce W4RES and its services and present the project activities and objectives to a variety of stakeholders, including policymakers, business and industry associations, and other EU-funded projects, as well as young students, women entrepreneurs, and scientists in Belgium. The organization of the Belgian seminar focused on gender mainstreaming in the energy sector, with a target audience comprising EU and local renewable energy-related associations in Brussels. This seminar took place physically at the premises of EUREC, was organised in collaboration with Edora and saw the participation of representatives from the main EU associations in renewable energy. Finally, two email campaigns were carried out to inform policymakers and the general public about available opportunities in the renewable heating and cooling (RHC) sector. These campaigns were conducted virtually at the national level.
Total numbers of users reached/involved (KPI as per GA)	Through both online and offline activities we estimate to have reached between 3,500 and 4,000 stakeholders.

3.2 Bulgaria

As Manager of the Bulgarian HUB and therefore responsible for its ARC, EAP initially designed its Raising Awareness Campaign as a combination of social media engagement campaign and public promotion activities. They hosted and joined various live promotion events, despite the difficulties generated by COVID-19 restrictions for the 1st round of the campaign.

Since January 2022, EAP has been conducting social media campaign over its accounts that successfully promoted the role of women on the Bulgarian energy market, the scouted projects and their contents, the highly discussed energy themes in the Bulgarian energy market, and also has promoted the W4RES events and capacity building seminars.

Furthermore, EAP conducted an email campaign with newsfeed on their supported projects and promoted women-led projects by its Regional Hub that will address over 6,000 professionals in the field.

3.2.1 First Round (Nov. 2021 – Oct. 2022)

Partner involved	EAP
Total of actions implemented	10
Actions	1 social media campaign (1/2 post per week) to reach out the online audience in a fluid way. 37 posts, 3 044 reactions, 74 engagements (no paid posts) The targets were single entrepreneurs (1). Virtual (1), National (1) 1 participation in APRE event to engage with stakeholders. The targets were single entrepreneurs (1). Virtual (1), European (1) 1 email campaign to promote women-led projects. The targets were sectorial NGO's (1). Virtual (1), National (1) 1 participation in an international conference (Sustainability forum Sofia 2022). The targets were policymakers (1). Hybrid (1), National (1) 2 newspaper articles to promote the W4RES project and the Women Wanted Call 2022. The targets were single entrepreneurs (2). Virtual (2), European (1), National (1) 2 Workshops about energy efficiency and sustainability (1) and energy policies and one stop shop concepts (1). The targets were policymakers (1) and consumers, citizens and general public (1). Hybrid (1), Virtual (1), National (2)

	1 National Energy Forum conference to promote the W4RES project. The targets were consumers, citizens and the general public (1). Hybrid (1), European (1) 1 Association of Bulgarian energy Agencies' Conference to promote the W4RES project and the Women Wanted Call 2022. The targets were sectorial NGO's (1). Physical (1), National (1)
Targets	Consumers, citizens and general public (2); Single entrepreneurs (4); policymakers (2); Sectorial NGOs (2)
Format	Virtual (6); Hybrid (3); Physical (1)
Geographic coverage	European (3); National (7)
Summary	EAP has initially designed its ARC as a social media engagement campaign and public promotion activities. Since January 2022, EAP has been conducting social media campaigns over its accounts. It has promoted the role of women on the Bulgarian energy market, the scouted projects and their contents, the highly discussed energy themes in the Bulgarian energy market and has promoted the W4RES events and capacity building seminars. EAP did an email campaign with newsfeed on the supported projects and promoted women-led projects by its Regional Hub that will address over 3 000 professionals in the field. EAP has prepared an article for the FEDARENE bulletin to promote its Support services and the mentees and their business ideas. This will provide high pitching of the business cases and strengthen the image of women-led energy projects. Similar article was issued in national media (Nabludatel newspaper) once the scouted projects had achieved maturity. EAP has identified a list of promotion events that may be accessible once the COVID-19 restrictions are dismissed: APRE event, International Sustainability Forum in Sofia (BG) (April 2022), Energy Efficiency and Sustainability Workshop (May 2022), National Energy Forum conference (June 2022), Association of Bulgarian Energy Agencies' Conference (June 2022), Energy policies and one stop shop concepts workshop (October 2022), etc.
Total numbers of users reached/involved (KPI as per GA)	Around 3,000 outreach.

3.2.2 Second Round (Nov. 2022 – Oct. 2023)

Partner involved	EAP
Total of actions implemented	32
Actions	• Social media campaign incl. 26 posts from December 22 to August 23 in both social media platforms Facebook and LinkedIn: Post, realized on 23 December 22 about W4RES webinar on 18 January • Post, realized on 3 January 23 about W4RES workshop in Bratislava • Post, realized on 11 January 23 about W4RES webinar on 18.01 • Post, realized on 23 January 23 about the event in Gallese (Viterbo, Italy) • Post, realized on 10 February 23 about the International Day of Women and Girls in Science. • Post, realized on 17 February 23 about W4RES webinar on 22.02 • Post, realized on 24 February 23 about "Women science and innovation for a competitive Sardinia" • Post, realized on 8 March 23 about the International Women's Day • Post, realized on 14 March 23 about the Stuttgart seminar within Volta-X Energy Systems Expo • Post, realized on 25 April 23 about the "Diversity recruitment strategies in the renewable energy sector" • Post, realized on 28 April 23 about the webinar "Just Energy Toolbox: Boosting skills for an inclusive and sustainable energy transition" • Post, realized on 4 May 23 about the W4RES newsletter Issue 5 • Post /realized on 18 July about the held a half-day on-site seminar on the topic "The role of women in the energy transition" on 7 July. 2 Publications at Energy Agency of Plovdiv website: ■ General W4RES information at the "Current Projects'' web section ■ Publication of the issued project bulletins at the „Latest News" web section; translation in Bulgarian. 2 Email campaign with project news / 2/ incl. email campaign on 28.10 about the Women Competition; email campaign on 15 December about Bratislava workshop 1 Presentation during the annual Conference of the Association of Bulgarian Energy Agencies to promote the W4RES project.

	1 half-day on-site seminar on the topic "The role of women in the energy transition" on 7 July in Panagyurishte /Bulgaria/.
Targets	Energy experts, start-ups, RHC companies, women leadership organizations, NGOs
Format	Online (20), Hybrid (1), Physical (1)
Geographic coverage	National (32)
Summary	In the second period, the ARC continued as mostly a social media engagement campaign with a few hybrid and physical events. The content of the campaign was focused on the past and ongoing W4RES mentorship projects, the W4RES webinars and events, as well as other women-led projects and initiatives. EAP published W4RES news on its webpage and Bulgarian versions of the European W4RES bulletins. These were also promoted through mailing lists to interested stakeholders. EAP did an email campaign with newsfeed on the supported projects and promoted women-led projects by its Regional Hub that addressed over 3,000 professionals in the field. EAP held a presentation for the project during the annual Conference of the Association of Bulgarian Energy Agencies (ABEA). It also conducted the seminar for women-led energy transition on July 7 in Panagurishte, Bulgaria, with an audience of 23 energy experts (50% female, 50% male attendees). Until the end of the period, there are a few events identified for the promotion of the project and its mentorship projects: the national conference of the Association of Bulgarian Municipal Ecologists (Sept 23), and the Bulgarian Energy and Mining Forum event (October 23).
Total numbers of users reached/involved (KPI as per GA)	Around 3,000 outreach.

3.3 Denmark

In the Danish ARC, our efforts have revolved around three key objectives:

1. Engaging young women and girls in STEM: Our primary focus has been on involving young women and girls at the local level, introducing them to STEM activities, studies, and professions.
2. Raising awareness in the RHC Sector: We aimed to increase awareness within the RHC (Renewable Heating and Cooling) sector by targeting energy communities and public-private partnerships.
3. Disseminating W4RES work: We've worked on disseminating the initiatives of W4RES through our various media channels to reach a wide audience, including stakeholders in the 'quadruple helix.'

We organised and hosted events in the Greater Copenhagen area, with a specific emphasis on inclusivity. While our primary target was women and girls, our events were open to anyone interested. We recognised that open discussions on gender equality could sometimes deter citizens from engaging in political discourse, especially if they felt unqualified. Therefore, our focus was on promoting RHC solutions, hoping to attract individuals interested in transitioning to sustainable consumption and saving on RHC costs. This approach allowed us to discuss gender equality at a level comfortable for participants.

Unfortunately, some of our citizen engagement activities had lower attendance due to the COVID-19 pandemic. To address this, we conducted webinars to reach a broader audience beyond our local area of operation.

Additionally, we organised events focused on energy and energy communities, a trending topic in Denmark. Given the complexity of Danish energy community legislation and the interest from citizens, SHOs, and SMEs, we saw an opportunity to promote new RHC solutions and discuss gender equality when forming energy communities. This provided a platform for dialogue on representation and diversity with industry, citizens, and NGOs, utilizing the tools developed by W4RES.

Simultaneously, we aimed to disseminate W4RES tools and recommendations while showcasing RHC solutions and female entrepreneurs through digital channels, including social media and newsletters. Our objective was to extend the reach of W4RES's work and our regional hub to audiences beyond webinar participants and local event attendees, thereby targeting our entire network.

3.3.1 First Round (Nov. 2021 – Oct. 2022)

Partner involved	EGC
Total of actions implemented	8

Actions	1 social LinkedIn campaign to showcase 4 women-led RHC projects in Denmark. The targets were business and industry associations (1). Virtual (1), International (1) 1 Newsletter article to promote the webinar. The targets were businesses and industry associations (1). Virtual (1), European (1) 1 workshop to inform and involve citizens in local RHC solutions. The targets were consumers, citizens and the general public. Physical (1), Regional (1) 2 webinars to involve young people in the RHC world. The targets were students (1) and consumers, citizens and general public (1). Virtual (2), Regional (1), Local (1) 1 community walk and treasure hunt to start contact with young families and elderly people in the aim of engaging them in discussions about local RHC solutions. The targets were parents (1). Physical (1), Local (1)
Targets	Consumers, citizens and general public (2); Parents (1); Business and industry associations (2); Students (1)
Format	Virtual (4); Physical (2)
Geographic coverage	International (17); European (1); Regional (2); Local (2)
Summary	The main focus of EGC's first ARC was the engagement of women and girls in RHC projects, exposing the diversity of the sector and breaking down entry barriers to influencing the RHC sector. The first planned action which contributed to exposing women to ARC projects was the SOME campaign we ran to showcase women led RHC projects in Denmark. This was a particularly successful action as we decided to showcase the Danish projects that were supported by W4RES in the first round of market support services. Another successful action of our ARC was a workshop we held in November 2021 to engage local people, with a focus on women, in local RHC solutions. We offered food and an interactive mapping exercise, and had a relatively high turn out with various individuals and two young families. This workshop led to the planning of an online webinar, community walk, and treasure hunt, planned to engage different segments of the local population (young people, elderly people, and families). In the communication of each of these events, we utilised gender-training materials to target women in citizen engagement initiatives. A last highlight of our first ARC was the work lunch webinar we held in April 2022. The webinar was focused on the topic of

	engaging citizens in energy communities, and there was a lot of interest and engagement from women and men in the short webinar.
Total numbers Of users reached /involved (KPI as per GA)	Due to technical problems, we did not monitor the total number of engagers, but we had 30 participants to our events, and 93 unique engagers.

3.3.2 Second Round (Nov. 2022 – Oct. 2023)

Partner involved	EGC
Total of actions implemented	**21** 4 EVENTS 13 SoMe posts 4 WEB NEWS
Actions	**EVENTS** raising awareness about the presence of women in the RHC sector, inclusiveness, and energy communities as a part of the green transition. **SoME** posts highlighting W4RES, W4RES events, W4RES at International Women's Day etc. **NEWS** post at EGC website focusing on W4RES activities.
Targets	Consumers, citizens and general public; Business and industry associations; Policymakers; Energy experts; Women leadership organizations
Format	Virtual (17); Physical (4)
Geographic coverage	International (20); Local (1)
Summary	The focus was to establish large events with an extensive reach both in terms of participants and content: **1 W4RES stand** at the UIA2023CPH World Congress held in Copenhagen, July 2023 – an opportunity to meet and engage with some of the most influential and innovative profiles in the built environment (more than 6.000 attended the congress). **2 W4RES workshop: Gender Equality to Support Resilient Communities** at the congress on gender equality and resilient communities, with a focus on advancing the renewable heating and cooling landscape. The workshop offered a unique opportunity to influence EU policies firsthand. The T4.2 gender seminar was also organised during this workshop.

	3 W4RES seminar and site visit: Energy Communities – Value and Reality with a broad range of participants from policy makers to entrepreneurs. The first Danish joint organisation of energy communities was established as an offshoot of the event. **4 W4RES workshop: Focusing on renters** in collaboration with the Danish Energy Agency and Hvidovre Municipality to discuss the specific challenges and opportunities for residents of rental apartments related to energy prices and availability of data. All activities were held with targeted communication, which at the same time highlighted the purpose and efforts of W4RES.
Total numbers of users reached/ involved (KPI as per GA)	In summary EGC has engaged 4,466 users through our digital communication in the second round. Through EGCs hosted events, we had 78 registered participants, and approx. 6,000 attended the conference, where we had a stand.

3.4 Germany

The involvement and participation of women in the RHC sector in Germany is still limited, mostly due to prevailing stereotypes of STEM in general and energy aspects in particular as being "male" topics. It is hence necessary to support networking and exchange between the women who are active or interested in the field. These exchanges lead to an encouragement of especially young women to join the field, showing them that they are not alone as women in the RHC sector and they belong with the same matter of course as their male counterparts. In addition, they reassure women to stay in the field by noticing that barriers they face are often structural and similar to all women and can be overcome easier with the help of peers.

Because of this background, the ARC activities of the German Hub focused on facilitating exchanges between women of the RHC sector. To this end, different events were organised focusing on different target groups: A first example for this, the "Frauenpower" online workshop, addressed women innovators in the energy sector (in cooperation with an established regional energy accelerator) and their needs as well as best practises concerning starting a business in the sector and finding financial and non-financial support for this task. Another event, "Energy Communities - full power for diversity" was focused especially at energy communities and included a site visit and discussions between international stakeholders on site in Stuttgart, Germany. To complement the peer discussions, several capacity building seminars were organised online and offline. An example for this is the seminar "We can do it! Empowerment of women in businesses in the energy sector" which targeted persons responsible for or interested in creating or facilitating structures to support increased gender balance in their own institutions and gave room for discussions about specific regional barriers and ways to overcome them as well as providing tools to tackle gender inequalities in a structured way.

In addition to the focus on empowering women with peer discussions, networking and capacity building, various activities aimed at reaching different target groups to raise awareness of the general importance of a gender-just energy transition and an increased involvement of women in the RHC sector as well as about insights of the W4RES project and best practise examples especially from the beneficiaries of the open calls. Different target groups received different messages for this on different channels, e.g. the general public was mostly informed about the general importance of the topic via social media, newsletter or website articles, while researchers, business and industry stakeholders and policy makers were targeted with online and offline presentations at various events, often in cooperation with institutions outside of the consortium to increase the outreach.

The joint effort of the German partners S2i, HFT and WECF led to almost 24.000 stakeholders that were reached by the activities. More details on the individual actions and target groups can be found in the tables below.

3.4.1 First Round (Nov. 2021 – Oct. 2022)

Partner involved	S2i (HUB Manager); WECF; HFT

Total of actions implemented	12
Actions	2 social media campaigns to promote the Women Wanted Call 2021 and Women Wanted Call 2022. The targets were researchers (1) and business and industry associations (1). Virtual (2), National (2) 2 News on S2i website to promote the Women Wanted Call 2021 and Women Wanted Call 2022. The targets were business and industry associations (2). Virtual (2), National (2) 1 event with stakeholders during the Berliner Energietage 2022. The targets were consumers, citizens and the general public (1). Virtual (1), National (1) 1 Hackathon with the goal to present to stakeholders from the quadruple helix the results of the WP1 interviews and co-create with them solutions while creating awareness. The targets were consumers, citizens and the general public (1). Virtual (1), National (1) 1 information event called "FRAUENPOWER Workshop". The targets were single entrepreneurs (1). Virtual (1), National (1)
Targets	Consumers, citizens and general public (2); business and industry associations (3); researchers (1); single entrepreneurs (1)
Format	Virtual (7)
Geographic coverage	National (7)
Summary	The first planned action for the German HUB was the involvement in the Berlin Energy Days 2022, we organized together with WECF and HFT a session on the topic: "Women's power as an energy source, Barriers and opportunities for a gender-equitable energy transition". The agenda for the day was to present W4RES, we could showcase the W4RES call benefits and services, but also highlight the findings from the project. We could showcase concrete examples about the already supported projects (technical and business support) to help to understand how the project W4RES can support further women-led projects in concrete actions. Around 60 stakeholders participated in the session and received further information of upcoming events. One concrete action was to organize an information and awareness raising event, "The Frauenpower Workshop" on the 22th of September 2022, the main goal was to get in contact with energy entrepreneurs and to tell them about the W4RES offers and the open call, the event was organized together with an established energy accelerator "Axel – The energy Accelerator" in Germany from Karlsruhe, 15

	persons participated in that event. A last awareness raising campaign was from HFT, they presented the content of the W4RES research project at the booth of HFT at the exhibition "Energiewendetag" in Stuttgart on the 24th of September.
Total numbers of users reached/ involved (KPI as per GA)	The German Regional hub as a collaborative outcome of S2i, HFT and WECF managed to engage more than 5,874 people in the 1st round of calls for women-led RHC projects.

3.4.2 Second Round (Nov. 2022 – Oct. 2023)

Partner involved	S2i (HUB Manager); WECF; HFT
Total of actions implemented	56
Actions	1 Presentation at Roundtable ”Sustainable Urban Development and Gender Equality“ of the Morgenstadt Global Initiative’’, online event targeting international researchers with 22 participants. 1 Event ‘’Energy Communities - full power for diversity’’ in Stuttgart to address Gender - related challenges in the RHC market, physical event organised in Stuttgart with 13 international participants. 1 Event ‘’S2i Organised Seminar: We can do it! Empowerment von Frauen in Unternehmen im Energiesektor’’ physical event organised in Stuttgart with 6 participants from Germany (National). 1 Event ‘’Volta-X Roundtable Discussion’’ physical conference organised by Volta-X, 11 participants (National). 1 Event ‘’Promotion of W4RES service and information about innovative RHC solutions’’ physical, 45 participants (National). 1 Event ‘’DECIDE conference’’ physical conference with 15 participants. 1 Event ‘’Women Energize Women event’’ co-organised physical event with 120 National participants. 1 Event ‘’(K)eine Utopie – eine sozialgerechte Energiewende By BBEn’’ co-organised physical event with 100 National participants. 1 Event ‘’EUSEW 2023’’ co-organised physical event with 100 International participants. 1 Event ‘’Just energy toolbox Webinar’’ co-organised Webinar with 31 National participants.

	1 Event ''Supporting energy communities in tackling energy poverty and gender inequality: skill up! Webinar'' co-organised Webinar with 41 National participants. 1 Event ''European Research Area Workshops on the Gender Dimension in Research Who's got the power? – Sex and Gender in Energy Research Webinar'' co-organised Webinar with50 National participants. 1 Event ''G7 Workshop'' co-organised virtual event with 60 International participants. 1 Event ''Green Fabric 5 Society Seminar'' co-organised physical event with 5 National participants. 2 Social Media Campaigns, a total of 26 posts for several national and international events with an engagement of 4,451 people, 9 Posts aimed at national audience & 17 Posts aimed at International/European audience, Target audience Consumers, citizens and general public (8), Business and industry associations (18). Virtual (16), Physical (10). 2 Organisations Newsletter ''Promoting W4RES through Steinbeis newsletter subscribers'', virtual distribution to 1,625 international subscribers via Newsletter. 2 Promotion via Websites, a total of 16 contributions in the form of blogs, events and news were published via partner Websites with an engagement of 2,608 people. 6 Posts aimed at the National audience, & 10 Posts aimed at the International/European audience, Target audience Consumers, citizens and general public (8), Business and industry associations (8), Virtual (16).
Targets	Consumers, citizens and general public (21); business and industry associations (33); researchers (1); policy Makers (1)
Format	Virtual (46); Physical (8); Hybrid (2)
Geographic coverage	International (23); National (33)
Summary	In the second round, the German Regional Hub started with a Presentation at Roundtable "Sustainable Urban Development and Gender Equality" of the Morgenstadt Global Initiative. S2i represented W4RES in the expert dialogue that had 22 participants in an online format. In November 2022, S2i organised W4RES: MLT Energy Communities- full Power for diversity, it was attended by 13 participants coming from several European countries. In March 2023, S2i organised Seminar: We can do it! Empowerment von Frauen in Unternehmen im Energiesektor. This was a target for regional audiences and hence conducted completely in German. The seminar was

	organised as a side event of Volta-X and a S2i participated in the Volta X conference in a roundtable discussion to represent W4RES. WECF participated in and co-organised several physical, virtual and hybrid events like DECIDEe conference, Women Energize Women event, (K)eine Utopie – eine sozialgerechte Energiewende By BBEn, EUSEW 2023, Just energy toolbox Webinar, Supporting energy communities in tackling energy poverty and gender inequality: skill up! Webinar, European Research Area Workshops on the Gender Dimension in Research Who's got the power? – Sex and Gender in Energy Research Webinar, G7 Workshop and Green Fabric 4 Society Seminar. S2i promoted W4RES via the RHC Forum on the W4RES Observatory. 5 posts managed to reach 3,638 people on the platform.
Total numbers of users reached/ involved (KPI as per GA)	In the second round of calls a total of 17,950 people were reached through the joint efforts of S2i, HFT and WECF for the German Regional Hub.

3.5 Greece

Greece is facing a lot of barriers into the participation of women in the energy sector. The main barriers are coming from the negative perceptions that are dealing with the female presence both in the energy and in the management position sectors. Therefore, the main focus of our ARCs was to address these challenges and to inform the local society about the gender dimensions in the energy sector.

To this end, our campaigns had the focus to spread the word about these matters and let the people know that the gender aspect can be integrated both in the society and in various businesses with very positive impact. Each campaign had a different goal, but the overall aim was to:

- promote female entrepreneurship in Greece;
- demonstrate the RHC benefits;
- promote women participation in energy communities;
- notify the W4RES scope, aim and objectives;
- promote the local beneficiaries.

Our campaigns took place both virtually, especially during the COVID period (W4RES started at the end of 2020) as well as physically. Depending on the particular type of campaign both ways of raising awareness can be effective.

The main actions that were held to raise the awareness of the local society can be summarised below.

- Participation in internal W4RES events, where dedicated sessions are held to raise awareness.
- Participation in external events, where W4RES aim, vision and activities were well promoted.
- 17 posts made in the W4RES Observatory and disseminated in our social media.
- Many other posts through personal accounts and W4RES social media.
- Presentation of W4RES at local corporate level through Q-PLAN network.
- Physical meetings with some of the W4RES beneficiaries to raise their awareness.

More information about the events can be found in the table below.

There were a lot of different topics that campaigns were addressing, the most significant ones had for objectives to:

- support the women involvement in the energy sector and in particular RHC
- inform the people about the available RHC opportunities
- promote the environmental, economic and social benefits of RHC
- familiarise related funding and financing opportunities with the local society
- demonstrate the gender related challenges in the energy market

In total, the **Greek ARC reached more than 23,000 people,** mostly within national borders, but with some interesting results also in the EU.

3.5.1 First Round (Nov. 2021 – Oct. 2022)

Partner involved	Q-PLAN
Total of actions implemented	18
Actions	10 posts in W4RES observatory about the promotion of female entrepreneurship (4); about the promotion of renewable heating and cooling benefits (3); about the promotion of female energy communities (2); about the promotion of female participation in RES (1). The targets were consumers, citizens and general public (7); business and industries associations (2); policymakers (1). Virtual (10), International (10). 1 participation in another project event (BECoop) to promote W4RES main aspects. Physical event for consumers, citizens and general public. Physical (1), National (1). W4RES Hackathon. Physical event for sectoral NGO's. Physical (1), National (1) HELEXPO. Event to promote W4RES main aspects. Physical event for consumers, citizens and general public. The benefits of the RHC, the role of women in the energy transition, gender mainstreaming policies, etc. were at the epicenter and therefore various stakeholders as well as citizens raised their concerns about our project aspects. Physical (1), National (1). Participation in EUSEW (EU sustainable energy week) event to promote W4RES. Hybrid event for business and industries associations. The coordinator was invited. Hybrid (1), European (1). 2 podcasts – interviews to promote W4RES successful project beneficiary. Hybrid national event for policymakers. Hybrid (2), National (2).
Targets	Consumers, citizens and general public (9); business and industry associations (3); policymakers (3); sectorial NGOs (1)
Format	Virtual (10); Physical (3); Hybrid (5)
Geographic coverage	International (10); National (5); European (1)
Summary	A lot of attention was given in promoting female entrepreneurship and the importance of the role of women in the current energy crisis by adopting RHC and gender practices. W4RES was promoted widely, participated in other project events (within BECoop) where we promoted W4RES and its main findings for the first time with physical presence. Later on, in the context of our regional Hackathons we organised an event where we first presented the results of our project so far and at the same time we raised the awareness of

	the attendees, especially on the gender related issues. In early September Q-PLAN also participated in a large-scale event in Thessaloniki (HELEXPO) where the Greek HUB had the chance to meet and communicate with various experts. Within this event a lot of issues like the benefits of the RHC, the role of women in the energy transition, gender mainstreaming policies, etc. were at the epicentre and therefore various stakeholders as well as citizens raised their concerns about our project aspects. The project coordinator was invited to an EUSEW event where he presented our project along with the main scope and vision of W4RES. Through this action, all the participants became familiar with W4RES and we raised their awareness and concerns on our issues. Last but not least Greek HUB promotes the issues of W4RES through our Observatory, with five new topics in the forum in order to raise further the awareness of the people not only at local and national level but at EU and global as well.
Total numbers of users reached/ involved (KPI as per GA)	A rough estimation about the users engaged within the above activities and in particular through the W4RES Observatory views, our Social Media post views and the participants of the campaigns is around 10,000 people.

3.5.2 Second Round (Nov. 2022 – Oct. 2023)

Partner involved	Q-PLAN
Total of actions implemented	10
Actions	Participation in EUSEW event Promotion of W4RES in project meetings 2 Promotion of W4RES in Q-PLAN internal presentation meetings Promotion of W4RES in BECoop mentoring sessions Participation in the Solar Hub event in CERTH 2 Physical meetings with W4RES beneficiaries Participation in the Spring gathering event (W4RES booth) Organisation of Greek seminar for Capacity Building on gender mainstreaming for the RHC sector
Targets	3 businesses and industry associations 3 consumers, citizens and general public

	1 Researcher 1 Entrepreneurs 1 Policy-makers 1 Sectorial NGO
Format	8 physical and 2 hybrid
Geographic coverage	7 local, 3 European
Summary	The 2nd round of our ARC had the focus of more in depth awareness of the local society. Q-PLAN presented hybrid W4RES in a large event (EUSEW) where were participating various relevant stakeholders and actors for both RHC and women entrepreneurship sectors. Later on the focus was in physical events, where Q-PLAN presented various aspects of W4RES with the aim to increase the local perceptions about the participation of women in the energy sector and in general to boost the gender mainstreaming in the business world and particularly in the RHC.
Total numbers of users reached/ involved (KPI as per GA)	A rough estimation about the users engaged within the above activities and in particular through the W4RES Observatory views, our social media post views and the participants of the campaigns is around 13,000 people.

3.6 Italy

With a view to providing concrete examples of women leading the RHC sector, the Italian HUB decided to build its ARC around the idea of spreading reliable and accessible messages, not conveyed in a top-down manner, but coming from concrete successful stories, instead, by speaking to women (and society in general) through the voice of other women who have emerged as role models in the energy transition.

In order to overcome the mistrust towards the gender issue still present today in a large slice of the public, but also with the ever-present intention of showing the strength of synergies between multiple transversal actors, during the ARC whole lifespan, the Italian HUB of W4RES decided to collaborate with several actors of the Italian and European cultural landscape, including famous universities (such as Scuola Superiore Sant'Anna, University of Pisa, Scuola Normale), research centres (e.g., Sardegna Ricerche, which deals with conveying technical-scientific knowledge, supporting companies in the sector and encouraging participation in projects financed by the European Commission in southern Italy), and non-profit associations dedicated to women's empowerment, such as SHE IS A SCIENTIST, an Italian association launched in 2017 to enhance the contribution of women to science.

Therefore, the two rounds of the ARC for the Italian HHUB (conducted mostly online, yet with several physical or hybrid events) provided their audiences with different types of actions, from conferences and training courses on Gender Issues for Academics and Researchers, to the organization of partner events under important frameworks such as the European Green Week or Italian “ECOMONDO” (the annual fair for the ecological transition), passing through email campaigns, newsletters, articles on virtual magazines, participation to debates and conferences of fellows European projects, and social media campaigns.

In total, the **Italian ARC reached more than 28,000 people,** mostly within national borders, but with some interesting results also in the EU.

The most effective measure happened in the second round of the Italian ARC, that is to say the campaign entitled **"W4SHE: PORTRAITS OF WOMEN AND NEW ENERGY HORIZONS",** born from APRE’s collaboration with the aforementioned SHE IS A SCIENTIST association. From the “*crasis*” between the name of the W4RES project and that of the association, the title "W4SHE" was born.

SHE IS A SCIENTIST provided a space on its website for the Italian team of W4RES (now composed only of APRE, as CIVI did not join the second round of activities), where they published a series of both informative and inspiring articles, aimed at reaching an audience (not only female) of both enthusiasts and STEM experts.

The review, which lasted three months, provided a weekly release of a female role model profile in the energy transition written by the Italian W4RES team (on the basis of interviews conducted with the protagonists of the campaign) on the SHE IS A SCIENTIST website, who then proceeded to prepare ad hoc posts and infographics for social networks. A total of 12 role models were promoted, through 9 articles and a general introduction to the W4RES project. In order to target both professionals and the general public, it was decided to disseminate the review both on the LinkedIn page of SHE IS A

SCIENTIST (with 1,150 followers) and on its Facebook (11,062 followers) and Instagram (8,503 followers).

The protagonists of the exhibition were selected by the Italian team of W4RES among the leading figures in the energy sector, especially RHC, but consciously trying to range across all renewable energies in order to make people understand the interconnection between the different forms of female contribution to energy transition.

Furthermore, given that the project has chosen to divide the ARCs into hubs due to the respective specificities and singularities of the background contexts, the Italian HUB mostly focused on female figures who operate in the Italian context (but, with a view to equality and promotion of equal opportunities, not only Italian at the level of nationality). To those several European and international role models were added in order to provide a more complete horizon of perspectives to the recipients of the message (blog readers and social media users).

The profiles of women protagonists of the campaign were based, as already mentioned, on direct interviews, in which they answered questions relating to the specificity of their career. The goal was to illustrate the challenges they face, what helped them to overcome the difficulties and, above all to emerge. The campaign presented them not only as professional but also human role models.

The articles, correlated with photos and real biographical information, have not been set up as examinations of their respective CVs, but rather, through a narrative and informative approach (with space for technical study, where possible in the text or with external references), aimed at portraying normal women who have achieved results, and not unattainable examples. In fact, telling a story represents a channel for conveying the message of gender equality in a much more effective and meaningful way than an abstract indication, perhaps dictated from above or by those who have never experienced the aforementioned difficulties in an attempt to make room for themselves in the world of energy transition.

Furthermore, the true story of these women served to demonstrate to the recipient of the message how fundamental some external support elements are, debunking the myth of the “bionic woman” who overcomes adversity only with her own strength: the protagonists, in fact, recounted the relevance , in their human and professional paths, of support networks (mainly made up of other women), as well as forms of mentorship which in turn they are trying to replicate. This aspect serves to draw the public's attention to the need to institutionalize these support and mentorship networks, in order to allow more transversal access to them at the social level.

3.6.1 First Round (Nov. 2021 – Oct. 2022)

Partner involved	APRE (HUB Manager); CIVI
Total of actions implemented	23

Actions	1 event with stakeholders about economic, environmental and social benefits for RHC solutions. A physical and national event for business and industry associations. Physical, national. 17 participants to the event. 1 news on APRE website to promote the W4RES Woman Wanted call 2021 to business and industry associations. Virtual, National. 600 views. 4 posts on APRE's social media channels to promote the W4RES Woman Wanted call 2021(2); the Green Public Procurement in energy sector (1); W4RES Italian Hackathon (1). The targets were business and industry associations (1); researchers (1); policymakers (1); Consumers, citizens and general public (1). Virtual (4), European (2), National (2). Social media analytics: updated July 15, 2023 LinkedIn: 20 reactions | 2 spread | 815 views Facebook: 3 directions | 215 impressions twitter: 6 directions | 4 retweets | 550 views. 1 social media campaign to 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. The targets were consumers, citizens and the general public. Virtual, European. Social media analytics: updated July 15, 2023 LinkedIn: 30 reactions | 3 spread | 900 views Facebook: 5 directions | 210 impressions twitter: 4 directions | 3 retweets | 600 views. 1 Webinar attendance + debate + Q&A on W4RES. Webinar held by French National Centre For Scientific Research (CNRS). Promotion of 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. The targets were policymakers. Virtual, European. 390 participants. 2 email campaigns to involve key stakeholders thanks to APRE networks (1), to promote Women Wanted Call 2021 (1) to promote W4RES activities (1). The targets were policymakers (1); Single entrepreneurs (1); Business and industry associations (1). Virtual (3), National (3). 800 people engaged. 1 event (Digital Green Week 2022 – towards ECOMONDO 2022) for consumers, citizens and the general public. Virtual, National. 30 participants to the event. 3 articles published in APRE weekly newsletter to promote the Women Wanted call 2021 (1); W4RES 2° Women Wanted call (1); W4RES press release (1). The targets were single entrepreneurs (1) and policymakers (2). Virtual (3), National (2), European (1). 1450 < People engaged < 1500. 1 training for Postdoc Politecnico di Milano). Gender and Gender equality Plan for students (1). Virtual (1), Local (1). 31 participants. Participation in the XPRESS final conference to promote W4RES to business and industry associations (1). Physical (1), European (1). 27 participants, 15 toolkits, 20 leaflets.

	1 hackathon to engage with stakeholders. 27 participants. 3 posts on CIVI social media to promote the Women Wanted Call 2022 (2); Green Public Procurement in energy sector (1). The targets were business and industry associations (2) and Researchers (1). Virtual (3), European (3). 3 articles on different online newspapers to promote the Women Wanted Call 2021(1) and the Italian Hackathon (1). The targets were consumers, citizens and the general public (1) and researchers (1). Virtual (1), European (1), Local (1). 175 views in total, 7 sharing. 1 mailing list to promote the Women Wanted Call 2022. The targets were business and industry associations (1). Virtual (1); National (1). 400 people engaged.
Targets	Consumers, citizens and general public (4); business and industry associations (8); policymakers (5); Students (1); researchers (3); single entrepreneurs (2)
Format	Virtual (20); Physical (2)
Geographic coverage	European (10); National (12); Local (2)
Summary	The Italian first ARC was mainly deployed online. APRE implemented the activities taking into account its huge network, composed of many of the targets appointed for W4RES ARC. Newsletters, a storytelling social media campaign, articles on internal publications were the main tools used by the Italian HUB. Moreover, APRE organized a large-scale online event (Digital Green Week 2022 – towards ECOMONDO 2022) for consumers, citizens and the general public. Finally, some sister projects gave the chance to the Italian HUB to participate in their events, gathering both relevant stakeholders and the general public. CIVI supported APRE in the regional awareness raising campaign, promoting the Women Wanted Call and the Hackathon organised in July by publishing posts on social media and by inviting projects and stakeholders to the W4RES events. In addition, the Women Wanted Call was promoted via the LegaCoop (National association of cooperative enterprises) network.
Total numbers of users reached/ involved (KPI as per GA)	More than **5,320 people engaged in the 1st round**. Data cannot be more precise since CIVI in the meantime went into liquidation, after having finished the project activities but without ever providing updated data on the engagement for their activities.

3.6.2 Second Round (Nov. 2022 – Oct. 2023)

Partner involved	APRE (HUB Manager)
Total of actions implemented	48
Actions	1 W4RES workshop (+ seminar) @ Ecomondo 2022: Workshop Title: Women entrepreneurship in green tech, location city of Rimini, Emilia Romagna Region. | Physical, European. | 15 physical participants to the event (ALL women). 35 online participants. > 50 people invited. 30 toolkits. 1 training on gender issues in R&I fields for professors an administrational staff of University of Teramo | Gender e Gender Equality Plan - focus on EC actions and strategies | Physical, Local | 36 participants (28 participants gave the seminar the maximum rate of satisfaction, the remaining 8 the second best). 1 training on gender issues in R&I fields for professors an administrational staff of Scuola Superiore Sant'Anna + University of Pisa + Scuola Normale | Gender e Gender Equality Plan - focus on EC actions and strategies. | Virtual, Local. | 80 participants (50 participants gave the seminar the maximum rate of satisfaction, the remaining 30 the second best). 1 conference + debate + Q&A on W4RES @ Sardegna Ricerche, Cagliari, Sardinia Region: Women, science, innovation for competitive Sardinia | Physical, National. | 130 participants, 50 toolkits provided, 25 leaflets. W4SHE - raising awareness campaign in collaboration with Italian Association SHE IS A SCIENTIST. Release #1 – "W4RES: A project, a path, a tale of women"[5] | Virtual, National. | 100 views. W4SHE - raising awareness campaign in collaboration with SHE IS A SCIENTIST Release #2 - Aurore Dudka: "Hands off the Energy Communities!"[6] | Virtual, National. | 132 views. W4SHE - raising awareness campaign in collaboration with SHE IS A SCIENTIST Release #3 - Marine Cornelis: "Without justice, there is no green transition"[7] | Virtual, National. | 154 views.

[5] https://sheisascientist.com/2023/04/17/w4res-un-progetto-una-strada-una-storia-di-donne/

[6] https://sheisascientist.com/2023/04/26/rassegna-w4she-storie-di-donne-e-nuovi-orizzonti-energetici/

[7] https://sheisascientist.com/2023/05/01/marine-cornelis-senza-giustizia-non-ce-transizione-green/

	W4SHE - raising awareness campaign in collaboration with SHE IS A SCIENTIST Release #4 - Francesca Cappellaro: "Transition is collaboration!"[8] | Virtual, National. | 138 views. W4SHE - raising awareness campaign in collaboration with SHE IS A SCIENTIST Release #5 - A look at the world: "Solar Sister(s), sisters of sun and of solidarity"[9] | Virtual, National. | 146 views. W4SHE - raising awareness campaign in collaboration with SHE IS A SCIENTIST Release #6 - Cecilia Papini: "Inspire, teach, innovate (with hydrogen!)"[10] | Virtual, National. | 147 views. W4SHE - raising awareness campaign in collaboration with SHE IS A SCIENTIST Release #7 - Ilaria Conti: "For female empowerment beyond censorship and self-censorship"[11]| Virtual, National. | 173 views. W4SHE - raising awareness campaign in collaboration with SHE IS A SCIENTIST Release #8 - Antonia Proka: "Linear or not, any path can become your path".[12] | Virtual, National. | 176 views. W4SHE - raising awareness campaign in collaboration with SHE IS A SCIENTIST Release #9 - Ilaria Bientinesi: "Long live the mad scientist in us!"[13] | Virtual, National. | 123 views. W4SHE - raising awareness campaign in collaboration with SHE IS A SCIENTIST Release #10 - GRETA project: "A female push for the right to active energy citizenship"[14] | Virtual, National. | 188 views. 1 EU Green Week Partner Event "ASK 4 Green: an Advocacy of Social Key-instances for the Green Transition" | Brussels, Belgium | Physical, Virtual, European | 15 physical participants, 25 online participants (total 40) | Social media analytics: updated July 15, 2023 | LinkedIn: 17 reactions | 1 spread | 815 views| Facebook: 3 directions | 215 impressions | Twitter: 6 directions |

[8] https://sheisascientist.com/2023/05/08/francesca-cappellaro-la-transizione-e-collaborazione/
[9] https://sheisascientist.com/2023/05/15/uno-sguardo-sul-mondo-solar-sisters-sorelle-del-sole-e-della-solidarieta/
[10] https://sheisascientist.com/2023/05/22/cecilia-papini-ispirare-insegnare-innovare-con-lidrogeno/
[11] https://sheisascientist.com/2023/05/29/ilaria-conti-per-un-empowerment-femminile-oltre-la-censura-e-lautocensura/
[12] https://sheisascientist.com/2023/06/19/antonia-proka-lineare-o-no-qualunque-strada-puo-diventare-la-tua-strada/
[13] https://sheisascientist.com/2023/06/07/ilaria-bientinesi-viva-la-scienziata-pazza-che-e-in-noi/
[14] https://sheisascientist.com/2023/06/26/progetto-greta-una-spinta-femminile-per-il-diritto-alla-cittadinanza-energetica-attiva/

	4 retweets | 541 views | Dedicated page on APRE website: 655 views | YouTube views for the streaming video: 25 views. 13 posts for W4SHE Social Media ARC - LinkedIn | Official LinkedIn Page SHE IS A SCIENTIST: #13 posts | 186 reactions | 6,210 views| 20 comments Flaminia Rocca from APRE's LinkedIn page posts (resharing of SHEISASCIENTIST LinkedIn posts): #13 posts | 95 reactions | 5,509 views. 3 posts for W4SHE Social Media RAC - Facebook | Official Facebook page of SHE IS A SCIENTIST | #3 posts | 301 views | 47 reactions | 8 comments. 3 posts and 13 stories W4SHE Social Media RAC - Instagram | Virtual, National | #3 posts | 2,295 people engaged (between followers and non-followers) | 93 reactions | #13 stories | 4,987 views | 45 clicks to the link to the article | 45 reactions. 1 W4RES presentation at RHC Annual Conference - Italian roundtable | W4RES Presentation, roundtable, Q&A with RHC main Italian stakeholders. | Physical, National. | 103 participants, 30 toolkits provided, 30 leaflets.
Targets	Consumers, citizens and general public (4); business and industry associations (8); policymakers (5); Students (1); researchers (3); single entrepreneurs (2).
Format	Virtual (20); Physical (2)
Geographic coverage	European (10); National (12); Local (2)
Summary	The second round of the ARC for the Italian HUB was conducted mostly online, yet with several physical or hybrid events, like conferences and training courses on gender issues for academics and researchers, and the participation to the 2023 RHC Roundtable for Italian Stakeholders, held in Turin, and the organization of a partner event by APRE under the framework of the European Green Week 2023 (where W4RES had a leading role). Furthermore, the main measure of this round was the campaign entitled "W4SHE: PORTRAITS OF WOMEN AND NEW ENERGY HORIZONS", born from APRE's collaboration with SHE IS A SCIENTIST, an Italian association launched in 2017 to enhance the contribution of women to science. From the union between the name of the W4RES project and that of the association, the title "W4SHE" was born. All contents were written by APRE's W4RES team. A social media campaign was associated with the publications of 10 articles on SHE IS A SCIENTIST official website.

Total numbers of users reached/ involved (KPI as per GA)	22,765 people engaged in the 2nd round.

3.7 Norway

Historically, the Norwegian and Nordic energy sector has exhibited limited attention towards gender dynamics, with a notable shift occurring in 2018/2019. During this period, energy technologies were predominantly portrayed as gender-neutral and universally applicable solutions, disregarding the significance of social distinctions.

In accordance with the latest findings, it has been observed that all Nordic countries have successfully achieved a commendable milestone by fulfilling no less than one-third of their heating and cooling requirements through the utilization of renewable energy sources. In terms of per capita consumption, it is noteworthy that the Nordic region exhibits a remarkable four-fold increase in the utilization of renewable energy for heating and cooling compared to the European Union average.

Norway, along with other Nordic countries and in close collaboration with the United Kingdom, has diligently prioritized the pursuit of an energy transition that promotes renewable energy sources in response to the challenges posed by climate change. A key strategy employed has been the implementation of incentives aimed at encouraging citizens to invest in household solar systems. In this innovative approach, citizens are transformed into what we refer to as "prosumers," taking on the dual role of both electricity producers and consumers. They are empowered to generate their own electricity, primarily for personal use, while also having the opportunity to sell any surplus energy back to the central grid supply. This dynamic arrangement fosters a more decentralized and participatory energy system, where individuals actively contribute to the overall energy production and distribution landscape. The potential for individual citizens to contribute to the achievement of the European Union's renewable energy targets is noteworthy. This is primarily due to the emergence of prosumers, who actively participate in the energy market by both consuming and producing renewable energy. By doing so, these prosumers make a valuable addition to the overall stock of renewable energy within the countries in which they live. In the ongoing transition, it is noteworthy to highlight the incorporation of gender lenses into the conversation. When examining the concept of presuming from a gender perspective, it becomes evident that there is a requirement for policy frameworks that foster inclusive practices and cater to a broader range of individuals. This is crucial if the objective is to successfully shift towards a sustainable and fair low-carbon energy system.

The "Gender Equality in the Nordic Energy Sector" Report, a collaborative effort between Nordic Energy Research and the Nordic Energy Equality Network (NEEN), funded by the Nordic Council of Ministers and released in 2021, provides a comprehensive analysis of female representation within the Nordic energy sector. The report's findings reveal a consistent underrepresentation of women across all Nordic countries, including Norway. Moreover, it underscores the significance of gender equality as a crucial component in fostering a socially sustainable transition towards a green energy system in the Nordic region.

3.7.1 First Round (Nov. 2021 – Oct. 2022)

Partner involved	ECWT
Total of actions implemented	6
Actions	1 Large scale full day dissemination event in the MENA region organized by SINTEF Norway and ECWT where W4RES was presented and promoted. The target were policymakers (1). Virtual (1), International (1) 1 World Expo 2020 full day workshop organized by ECWT and EU-GCC Dialogue for Economic Diversification. The targets were policymakers (1). Hybrid (1), International (1) 1 Networking event for Women-led RES in Norway and Sweden. The targets were business and industry associations (1). Physical (1), European (1) 1 Study visit from Poland and Ukraine to Norway and manifestation of the collaboration between Norway, Poland and Ukraine for supporting Women in RHC and RES. Physical (1), European (1) The partnership meeting for the second time during Oslo Innovation Week the 26 - 30th September 2022. Physical (1), European (1)
Targets	Business and industry associations (1); Policymakers (2)
Format	Virtual (1); Physical (3); Hybrid (1)
Geographic coverage	International (2); European (3)
Summary	SINTEF, the leading Norwegian one of Europe's largest independent research organisations is leading the UN-DESA Award winning project since 2016: Solar Power mobility in the MENA Region where ECWT is responsible for safeguarding the gender dimensions. ECWT organized a full day webinar workshop on "The Gender-Aspects of Sustainable Mobility In the MENA Region" on 28th June 2021. W4RES was broadly presented at the full day workshop "4.0 Skills, Women's Path to Ikigai" organized by ECWT and EU-GCC Dialogue for Economic Diversification the 24th of October 2021 at World Expo 2020 in Dubai.

	ECWT has been working on the preparations of the W4RES Hackathon during the Reporting Period continuously. However, due to prolonged COVID-19 lockdown, the event was organized on the 11th October 2022. In the framework of ECWT's collaboration with Kraft Kvinnene (Women in RES Network in Norway and Sweden), we have presented W4RES' latest progress @ Women in RES Norway's event and at the annual award ceremony 16th February 2022 in Climatehouse Oslo. ECWT has used the COVID-19 period, when Norway was in full lockdown from March 2020 to the end of February 2022, to build up a close collaboration with Poland and the Ukraine with focus on social innovation, RHC and renewable energy solutions and women start-ups. This has resulted in a study visit to Oslo in May, and approval of an EEA Grants project for training 50 Social Innovation Brokers (25 from Poland and 25 from the Ukraine) for future work with RES and RHC transfer of knowledge projects between the three countries. The partners met for the second time during Oslo Innovation Week 2022 the 26-30th September. During the reporting period, the members of the partnership between NO-PL-UKR have intensively worked on preparing applications (6) with women-led start-ups for the 2nd W4RES Call.

3.7.2 Second Round (Nov. 2022 – Oct. 2023)

Partner involved	ECWT in collaboration with leading Norwegian RES ecosystem actors and winners of the W4RES 2nd Project Call for Proposals selected partners
Total of actions implemented	15
Actions	Portfolio project meeting (1 Virtual) Start-up founders promo event (2 Physical & Hybrid) Networking events (2 Physical) Webinars (3 Virtual) Participation in study visit to local energy community (1 Physical) Role models identified and operational (3 Physical) Presentation of Norwegian women in RES standpoints at EU level Conference (2 Physical) UN-Project final conference (1 Virtual)

	Nordic promotional event (1 Physical) W4RES capacity building seminar (1 Physical) Social media and web coverage of all the above events
Targets	Policymakers, businesses, researchers, public sector, investors, business and industry associations, university students, the general public
Format	Virtual (5); Physical (9); Hybrid (1)
Geographic coverage	International (8); European (2); National (4); Nordic (1)
Summary	During the second period, we aimed at and succeeded to measurably scale up our activities both in regard to quantity and quality. We have managed to bring together a good mixture of events in terms of geographic coverage, format, outreach and target groups and the content of the activities. **A brief summary of the activities:** **8th Dec 2022:** Meeting with NTNU Technical University in Trondheim to discuss possible synergies between W4RES and ACCTING.EU, a HORIZON EUROPE co-financed project aiming to understand the impact of Green Deal policies on vulnerable groups and produce knowledge and innovations to advance behavioural change at individual and collective levels for an inclusive and equal European Green Deal. ACCTING relies on a consortium of 12 European partners and about 100 researchers in over 30 countries and is led by the European Science Foundation. NTNU leads the mapping of existing bottom-up initiatives that impact Green Deal policies and oversees the collection and analysis of data on energy poverty and community energy schemes. https://accting.eu **30 – 31st January 2023:** Roman Alwasiak, founder and CEO of Ecomidas, a Polish project supported by ECWT in the framework of the W4RES 2nd Call for Proposals, participated in the Italian study visit to the local energy community in Gallese. https://w4res.eu/events/w4res-meets-the-energy-community-of-gallese-it/ **5th Feb 2023:** Kraft Kvinnene Networking Event Oslo, Nedre Skøyen vei 2 ECWT updating the Norwegian PowerWomen – WOMEN in W4RES progress.

https://www.facebook.com/multiconsultgroup/photos/gm.2393835937534551/1052947791718837

9th Feb 2023: Årets Kraft Kvinne – Power Woman of the Year award winner announced: Anne Sagstuen Nysæther, ELVIA

https://www.fornybarnorge.no/nyheter/2023/anne-sagstuen-nysather-er-arets-kraftkvinne/

22th Feb 2023: 7th W4RES webinar: Added value of women in RES & RHC sector. (Sanaa Hichami, Tony Blair Institute for Global Change,Dora Marosvölgyi, Founder & CEO DARE, Co-Creator EIT JUMPStarter

Eva Fabry, Director ECWT)

https://www.youtube.com/watch?v=iHihfS4LBNI

16th March 2023: Khrystyna Potapenko, founder and CEO of Grain Brain and IRES, a flagship Ukrainian innovation project supported by ECWT in the framework of the W4RES 2nd Call for Proposals, participated and presented the projects for founders at the international DISCO Innovation Lab meeting at the Krakow University of Economics.

https://heidisco.com/2023/03/29/disco-innovation-lab-march-2023-at-the-krakow-university-of-economics/

27th April 2023: Girls' Day High5Girls, supported by ECWT in the framework of the W4RES 2nd Call for Proposals, included new role models supporting girls in choosing their future careers in sustainable and renewable energy solutions (Christiane Hanke, Maria Dahl, Irene Pedrazuela, Alina Jürgensen, Itzel Balderas).

https://high5girls.dk/index.php/bliv-rollemodel-2/

15th June 2023: Women Energize Women Conference 2023 - https://www.womenenergize.org/program/

Federal Ministry for Economics and Climate Action at the International Congress Centre ICM. in Munich.Karina Barnholt Klepper, https://www.linkedin.com/in/karina-barnholt-klepper-96365240/ Senior Researcher at the Norwegian Defence Research Establishment (FFI) and co-author of "Gender Equality in the Nordic Energy Sector", presented the latest progress in the Norwegian RES development.https://twitter.com/womenenergize?lang=en

19th June 2023: At the 3rd European EnerGreenDeal Conference in Brussels, Anne Bolle Statskraf presented the latest progress in the Norwegian RES development.https://energreendeal.eu/

28th June 2023: 9th W4RES Webinar: Women in RES @ SINTEF Norway

Marie-Laure Fontaine, Research Manager SINTEF Industry

Sigrid Lædre, Senior Research Scientist, SINTEF Industry

Eva Fabry, Director ECWT

https://www.youtube.com/watch?v=gFXWUhpaaCo

10th July 2023: The final conference of SOFEM and the launching ceremony of SOLARIS took place on Lac de Tunis in Tunisia. The SOFEM project was winner of the United Nations competition and received 1 million USD Award for sustainable maritime transport in North Africa under the heading: "Powering the future we want". The result is SOLARIS - a transport boat powered by batteries from solar cells. It was directed by the leading Norwegian Research and Innovation Organization SINTEF since december 2016.

In the framework of the project, ECWT's role was to safeguard the gender dimension of sustainable mobility solutions developed for the MENA region The conference was carried out through webinars, due to COVID-19.This also gave the possibility to disseminate W4RES project's progress.

https://ecwt.eu/portfolio-item/sofem-un-desa/

12th July 2023: 10th W4RES Webinar: Challenges of Female Entrepreneurs & Researchers:

Anamaria Magri Pantea, Founder & Manager Ascend Consulting

Lydia Papadaki, Researcher AE4RIA

Dimitris Raftopoulos, Project Manager for EU Affairs, ECWT

https://www.youtube.com/watch?v=AwKVRuIco3A

16 – 17th Aug 2023: Arendelsuka

Nordic Energy Research in collaboration with the Nordic Council of Ministers in Nordic Tent

https://www.nordicenergy.org/article/all-embracing-energy-debates-at-arendalsuka-2023/

31st August 2023 Norwegian seminar - Capacity building on gender mainstreaming in the Renewable Energy Sector (RES) in the framework of the Horizon 2020 W4RES project.

https://ecwt.eu/portfolio-item/w4res/

Total numbers of users reached/ involved (KPI as per GA)	We had around 2.000 registered participants in the events excluding Arendalsuka (16-17th August). Arendalsuka is the largest political gathering in Norway, held annually since 2012 and this year it reached a new record of 30.000+ visitors per day and in sum more than 150.000 (the final figure is not yet confirmed). The number of events also reached a new record of 2000. **The number one interest of the audience was focusing in 2023** on: **Climate – Environment - Energy** issues. The event's mission is to strengthen the belief in political empowerment and democracy through an open debate and involvement. Arendalsuka is the result of co-creation between national and local political parties, NGO's, universities, research institutions, private companies and the Municipality of Arendal. https://www.arendalsuka.no/

3.8 Slovakia

PEDAL, a project partner in the W4RES initiative, undertook a comprehensive set of awareness-raising activities during the project. As the project started during the COVID-19 pandemic, there was a strong focus on communicating via virtual platforms in the first round. While in the first round there was a stronger focus on promoting opportunities for women engagement in the RHC sector, throughout the second round, PEDAL's activities emphasized the promotion of energy communities, gender-related issues, and women's engagement in local and regional initiatives. Virtual platforms were utilized for disseminating project results and facilitating webinars and networking opportunities. By the end of the project, several events were organised.

Here is a summary of the actions:

- **Events:**
  - **Heating 2021 Participation:** PEDAL participated in the Heating 2021 event to introduce the W4RES project to business and industry associations.
  - **Hackathon:** A virtual hackathon was organized to engage with policymakers regionally.
  - **Local Government Workshop:** A physical workshop was conducted to inform students about available renewable heating and cooling opportunities at the regional level.
  - **Workshops:** PEDAL co-organized a workshop focusing on the decarbonization of the heating industry and energy communities, targeting various stakeholders at the national and European levels.
  - **Capacity-building Seminar:** A hybrid seminar was conducted on the topic of energy communities and their potential to increase inclusion in regions. This event targeted business and industry associations, policy-makers, sectorial NGOs, consumers, citizens, and single entrepreneurs.
  - **Networking Event:** The team participated in a physical networking event that was organized to engage with policymakers and other organisations implementing Horizon Europe projects in Slovakia.
- **Website Articles:** As the project started during the COVID-19 pandemic, there was a strong focus on virtual activities, including publishing articles on the website. The topics covered:
  - the W4RES project activities and results to help improve the conditions and engagement of women in the RHC sector.
  - opportunities for women-led projects in the renewable heating and cooling sector, promoting women-led initiatives as inspirational cases.
  - Promotion of findings, insights and recommendations from project activities, especially focusing on the Slovak context. These articles targeted consumers, citizens, and the general public through virtual channels at the national level.
- **Social Media Posts:** Social media posts were closely linked to the activities and results of the project. The main aim was to increase the engagement of stakeholders, either by sharing invitations with various professional, networking events and training, as well as inform about existing results and useful tools, again targeting consumers, citizens, and the general public at the national level.

- **Webinar and Call Promotion:** PEDAL promoted the webinars and the 2nd Women Wanted Call on their website and social media, targeting both, the general public and business and industry associations, at both the national and regional levels.

In total, these activities reached various target audiences, including consumers, citizens, policymakers, business and industry associations, and students.

3.8.1 First Round (Nov. 2021 – Oct. 2022)

Partner involved	PEDAL
Total of actions implemented	20
Actions	1 Participation at Heating 2021 to present the W4RES project. The targets were business and industry associations (1). Physical (1), National (1) 9 Articles on PEDAL website about the Women Wanted Call, the W4RES project activities and women-led activities and opportunities for development. The targets were consumers, citizens and the general public (9). Virtual (9), National (9) 5 Social media posts about the themes of the W4RES project. The targets were consumers, citizens and the general public (5). Virtual (5), National (5) 1 Hackathon to engage with stakeholders. The targets were policymakers (1). Virtual (1), Regional (1) 4 Promotions of webinars (2) and 2nd Women Wanted Call (2) on the PEDAL website and social media. The targets were consumers, citizens and general public (1) and Business and industry associations (1). Virtual (2), National (2) 1 Workshop for local government about available RHC opportunities. The target were students (1) Physical (1), Regional (1)
Targets	Consumers, citizens and general public (15); policymakers (1); Business and industry associations (2); Students (1)
Format	Virtual (17); Physical (2)
Geographic coverage	National (17); Regional (2)
Summary	The awareness raising campaigns took place mainly in the virtual space, die to the pandemic.

	There was only one physical event, taking place in June 2021, in which the Slovak team participated in person. The event allowed us to get in touch with a number of stakeholders to be addressed with the information about the first call (WP3). In the next months, a series of articles was published - PEDAL promoted the first round of Call for Women led projects via its' online communication channels. This was followed by articles about the benefits of RHC solutions, as well as higher involvement of women. The first round of articles was concluded by showcasing the inspirative stories of women-led RHC projects supported by W4RES. In spring 2022, the Slovak team focused on the preparations of a hackathon. At this point, the interest in RHC solutions had increased and the event itself addressed the aspect of reducing the costs of heating and cooling. The topic of energy communities attracted the interest of local stakeholders in the Zilina region. This resulted in the submission of three applications within the call for women-led projects (2nd round).

3.8.2 Second Round (Nov. 2022 – Oct. 2023)

Partner involved	PEDAL
Total of actions implemented	34
Actions	1 Workshop co-organized with one of the organisations supported by the W4RES project: Decarbonization of the heating industry - geothermal energy and energy communities. The target were sectorial NGOs (1), business and industry associations (1), single entrepreneurs (1), researchers (1). physical (1), european (1) 1 Capacity building seminar on the topic of energy communities and their potential to increase inclusion in regions. The targets were business and industry associations (3), business-representatives (3), policy-makers and decision-makers (1), sectorial NGOs (1), consumers, citizens and general public (2). Hybrid (1). Local (1) 11 Articles on the PEDAL website about the W4RES project activities and women-led activities and their results, including insights and recommendations. The targets were consumers, citizens and general public and single entrepreneurs (2), business and industry associations and policy-

	makers and decision-makers, consumers, citizens and general public and single entrepreneurs (6). Virtual (7), National (7) 20 Social media posts about the themes of the W4RES project. The targets were policymakers (10), consumers, citizens and general public (2), sectorial NGOs (3), single entrepreneurs (3). Virtual (18), National (18) 1 Networking event to engage with stakeholders. The targets were policymakers (1). Physical (1), Regional (1)
Targets	Consumers, citizens and general public (15); policymakers (1); business and industry associations (2); students (1)
Format	Virtual (25), Physical (2), Hybrid (1)
Geographic coverage	National (19); Regional (1), Local (1), European (7)
Summary	During the second round, the activities of the Slovakian team focused on organization of 2 events, one of them addressing the topics of decarbonization of the heating industry and the other one on energy communities and their potential to increase inclusion in regions, paying special attention to empowering organizations to address the gender-related issues and support engagement of women in local or regional initiatives. The results and insights were shared via online channels to ensure their availability and increase the reach of the project beyond the physical/hybrid activities. The virtual activities also focused on the dissemination of project results, as well as promotion of webinars and networking opportunities.
Total numbers of users reached/ involved (KPI as per GA)	Approximately 5 000 people engaged in the 2nd round.

4 Conclusions

APRE's general strategy on the W4RES ARC had the main goal of promoting female entrepreneurship and empowerment while showing RHC (and, in a broader sense, RES and Green Transition) benefits. For this reason, the campaign concept was built around the idea of spreading reliable and accessible messages, not conveyed in a top-down manner, but coming from concrete successful stories of normal women (instead of unattainable examples), knowledge sharing about tackling barriers and misconceptions, networking and information events, conferences, seminars, debates, articles and training courses, always with, at its core, the idea of speaking to women (and society in general) through the voice of other women who have emerged as role models in the RHC sector.

The main point of the project ARC, successfully branched into the practical application of its various regional campaigns for each HUB, was to demonstrate to each different recipient of the message, no matter their background or political ideas, how fundamental some external support elements are, debunking the myth of the "bionic woman", who overcomes adversity only with her own strength. This was a call for responsibility to all of the EU society, but also to action: In their human and professional paths, women (not only in the energy sector, but in all those fields traditionally closed to them) had been encouraged and helped emerging thanks to support networks (mainly made up of other women), as well as forms of mentorship, but those support and mentorship networks still need to be properly recognised and institutionalised in order to allow more transversal access to them at the social level.

Keeping faith in the European motto of unity in diversity however, all the branches of the campaign in each of the eight W4RES hubs have taken on their own distinct identity, authentic features appropriate to the socio-economic and cultural roots of the context of origin. For example, Greek ARC has consciously chosen to convey the majority of its contents to the general public (with a particular emphasis on women), considering how deeply rooted the prejudices regarding women in managerial positions still were, in the energy sector, as well as in others. QPLAN, as a leader of the Greek Hub, decided to enhance its awareness efforts with parallel regional project activities, in order to make the gender issue endemic to the fabric of both business and society. They also did their best to promote local beneficiaries and to support women joining energy communities.

The intention of showing the strength of synergies between multiple transversal actors was strongly present also in the Italian ARC: During its whole lifespan, the campaign was conducted through tailored collaborations and joint initiatives with several actors of the Italian and European cultural landscape, including famous universities, research centres, and non-profit associations dedicated to women's empowerment, such as SHE IS A SCIENTIST to enhance the contribution of women to science.

Continuing with the perspective on the various campaigns, the core idea of the German ARC was to show, through social media campaigns and event organisation and participation, how helpful is to encourage networking and exchange between the women who are already active in the RHC field and those who, for now, are merely interested, supporting the latter, especially the young ones, to join the Green Transition. This knowledge and support sharing actually succeeded in many German women

joining or staying in the energy field, by acknowledging that the barriers they face are often structural and similar to all women and can be overcome easier with the help of peers.

Belgian ARC placed particular emphasis on the participation in RHC-relevant events, the use of social media, e-mail campaigns and brokerage events, joining forces with incubator networks, umbrella organisations, national and regional clusters and national contact points in order to get a multiplying effect and to both, inform and engage each of the designated target audiences.
While in the beginning it showed a stronger focus on promoting opportunities for women engagement in the RHC sector, Slovakian ARC later emphasised the promotion of energy communities, chosen as particularly fertile ground for the gender issue due to their innovative, participatory and democratic nature, and, more generally, of women's engagement in local and regional initiatives.

For their part, Danish ARC focused mostly on a tailored social media campaign that, together with a series of workshops and webinars, aimed at showcasing female-run RHC initiatives with emphasis on inclusivity, mostly targeting, energy communities, a trending topic in the country, and public-private partnerships.

Bulgarian ARC carried on a particular effort to promote women-led projects within national borders, creating ad hoc both informative and engaging social media campaigns, also aiming at drawing the public's attention on how pivotal the role of women is in such a delicate and highly discussed theme as the Energy Transition in the Bulgarian market.

Norwegian ARC put its main effort in networking, also beyond their national borders: Particularly successful was ECWT's collaboration with Polish organisations, aimed at finding unexploited opportunities for involving women in their respective RES ecosystems, but also, considering the tragic scenario of the Ukrainian war, for creating new job positions and chances for refugees, who were for the major part women with young children.

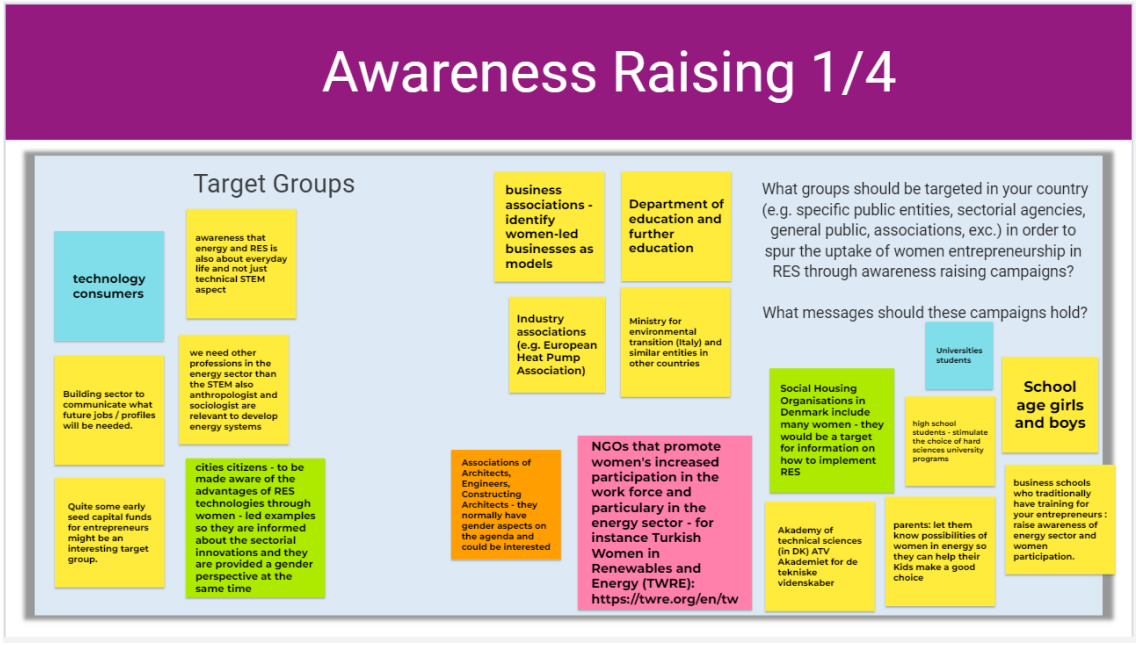
Overall, W4RES ARC reached and engaged around 200 thousand people over the course of two years. However, it is worth specifying that many activities launched during the campaign were not only designed to last only until the end of the project (31st October 2023), but also in the following years, and to develop continuously, both through digital channels, such as social media, and through physical exchange and networking events, creating ever new synergies through consolidated strategies.

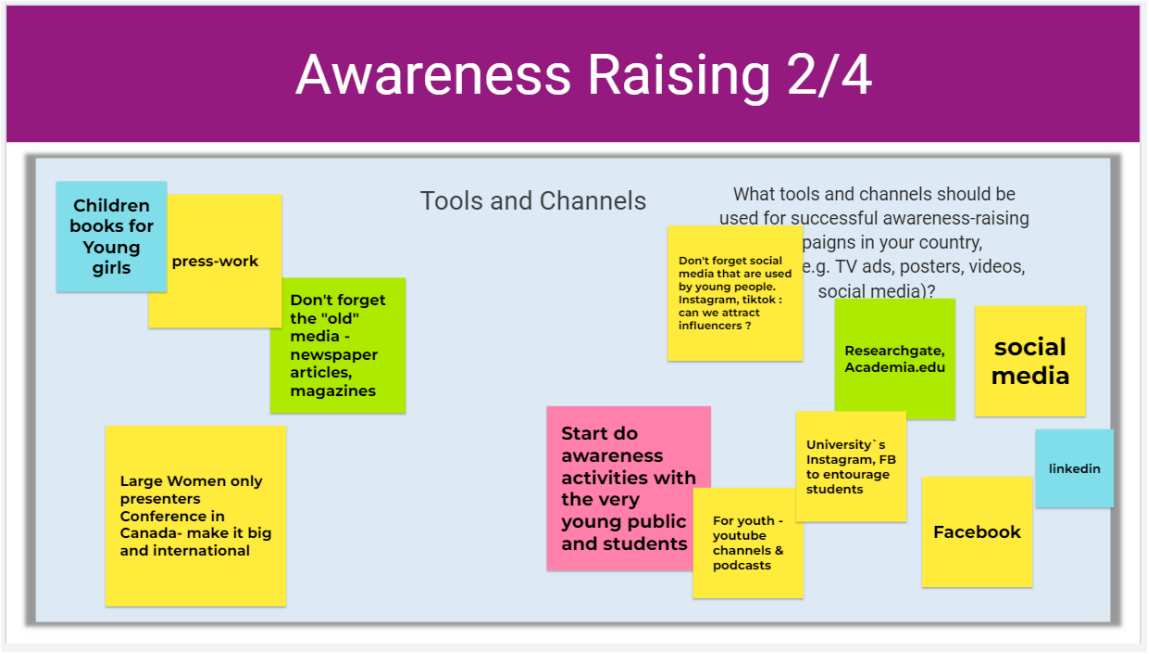
Furthermore, the W4RES ARC campaign, in all its regional ramifications, managed to emerge strengthened even through the challenging experience of the COVID-19 pandemic: In fact, although initially it was feared that the impossibility of physical meetings for the first round of the campaigns would have compromised its success, it has been widely demonstrated how the lockdown instead stimulated the creativity of the managers of each W4RES HUB, allowing them to enhance the project's message through new or hitherto unexploited channels properly, while also allowing the public to familiarise with channels that, in fact, would not have been abandoned even after the end of the pandemic.

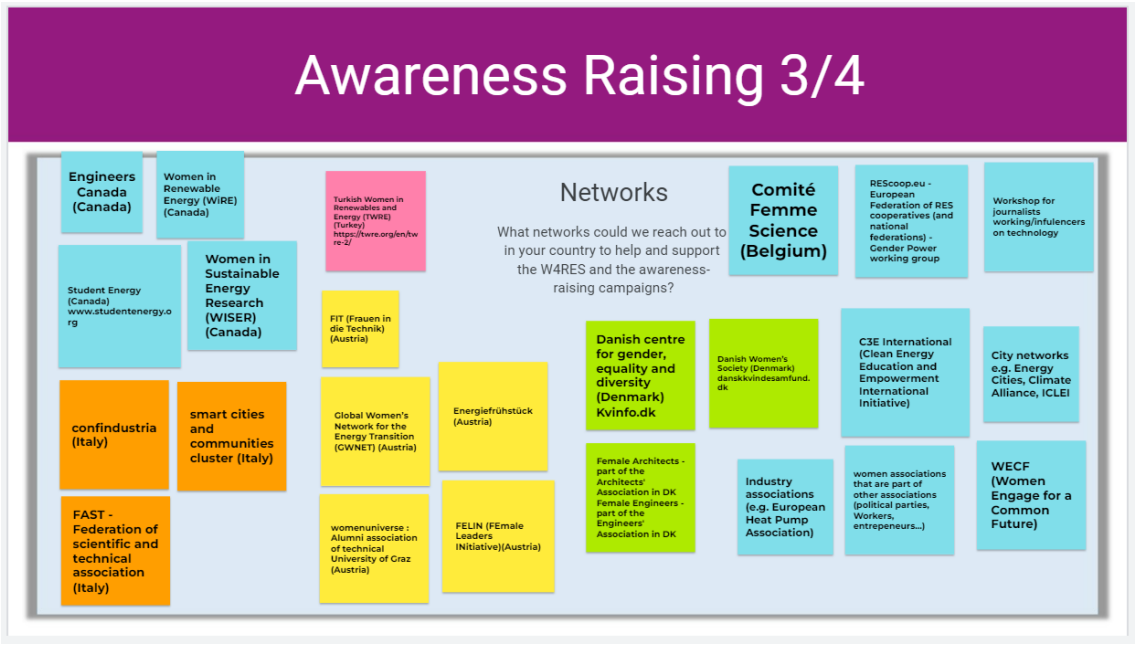
5 Annexes

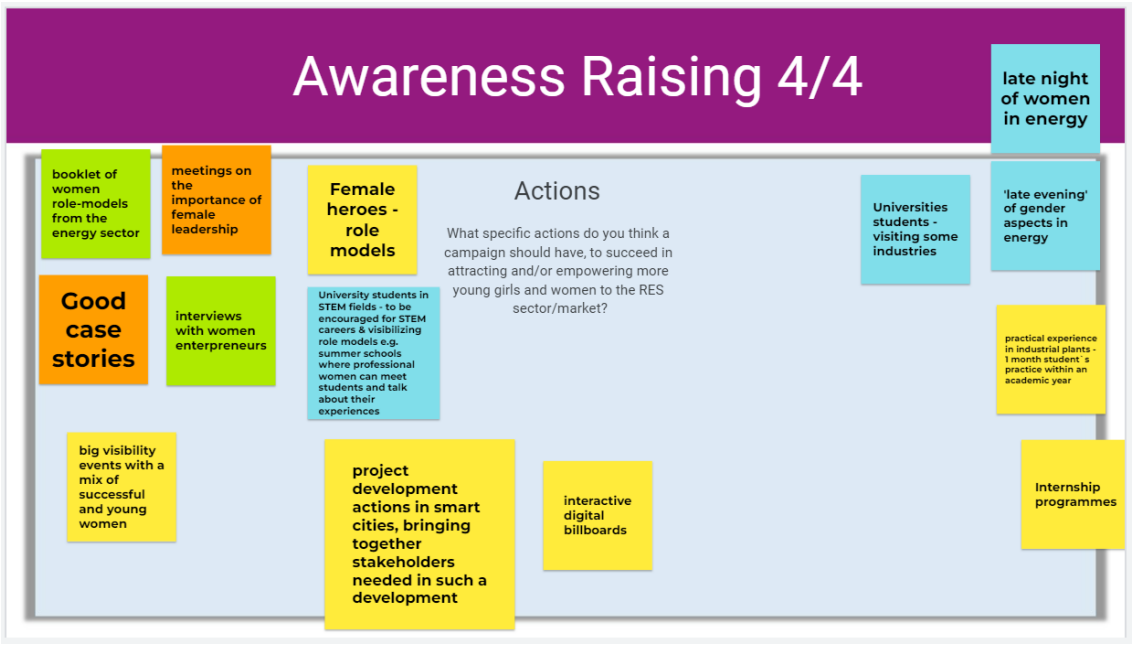
5.1 Co-creation activity: develop the awareness raising

These are the results of the thematic tables of the co-creation workshop of April 2021. They are the basis of the Guidelines provided by APRE to the partners.

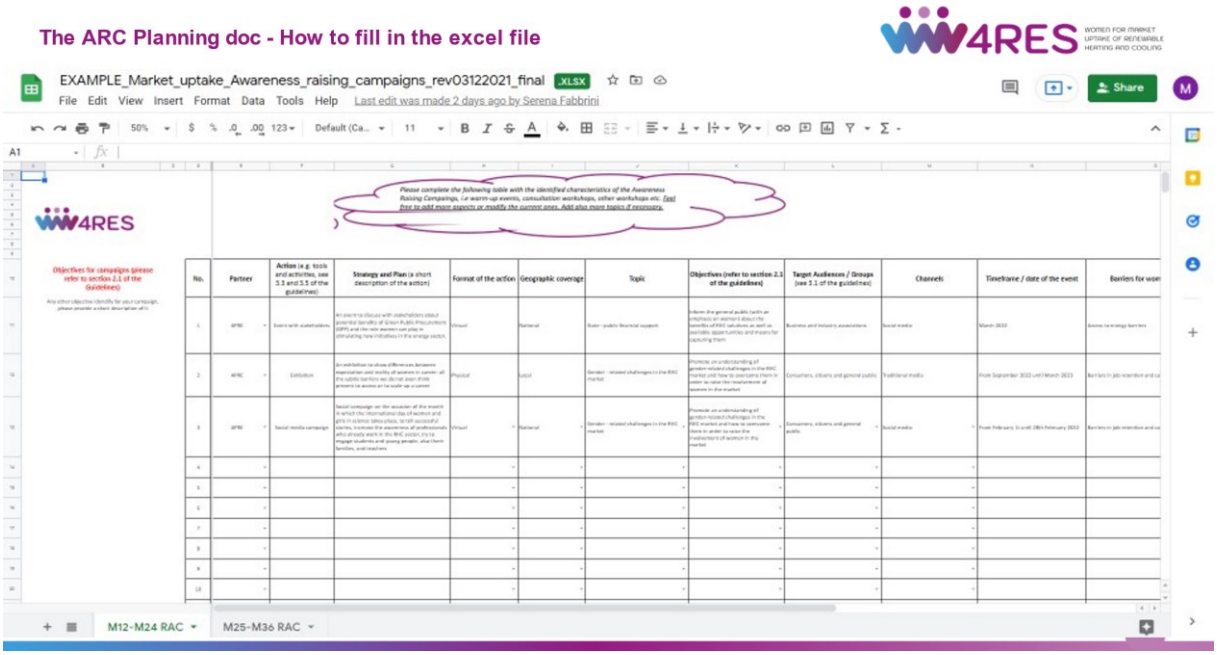


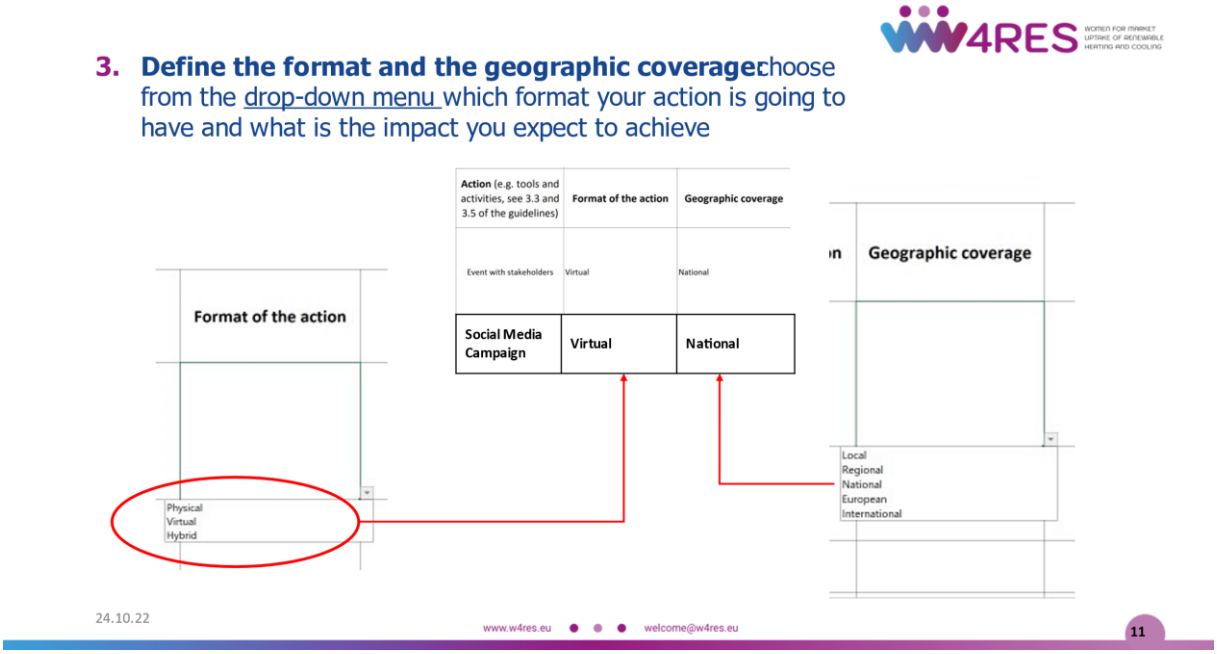



Awareness Raising 3/4
Networks
What networks could we reach out to in your country to help and support the W4RES and the awareness-raising campaigns?
Engineers Canada (Canada)
Women in Renewable Energy (WiRE) (Canada)
Turkish Women in Renewables and Energy (TWRE) (Turkey) https://twre.org/en/twre-2/
Student Energy (Canada) www.studentenergy.org
Women in Sustainable Energy Research (WISER) (Canada)
FIT (Frauen in die Technik) (Austria)
confindustria (Italy)
smart cities and communities cluster (Italy)
Global Women's Network for the Energy Transition (GWNET) (Austria)
Energiefrühstück (Austria)
FAST - Federation of scientific and technical association (Italy)
womenuniverse : Alumni association of technical University of Graz (Austria)
FELIN (FEmale Leaders INitiative)(Austria)
Danish centre for gender, equality and diversity (Denmark) Kvinfo.dk
Danish Women's Society (Denmark) danskkvindesamfund.dk
Female Architects - part of the Architects' Association in DK Female Engineers - part of the Engineers' Association in DK
Comité Femme Science (Belgium)
RESCoop.eu - European Federation of RES cooperatives (and national federations) - Gender Power working group
C3E International (Clean Energy Education and Empowerment International Initiative)
Industry associations (e.g. European Heat Pump Association)
women associations that are part of other associations (political parties, Workers, entrepeneurs...)
Workshop for journalists working/infulencers on technology
City networks e.g. Energy Cities, Climate Alliance, ICLEI
WECF (Women Engage for a Common Future)


Awareness Raising 4/4
Actions
What specific actions do you think a campaign should have, to succeed in attracting and/or empowering more young girls and women to the RES sector/market?
late night of women in energy
booklet of women role-models from the energy sector
meetings on the importance of female leadership
Female heroes - role models
Good case stories
interviews with women enterpreneurs
University students in STEM fields - to be encouraged for STEM careers & visibilizing role models e.g. summer schools where professional women can meet students and talk about their experiences
big visibility events with a mix of successful and young women
project development actions in smart cities, bringing together stakeholders needed in such a development
interactive digital billboards
Universities students - visiting some industries
'late evening' of gender aspects in energy
practical experience in industrial plants - 1 month student`s practice within an academic year
Internship programmes

5.2 How to fill the monitoring file



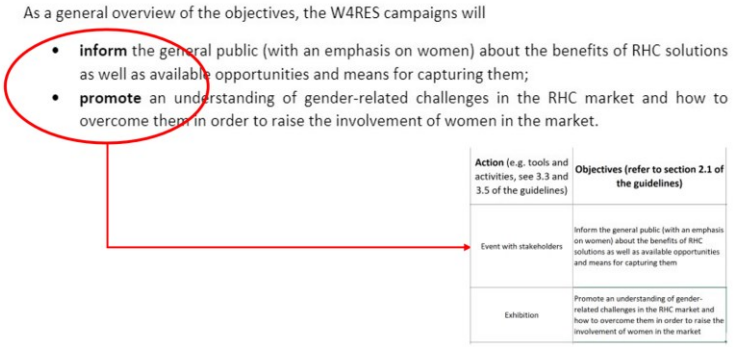


4. **Define the topic:** choose from the drop-down menu which topic your action is going to cover.

12

24.10.22 www.w4res.eu welcome@w4res.eu

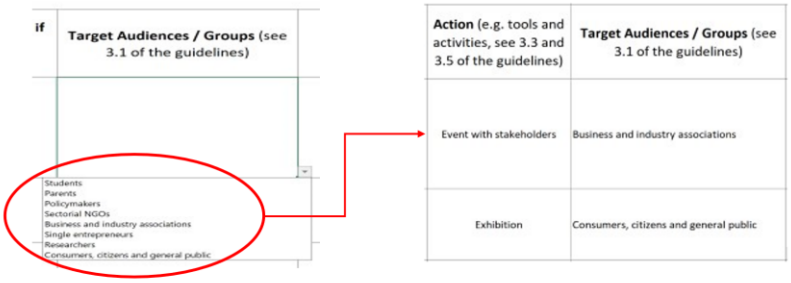
5. **Set the objectives of the action:** choose from the drop-down menu which is the objective of you action in compliance with the general aim of W4RES RAC (see §2.1 of Guidelines).



24.10.22 www.w4res.eu welcome@w4res.eu 13

6. Define the target audience: choose from the drop-down menu the key stakeholder your action is going to address (see §3.1 of Guidelines).

*N.B. Here you can **choose only one target group** which is the main one. During the monitoring you will have the chance to specify in the details all involved stakeholders.*



7. Indicate the timeframe: provide an indication of when do you foresee to implement your action.

Action (e.g. tools and activities, see 3.3 and 3.5 of the guidelines)	Timeframe
Event with stakeholders	March 2022
Exhibition	From September 2022 until March 2023

8. Indicate the W4RES barriers: choose from the drop-down menu **only one of the barriers** identified by W4RES (see §2.3.2 of D1.2) that your action aims to address.

2.3.2 Barriers for women in the renewable energy sector

- **Perceptions of gender roles** – linked to the environment.
- **Entry barriers** – referring to the obstacles encountered when entering the sector.
- **Barriers in job retention and career advancement** – referring to the professional hindrances that women of the sector face either in continuing their career or advancing it.
- **Access to energy barriers** – referring to the obstacles that women face as consumers due to the lack of a gender perspective in energy policies.

Action (e.g. tools and activities, see 3.3 and 3.5 of the guidelines)	Barriers for women in the RES
Event with stakeholders	Access to energy barriers
Exhibition	Barriers in job retention and career advancement

10. List the materials you will need: Indicate any material you foresee to use or prepare in order to implement your action and/or disseminate you action.

Action (e.g. tools and activities, see 3.3 and 3.5 of the guidelines)	**Materials required (e.g. all the materials you forsee to use, for example flyers, posters, social media banners etc)**
Event with stakeholders	Poster, PPT with W4RES logo and layout, online banners
Social Media Campaign	**Cards, video, GIF/MEME all signed by W4RES logo/colours , online banners**