

Second release of the dissemination & communication plan, & progress report

WP8, T8.1

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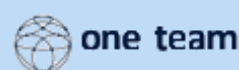
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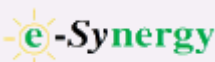
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List of Acronyms and Abbreviations

C&D	Communication and Dissemination
CEI	Community Engagement Index
CEL	Community Energy Lab
EUSEW	European Sustainable Energy Week
FOL-COMs	Follower Communities
KERs	Key Exploitable Results
PEI	Publication Engagement Index
REV	Renewable Energy Valley
REV-Lab	Renewable Energy Valley Living Lab
SEI	Social Engagement Index
WEI	Website Engagement Index

Executive Summary

The purpose of the CRETE VALLEY communication and dissemination plan is to provide a blueprint and structure for the promotion and dissemination taking place over the course of the 5-year project in order to connect relevant target groups with the activities and results of the project, beyond the project lifetime as well. The first version of this deliverable, D8.1 – “Dissemination & communication plan”, outlined the key messages for target audiences, communication materials and their use, communication channels, as well as collaboration actions for project visibility. The visual branding of the project was also elaborated. D8.1 was delivered at M6 and remains accessible to all partners on the CRETE VALLEY shared project space.

In this update of the communication and dissemination plan, D8.2 – “Second release of the dissemination & communication plan, & progress report”, the next phase of the project is taken into consideration. The Key Performance Indicators and engagement indexes for communication and dissemination activities are reported, along with progress during the first half (M1 to M28) of the project. Each communication and dissemination activity is presented with a brief evaluation of methodology used. The results of tracking and monitoring are used to inform future strategy per activity, based on level of engagement and project priorities. Following from this, a structured overview of planned dissemination activities is provided, with an emphasis on supporting exploitation to ensure lasting project relevance, impact and benefit beyond completion.

Communication and outreach activities (messaging, synergy building) both locally and Europe-wide will continue to be gender-sensitive and inclusive, aligning with the project’s commitment to strengthening women’s participation in energy-related decision making and as consumers.

The actions described herein will be carried out between M28 until the conclusion of the project at M60.

ICLEI Europe has coordinated the preparation of this update of the communication and dissemination plan with considerable input from task leaders ICONS and FEDARENE.

1. Introduction

The CRETE VALLEY project seeks to create a decentralised energy system in the form of a Renewable Energy Valley ‘Living Lab’ (REV-Lab), that deploys a mix of energy carriers and integrates technological and data-driven solutions to fully meet the local energy needs of the island of Crete. The project aims to develop robust business models and social innovation strategies that can be replicated at other locations for greater proliferation and uptake of the renewable energy valley model.

Communication activities for the CRETE VALLEY project have an important role to play in garnering visibility and boosting the impact of the results of the project by conveying the merits of its social, technical and business approaches. Over the last 28 months, the communication and dissemination activities have focused on building awareness and preparing the ground for strong buy-in and uptake from stakeholders like citizens, regulatory authorities, energy market actors, value chain participants, and financial institutions. By means of effective and broad communication and dissemination, as well as targeted synergy development, and capacity building through the REV leadership programme, the project aims to:

- Feed into the ongoing efforts in the European Union to entrench clean energy transition solutions.
- Seed its solutions to empower futures REVs by situating the project within the European energy landscape.
- Drive replication across various economic, social and technological dimensions.

Accordingly, the dissemination plan is calibrated to activities under WP7 – “Replication, sustainability & EU market uptake”, in particular the identification of Key Exploitable Results (KERs). Policy recommendations and the report on exploitation for large scale uptake will be disseminated at events and processed into accessible formats (policy brief, info pack) to aid replication. Follower Communities (FOL-COMs) will receive coverage for their translation of CRETE VALLEY solutions, technologies and methodologies into their local contexts. Support will also be provided for hackathons and market uptake events under WP7 as needed. Communication and dissemination actions will be adjusted as the exploitation strategies for various KERs take shape.

2. Progress report

2.1. Monitoring activity

CRETE VALLEY's communication activities are continuously monitored to assess their overall performance and effectiveness. The monitoring process is conducted by ICONS and is based on an innovative **proprietary methodology**¹ developed to measure **stakeholder engagement** across communication channels. This methodology combines **outreach and engagement indicators** into composite indices, allowing a structured and evidence-based analysis of communication and dissemination performance across different activity areas.

These indices include:

- Publication Engagement Index (PEI).
- Website Engagement Index (WEI).
- Social Engagement Index (SEI).

In addition, ICONS developed the **Community Engagement Index (CEI)**, which integrates all communication activities into a single metric to evaluate a project's overall impact.

To facilitate the readability of the indices, they are normalised to a range from 0 to 100. The definition of the optimal normalisation value is based on over 100 projects managed by ICONS. **The closer the index is to 100, the stronger the engagement.**

The following paragraphs present the monitoring results as of 1 March 2026. The monitoring results demonstrate that CRETE VALLEY's Communication and Dissemination strategy is performing at a **very high level**, significantly exceeding benchmark averages for comparable projects. The updated Communication and Dissemination strategy presented in this document builds directly upon these findings.

2.1.1. Community Engagement Index (CEI)

The Community Engagement Index (CEI) provides a comprehensive **overview of the project's overall communication performance**. It combines all activity areas into a single index through a specific calculation methodology designed to avoid double-counting across communication channels.

Table 1 summarises the **outreach and engagement indicators for each activity area** (social media, editorial publications, and website), as well as their aggregated values within the CEI.

¹ Folco Giuliana, Gaboardi Elena, Lischetti Serena, Martinoli Mario, Mazzolo Giulio, & Schmid Elisabeth. (2022). Two new tools for science communication assessment: the community engagement index and communication effectiveness quadrants. Zenodo. <https://doi.org/10.5281/zenodo.6985584>

Table 1 - Outreach and Engagement Indicators

Index	Outreach	Engagement	Normalised
CEI	134,632	27,255	96
WEI	20,719	10,498	92
SEI	75,502	15,308	81
PEI	67,902	8,062	62

With a normalised score of **96/100**, compared to an average score of **54/100** for other Renewable Energy projects, **CRETE VALLEY performs well above average**.

Figure 1 presents the **CEI by impact area**, showing that social media activities generate the highest impact in terms of both outreach and engagement.



Figure 1 - CEI by impact area

CEI-Key takeaways and future goals

The CEI confirms that the overall **C&D strategy is highly effective** and well above benchmarks. The strong integrated performance across channels demonstrates strategic coherence between editorial content, digital presence, and social media amplification. Continued **cross-channel integration should remain a priority** to maintain this high impact level.

2.1.2. Publication Engagement Index (PEI)

The Publication Engagement Index measures the overall **performance of the editorial content** published on the CRETE VALLEY website and promoted through the social media accounts. Content includes press releases, news articles, project updates and videos. With a total of **38 publications**,

the PEI recorded an outreach of **67,902 impressions**, including website page views related to publications, views on multiplier platforms, and impressions from social media posts linked to publications. Engagement reached **8,062 interactions**, comprising social media interactions and downloads from multiplier platforms.

The total number of publications includes: **12 news releases, 6 project updates, 6 event releases, 5 press releases, 3 newsletters, 3 scientific publication pieces, 1 journalistic article and 1 video**. These are published and available at <https://cretevalley.eu/latest-updates/>.

Figure 2 shows that editorial production has maintained a **consistent publication rhythm**, ensuring a steady flow of impactful content. Outreach registered **three notable peaks** respectively in June and July 2024 and in April 2025. These peaks demonstrate the strong impact of strategically coordinated communication activities combining editorial output and social media amplification.

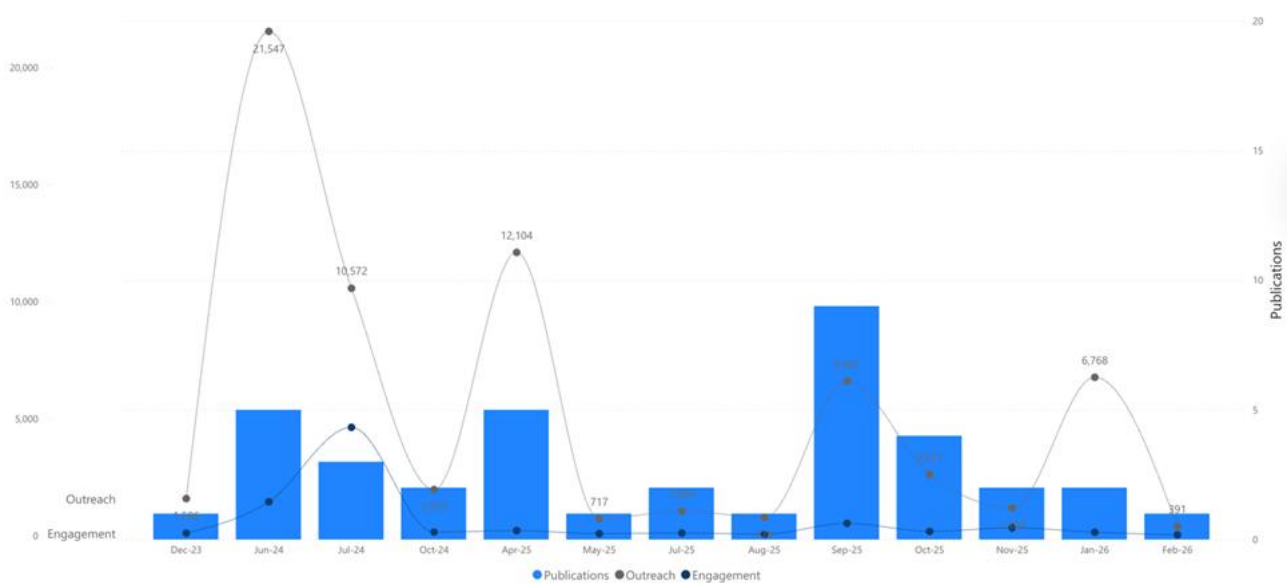


Figure 2 - Editorial output with outreach and engagement

Looking at the production more in detail, the **content that proved to be more successful in terms of outreach** is:

- Press release [launching the Rev-Lab](#) (18,281 impressions).
- Press release on the [Renewable Energy Week](#) in Crete (6,677 impressions).
- [Journalistic article](#) (5,659 impressions).
- [Project video](#) (4,522 impressions).
- Project video [press release](#) (5,136 impressions).

PEI-Key takeaways and future goals

The PEI shows solid but comparatively **lower performance than other channels**. This is because users don't always visit the publication linked through social media. **Strengthening storytelling formats** (e.g. visual content, stakeholder testimonials, short-form summaries) and increasing targeted promotion could further enhance publication impact in the next phase of the project.

2.1.3. Website Engagement Index (WEI)

By March 2026, the CRETE VALLEY website received a total of 9,698 visits from **Greece** (2,929), **Italy** (1,439), and the **USA** (944). The data below provides an insight into user behaviour:

- **57%** of visitors accessed the **website directly**.
- **30%** discovered CRETE VALLEY via **search engines**.
- **8%** arrived through referral links from **other websites**.

Channel Types

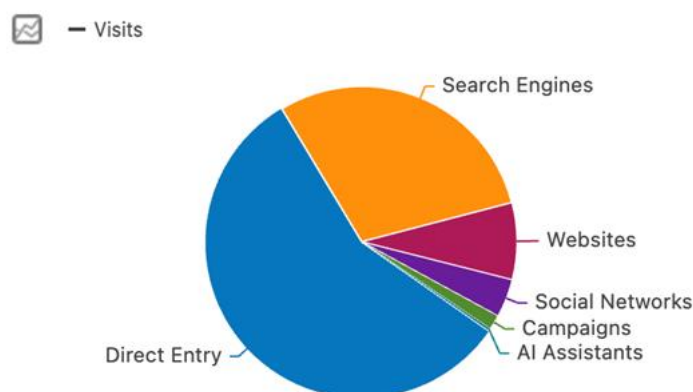


Figure 3 - User behaviour

Overall, the website had recorded **21,931 pageviews**, of which **10,498** lasted more than 1 minute. These data allow the assessment of the Website engagement index (WEI), which combines outreach – number of pageviews and engagement – pageviews that lasted more than 1 minute. With a total score of **92/100**, the CRETE VALLEY website confirms a good performance level, primarily driven by the success of the following webpages:

- [Homepage](#): 9,209 pageviews.
- [Partners](#): 2,610 pageviews.
- [Community Energy Labs](#): 1,611 pageviews.

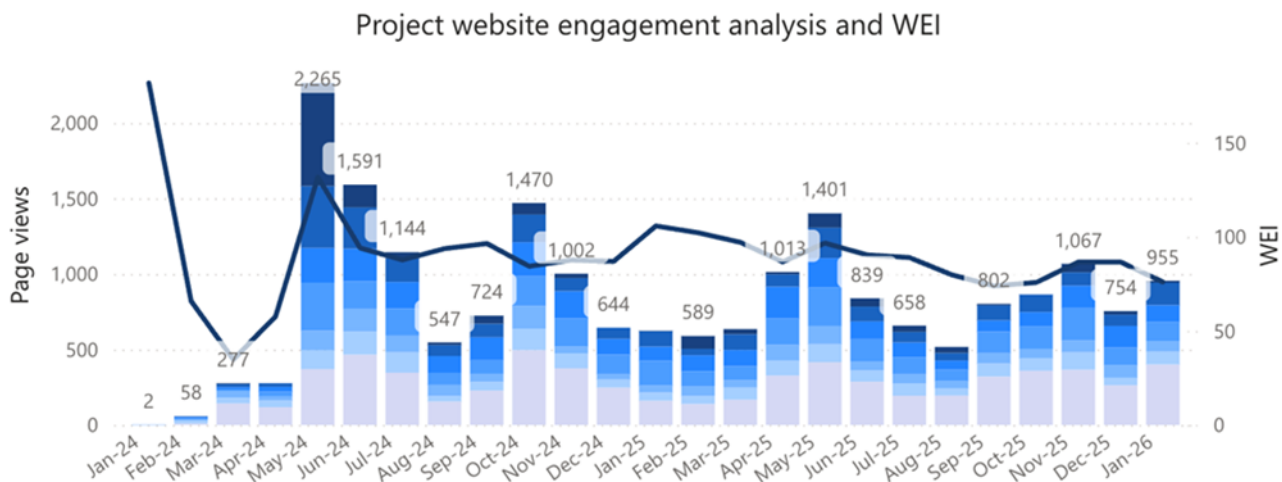


Figure 4 - Website engagement

The website also represents the main entry point for accessing documents, scientific publications, papers and public deliverables. Overall, the [Resources](#) webpage counted **558 downloads**, proving the interest for the project's production. The three most downloaded resources are the following:

- [CRETE VALLEY visual kit](#): 69 downloads.
- [D1.1 REV Lab & CELs Methodological Handbook](#): 66 downloads.
- [Renewable Energy Days Agenda](#): 59 downloads.

WEI-Key takeaways and future goals

The website represents one of the strongest communication assets of the project. High direct traffic indicates strong brand recognition, while sustained page engagement suggests relevant and high-quality content. Future optimisation efforts could focus on adjusting and updating content related to the Community Energy Labs.

2.1.4. Social Engagement Index (SEI)

The Social Engagement index (SEI) assesses the performance of the CRETE VALLEY accounts on **LinkedIn, Bluesky and YouTube**. With **888 followers** and **147 posts** published, the accounts achieved a total of **75,502 impressions** (visualisations) and 15,308 engagement actions - including clicks, likes, comments, and shares. These two parameters provide outreach and engagement levels, respectively, resulting in a SEI of **81/100**.

Figure 5 shows the most successful content by outreach. The best-performing content was the **project's promotional video**, which generated 4,163 impressions. The video also had the highest level of engagement (3,455 engagement actions), the highest value among all the content published on social media. In second place is a post published five months after the project launch, announcing the **establishment of the Community Energy Labs (CELs)** and including a link to the CRETE VALLEY landing page. In third place is the **post launching the project's official website**. These results highlight how content related to key moments in the project, and in particular audiovisual formats, can generate greater visibility and attract public interest.

Content date	Copy	Content Ty	Engageme	Outreach
25/07/2024	The Greek Island of Crete is preparing to become one of Europe's first #RenewableEnergyValleys, implementing a range of green energy solutions and diversifying supply. Watch the video to learn how #CreteValley is accelerating the green energy transition of the island and join our green revolution ➡ https://lnkd.in/dXaQw2gh	Video	3.455	4.163
23/04/2024	Five months into the project, the #CreteValley consortium is gathered for its second plenary meeting! The two-day online meeting is a great chance to review our achievements and plan the activities for the next months. The Community Energy Labs (CELs) that compose the Renewable Energy Valley "Living Lab" (REV-Lab) are being established and will be ready to kick off in the next few months: #CreteValley's strategy for transforming Crete into a renewable energy system will soon be unveiled! Keep an eye out for the imminent launch of CRETEVALLEY's official website, where you can find all the details about our ambitious project. Check out our landing page https://cretevalley.eu/ We are online! ⚡	Text	267	2.949
05/03/2024	#CreteValley is the #HorizonEU-funded project that will create the first #RenewableEnergyValley and transform #Crete into a sustainable, decentralized energy system by 2028. Discover more about the project & the consortium https://cretevalley.eu/	Text	205	2.445

Figure 5 - Content success ranking by outreach

Figure 6 shows the content that achieved the best results by engagement. The **three best-performing pieces of content were videos**: in first and third place were two shares of the project's promotional video, while in second place was the coordinator's video quote released during the European Sustainable Energy Week (EUSEW) 2024 as part of the joint social media campaign #Energy4NetZero. This data further confirms that **video content is the most effective format** in terms of audience engagement.

Content date	Copy	Content Ty	Engageme	Outreach
25/07/2024	The Greek Island of Crete is preparing to become one of Europe's first #RenewableEnergyValleys, implementing a range of green energy solutions and diversifying supply. Watch the video to learn how #CreteValley is accelerating the green energy transition of the island and join our green revolution ➡ https://lnkd.in/dXaQw2gh	Video	3.455	4.163
11/06/2024	Today the European Sustainable Energy Week #EUSEW2024 kicks off! It's the largest event dedicated to renewable energy and efficient energy use in Europe, organized by CINEA - European Climate, Infrastructure and Environment Executive Agency. #CreteValley is participating in the #Energy4NetZero social media campaign to highlight #decarbonization efforts and encourage audiences to showcase their commitment to a net-zero future. Dr. Elissaios Sarmas of DSS Lab, EPU-NTUA explains the innovative solutions that will make #Crete a Renewable Energy Valley. Discover more about the campaign ➡ https://lnkd.in/dQ4PWA3Q	Video	1.182	2.059
12/09/2024	The Greek Island of Crete is preparing to become one of Europe's first #RenewableEnergyValleys, implementing a range of green energy solutions and diversifying supply. Watch our presentation video to learn how #CreteValley is accelerating the green energy transition of the island and join our green revolution ➡ https://cretevalley.eu/	Video	630	1.267

Figure 6 - Content success ranking by engagement

In line with the data shown by the figures above and the engagement and outreach trend graph below, **outreach peaks** correspond to specific campaigns and content, particularly the release of videos, which generated greater engagement and visibility among the public.

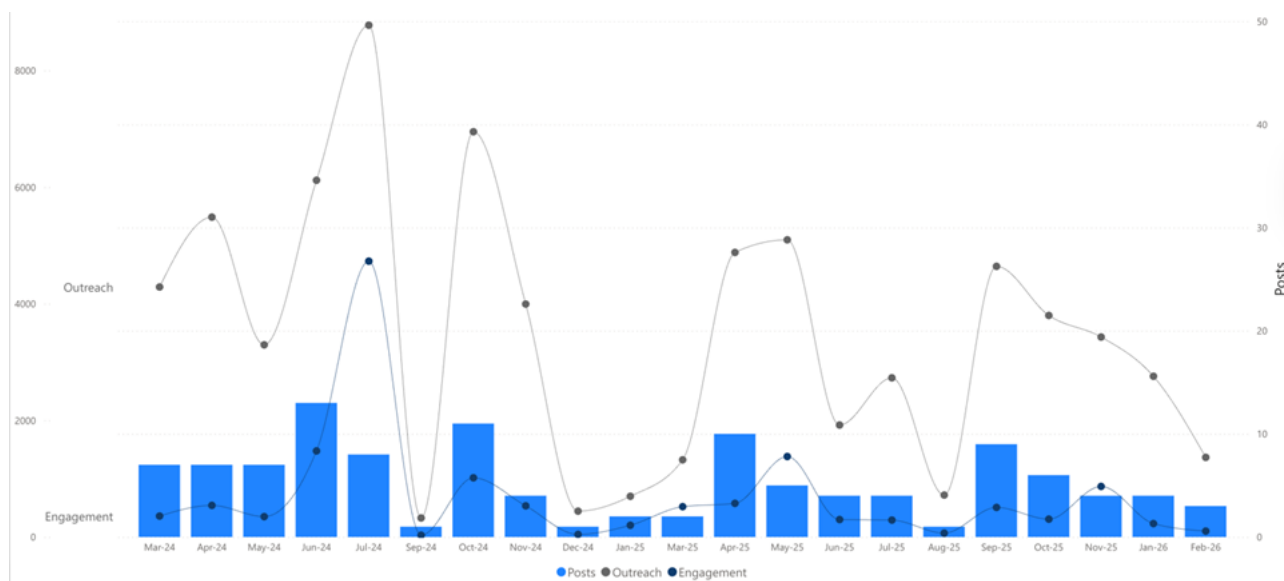


Figure 7 - Outreach and engagement peaks linked to content and campaigns

SEI-Key takeaways and future goals

The SEI score confirms that **social media is a major driver of project visibility** and community interaction. Engagement levels are strong, particularly when content is linked to project milestones and multimedia formats. Continued **investment in platform-specific strategies, video content, and campaign-based communication** will further consolidate social media as the leading channel for outreach and stakeholder engagement.

2.2. Key Performance Indicators (KPIs)

Table 2 Table 3 presents the key performance indicators of Crete Valley and the current status.

Table 2 - Key Performance Indicators

Measures	Metrics and KPIs	Progress
Communication kit	1 flyer, 1 roll-up, ppt presentation, presentation video > 500 views	All materials available. Video: 3,971 views
Project website	- Landing page online M2 - website online M5 >20,000 visits	9,698 visits, 21,931 pageviews
Social media	>800 followers >3 social media campaigns	888 followers, 3 campaigns delivered
Press/News releases	10 by the end of the project, distributed to the media, 1000s users	12 news releases, 5 press releases

Journalistic articles	• 2 journalistic articles, distributed to the media, • outreach of 1000s users	1 article published
Videos	• 8 short videos clips (1/pilot), > 400 views	To be started (see section 3.5.3 for details)
Factsheets / info-packs	• >8 by the end of the project >300 downloads	2 infopacks released 69 downloads
Policy briefs	• At least 1 policy brief & best practices >150 downloads	To be started
Best practices book	Focused on key results, presented in different modules for different targets: • >200 downloads	To be started
Training materials	• Collection of training materials; >300 downloads/views	To be started
Newsletters	• 6 releases distributed among web subscribers	3 issues released
Scientific publications	• >12 Publication in highly ranked international journals and >15 Contributions in international peer-reviewed conferences	7 articles published + 6 papers in conference proceedings
Participation in events	• >2 large events/year; Exhibition stands in the industry • >5 innovation events/fairs	4 large events attended; 3 exhibition stands
Organisation of events	• Dissemination workshops (1/pilot); • 3 EU webinars/workshops (<30 each); • 1 final event (>100 participants); • 8 final dissemination workshops (1/pilot); • >5 Thematic Workshops Organisation; • >5 Targeted Meetings with regional/national energy policymakers and regulators	Dissemination workshops to be started; 1 EU webinar attended; 1 final event to come; 2 thematic workshops completed; 3 Targeted meetings with policymakers and regulators
Policy events	• Participation in 3 policy events; • recommendations presentation (with other EU projects) in at least 1 major EU policy event	To be started
Synergies with relevant projects and initiatives	By the end of the project, 40 synergy actions will be carried out	6 of 40 completed
Cross fertilisation activities with BRIDGE and Energy Communities Repository	By Y5 of the project, at least 5 cross fertilisation activities will be completed	Observer status in BRIDGE initiative

3. Dissemination and Communication

3.1. Key Exploitable Results (KERs)

Communication and dissemination reinforces the project's pathways to economic, social and scientific impact by promoting its Key Exploitable Results. Those actors most suited to use, replicate and scale CRETE VALLEY's methodology and solutions are enabled through tailored outputs and targeted engagement.

Deliverable 7.1 Business and exploitation plan lists the current KERs which are similarly captured in Table 3. While the KER set is considered stable, the project may refine the maturity level and exploitation pathway descriptions as implementation proceeds, but this will most likely not affect the baseline KERs significantly; communication and dissemination actions will be aligned in case adjustments become necessary.

Table 3 - Key Exploitable Results

Key Exploitable Result	Associated WP
KER1 Social Science Framework for REV-Labs & CELs, innovative multi-level governance models and social-driven mechanisms	WP1
KER2 AI-based market segmentation algorithms, MCDA methods, and consensus reaching processes	WP1
KER3 REV Readiness Assessment Toolkit and computation modules for RES-based scenario generation and sizing	WP2
KER4 AR/MR application for citizens' involvement in REV planning	WP2
KER5 Interactive decision support tool for REV planning	WP2
KER6 Energy Data Space-compliant digital backbone for consumer and REV-level data-driven activation (incl. extended interoperability)	WP3
KER7 P2P DLT/Blockchain digital marketplace for tokenised energy and non-energy assets valuation and reciprocal compensation	WP3
KER8 Data-driven operational analysis, advanced AI/ML tools, and flexibility modelling services (multi-carrier) for optimised operation/resilience	WP4
KER9 System-of-systems Digital Twin for multiple carrier grid management and operation	WP4
KER10 Data-driven services and apps for energy efficiency and activation performance management towards energy autonomy	WP4
KER11 Enabling RES technologies to increase power production	WP5
KER12 REV Business Sandbox with novel sharing economy and social innovation-based business models, and blueprints for REV-Lab setup, upscaling and replication	WP7

3.2. Dissemination plan

To maximise the visibility, uptake and long-term impact of the Key Exploitable Results (KERs), a structured and **targeted dissemination plan** has been developed. The plan is outlined in Table 4, presenting the KER number, the key topic, and the specific format used to deliver the content. The selected formats (infopacks, factsheets, policy briefs and best practice books) ensure that technical results are translated into **accessible, audience-specific materials**.

The timeline for each dissemination format depends on the availability and maturity of the results, as well as on the submission of the related deliverables.

Table 4 - Dissemination Plan

KER	Topic	Brief description	Format	Target audiences	Action plan
KER1 (D1.1)	REV-Lab & CELs Methodological Handbook	A comprehensive overview of the project's engagement approach to establish one of the first Renewable Energy Valleys (REVs) on the Greek island of Crete.	Infopack 1/8	Policymakers & public authorities; SSH stakeholders; Research community; 9 EU clusters & initiatives	Ready
KER2 (D1.2)	Incentives for Citizens' Participation in Renewable Energy Projects	A comprehensive overview of monetary and non-monetary incentives that most effectively encourage citizens to participate in renewable energy projects.	Infopack 2/8	Policymakers & public authorities; SSH stakeholders; Energy consumers & prosumers; Financial actors	Ready
D7.2	Replication Roadmap for future REVs	The replication roadmap for future REVs including best practices and blueprints for CRETE VALLEY adoption in other cases across EU.	Infopack 3/8	Policymakers; Energy companies; Research community; EU initiatives	Del. due in August 2026
KER3 KER4 KER5 (D2.3)	Interactive decision support tools for REV planning	An overview of the interactive decision support tools for REV planning, including REV Readiness Assessment Toolkit, AR/MR application for citizens' involvement, Interactive decision support tool.	Factsheet 4/8	Energy companies; Technology manufacturers; ICT solution providers; Energy consumers; Research community	Del. due in April 2027

KER6 (D3.3)	Energy Data Space compliant tools	Final version of the Energy Data Space compliant tools for sovereign data sharing, and extended interoperability in REV's	Factsheet 5/8	Energy companies; Technology manufacturers; ICT providers; Research community; Financial actors	Del. due in July 2027
KER9 (D4.3)	CRETE VALLEY Digital Twin	The final version of the Digital Twin system of systems	Factsheet 6/8	Energy companies; Technology manufacturers; ICT providers; Research community; Financial actors	Del. due in August 2027
KER10 (D4.3)	CRETE VALLEY data-driven services & apps	The final version data- driven services & apps	Factsheet 7/8	Energy companies; ICT providers; Energy consumers; Financial actors	Del. due in August 2027
KER11 (D5.4)	Crete REV-Lab documentation and demonstration	The final technological release and all of Crete REV-Lab documentation is presented in this report that also serves as a demonstration.	Best practice book	Policymakers; Energy companies; SSH stakeholders; Research community; EU initiatives	Del. due in June 2028
D7.4	CRETE VALLEY replication & policy support across Europe	Possible replication strategies and research on potential policy to support the adaptation and establishment of REV- Lab's across Europe.	Policy brief	Policymakers; Financial actors; EU initiatives; Media	Del. due in August 2028
KER12 (D7.6)	Exploitation activities towards large- scale uptake	Exploitation activities towards large-scale uptake of the CRETE VALLEY project, including a market outreach study along with a research on the project's possible contribution to standards development across EU.	Infopack 8/8	Energy companies; Technology manufacturers; ICT providers; Financial actors; EU initiatives	Del. due in November 2028

3.3. C&D channels

3.3.1. Website

The CRETE VALLEY project website² was initiated in January 2024 as a landing page and officially **launched in May 2024 (M5)** in its full version. It serves as the primary communication and dissemination hub of CRETE VALLEY, playing a central role in ensuring a seamless and user-friendly experience. As the main platform for project news, updates, events, public deliverables, scientific publications, and key results, the website provides all stakeholders and the wider public with **comprehensive and structured information** about CRETE VALLEY's progress and achievements.

The website was developed using WordPress and designed with particular attention to **usability, accessibility, and intuitive navigation**. Accessibility features include high-contrast design options and the possibility to switch between light and dark mode across all pages.

The CRETE VALLEY website is structured into the following main sections:

- **Home.**
- **About.**
- **Partners.**
- **Community Energy Labs.**
- **Renewable Sources.**
- **Latest Updates.**
- **Resources.**

Moreover, each Community Energy Lab (CEL) has a dedicated page on the website.

All pages on the website are available in English. In addition, to enhance accessibility and outreach at the local level, the homepage provides access to a dedicated **webpage in Greek** (<https://cretevalley.eu/greek/>), which offers a concise overview of the project's objectives and approach to local actors.

To ensure that accurate and up-to-date information is provided on an ongoing basis, all CRETE VALLEY partners are invited to actively contribute to the website content by informing ICLEI and ICONS about all relevant initiatives, developments, milestones, news and events. The editorial outputs will seek out and amplify a range of voices, for example, by inviting insights, quotes or lived experiences from women or youth or encouraging female consortium colleagues or external professionals to showcase their domain expertise by writing or contributing to web articles.

Website – Updated strategy

The **CELs pages** will be further updated to reflect the latest developments and progress. In addition, dedicated **infographics** developed for each CEL will be uploaded to the relevant page on the website. These updates will strengthen the project's visual storytelling, provide clearer and more engaging explanations of the CELs structure, and promote greater stakeholder engagement and visibility, especially at the local level.

² <https://cretevalley.eu/>

Furthermore, a dedicated page presenting the **technological solutions** implemented within the CRETE VALLEY project will be created.

3.3.2. Social media

Social media is one of the pillars of CRETE VALLEY's communication strategy, offering the opportunity to **reach a wide and diverse audience** and to synergistically activate partner networks, as well as those of related initiatives and projects.

The social media strategy combines the consistent publication of news and events with the launch of structured thematic campaigns on **LinkedIn and Bluesky**. In the early stages, Mastodon was also used to replace X; however, due to limited performance in terms of engagement and outreach, the channel was gradually phased out to focus efforts on the most effective platforms. The continuity of content production and the active involvement of the consortium contributed to **organic growth in followers and stable, positive performance**.

The initial target of at least three social media campaigns has already been fully achieved. Since the start of the project, the following **three main campaigns** have been carried out:

- The joint #Energy4NetZero campaign during the European Sustainable Energy Week (EUSEW) in June 2024, in collaboration with other Energy projects;
- a campaign for the launch of the REV LAB and CELs Methodological Handbook (April–June 2025);
- a campaign dedicated to the info-pack "Incentives for citizens' participation in renewable energy projects" (January–February 2026).

As shown in 2.1.4 Social Engagement Index (SEI), these campaigns coincide with some of the main outreach peaks recorded, confirming the effectiveness of a structured and thematic approach.

Social media – Updated strategy

As the project continues, the strategy will be further strengthened through campaigns aimed at increasing the visibility of key results. **Joint initiatives** will be carried out with partners and the sister project to showcase the pilot sites and other strategic activities, enhancing the overall impact of communication.

Moreover, considering the success of the video quote released during EUSEW 2024, video formats such as **short video clips and interviews** will be developed to highlight results, technologies, and testimonials from the pilot sites.

3.3.3. Newsletter

The project newsletter is released **every six months** to share relevant updates and developments with subscribers. It offers periodic updates on significant milestones, events, outputs, and results from the project. All newsletter issues are publicly accessible on the CRETE VALLEY website in the **"News Archive"** section.

Content for each edition is collected on a rolling basis, ensuring comprehensive coverage of activities across the consortium. Following publication, partners are invited to amplify the newsletter's reach by sharing it through their own communication channels and networks.

So far, **three editions** of the CRETE VALLEY newsletter have been released and sent to a total of 140 subscribers.

Table 5 - CRETE VALLEY's newsletter issues

	Date	Reached	Opens	Reactivity
CRETE VALLEY Newsletter #3	10 September 2025	128	63,3%	22,2%
CRETE VALLEY Newsletter #2	18 April 2025	107	66,4%	23,9%
CRETE VALLEY Newsletter #1	14 October 2024	98	62,2%	55,7%

As shown in Table 5, data indicate a **steady growth in the number of recipients** reached over time, accompanied by relatively stable open rates but fluctuating reactivity levels.

From Newsletter #1 to Newsletter #3, the reach increased from 98 to 107 and then to 128 recipients, reflecting a **gradual expansion of the subscriber base and growing interest in the project**. The open rate remained consistently high across all three editions, suggesting that the right audience is being reached, and that subject lines and sender recognition are effective in encouraging subscribers to open the emails.

Reactivity, which refers to the number of clicks out of the number of opens, shows a different trend. It was particularly high in Newsletter #1, with more than 55%, then dropped in Newsletter #2 and remained at a similar level in Newsletter #3. While the number of recipients and overall engagement in terms of openings remained strong, the lower reactivity indicates that fewer readers interacted with the content after opening the email. This evolution suggests that while awareness and interest in CRETE VALLEY are increasing, there is room to **improve the call-to-action strategy** and content structure to stimulate more clicks.

Newsletter - Updated strategy
By the end of the project, 3 more newsletters will be released, focusing on call-to-action strategy and content structure to boost reactivity.

3.4. C&D materials and formats

3.4.1. Communication kit and local materials

The CRETE VALLEY communication kit was developed to provide tailored resources for effectively sharing key information about the project. It supports project awareness, understanding, and stakeholder engagement, while ensuring a consistent and recognisable visual identity across all communication activities.

The kit includes a set of materials designed to facilitate project branding and pitching during external events and meetings with interested parties. It comprises **a leaflet, a roll-up banner, a master PowerPoint presentation, and a promotional project video**, described in more detail in section 3.5.3.

All visual resources are available in digital format on the project website for easy access and download.

Alongside these materials, four infographics were developed, one for each CEL, to offer a clear and visually accessible representation of their structure and functioning.

3.4.1.1. Leaflet

The CRETE VALLEY leaflet illustrates the project’s overarching vision, goals, and intended impact. Furthermore, as shown in Figure 8 and Figure 9, it provides a brief overview of CELs and introduces the follower communities. It also includes a QR code redirecting to the project website.

It is available in both English and Greek and has been produced in print and digital formats, which can be downloaded from the CRETE VALLEY website under “Resources”.



Figure 8 - CRETE VALLEY leaflet front

To accelerate a just energy transition, CRETE VALLEY will create a Renewable Energy Valley 'Living Lab' (REV-Lab), turning Crete into a sustainable, affordable system.

Thanks to the REV-Lab, the island will meet its energy needs through renewable sources while engaging residents to achieve energy independence and energy democracy.



Involving local communities to make a change

The REV-Lab comprises four Community Energy Labs (CELs) located across Crete. Each CEL relies on different renewable sources to meet the demands of the local community while involving residents in energy production and management.



A tangible impact for a greener and fairer future

We combine ICT technologies, digital solutions and social innovation processes of co-design and co-creation to benefit the communities involved, demonstrate the scalability of renewable energy systems and create sustainable jobs.

22,840 MWh/year Energy needs covered by renewables	2,000 People involved in Crete
10-15% Energy bill reduction	~100% Energy autonomy

Arvi

Combining an open-loop geo-exchange plant with photovoltaics to cover the electrical and thermal needs of 20 houses.

Arkalochori

Providing heating solutions through a biomass plant powered by olive tree trimmings and electricity with PVs and small wind turbines.

Lasithi Plateau

Meeting the energy needs of the community with traditional windmills and a biogas plant powered by agricultural and livestock residues.

Atherinolakkos

Contributing to the development of the local Hydrogen Valley to enhance energy flexibility and reduce greenhouse gas emissions.

Figure 9 - CRETE VALLEY leaflet back

Leaflet - Updated strategy

The project leaflet will be updated to reflect the **changes of CEL4 and FOL-COM1 locations**.

3.4.1.2. Roll-up banner

The CRETE VALLEY roll-up banner was produced as part of the communication kit for use at in-person events. Printed in a standard **200x85 cm format**, it reflects the project's visual identity and ensures **strong visibility in conference and event settings**. It supports project branding, enhances visibility, and helps attract interest from stakeholders and the general public during dissemination and networking activities. The roll-up is available in both **English and Greek**.

The banner features the project's title, includes a QR code linking to the CRETE VALLEY website, highlights the key renewable energy carriers addressed by the project and displays a map of CELs and lists the four follower communities, as displayed in Figure 10.



Figure 10 - CRETE VALLEY Roll-up banner

Roll-up banner - Updated strategy

The roll-up will be revised to incorporate recent developments, ensuring that the map accurately reflects the current locations of **CEL4** and **FOL-COM1**.

3.4.1.3. PowerPoint presentation

The CRETE VALLEY **PowerPoint slide deck** provides an editable format that outlines key project information, including the project objectives, intended impacts, technological innovations, the Renewable Energy Valley Living Lab, Community Energy Labs, and replication in follower communities. It was created for partners' presentations and stakeholder engagement.

3.4.1.4. Infographics and ppt

In addition to the materials originally intended for the communication kit, **four dedicated infographics** were developed, one for each CEL. They aim to present the structure and functioning of each CEL in a simple, intuitive, and visually appealing way, making the project more understandable and accessible to a wide audience while **strengthening the overall visual storytelling and stakeholder engagement**.

As illustrated in Figure 11, Figure 12, Figure 13 and Figure 14, each infographic provides a clear overview of the respective CEL structure, highlighting the renewable energy sources used, the estimated yearly electricity and thermal needs, and the battery storage capacity.

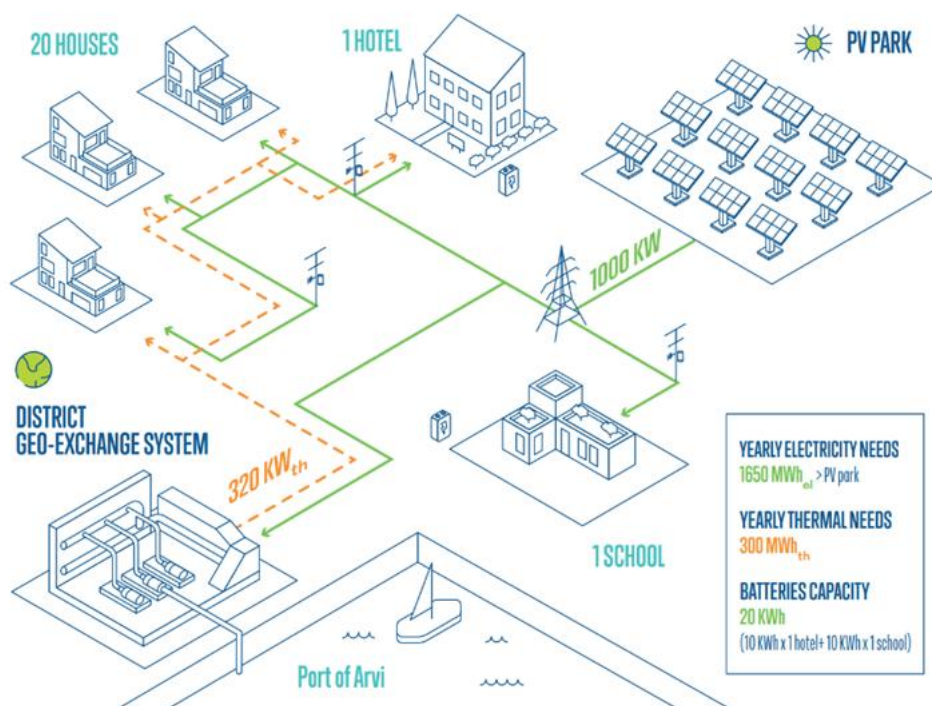


Figure 11 - CEL 1 Infographic

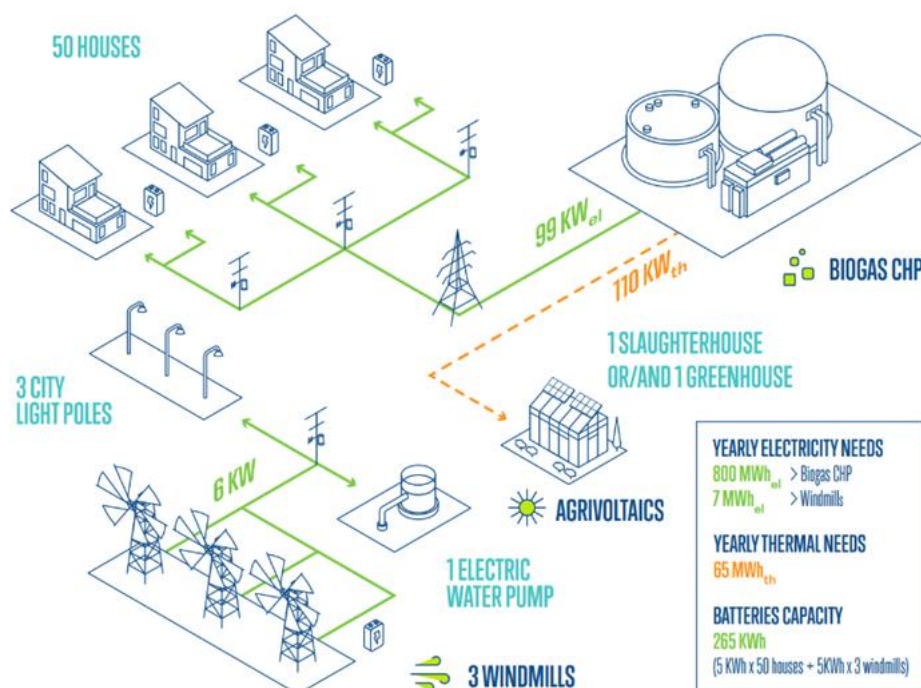


Figure 12 - CEL 2 Infographic

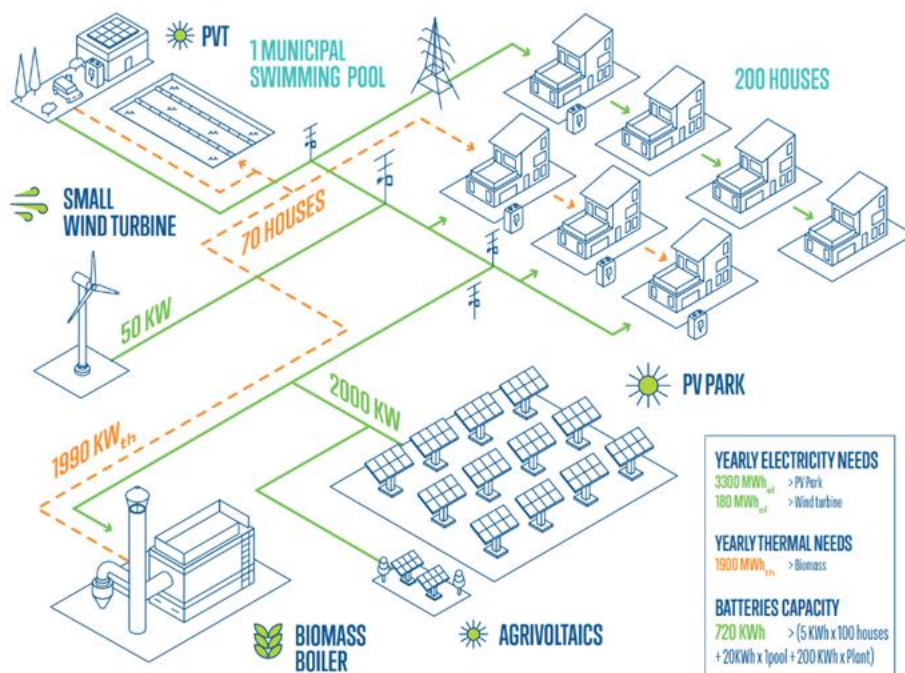


Figure 13 - CEL 3 Infographic

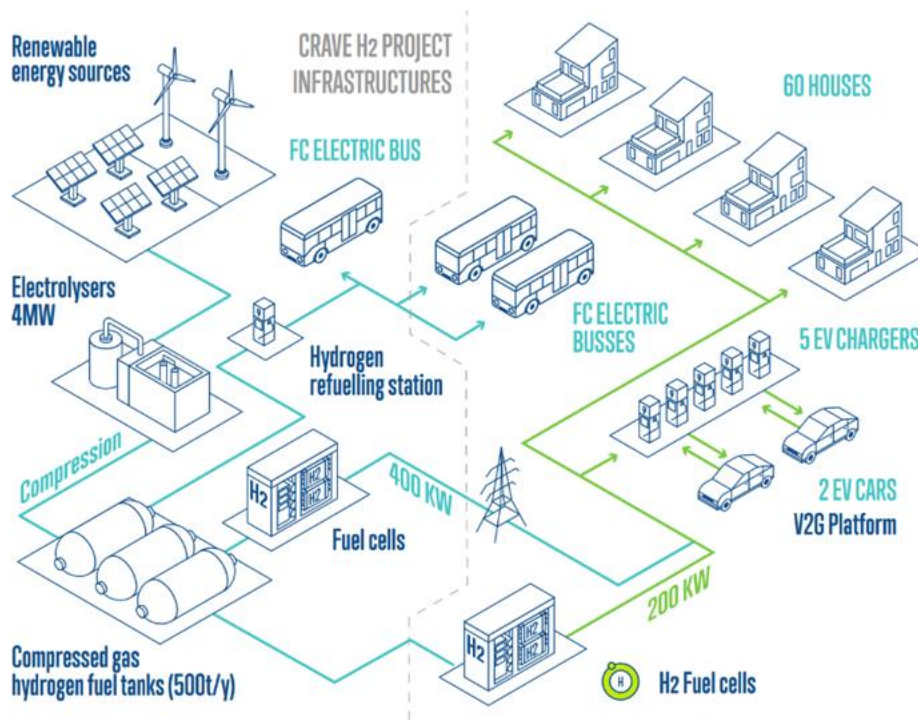


Figure 14 - CEL 4 Infographic

Moreover, in collaboration with WP1 and in coordination with WP5, WP8 is developing dedicated **PowerPoint presentations for each CEL** to strengthen local engagement. These presentations follow a clear and structured narrative, providing a concise overview of CRETE VALLEY and presenting the implementation plan of each CEL in an accessible way, while highlighting the **expected benefits** and opportunities for the local community. At the time of writing, the presentation dedicated to CEL 3 has been developed.

Infographics and ppt - Updated strategy

In the coming months, the CELs infographics will be reviewed and updated to **reflect the latest developments** and ensure an accurate representation of the actual CEL structures.

In addition, support will be provided to the remaining three CELs through the development of **dedicated presentations for local engagement**, following the same structure and narrative as the one already developed for CEL 3.

3.4.2. Info packs, factsheets

As part of the project's dissemination activities, to date, **two info-packs have been released**. The info packs are designed to support professionals and practitioners in understanding the project's technical, social, and business approaches, as well as its key solutions and outcomes.

The first info-pack released, titled **"Setting up renewable valleys: a methodological handbook"** provides an overview of the Renewable Energy Valley (REV) concept and introduces the REV Social Science Framework, the structure of the REV-Lab and CELs, and the project's engagement strategy. It outlines the methodological steps for establishing a Renewable Energy Valley, with a focus on community involvement and democratic participation. It is primarily targeted at **policymakers**,

public authorities, energy managers, and citizen initiatives interested in implementing similar approaches. Since its publication, the first info pack has counted **26 downloads**.

The second info-pack released, titled “**Incentives for Citizens’ Participation in Renewable Energy**” focuses on incentive mechanisms that foster citizen participation in renewable energy projects and it primarily addresses **policymakers, energy communities, researchers, financial actors, civil society organisations, and local governments**. Since its publication, the second info pack has garnered **43 downloads**.



Figure 15 - Front Pages of Info pack #1 and Info pack #2

Info packs, factsheets – Updated strategy

To ensure a broad distribution and increase the number of downloads, **the info packs already published will be further promoted** through social media.

The production of **additional info-packs** will continue throughout the project to further document lessons learned, highlight replicable solutions, and structure key results in a format accessible to external stakeholders. For more information about the content see **Table 3.2 Dissemination Plan**.

3.4.3. Policy brief

During the previous reporting period, initial work related to the future policy brief under WP7 has been carried out. In T7.1 this mainly includes the early identification of regulatory, governance and implementation challenges emerging from the development of the REV-Lab and CELs, as well as the preparation of the replication activities and engagement with FOCLoMs together with T7.2. These initial observations will serve as the starting point for developing the policy brief later in the project,

once further evidence and lessons from the demonstration and replication activities become available.

Policy Brief - Updated strategy

The future policy brief will synthesise early insights from the CRETE VALLEY REV, the CELs, and the engagement with FOLCOMs. It will capture lessons learned on regulatory, governance, and institutional conditions influencing the upscale of REV, based on project work, baseline assessments, and early replication activities carried out.

The brief will highlight key enabling factors as well as barriers REV face under current regulatory conditions. Emerging policy considerations relevant to the development of REV in different regional contexts will be formulated. The policy brief will be produced in electronic and printable formats, published on the project website and shared through relevant policy fora and stakeholder events, serving as an early policy reflection to inform future REV replication efforts.

3.4.4. Best practices book

Key project results and technologies, including their practical application within the CELs, will be compiled into a final publication, that is, the **Best Practice Book**. It will provide a structured and visually engaging overview of the project's main achievements, showcasing how the proposed solutions have been implemented in practice.

The Best Practice Book will be designed to be a compact but comprehensive presentation of CRETE VALLEY outcomes, focusing on **transferable results and practical insights**, supporting replicability and long-term exploitation beyond the project's lifetime.

3.5. Editorial content and publications

3.5.1. Press and news releases

Press and news releases are key communication tools for CRETE VALLEY, as they ensure continuous **coverage of the project's activities, results, publications**, and relevant technical deliverables. They promote transparency, visibility, and awareness at both European and local levels.

All press and news releases are **published on the project website and promoted through social media** and the project newsletter. Partners are prompted to contribute by consistently informing ICONS about all relevant results, developments, publications and events that can be shared through these formats. After publication, partners are encouraged to further disseminate the content via their own communication and local media channels to amplify outreach and stakeholder engagement, especially at the local level.

To date, a total of **38 publications** have been released, including 12 news releases, 6 project updates, 6 event releases, 5 press releases, 3 newsletters, 3 news articles related to scientific publications, 1 article and 1 video. The initial KPI (10 press and news releases by the end of the project) has therefore already been exceeded at this stage of the project.

Press and news releases – Updated strategy

The ongoing production of news and press releases will continue throughout the project to guarantee consistent visibility of ongoing activities and results, and to **amplify outreach and stakeholder engagement**.

3.5.2. Journalistic articles

Journalistic articles aim at broadening CRETE VALLEY's outreach beyond the project's direct stakeholder community. **Two independent journalistic articles**, written by professional journalists, are foreseen during the project lifetime to raise awareness on project topics and promote acceptance of key project results. Moreover, the articles contribute to boosting media outreach.

The articles are published on the project website, promoted via social media channels, and further amplified through European and global media multipliers to maximise visibility.

As of March 2026, **one journalistic article has been published**. Titled "**From energy outposts to green pioneers: Europe's islands show the way**", the article describes how European islands are transitioning from dependence on fossil fuels to building **citizen-led renewable energy systems**, leveraging wind, sun, and other local resources as living labs that could inspire the energy transition across Europe. It describes the example of Samsø, which has become almost carbon-neutral thanks to wind turbines, biomass heating and community ownership of energy, and CRETE VALLEY, which aims to create one of Europe's first Renewable Energy Valleys. It highlights both regulatory and citizen engagement challenges and the potential of these islands as **replicable models on the mainland** to contribute to the EU's climate goals.

Journalistic articles, together with press releases, typically represent peak moments of outreach across multiplier platforms. In this case, the article was amplified through **key multiplier platforms including EU Agenda, AlphaGalileo, and Phys.org**, generating a total of **5,257 impressions**.

Journalistic articles – Updated strategy

Towards the end of the project, a second journalistic article will be released, focusing on the main results achieved, with particular attention to replicability.

3.5.3. Video production

Video production constitutes a valuable strategic communication tool for the project, aimed at promoting CRETE VALLEY, presenting the pilot sites, and highlighting the results achieved.

The **project promotional video**, available in English and Greek, has already reached **3,971 views**, far exceeding the target set. In addition, the video interview with the project coordinator created during the European Sustainable Energy Week 2024, achieved a total of **973 views**, confirming the effectiveness of audiovisual content in generating engagement and outreach peaks.

Video production – Updated strategy

Five additional videos (4 on CELs + 1 on Follower Communities) will be produced, with the aim of enhancing the **communication of results**, increasing the **replicability of solutions**, and **supporting the dissemination** of results among stakeholders, partners, and interested communities. When possible, the videos will feature speakers of different genders and/or age ranges.

While the CELs pilot videos will show the results, including the **technologies installed and their benefits for the communities**, the video dedicated to the Follower Communities will cover all these extra pilots in a single video to highlight the **replicable elements of the project**, regardless of the local context, emphasising transferable practices and results that can be adapted to other contexts, without focusing on specific territorial characteristics.

The original KPI of four short videos dedicated to follower communities was therefore readjusted to one longer, single replication video showcasing results that can be replicated elsewhere, starting from the four sites identified by the project.

3.5.4. Scientific publications

Scientific outputs are a means of knowledge transfer and dissemination under CRETE VALLEY, upholding the project's open science commitment. Technical partners have been contributing to the dissemination efforts with scientific and technical publications appearing in peer-reviewed scientific, SSH based or technical journals.

The project strives for 12 or more publications in highly ranked international journals and 15 or more contributions in international peer reviewed conferences. As of March 2026, 7 papers have been published in journals, and 6 contributions made in conference proceedings/workshops. These publications are linked on the project [website](#).

Scientific publications – updated strategy

Partners will continue to produce open access, high quality peer-reviewed publications, presenting them at large conferences and other relevant platforms to advance the state of the art and enable evidence-based policymaking. R&D partners in the project will continue to ensure that relevant research from PhD students of different genders is promoted.

3.6. Clustering and synergies

3.6.1. Clustering activities

Clustering activities are a key element of the project strategy, providing opportunities for knowledge exchange, technical cooperation, and amplification of project results. By actively engaging with other EU initiatives, the project can both leverage synergies and avoid duplication of efforts, while fostering a coordinated approach to energy transition challenges.

In this context, the project has been cooperating with the [Smart Energy Cluster](#), a collaborative initiative of more than 20 EU projects focused on merging different energy services, incorporating non-energy benefits, overcoming market fragmentation, and fostering cooperation. Since joining, the project has:

- Been featured on the Smart Energy Cluster website.
- Participated in cluster events, including ENLIT 2025, with podcasts, promotional articles, and speaking slots in cluster sessions.
- Attended cluster meetings to interface with new projects and identify potential synergies
- Participated in collaborative workshops, such as the Sustainable Places 2025 session, and the cluster webinar “Advancing Interoperability and Innovation in Distributed Energy Systems” as part of the European Commission’s Sustainable Energy Day

Engagement with sister project REFORMERS complements clustering efforts. Both projects attended ENLIT 2024 (<https://cretevalley.eu/creating-self-sufficient-energy-valleys-across-europe/>), and maintain mutual representation on Advisory Boards to facilitate technical exchange. This collaboration is further strengthened through joint communications, including the development of a series of blogs (underway) covering topics such as smart energy management in different geographic contexts, effective stakeholder engagement, energy democracy, and lessons

for scaling the Renewable Energy Valley model. The [REFORMERS project](#) is dedicated to the development and rollout of Renewable Energy Valleys (REVs) in Europe, including a flagship REV in Alkmaar and several satellite valleys. This provides a unique opportunity for CRETE VALLEY to contribute to, and learn from, a broader ecosystem of REV implementations.

3.6.2. Collaboration plan

An initial collaboration plan is in place to maximize engagement with other EU initiatives and to systematically track synergies across its thematic areas. Activities and potential collaborations are recorded in a monitoring table, which includes: Project or organisation name; topic of interest, activities undertaken in 2025, prospective activities for 2026.

This ensures that CRETE VALLEY remains actively engaged across all relevant topics (RES development, energy storage and grid flexibility, citizen engagement and energy communities, island-specific energy transition challenges and so on) enabling identification of synergies and planning of joint outputs, workshops, and events.

Table 6 - Completed and planned synergy actions

Name (project, organisation)	Topic of interest	Activities in 2025	Prospective Activities for 2026
Connectheat	Community district heating / energy communities	Meeting with DG ENER on lessons learnt from energy agencies project that could be useful for the Citizen energy Package. CRETE VALLEY was one of the projects presented	Not applicable (project ended)
Green Hysland	Green hydrogen on islands	Internal meeting to review joint activities.	Joint workshop to be planned
Mip4Adapt	Adaptation topics	Internal meeting to review joint activities.	Meeting with the new MIP4ADAPT secretariat to enquire about possible activities
LIFE - ISLET	Islands & energy communities	Internal meeting to review joint activities.	ISLET will host several webinars in 2026 and its final event. CRETE VALLEY will be featured in 1 or more events.
CE4EUI Secretariat	Islands & energy transition in islands	Exchanges with the CE4EUI secretariat to feature CRETE VALLEY at the forum.	CRETE VALLEY is looking to join the CE4EUI Forum in May 2026.
European Energy Communities Facility	Energy communities	Internal meeting to review synergies.	Q4 2026: Analyse the selected communities to check whether one could be an interesting project for exploitation/replication purposes

LIFE - POWER eCOM	RECs, potential OSS	Meetings to discuss joint activities.	Speaking slot in one of the Power ECOM 2026 events
Citizen Energy Advisory Hub	Citizens and citizen organisations, Energy communities, Small businesses, Local and regional authorities, Social economy	Internal meeting to review synergies.	Q4 2026 : Analyse the selected communities to check if one could be an interesting project for exploitation/replication purposes
Covenant of Mayors	Municipalities, EU policy makers	Meetings held to discuss joint activities	Energy Communities campaign to be launched Q3 2026 - CRETE VALLEY included as Knowledge Partner
LIFE NESOI+	Business plans development for the energy transition in islands	Enquired about joint events for 2026	Joint activities to be explored (articles or events)
BRIDGE	Smart grids, energy storage, digitalization of energy systems, and decarbonization.	Observer in the BRIDGE initiative.	Further investigate how to be more involved
<u>Smart Energy Cluster</u>	Cluster of innovation in energy projects	Participation in ENLIT 2025 with Smart Energy Cluster with podcast recording, promo articles, speaking slots at cluster session Collaborative workshop at Sustainable Places 2025 Cluster webinar “Advancing Interoperability and Innovation in Distributed Energy Systems” was held as part of the European Commission’s Sustainable Energy Days.	Check potential participation in ENLIT 2026, Sustainable Places 2026
REFORMERS	REV in Alkmaar	Ongoing engagement with sister project REFORMERS	Participation in events, developing communications content, offering a joint webinar with technical partners

Greening the islands	Global event for the energy transition in islands	Several meetings held to discuss participation at events	2026: participation in the Summit in April 2026 was not possible but speaking slot could be secured for the Virtual summit in Q4 2026
BuildUP	Renovation, energy efficiency		Enquire about the possibility to write a technical article
Smart Cities Marketplace	Smart Cities, solutions for cities		Organise a meeting to discuss potential synergies
Secretariat of the Just Transition Platform	Regions beneficiaries of the Just Transition Fund		Organise a meeting to discuss potential synergies
NetZeroCities	Cities, planning		Organise a meeting to discuss potential synergies
ISLANDER	Energy transition on islands		Organise a meeting to discuss potential synergies

Collaboration plan – Updated strategy

Building on the clustering and collaboration efforts conducted in 2025, the project has now identified key stakeholders, partners, and relevant activities across the European energy ecosystem. For 2026, an updated and more structured strategy will be implemented to maximize synergies, knowledge exchange, and visibility of CRETE VALLEY's outputs.

This strategy includes:

- Systematic engagement with clustering platforms, such as the Smart Energy Cluster and BRIDGE, to reach new audiences, organise webinars and workshops, and identify thematic overlaps, particularly in areas like business development, energy services, and smart energy management.
- Strengthened collaboration with sister projects, most notably REFORMERS, leveraging joint Advisory Board representation, blogs, workshops, and digital outputs to foster technical exchange and knowledge sharing. The aim is to support the proliferation of Renewable Energy Valleys across Europe, with lessons from flagship and satellite valleys informing replication and scaling.

Using the collaboration table to track past and prospective interactions, opportunities for synergies are routinely monitored, ensuring that CRETE VALLEY remains actively engaged across all key topics, including renewable energy deployment, energy storage and flexibility, citizen engagement, energy democracy, smart energy management, business development, and social innovation.

3.6.3. Events

Events are a prime avenue to creating visibility for the project and disseminating its outputs, as well as to encourage dialogue and connect with target audiences and stakeholders. The consortium is collectively responsible for organising and/or participating in local events in Crete, and participation to third party events at the European level.

Over the last years, the project has been brought to 4 large events and has maintained 3 exhibition stands. During ENLIT [2024](#) and [2025](#), CRETE VALLEY has contributed to several sessions, hosted a collaborative workshop with the Smart Energy Cluster, and organised project and cluster stands. Attendance at ENLIT has resulted in editorial output like a cluster podcast episode (live end of May 2026) and several articles on the event [website](#).

In autumn 2025, the project contributed to a cluster [workshop](#) on “Human-in-the-loop digitalisation for Europe’s energy transition” at the Sustainable Places conference. The project was also represented at the 2025 edition of [ECOMONDO](#), in the Innovation District area and at the European Commission stand.

Support for the local events organised by partners on the ground has been provided in the form of resources such as templates for attendance lists, consent forms, invitation letters, the project communication kit, social media cards, and coverage through project channels.

The project has been featured at various local events, such as:

- Informative [sessions](#) and on-site visits to engage citizens.
- [Pan-Cretan Agricultural and Livestock Exhibition](#).
- Project presentation during Greenpeace’s Arctic Sunrise [stop](#) in Heraklion.
- 4-day [Renewable Energy Week](#) as part of EUSEW.

Local partners have also engaged with national and regional policymakers and regulators to inform them about the project’s aims, benefits and impacts. As the project advances, these meetings will also present concrete policy recommendations. A selection of the most relevant meetings is presented in Table 7:

Table 7 - Meetings with national policymakers and regulators

#	Date	Location	Type of meeting	Title of meeting	Agenda	Position and affiliation	Links
1	12/05/2025	Heraklion	Workshop	CEL 4 kick-off	Initiation of CEL 4 proceedings and discussion on the regulatory changes for the integration of Hydrogen in Greece	Vice Governor of Crete	https://www.linkedin.com/posts/renewableenergydays-cretevalley-eusew2025-ugcPost-7328357151142207489-Th2N?utm_source=share&utm_medium=member_desktop&rcm=ACoAAD48cwEB49ZN NSS6yAFUQUQSszvVhN8lvsEM
2	04/06/2025	Athens	Workshop	10th Hellenic Association For Energy Economics (HAEE) Energy Transition Symposium	Data Ownership and Interoperability Permitting and Regulatory Barriers for RES Installations & Self-Consumption Grid Flexibility – Regulatory Challenges and Alternative Approaches/Perspectives	General Manager of Hellenic Association of Independent Power Producers (HAIPP) Director of Licensing and Registries, RAEEY Director, Research Technology & Development Department General Director for Energy, Ministry of Environment and Energy Advisors and strategic partners for the Ministry of Environment and Energy	https://www.linkedin.com/posts/ugcPost-7336046882030239746-op6y?utm_source=share&utm_medium=member_desktop&rcm=ACoAAD48cwEB49ZN NSS6yAFUQUQSszvVhN8lvsEM https://www.haee.gr/conferences-and-events/haee-events/annual-energy-transition-symposium/10th-haee-energy-transition-symposium/agenda/
3	11/01/2025	Heraklion	Conference	Fair Energy Transition and Distribution of the Electrical Space in Crete	State of the grid, offering incentives for individual or collective self-consumption schemes, protecting energy as a public good by the legislative framework	Governor of Crete, 3 Mayors representing big cities of Greece, members from the Technical Chamber of Greece and the Economic Chamber of Greece	https://www.crete.gov.gr/dikaii-energeiaki-metavasi-kai-katanomi-toy-ilektrikoy-choroy-stin-kriti-me-megali-symmetochi-kai-epitychia-iekdilosi/

Events – Updated strategy

As the promotional activities will have a replication and upscaling bent in the remaining half of the project, local dissemination workshops both in Crete and the FOLCOMs will be held during this phase. These are meant to share project information, results and best practices with audiences at the local level. A framework for the dissemination workshops has already been provided to partners and the local desks in the CELs. Local Desks, which act as the main contact point between the project's Communication and Dissemination Secretariat (ICONS, ICLEI) and the pilot areas and vice versa, will continue to:

- Harvest local content for diffusion at the EU level.
- Distribute the project's content through specific local networks and press, partner websites and social media platforms to maximise outreach.
- Organise and manage stakeholder and citizen engagement at the local level.
- Track and monitor C&D activities at the local level.

Target specific webinars/workshops will be organised online for EU dissemination. These are expected to be held through 2026/2027 into 2028, centring on topics like energy system innovations on islands, community energy expansion, citizen engagement through incentive mechanisms, and data tools for energy management. These webinars may be delivered as clustering actions with other EU projects or initiatives.

Policy events and dedicated meetings will be leveraged to funnel project insights on regulatory, governance, and institutional considerations into emerging EU policies. The policy brief will be presented during at least one of these events. Policy and other thematic events under consideration for the project are listed below:

- World Sustainable Energy Days
- Clean Energy for EU Islands Forum
- European Sustainable Energy Week
- Global Sustainable Islands Summit (GSIS)
- The European Climate Pact annual event
- Smart and Sustainable Planning for Cities and Regions
- ENLIT
- European Week of Regions and Cities
- Smart City Expo World Congress
- European Hydrogen Week
- Breakfast at Sustainability's (event series run by ICLEI)
- European Conference on Sustainable Cities and Towns
- Citizen Energy Forum
- Energy Poverty Advisory Hub conference
- Energy Transition Innovation Forum

A final closing event will take place within the umbrella of a larger conference or initiative related to smart energy solutions, local/regional development, business innovation in the energy sector and/or citizen engagement for energy communities. This event will consolidate results and outcomes of the CRETE VALLEY project, presenting them to stakeholders to maximise impact and resonance.

The project will aim for balanced representation when organising or attending events (as many more are on the horizon), aiming for proportional participation of genders, with equal opportunities to appear in prominent roles to speak or moderate. Internal or project-owned events will record the gender

distribution of audience members for evaluation purposes. Any imagery from events will seek to convey heterogeneous participation (ethnicity, age, gender) as much as possible.

3.7. Capacity building and training

3.7.1. Capacity building program

As part of Task 8.5, initial steps for the CRETE VALLEY Capacity Building Program have already been undertaken. During the project meeting in Valladolid (November 2025), ICLEI facilitated an internal workshop where consortium partners mapped their existing knowledge, tools, experiences, and lessons learned related to Renewable Energy Valleys (REVs), Community Energy Labs (CELs), social engagement practices, digital tools, and infrastructure implementation.

This exercise helped consolidate internal project knowledge and identify the key themes that could be translated into learning material. Building on this workshop, the capacity building strategy was prepared to define the overall structure, objectives, and preliminary module framework for the Program.

Capacity Building and Training – Updated strategy

The next phase will focus on refining the training content and designing the capacity building modules based on both the knowledge generated within the CRETE VALLEY project and complementary external resources (e.g. ENERCOM Cap Building program). Attention will be given to tailoring the program to the needs and contexts of the FOLCOMs, ensuring that the training materials address their priorities, capacities, and local implementation challenges. During this phase, partners will contribute expertise to the five thematic modules covering social engagement, planning tools for REVs, infrastructure implementation, business models and financing, and regulatory frameworks.

Following the preparation of the modules, the program will be implemented through a series of online learning activities, including webinars, interactive workshops, and expert interview sessions. A first set of sessions will be primarily targeted at the FOLCOMs to support their capacity to apply the REV concept in their local contexts.

The **learning materials** developed through the program will be made available in several formats, including presentation slides, recorded sessions, and case-study summaries derived from the CRETE VALLEY CELs. Subsequently, an open call will be launched to invite stakeholders from across the EU to participate in a broader series of webinars presenting the REV approach, lessons learned from the project, and experiences from other related initiatives. These activities will be promoted through the project's communication channels to ensure broad participation and visibility. The capacity building activities will strive to ensure balanced gender representation, such that the training and knowledge sharing reaches diverse groups. A potential collaboration with the Global Women's Network for the Energy Transition may be sought to incorporate their vast insights into the project's offerings.

3.7.2. Playbook for REVs

Based on the training and capacity-building program under T8.5 to increase the roll-out of REVs in Europe, a REV capacity-building playbook will be developed. This playbook will be integrated with the interactive tool for REV planning from WP2.

Playbook – Updated strategy

The CRETE VALLEY Playbook will be developed as a visual and narrative document that captures the project's learning journey, focusing on the question: *"What did the project experience and learn together?"*. Inspired by formats such as the Samsø's [ISLET Report flipbook](#), the document may combine

photos, short reflections, quotes from participants, and concise explanations of key activities and lessons emerging from the CELs, FOLCOMs and capacity-building activities. The final format will be further explored with project partners to ensure it effectively documents the project experience while remaining accessible and inspiring for external audiences.

3.8. Local communication and dissemination

Local engagement and buy-in is critical to the success of the CELs and REV Lab in Crete. To this end, partners on the ground have completed a range of activities. Local events (see section 3.6.3) of different sizes and scopes were held in order to reach stakeholders such as energy consumers and policymakers. Social media promotion via partner channels in Greek was also important to get the word out; posts focused on, for instance, the Renewable Energy Days, local regulatory processes, and project gatherings.

Partners also used traditional media forms like [radio](#) and [tv](#) to reach stakeholders and communicate the benefits of local actions like the CRETE VALLEY project. Several [articles](#) describing the Arkalochori district heating system were [published](#).

To ensure developments in Crete are consistently translated to the EU level and local communication is an enabler for technical rollout, partners across WPs 1, 2, 5 and 8 are coordinating on an ongoing basis to optimise outreach strategies and respond to needs in an agile manner.

Local communication and dissemination – Updated strategy

Key considerations for engagement efforts in the coming years will be:

- provide a clean narrative about the project, overviewing the project and the functioning of the energy system
- focus on benefits for citizens (emphasising various demographics where applicable) underscoring tangible outcomes for participants
- delineate main steps for enrolment/participation, FAQs, and contact information

Existing communications materials such as presentations and leaflets will be revised to convey technical information and specifics about connection, installation, and upkeep to a non-engineering audience. New materials may be created as needed.

4. Conclusions

This update of the communication and dissemination strategy presents the results of the monitoring and evaluation activities, delving into each component of the strategy to describe the status, analyse the efficacy of approaches and outline the path ahead. The document provides a clear overview of the progress and the next steps for the suite of activities encapsulated by the various tasks of WP8.

CRETE VALLEY's communication and dissemination efforts are iteratively implemented to account for emerging needs and support the circulation and uptake of project results. Dissemination will be the primary focus in the remaining half of the project, supporting capacity building, knowledge transfer, and policy recommendations to create an interlocking matrix fostering replication.

The website and social media will continue to boost overall visibility and guide audiences to other outputs and developments. Editorial production like the journalistic article, blogs and newsletter will offer deeper insights into the project. Tailored dissemination materials like info-packs, videos, policy brief and best practice book will cater to replication-focused stakeholders, while synergies with other projects and initiatives as well as events both local and European will serve technical as well as communication and dissemination goals. The capacity building programme will port targeted learning and delivery of project methodologies directly to relevant actors.

While WP8 partners will oversee the implementation of the aforementioned actions, all partners will continue to be responsible for promoting the project, engaging those in their radius of influence, attending events and providing technical input to communication and dissemination activities.