

lifeSMART

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Support small Municipalities towARds energy Transition



Reporting energy literacy activities

Task 2.4 “Energy literacy”

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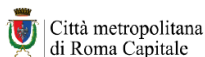




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Abstract

The LIFE SMART project aims to promote sustainable energy practices and accelerate the transition to a low-carbon economy through the active involvement of public and private stakeholders. The main objective is to foster energy efficiency and the adoption of renewable energy solutions through collaborative initiatives at both regional and local levels. One of the key strategies to achieve this goal is to improve energy literacy among citizens, businesses and policy makers, ensuring that all stakeholders are well informed and empowered to make conscious and energy-efficient decisions.

This task specifically aims to broaden the audience that can contribute to the energy transition process, addressing cultural barriers that often hinder "bottom-up" initiatives, particularly in small or peripheral communities. By raising awareness and educating stakeholders on energy-related issues, the project will provide them with the knowledge and tools needed to reduce energy consumption, take advantage of renewable sources and understand the economic and environmental benefits of energy efficiency. This effort also lays the foundation for promoting self-consumption and energy communities.

The main objective of this activity is to raise awareness among citizens about the convenience and benefits of adopting energy-saving practices in their daily lives, from preferring energy-efficient appliances and sustainable transport to improving the energy efficiency of their properties and using renewable energy home systems. Activities may include "mobile information desks", public events, challenges or games with prizes for the most energy-efficient participants, and communication tools ranging from traditional materials such as leaflets and postcards to digital content such as social media campaigns and apps.

Each partner in the target areas will identify the most effective methods for raising awareness, using tools and approaches tailored to different audiences, taking this guide as a reference. The energy literacy component will be central to ensuring that the project achieves its objectives of promoting behaviour change, capacity building and **the involvement of at least 500 public and private stakeholders** through workshops, seminars, practical demonstrations and local campaigns. This will not only improve energy awareness, but will also help build a solid foundation for long-term sustainability and resilience in the regions involved, contributing to the overall success of the LIFE SMART project.



Introduction

To be good energy citizens and to actively participate in the energy transition, we need a basic understanding of how energy systems work, from the generation of energy and the sources available, to the consumption and the role that we, as citizens, can play in these complex systems. In simple terms, we can define energy literacy as an understanding of the nature and role of energy generally and in our lives. It is also the ability to apply this understanding to answer questions and solve problems. The extent of knowledge we need in our day-to-day practices depends on how involved we are in energy systems. A good understanding of energy systems and their relationships with the environment and societies can support the ongoing challenge to reduce greenhouse gas emissions (GHGs) and can help achieve the goals set at national and international levels to combat climate change.

An energy-literate person:

- Can trace energy flows, from nature, through generation to usage and think in terms of energy systems;
- Understands how their actions and practices affect how much energy they consume;
- Can assess the credibility of information about energy;
- Can communicate about energy and energy use in meaningful ways;
- Is able to make informed energy use decisions based on an understanding of impacts and consequences;
- Recognizes the benefits of energy communities' projects and initiatives;
- Understands how individuals, communities and/or organizations can support energy transitions.

1. Energy literacy

1.1. General description and objectives of the activity

The Application Form describes the need for the improvement of the 'energy literacy' of involved communities, to create the conditions for the informed engagement of stakeholders and citizens in the implementation of inter-municipal energy plans.

Therefore, we are talking about an activity that focuses mainly on identifying the needs for improvement in the general knowledge of the population on issues related to energy and consumption so that citizens can make their own decisions in an informed and updated way. To this



end, a series of activities are proposed that must be adapted to each of the local, regional and/or national contexts, as the issues that impede access to such information or knowledge can and often do vary from one territory to another.

Thus, it is not only a matter of informing people and making knowledge available to the general public, but an analysis is needed of what activities will lead to real knowledge that will encourage and facilitate participation in decision-making, both at the public and private levels, and at the personal and collective levels.

1.2. Development of the activity

1.2.1. Identification of needs and cultural factors

As mentioned above, the activity aims to increase the audience of those who can get involved and contribute to the development of the energy transition. This requires the identification of the difficulties that prevent such involvement or participation, which will be different in each area. Therefore, an initial analysis is proposed to determine these difficulties and, therefore, the needs to be covered in the area so that activities can be designed to increase capacity. This will allow activities to be adapted to each context.

Before starting to develop the activities, there are a number of questions that each partner should ask themselves about their territory:

- What cultural factors prevent the development of informed and participatory energy initiatives, especially in small and rural areas?
- What channels of access to such information already exist and how well do they function in transmitting information?
- What are the main needs that I identify in my territory in terms of energy, especially in terms of citizen decision-making?
- Are there programmes, policies or other mechanisms that encourage and inform local consumers to implement energy initiatives?

Interviews with regional/municipal officers in charge of energy-related issues and/or with key stakeholders can help partners in answering to these questions.

Once we have answers, however approximate, we can begin to consider what kind of activity we need to develop. It may happen that in one territory the difficulties identified involve communication with the public administrations of the territory, and in another pilot area the needs identified involve



the need to articulate new information vehicles in rural areas or areas far from large urban centres. There is no standard activity that fits all contexts, since, for example, a mobile desk that rotates through different municipalities may be a useful option in a territory with an ageing population and difficult access to digital technologies; on the other hand, the development of a communication, dissemination and awareness campaign may be the option to consider in territories where there is a large young population and energy entrepreneurship will have been identified

As mentioned above, it is necessary to ensure not only the exposure of information but also the delivery of real results. For this purpose, it is necessary that project partners maintain a system of continuous reporting of the activities, including the development of the activities, the participation or scope, the number of people or visits, and the number of people or visits.

1.2.2. Definition and development of activities

After identifying the right channels for communication and dissemination of content, the activities to be developed and implemented will have to be defined. When defining the activities, it is necessary to consider that we must address specific aspects of the energy transition that affect citizens and consumers in general so that they can independently make better and more efficient decisions on domestic and local energy issues.

In the identification of needs and social and cultural difficulties, we will have obtained conclusions regarding the type of activities that we can develop. A territory in which the initiatives and associations are already articulated and there are several initiatives around energy may have needs related to the set up of physical spaces in which to develop knowledge transfer sessions or projects design, with dissemination through already established channels; by holding public events, information sessions or meetings focused on energy, knowledge can be made accessible to a public with less energy knowledge in general; on the other hand, the development of dynamics, games and challenges can serve to involve younger people or to awaken the interest of people with motivational needs.

Regardless of the type of activities to be carried out, they should deal with or seek to address the following topics:

- Promotion of self-consumption in households and in the domestic and private sphere.
- The understanding and functioning of energy communities.
- The opportunities available in the territory for energy investments.
- The ways to improve the energy efficiency in small local businesses.



- The potential economic savings and other benefits that can be obtained through investments in energy efficiency.

Of particular importance are those activities that serve to raise awareness of daily saving practices in the domestic sphere, those that improve knowledge of the real costs of energy and therefore the correct reading of a bill and those that facilitate access to and raise awareness of the possibilities of improving energy efficiency and the incorporation of renewable energy systems in the home.

1.2.3. Type of activities

Energy literacy is essential for empowering communities to make informed decisions about energy use. Here's a breakdown of activities that can be implemented (even simultaneously) to enhance understanding and engagement in energy efficiency and renewable energy solutions across various sectors:

Workshops and Seminars:

- **For Citizens:** Workshops can be organized to teach citizens how to reduce household energy consumption, understand energy bills, and take advantage of incentives for renewable energy. These sessions typically last 1-2 hours and aim to provide practical, actionable advice that participants can apply directly to their homes to see immediate benefits. These workshops can target homeowners, tenants, local community groups, and those responsible for household budgeting to ensure broad engagement from various citizen profiles.
- **For Schools:** Educational workshops targeted at young students in schools and high schools are crucial for fostering an early understanding of responsible energy consumption. These workshops, lasting 1-2 hours, can include interactive activities such as energy-saving games or DIY energy-efficiency projects, making learning about energy fun and engaging. Teachers, school administrators, and environmental education coordinators should be involved to maximize participation and ensure that these initiatives align with the school curriculum.
- **For Businesses:** Seminars for businesses can focus on conducting energy audits, understanding sustainability certifications, and exploring tax benefits of investing in energy efficiency. These sessions, lasting 3-4 hours, will help businesses identify cost-saving opportunities through energy management and inform them of regulatory and financial benefits associated with sustainable practices. These seminars should target facility



managers, officers, CEOs of SMEs, and representatives from industries looking to reduce operational costs while contributing to environmental goals.

Practical Demonstrations:

- **Visit to an energy community:** Organise a visit to an energy community or similar to raise awareness of how energy communities' work.
- **Visits to companies or local entities:** Organising visits to entities that have successfully implemented energy efficiency solutions can inspire others to implement similar actions.

Local Awareness Campaigns:

- **Information Stands and Activities:** Setting up stands in local community centers or public spaces (or even within the framework of a popular local event that is already known to attract a wide public) to inform about energy-saving strategies is a direct way to engage the public. These stands can distribute materials, showcase energy-saving devices, and educate the community on easy energy conservation methods.
- **Energy-Saving Contests and Challenges:** Launching contests and challenges that encourage participants to reduce their energy use can be both fun and effective. Prizes (not necessarily cash prizes) can be awarded for the most significant energy savings achieved, which motivates continued participation and engagement. Contests could be targeted to the entire population or to a specific category only (typically schools).

Networking Activities for Businesses:

- **Business Meetups with Experts:** Hosting networking events where business owners can meet energy experts and learn about effective energy management practices is invaluable. These meetings provide a platform for businesses to discover new initiatives, share experiences, and form partnerships that can lead to enhanced energy efficiency across industries.

These diverse activities not only raise awareness but also build capacity among different segments of the community, leading to more sustainable energy use practices that benefit both the environment and the economy. It is important for each partner to identify the type of activities that best fit their territory and target audience, always taking into consideration the subject matter of the same.



Special attention should be paid to the advertisement of the initiatives prior to their implementation (to attract as many participants as possible) and to the dissemination of their outcomes after their completion (to provide official recognition of the participants' involvement). Both activities should involve a tailored combination of both traditional and social media, based on the analysis conducted (see 2.2), and be planned in advance.

ACTIVITY EXAMPLE: Energy Cafés

Organizing Energy Cafés. *Energy Cafés are informal get-togethers designed to boost energy knowledge and know-how while also establishing relationships with the local community. An important aim is to stimulate dynamic conversations rather than situations in which 'experts' present to 'the audience'. Energy Cafés are an opportunity to gather information about the experience of people in situations of energy vulnerability and to make participants feel valued for the expertise they bring. It is critical for the host to demonstrate being eager to learn from participants, by letting others take the floor, asking questions and allowing discussion and debate. As such, hosts need to be well-versed in key soft skills such as using non-technical language and practising active listening. Regardless of the venue, the spatial set up can play a vital role in setting the mood and encouraging engagement. An informal seating arrangement – ideally with people facing each other – also makes it easier for facilitators to come across as listeners first, who are also able to share information and tips. If possible, the organizer should run a short, informal survey in advance or incorporate a quiz into the beginning of the event. This helps understand the knowledge level of attendees and gives them the chance to indicate what they most want to learn about.*

Non-energy aspects of hosting Energy Cafés

Audience	<i>Understanding whom you want to reach is the first step. Recognising that everyone can benefit in some way by participating, the priority should be attracting target audience(s) without dismissing other interested individuals or groups.</i>
Potential partners	<i>Collaborating with a partner that already has strong connections to the target audiences can be invaluable. Not only can they help get the word out, an invitation from a 'trusted friend' substantially increases the chance that people will attend. It may even be possible to embed the Energy Café into an event or activity the partner hosts on a regular basis. Finally, it can help secure a known venue or identify suitable places where people meet in the target area. It is however crucial to agree on shared goals, establishing roles up front, and to make each other aware of potential constraints.</i>
Venue	<i>Choosing 'where' to host an Energy Café should also consider the audience's needs. Identifying places where the target audience already feels comfortable is vital.</i>



<i>Timing</i>	<i>Scheduling should seek to align with the target audience. Elderly people may be more available in the daytime and hesitant to go out in the evenings. Students and working people might be freer in the evenings or on weekends.</i>
<i>Duration</i>	<i>Generally, an event lasting 1 to 1.5 hours is sufficient. Hosts should plan to stay at the venue for an extra 30 minutes to be available to speak with individuals seeking more help or information.</i>
<i>Extras</i>	<i>Generally, ECs should plan to offer some type of refreshments for participants. While coffee, tea, juice and biscuits are usually welcome, taking care to order or prepare a traditional food can help establish a connection with a particular cultural group.</i>
<i>Follow-up</i>	<i>Distributing contact details for participants who would like more information or assistance is vital, also for internal monitoring.</i>



1.2.4. Key Topics for Energy Literacy Education

Energy literacy programs should encompass a variety of essential topics to enhance understanding and empower individuals to make informed decisions. Here are some subjects examples:

- **Energy Supply and Suppliers:** Educate participants about the sources of their energy, how these sources impact costs, and the options for changing suppliers. This discussion will introduce the concepts of energy communities, along with the advantages of self-generation and self-consumption, providing clarity on how individuals and communities can benefit from more direct control over their energy sources.
- **Understanding Energy Bills:** Help participants decipher their energy bills by explaining different tariffs, including peak and off-peak rates, and additional charges such as taxes and levies. This knowledge is key to managing energy costs effectively and can lead to more conscious consumption and cost-saving strategies.
- **Energy Rights:** Ensure that participants are aware of their rights as energy consumers, including how to seek assistance and representation through energy advocacy groups or ombudsperson offices. Knowing these rights is essential for protecting consumers and providing them with the means to seek help when needed.
- **Energy Efficiency:** Provide practical advice on simple, cost-effective measures to prevent heat loss or gain. Educating participants on these measures can significantly improve their comfort, health, and overall well-being while reducing energy consumption.
- **Optimizing Energy Usage:** Offer strategies and behaviour adjustment tips to maximize the energy value for their budget. This can include using appliances more efficiently, understanding the best times to use energy-intensive devices, and making lifestyle adjustments to reduce overall energy expenditure.

These are some examples of topics that could be covered during the activities, but partners can propose their own topics to be discussed with their target audiences, according to their needs, as long as the topic contributes to the objectives of LIFE SMART.

1.3. Monitoring the impact

According to the proposal and the grant agreement, the T2.4 Energy Literacy activities aim to engage a significant number of public and private stakeholders. Although no specific number of activities is



mandated, enough events should be organized to reach the ambitious KPI of engaging 100 stakeholders initially, with a goal of reaching 150 stakeholders within five years.

These awareness activities are critical for enhancing understanding and support among both public officials and private sector leaders regarding energy efficiency and sustainability. Each target area is expected to conduct these activities as necessary to meet the KPIs, focusing on both immediate and long-term engagement.

Please refer to the following table - extracted from GA annex1 - for the values to take into account in designing the training programme in your target area.

Target areas		ANATOLIKI /Greek target area	AREANATEJO /Portuguese target area	CCI_CNA /French target area	CMCR /Italian target area	FAMP /Spanish target area	TOTAL
Number of public and private stakeholders engaged	End of the project	100	100	100	100	100	500
	5 years after the end	150	150	150	150	150	750

As the impact of task 2.4 represents a KPI, it's highly recommended to trace accurately the participation to training activities, in particular by preparing an **attendance list** for each activity, and collecting them signed by the attendees, so to be able to report to task/WP leader as well as to lead partner about the KPI progress.

Attendance list should be structured to collect, beside the name, also the affiliation, in order to register also the number and category of entities involved, and the mail contact of the participants so to keep them informed about the subsequent activities and possibly for a feedback survey (if applicable).

Attendance sheets - as bearing personal data - do not need to be submitted to task leader but collected by the beneficiaries organizing the training activities and elaborated for monitoring purposes.

Signed attendance sheets should be produced also for Practical demonstrations and Networking Activities for Businesses. In addition to the above, it is important to collect graphic material of all the activities that are organized, photos and video, in order to prove the completion of said activities.



2. Indications for reporting on T2.4 implementation

2.1. Reporting of the activity

The development of energy literacy is fundamental for the development of the LIFE SMART project as it facilitates the informed participation of citizens and other stakeholders in the territory in the field of energy. That is why within the work package (WP2) one of the deliverables (D2.2) is the report on the activities developed in this activity, to ensure that the objectives of the project are met.

The timeframe for executing these activities is set from **October 2024 to September 2025**, which provides a structured period to engage stakeholders effectively. It is essential that this report/document reflects the initial analysis of the needs and challenges identified, the description of the activities developed, and the results obtained. Regarding the results obtained, it is necessary to reflect the lessons learned, so it will be coherent to make a continuous report during the implementation of the activities, as well as the number of stakeholders reached by the activities, establishing a minimum of 100 per area.

2.2. Reporting template

Each partner involved in the LIFE SMART project is required to prepare detailed reports for each activity conducted under the project's umbrella. The purpose of these reports is to provide a comprehensive account of the activity, assess its impact, and learn from its execution. Here is the specified structure for these reports, which should each extend approximately 2-3 pages, accompanied by all relevant annexes.

Each report, structured as outlined above, will ensure that all partners provide consistent and comprehensive reporting of their activities, which is essential for the development of deliverable D2.2. Collection of country reports about information and awareness raising events.



2.3. Deliverable “D2.2 Collection of country reports about information and awareness raising events” proposed structure

The deliverable “D2.2 Collection of country reports about information and awareness raising events”, will be drafted once concluded the task 2.4 to summarize tools deployed and results achieved in each country. It is expected to be structured in 3 different parts:

- The first part will contain the present guidelines prepared by the task leader (U-SPACE) at the start of the activities (M13 – October 2024) to specify the minimum criteria and type of activities of the energy literacy in line with the proposal and to provide other beneficiaries with templates for reporting about local activities.
- The second part will include a paragraph per country, to be drafted by the corresponding beneficiaries at the task end (M24 – September 2025), and will contain a description of the activities implemented in each target area, comments about the related impacts and results, datasheets about the main events/activities organized. Most relevant training materials in national languages are linked or attached. For this point, the reports prepared by each partner are used according to the criteria established in the previous section.
- The third part will compare the activities carried out by the beneficiaries in each target area, and tries to point out common elements and lessons learnt. It is drafted by the task leader once having collected in the PART II the contributions by the beneficiaries related to the training activities implemented.



3. Reporting template

1. Introduction

- **Objectives of the activity:** Clearly outline what the activity aimed to achieve within the context of the LIFE SMART project's overall goals.
- **Target groups/profiles involved:** Describe the demographics and characteristics of the participants involved in the activity, which will help in assessing the activity's reach and impact.
- **Activated collaborations:** Detail any association or collaboration formed specifically for the development of the activity.

2. Summary of activity development

- A chronological list of all activities carried out as part of the energy literacy initiative, complete with specific data.

3. Results Monitoring

- **Total Number of Attendees (KPI):** Document the total count of participants, reflecting direct engagement in the activity.
- **Satisfaction survey results (if applicable):** Summarize the results of post-event surveys to indicate attendee satisfaction and reception. This summary should reflect general sentiment rather than an exhaustive list of responses, focusing on the overall effectiveness of the activity.

4. Lessons Learned

- Provide an evaluation of the implementation of the activity, highlighting both strengths and weaknesses. Highlight successful elements, such as high participation rates and community benefits. Additionally, identify areas for improvement and propose specific, actionable recommendations to improve the effectiveness of future activities.

5. Annexes

- Provide the most relevant materials in the local language, as well as photos of the activities.



4. Report – Anatoliki (Greece)

4.1. Introduction

This task aims at expanding the audience of those who can contribute to the energy transition process by overcoming some of the cultural factors that normally hamper “bottom-up” initiatives, especially in small or peripheral contexts, thereby preparing the ground for the promotion of self-consumption and energy communities.

It included awareness-raising activities adapted to each context, targeting local communities in the two Greek target areas, addressing energy efficiency in households and/or small- and medium-sized enterprises, and investigating funding opportunities for related initiatives.

The aim of the tasks was to introduce and raise awareness among citizens and entrepreneurs about the benefits of daily energy-saving practices, providing information on the actual costs and advantages of choosing energy-efficient devices and sustainable transport modes (e.g., electric bicycles), supporting the energy upgrading of their properties, and incorporating small- and medium-scale renewable energy systems.

Local activities included the organization of three public events, the activation of a “mobile information desk” at all events, and the dissemination of brochures and reward gifts. All these dissemination activities were promoted through the municipalities’ websites and related social media campaigns.

The target groups of the current Task included:

- Citizens and elementary – high schools’ students, as recipients of non- technical communication and energy literacy activities, aimed at raising their awareness on energy use, energy efficiency and incorporation of small-scale Renewable Energy Sources (RES) systems or devices (PV panels, electric vehicle chargers, power storage batteries ect).
- Small and medium scale Enterprises (with emphasis on local tourism enterprises) and their local associations aiming at ensuring their collaboration in the design and implementation of clean energy actions and energy minimisation initiatives and works.



4.2. Summary of activity development

- **Event 1: First Mountainous Race of Paleochori**

On May 3, 2025, ANATOLIKI S.A., within the framework of the Life SMART project, participated as a sponsor in the first “Mountainous Race”, which took place in Paleochori of the Municipality of Aristotelis.

Throughout the event, at a specially designed information stand, executives of ANATOLIKI S.A. provided information to the public on issues related to the energy transition and building upgrade. Particular emphasis was placed on the ways in which citizens can reduce their carbon footprint, contributing to the promotion of sustainable development.

Furthermore, the citizens were informed about the energy transition actions of the Municipality of Aristotelis within the Life SMART project and received reward gifts for their active participation.

- **Event 2: Sustainable Forms of Energy – Sustainable Mobility – Energy Saving Practices**

On Wednesday, September 17, 2025, at the Cultural Center Park of Stavros (Municipality of Volvi), the citizen information and awareness-raising actions on the topic of “Sustainable Forms of Energy – Sustainable Mobility – Energy Saving Practices”, organized by ANATOLIKI S.A. in collaboration with the Municipality of Volvi, were held with great success. The action highlighted the importance of the active participation of local communities in the transition to clean energy.

The event attracted the interest of many citizens and students of the high-school and lyceum of Stavros, who actively participated in the actions, acquiring valuable knowledge about energy saving and sustainable mobility via in situ presentations by energy efficiency experts at a specially designed info kiosk.

As part of the event, participants had the opportunity to try interactive bicycles that generate energy, as well as to learn about the electric mobility of the Municipality of Volvi. At the same time, the local Traffic Police Directorate provided useful advice on Road Safety, enhancing the awareness of young people.

At the event participated experts from the Technical Department of the Municipality of Volvi, providing information to the citizens relative to the energy transition actions of the Municipality.



- **Event 3: Energy Upgrading of Businesses event**

The event on the theme of “Energy Upgrading of Businesses” took place on Wednesday, September 17, 2025, at the Cultural Center of Ierissos, organized by ANATOLIKI S.A., in collaboration with the Municipality of Aristotelis and the Professionals Association of Ierissos, within the framework of the current LIFE SMART project.

During the event, the objectives and actions of the LIFE SMART project were presented, while the prospects for energy efficiency for businesses, current developments in the energy sector and the opportunities opened up for the energy transition were discussed. Examples of energy upgrade and RES incorporation in businesses were also presented and the presuppositions for the inclusion of businesses in financial energy upgrading programs were thoroughly presented including respective case studies.

The event concluded with an open discussion between speakers and participants, giving space for questions, exchange of experiences and dialogue on the challenges and opportunities associated with energy saving, RES exploitation and funding schemes.

4.3. Results Monitoring

Date	Municipality	Venue	Event	Activity	Dissemination type	Target group	Reach/Impact KPIs
03/05/2025	Aristotelis	Paleochori	First Mountainous Race of Paleochori	Specially designed information stands Awards	Information Awareness-raising	Citizens	97 participants
17/09/2025	Volvi	Cultural Center Park of Stavros	Sustainable Forms of Energy – Sustainable Mobility – Energy Saving Practices	Presentations Interactive bicycles Awards	Information Awareness-raising Community Involvement	Citizens Students	60+ participants
17/09/2025	Aristotelis	Cultural Center of Ierissos	Energy Upgrading of Businesses event	Seminar and Open discussion	Workshops and Training Activities	Local entrepreneurs	37 participants



4.4. Lessons Learned

The energy literacy activities successfully expanded the audience capable of contributing to the energy transition by overcoming cultural barriers common in peripheral contexts. Integrating energy awareness with existing community events, such as the Mountainous Race in Paleochori and specialized gatherings in Stavros and Ierissos, proved effective in attracting diverse participants. The Stavros event engaged citizens and students alike through expert presentations and interactive exhibits like energy-generating bicycles, while the Ierissos business event offered insights into energy efficiency, renewable systems, and funding opportunities, fostering dialogue among entrepreneurs and municipal stakeholders.

These efforts connected energy transition concepts to practical local applications, raising awareness about reducing carbon footprints, sustainable mobility, and business energy upgrades. Collaboration with municipalities strengthened credibility, with active technical department involvement. However, some challenges remain: reliance on one-off community events limits ongoing engagement, business sessions could incorporate more hands-on workshops and networking, and standardized evaluation metrics are needed to measure impact more systematically. Future plans may include expanding mobile info desks for regular community presence and partnering with local media to amplify outreach and reinforce messages through the campaign.

4.5. Annexes

- **Event 1: First Mountainous Race of Paleochori**





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Support small Municipalities towards Energy Transition
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- **Event 2: Sustainable Forms of Energy – Sustainable Mobility – Energy Saving Practices**



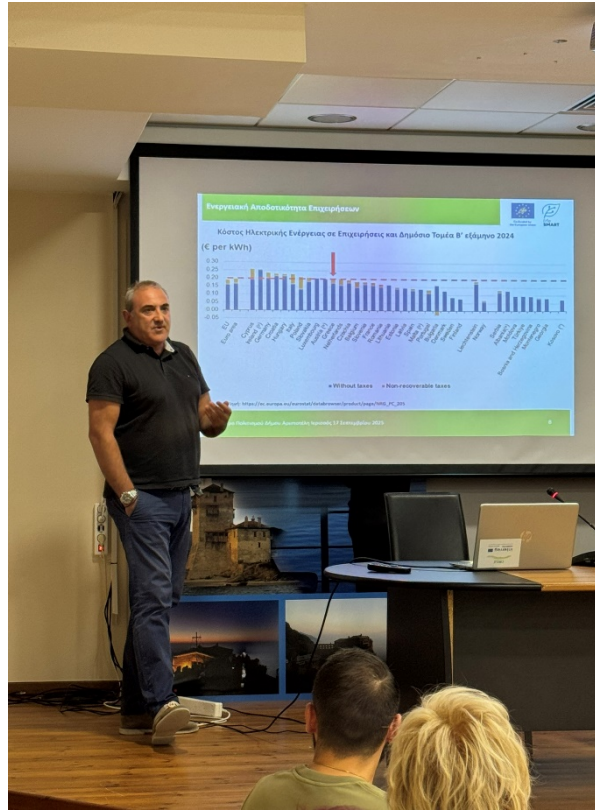


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(LIFE22-CET-SMART)



- **Event 3: Energy Upgrading of Businesses event**





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Life SMART
Support small Municipalities towArds Energy Transition
(LIFE22-CET-SMART)





5. Report – AREANATEjo (Portugal)

5.1. Introduction

The promotion of energy literacy actions is essential for the development of the LIFE SMART project, as it facilitates the informed participation of citizens and other stakeholders in the field of energy.

In Portugal, these actions took place in July and August 2025, under the coordination of AREANATEjo. Through face-to-face sessions, we bring knowledge to people, encouraging the desire to know more about the thematic of energy and adopt more sustainable energy behaviors.

In fact, understanding what energy is, what its sources are, how it is produced, and how it is used, are essential to make informed decisions and adopt efficient behaviors. In addition, there is a need to improve consumers' energy literacy, with the aim of enabling them to make more informed choices about energy consumption, which will consequently lead to greater monetary savings, environmental benefits and greater participation in the energy transition to more sustainable energy sources.

Taking this into account, with these energy literacy actions, AREANATEjo intended to raise children awareness to the main concepts of the energy theme for the first time, familiarizing them with terms and explaining their meaning in a playful, simple and fun way. In this way, we intend to fill a gap in the education of the youngest, preparing them for the future with concepts that they should understand in their adult life and behaviors that they should adopt daily, both in a family and school context.

On the other hand, and considering that it is among the most vulnerable people (namely the elderly) that energy poverty intensifies, we also considered it relevant to involve this age group, with the aim of increasing their energy literacy and, consequently, leading them to make more informed choices and change energy consumption habits.

Regarding the participants involved in these energy literacy actions and taking into account the period in which they were promoted (summer months), two age groups were selected, where there is less knowledge of energy issues: children (3 to 15 years old) and elderly (+ 65 years old).

All energy literacy actions were coordinated directly with the pilot municipalities belonging to the Alto Alentejo sub-region and involved in LIFE SMART Project (Alter do Chão, Castelo de Vide, Marvão, Monforte and Sousel).

With the aim to plan these activities, it was carried out a preliminary survey of municipal initiatives already planned for the summer period, in particular:



- Free time occupation programs (ATL), summer camps or other activities targeted at children and young people;
- Meetings or sessions with senior groups, including senior academies or other local involvement dynamics.

Our intention was, together with the municipal services, to integrate in these (already set) initiatives interactive and adapted educational actions, with accessible content on energy efficiency, renewable and non-renewable energies and energy saving tips.

Thus, in addition to the interlocutors of the Municipalities above mentioned, we involved those responsible for the CLDS 5-G Programs (Local Social Development Contracts) of Sousel and Alter do Chão, initiatives of the Portugal 2030 Program, co-financed by the European Union, aimed at strengthening social inclusion policies and fighting poverty, especially in depressed territories and in critical situations of child poverty. The Senior University of Marvão, the Free Time Occupation Programs (ATL) of Sousel, Marvão, Monforte and Castelo de Vide, as well as the Santa Casa da Misericórdia de Castelo de Vide (nursery home), were also involved.

5.2. Summary of activity development

With the aim of improving the energy literacy of the above-mentioned target audience and creating the conditions for the informed involvement of citizens in the implementation of intermunicipal energy plans, a series of activities were outlined, adapted to the local context and age of the participants.

For this purpose, three educational games were designed and produced specifically for these activities, with the aim of transforming energy literacy into a fun experience:

- **Game 1 – Four (4) «Waste Alert Mission» Puzzles**

With 70 pieces (each) and appealing illustrations, they are perfect for teaching (while playing) about energy efficiency and fighting waste. Each puzzle comes in its own box and contains right and wrong magnets (so that wasteful situations can be identified), game rules, plastified mission report and pen (which can be reused), a presentation poster and personalised MDF (sustainable wood-based material) medals with the words «I am an Energy Agent».

- **Game 2 - Modular Energy House**

Providing a floor plan of a house in A1 format, divided into five rooms (living room, kitchen, bedroom, bathroom and outdoor space), this activity invites young people to build an efficient house, exploring ways to save energy. A catalogue with images of energy-related objects (efficient and inefficient) is



also provided, so that they can choose which ones to use. «Efficient House Builders»' stamps were also produced to be distributed to participants.

- **Game 3 - «Energy Game of Goose»**

With challenges, traps and lessons along the way, this reinvented classic game teaches energy efficiency concepts in a simple and fun way. It was designed as a table-top and floor (canvas) game board, with eco-friendly and recycled pawns also being produced. The game rules and question cards were produced in durable, resistant plasticised material. A durable case was also provided for transporting and storing the games.

All materials produced took into account materials with low environmental impact, from renewable or recycled sources, using sustainable production processes and minimising pollution (eco-friendly materials). They were designed to be reusable and include reference to the LIFE SMART Project and the LIFE Programme.

Subsequently, activities were scheduled with a duration of about 1h30 – 2h (each), with the following dynamics:

- **Initial Presentation** focusing on the theme of non-renewable and renewable energies, energy saving tips and behavioral changes.

Target audience: children and adults

- **«Waste Alert» Mission** – composed of 4 puzzles referring to 4 rooms of a house (bedroom, kitchen, bathroom and living room), with situations of energy waste. The main objective is to promote, among children and young people, energy literacy through a playful-pedagogical activity. Using observation and analysis, this game aims to enable children to detect energy waste practices in their daily lives, by building puzzles, and promoting critical thinking and a sense of energy responsibility in a fun and cooperative way. In this way, each child will act as an "Energy Agent" with an important mission: to detect all signs of waste in a room of the house and report the problems to the other colleagues. At the end, each team receives an official mission report that they must fill out and each child will receive an Energy Agent badge.

Target audience: children from 3 to 10 years old

- **«Modular Energy House»** - this game aims to stimulate the creative understanding of the principles of energy efficiency, challenging participants to design and organize solutions that make a home more efficient. The activity promotes critical thinking, visual expression and the ability to justify choices. Each team receives a house plan divided into rooms (living room,



bedroom, kitchen, bathroom, outdoor) and a catalog with images of energy objects (efficient and inefficient), so that they can choose the ones they should use. The mission is to identify, design and correctly position the elements that make each space more efficient. In the end, the house plans will be classified according to their energy class and participants whose houses have reached at least the energy class "C" will receive a "Builders of Efficient Homes" stamp.

Target audience: children from 10 years old

- **«Energy Game of Goose»** - this is an educational resource designed with the aim of promoting energy literacy among children and seniors through a playful-pedagogical activity. Through simple questions and thematic challenges, the game aims to raise awareness of good practices in energy consumption, efficient use of resources and sustainable choices in everyday life. This game was designed to be versatile, easily transportable and applicable in different contexts (ATL, schools, fairs, educational centers), ensuring visual impact and pedagogical functionality. In this way, it is designed to be played either in the form of a table board or the form of a floor board.

Target audience: children from 6 to 12 years old and senior population

5.3. Results Monitoring

The energy literacy activities developed by AREANATEjo within the scope of LIFE SMART Project took place in the months of July and August 2025 (within the planned timeframe), and a summary of them is listed below:

Participants - Energy Literacy Activities - Alto Alentejo (Portugal)					
Target Municipality	Place		Date	Number of people involved	Profile of the participants
Sousel	Casa Branca	Summer leisure programme	28/07/2025	16	children
	Cano	Summer leisure programme	28/07/2025	6	children
	Santo Amaro	Summer leisure programme	29/07/2025	21	children
	Sousel	Summer leisure programme	29/07/2025	30	children
Alter do Chão	Seda	CLDS project - Local Social Development Contract	31/07/2025	8	elderly
	Alter do Chão	Summer leisure programme	31/07/2025	8	children
	Cunheira	CLDS project - Local Social Development Contract	01/08/2025	4	elderly
Monforte	Monforte	Summer leisure programme	07/08/2025	30	children
Castelo de Vide	Castelo de Vide	Nursing Home	21/08/2025	25	elderly
	Castelo de Vide	Summer leisure programme	21/08/2025	25	children
Marvão	Santo António das Areias	Summer leisure programme	25/08/2025	53	children
	Santo António das Areias	Senior University	25/08/2025	4	elderly
TOTAL				230	



After analysing the final results of the 11 awareness-raising actions carried out, we concluded that the number of participants to be involved in these activities was largely exceeded (minimum of 100 per pilot area), which demonstrates the success of these actions and their importance in promoting sustainable energy practices and accelerating the transition to a low-carbon economy.

Satisfaction questionnaires were not applied to the events organized. The participants' satisfaction with the playful and dynamic way in which the actions were conducted was measured *in loco*.

5.4. Lessons Learned

Boosting energy literacy actions is crucial to empower citizens to make informed choices about energy consumption, promoting energy efficiency and the adoption of sustainable behaviors. Increasing energy literacy helps reduce energy consumption and greenhouse gas emissions, tackling energy poverty and contributing to decarbonisation targets. This training involves the development of projects and initiatives such as information and training actions for consumers, families and even involving the youngest (children and young people) in a school context or similar and adult/senior groups or other dynamics of local involvement.

AREANATEjo has long recognized this need to improve consumers' literacy skills so that they are better informed and enlightened and adopt the energy choice and consumption decisions that best respond to their needs and interests. In this way, with the promotion of these energy literacy actions within the scope of the LIFE SMART Project, we consider that we have contributed to the promotion of energy literacy in a transversal way, taking the theme of energy, energy saving and renewable energies to a broad target audience.

It was also noted the importance of producing and making available more standardised teaching materials, so that municipalities can independently promote their own energy literacy initiatives and replicate these methodologies in different local contexts.



5.5. Annexes

Photos of materials

Presentation on renewable energies and energy efficiency



Mission «Waste Alert»



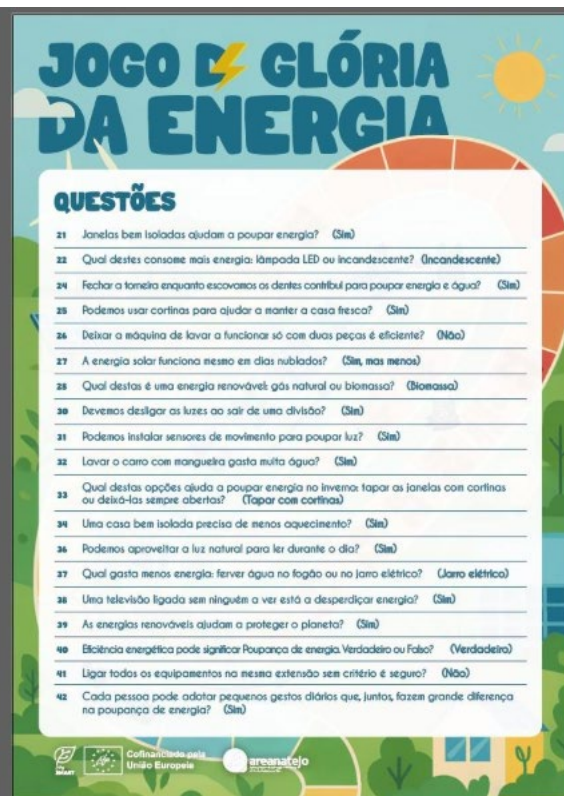
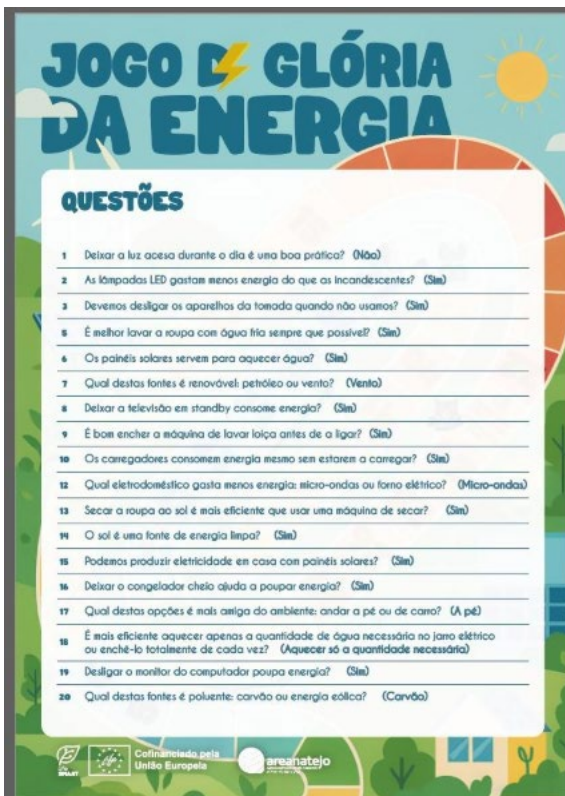


«Modular Energy House»





«Energy Game of Goose»



Photos of the sessions promoted





6. Report – CMRC (Italy)

6.1. Introduction

The first phase of the activities aimed to identify the difficulties that prevent the population of the Valle Ustica from becoming involved or participating in the energy transition and, consequently, the needs to be met in our area of intervention. A better understanding of the territory, its needs and the actors involved allowed us to adapt our approach to the context and plan activities with greater potential impact.

The context analysis was carried out both through desk research and through interviews with some key stakeholders in the territory. The interviews focused on the following questions: existing information channels in the territory, initiatives and information already available on the topic of energy, main problems and needs of the population in relation to energy, users potentially interested in initiatives on the topic of energy and active players in the territory, and the best types of communication initiatives to organise.

Following the analysis phases, three groups of activities have been identified:

1. Organisation of promotional and literacy activities in **local schools**, in the form of workshops. These were organised at the middle school of Vicovaro, the primary school of Mandela and the primary school of Licenza.
2. Organisation of activities to raise public awareness (**public meetings**) on the topic of renewable energy and to initiate a process of joining the Energy Community that will be promoted by the project. These were organised on 13, 20 and 27 June in Mandela, Licenza and Percile.
3. Organisation of promotional activities for the project and activities involving adults and children in order to promote alternative energy sources and provide basic information on existing solutions to citizens at a **festival or other public event**. A stand on the topic of energy has been set during a local Festival organised on the 26th of July in Mandela.



6.2. Summary of activity development

SCHOOLS WORKSHOPS

The energy transition requires not only technical innovation but also a profound cultural shift. Starting from education in schools proves essential, as today's youth will be tomorrow's citizens, professionals, and decision-makers. Educating children and adolescents on sustainability and energy efficiency helps instil early awareness and responsibility toward the planet's resources.

Schools acts cultural accelerators, promoting good practices not only among students but also within families and the broader community. Experiential education—rooted in a "learning by doing" approach—is particularly effective. It allows students to transform abstract energy concepts into tangible skills by engaging directly in practical experimentation and collaborative challenges.

Importantly, sessions dedicated to energy transition serve also as valuable professional development moments for the participating school staff. Teachers actively observe the workshops and are introduced to innovative educational techniques.

The overall objectives of the activity were:

- To increase energy awareness and sustainable behavior among young students;
- To introduce core concepts related to energy production, consumption, and renewable sources;
- To foster creativity, problem-solving, and teamwork through hands-on workshops;
- To strengthen school capacities for ongoing energy education through knowledge transfer to teaching staff.

The activities targeted primary and lower secondary school students (approximately ages 8–13) in the Municipalities of the Italian target group, and in particular in Vicovaro, Mandela and Licenza. The other 2 Municipalities do not have schools since they are very small; therefore all the students of the 5 Municipalities were reached during the activities. Each session was optimized for groups of up to 40 students. In total, 86 students and 11 teachers participated across three schools. The workshops were delivered in close collaboration with:

- School staff and teachers from the selected pilot schools;
- Two trained facilitators per session;
- External energy expert with experience in interactive and participatory education.

- **Vicovaro Middle School**

Date/Time: Monday, 26 May 2025 – 11:00-13:00



Teachers present: 3

Participants: 41

This session involved students from the lower secondary school of Vicovaro. Being older and more independent, the students were able to engage with the workshop content at a deeper level. During the experimental phase, many of the prototypes were successfully built without direct assistance from the facilitators. Some groups even added creative design features, demonstrating a solid understanding of the energy principles involved. The atmosphere was enthusiastic, and students actively presented their models with confidence.

- **Mandela Primary School**

Date/Time: Monday, 26 May 2025 – 13:00-15:00

Teachers present: 3

Participants: 9

Despite the small group size, students from Mandela Primary School participated with great enthusiasm. Facilitators provided more hands-on support, especially during the construction of the prototypes, as younger students needed help with wiring and assembly. All students were proud of their achievements and were eager to explain how their solar-powered devices worked. The small group setting allowed for rich interaction and personalized attention.

- **Licenza Primary School**

Date/Time: Wednesday, 28 May 2025 – 11:00-13:00

Teachers present: 5

Participants: 36

The session in Licenza involved a larger group and required careful coordination. Students were divided into small teams, each supported by facilitators to ensure everyone remained engaged. Although the younger participants needed guidance to complete their prototypes, the energy and curiosity in the room were strong. All teams managed to finish and present their solar-powered models. Several students asked whether the workshop could be repeated for other classes.

PUBLIC MEETINGS

This activity was implemented in the context of the LIFE SMART project Italian pilot area, specifically in three municipalities of the Valle Ustica area—Mandela, Licenza, and Percile—identified as pilot cases for the project. These municipalities are currently in the process of



establishing an inter-municipal Renewable Energy Community (REC), which represents a pioneering initiative at the national level.

Given this context, the central theme of all three events was the concept and implementation of Renewable Energy Communities (RECs). While each meeting addressed different specific energy topics—from global production trends to household consumption and energy bills—the topic of RECs was discussed in all sessions. In particular, even during the third meeting (focused on energy bills and consumption habits), the potential link to the local REC under formation was explicitly highlighted to demonstrate how individual behaviours can impact collective energy strategies.

The overarching objectives of the activity were:

- To enhance local energy literacy and support informed civic participation in the energy transition;
- To explain the principles and benefits of RECs;
- To facilitate understanding of household energy practices and their role in broader energy strategies;
- To encourage the emergence of inter-municipal cooperation around shared energy services.

The events were open to the general public, with a focus on:

- Residents of the three municipalities
- Municipal technicians and administrators (the three mayors from each municipality were always present)
- Representatives from local associations and civil society actors
- Entrepreneurs and small business owners

The activity was carried out in collaboration with:

- The Municipalities of Mandela, Licenza, Percile, Roccagiovine and Vicovaro (RM)
- Local community centers and cultural spaces
- Experts involved in logistical support and children's activities carried out in parallel to the energy literacy sessions
- Facilitators and energy experts

- **Municipality of Mandela**

Date/Time: Friday, 13 June 2025 – 17:30-19:30

Location: Municipal Theatre, Municipal Hall

Participants: 25

Topic: From Centralized Production to Energy Self-Sufficiency: How Energy Production is Changing Worldwide



The format included an introduction to the topic, screening of the documentary "We the Power" realized by Patagonia, followed by a facilitated group discussion. The film explores the history and evolution of energy cooperatives in Europe, culminating in the adoption of EU legislation on Renewable Energy Communities. The audience engaged enthusiastically with the documentary and raised questions regarding the replicability of such models in the Italian context, particularly in small and rural municipalities like those in Valle Ustica. Critical issues and key questions focused on how European best practices of RECs can be adapted locally, which steps are needed to officially form an REC, and how citizens can participate and contribute.

- **Municipality of Licenza**

Date/Time: Friday, 20 June 2025 – 17:30-19:30

Location: Municipal Social Center

Participants: 22

Topic: Imagining Community Services in the Ustica Valley: Opportunities and Challenges for a Renewable Energy Community

This participatory workshop included visual mapping and scenario building exercises. Participants worked in groups to imagine future shared services and benefits enabled by a REC. There was strong involvement, with participants contributing concrete ideas and proposing cross-municipal services that could benefit from REC development. Key questions addressed which public spaces and services could be powered through shared systems, how incentives can be distributed among participants, and legal and financial models for inter-municipal collaboration.

- **Municipality of Percile**

Date/Time: Friday, 27 June 2025 – 17:30-19:30

Location: Sala della Cultura, Municipal Hall

Participants: 19

Topic: Saving Energy at Home: How to Read Your Energy Bill and Reduce Consumption

The format involved interactive analysis of real energy bills, with practical tips on reducing household consumption and improving energy efficiency, including simulation of incomes from PV production and energy sharing. The discussion also touched on how individual practices could influence collective energy performance within a REC. While some participants were mainly interested in the practical aspects of bill reduction, most questions focused on the REC dimension, indicating strong local interest in how energy savings could tie into broader community initiatives. Questions centered



on how savings from energy efficiency relate to REC benefits, incentives available for renewable energy systems within a REC, and governance and redistribution mechanisms in shared energy models.

VILLAGE FESTIVAL

The event in Mandela was organized as the final stage of the energy literacy cycle carried out in the schools and municipalities of the Ustica Valley. Unlike the previous activities, this initiative had a more communicative than educational character, aiming to reconnect with the local population, reach new individuals, and disseminate the project's messages in a festive and familiar context.

The booth was designed to encourage dialogue with residents and promote inclusive, easy participation. The setting of the village festival created an informal atmosphere, ideal for engaging people who had not taken part in previous events. The activities aimed to involve both adults and families, using differentiated but complementary approaches: participatory reflection on one hand, playful interaction on the other. The presence of facilitators and experts ensured quality and continuity with the previous workshops.

The specific objectives of the event were:

- To reach a broader and more diverse audience, including those not involved in earlier events;
- To encourage collective reflection on local sustainability policies;
- To promote conscious behaviour through interactive and engaging activities;
- To reinforce the perception of the project as a shared and accessible community initiative.

The activity targeted citizens of the Municipality of Mandela, particularly families and adults attending the village festival on July 26. A **total of 18 participants** were officially recorded, though many more engaged informally throughout the evening. The booth was managed by:

- Project facilitators;
- Technical experts in environmental policies;
- Local volunteers providing logistical support.

- **Municipality of Mandela**

Date: Saturday, July 26, 2025

Location: Main square – Municipality of Mandela

Participants: 18 (recorded, with more engaging informally)

The event served as the final stage of the energy literacy cycle carried out in the schools and municipalities of the Ustica Valley. Unlike the previous activities, this initiative had a more



communicative than educational character. The event served as an opportunity for informal yet meaningful engagement and was generally well-received. Although not all attendees signed the registration sheet, many stopped to ask questions, collect information leaflets, and participate in the activities. The communal dinner organized as part of the village celebration proved especially helpful in fostering spontaneous and direct conversations with local citizens.

The booth remained open throughout the event and included two main activities: participatory proposals for local policies, where visitors were invited to interact with experts to discuss issues and suggestions within four key areas (Mobility, Water, Waste, and Energy), with ideas written on post-its and displayed on a large board; and an interactive CO2 emissions game using a deck of cards representing various everyday activities, where participants ranked them in order of increasing CO2 emissions.

6.3. Results Monitoring

Total Number of Attendees (KPI)

School activities

School	Boys	Girls	Total
Vicovaro Middle School	20	21	41
Mandela Primary School	5	4	9
Licenza Primary School	17	19	36
TOTAL	42	44	86

Public meetings

Municipality	Male attendees	Female attendees	Total
Mandela	15	10	25
Licenza	13	9	22
Percile	11	8	19
TOTAL	39	27	66
TOTAL (excl. people participating multiple times)	29	21	50

Village festival

Participant	Male	Female	Total
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Mandela Village Festival	11	7	18
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6.4. Lessons Learned

While formal satisfaction surveys were not conducted, qualitative feedback shows a very positive reception of the LIFE SMART energy literacy activities.

In schools, the hands-on "learning by doing" approach was highly effective, keeping students engaged with no one excluded. Many students experienced solar panels powering motors for the first time, which made a strong emotional impact. Teams proudly presented their solar-powered prototypes, and teachers showed keen interest in replicating the workshops. The positive feedback led CMRC staff to repeat these activities in another project during a metropolitan Sustainability Festival.

Public meetings maintained high engagement, with the consistent focus on Renewable Energy Communities (RECs) providing a coherent theme. These events blended educational content with social elements, such as aperitifs and children's parallel activities, making participation more inclusive and accessible for families.

The village festival successfully sparked curiosity, dialogue, and active participation. The interactive tools, especially the participatory proposals board and the CO2 emissions game, were well-received, helping new residents engage with the project's messages. The informal, festive setting attracted broader audiences beyond those previously involved.

Strengths: The experiential learning approach in schools created lasting impressions and encouraged replication. Public events combined education and social interaction effectively, supporting inclusivity through children's activities. The festival setting brought in new participants and fostered bottom-up dialogue. Across all activities, the consistent REC narrative helped participants understand energy transition's multiple dimensions. Mayoral presence reinforced institutional support and citizen dialogue.

Weaknesses: Younger students sometimes struggled with technical tasks but overcame challenges with facilitator support. Some groups needed more time to finish tasks, and success depended on sunlight availability, mitigated by backup light. Public meetings saw uneven promotion across municipalities, and only half the participants attended more than one session, requiring facilitators to recap previous meetings for continuity. The festival's informal nature and lack of mandatory registration limited accurate participation tracking and depth of interaction.



This feedback suggests high satisfaction overall, with actionable lessons to enhance facilitation, coordination, and engagement tracking in future activities.

6.5. Annexes

School activities







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Public meetings

lifeSMART
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Città metropolitana
di Roma Capitale



Energie in Comune

Tre incontri per parlare di come sta cambiando il modo di produrre e consumare energia e bere un bicchiere di vino insieme

1° INCONTRO

Quando: Venerdì 13 Giugno | **Ore:** 17.30 

Dove: Comune di Mandela, Sala Teatro Comunale (sede comunale)

Proiezione documentario - Dalla produzione concentrata all'autosufficienza energetica: come sta cambiando il modo di produrre energia nel mondo

2° INCONTRO

Quando: Venerdì 20 Giugno | **Ore:** 17.30 

Dove: Comune di Licenza, Sala del Centro Sociale Anziani – APS Quinto Orazio Flacco

Workshop - Immaginiamo i servizi di comunità nella Valle Ustica: opportunità e sfide per una Comunità Energetica Rinnovabile

3° INCONTRO

Quando: Venerdì 27 Giugno | **Ore:** 17.30 

Dove: Comune di Percile - Sala della Cultura, Palazzo Borghese Sede Comunale

Risparmiare energia a casa: impariamo a leggere la bolletta e a consumare meglio



APERITIVO FINALE

Al termine di ogni incontro, un momento conviviale con vino, bibite analcoliche e prodotti da forno!



ATTIVITÀ PER BAMBINI

Durante ogni incontro, saranno organizzate attività ludico-educative dedicate ai più piccoli!





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Village festival



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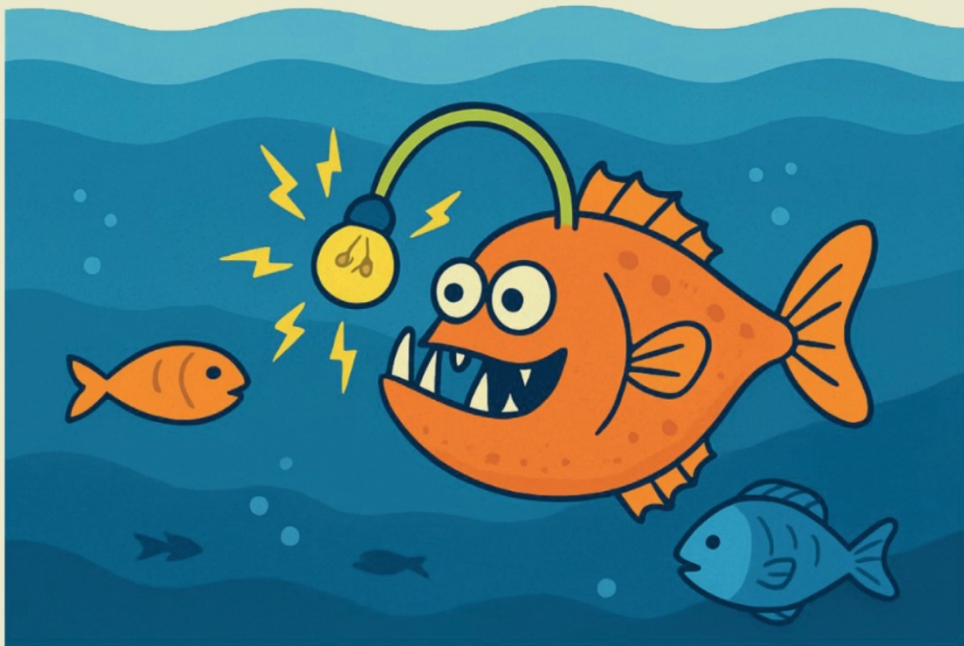
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UN MARE DI ENERGIA

Fermati al nostro TAVOLO ENERGETICO per:

- > mettere alla prova le tue conoscenze
- > lasciare consigli utili per la transizione energetica dei Comuni della Valle Ustica



Sabato 26 luglio dalle ore 19
in occasione della Sagra "Profumo di Mare"
Comune di Mandela, Piazza IV Novembre



Cofinanziato
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7. Report – CCI Nice (France)

7.1. Introduction

The activity was designed to raise awareness about the energy transition, to provide participants with key knowledge for understanding energy systems, and to support the proper implementation of the LIFE SMART project's activities. It aimed to highlight the interconnections between energy, the environment, and society, thereby contributing to the global effort to reduce greenhouse gas emissions. These objectives are aligned with national and international targets to mitigate climate change. To ensure impact, the actions were adapted to the specific needs of the municipalities engaged in the project. Ultimately, the activity sought not only to sensitize a broad audience to the challenges of the energy transition but also to equip participants with the tools to disseminate this knowledge further within their communities.

The activity engaged a variety of groups with different roles in the energy transition. The primary target groups were municipal agents, including energy managers, technical collaborators, service staff, and elected officials. In addition, citizens were directly involved, as their participation is essential in the widespread adoption of energy sobriety practices. Firms in the energy sector and consulting professionals were also included, given their capacity to contribute to the technical and strategic aspects of the transition.

This mix of technical profiles, citizens, and private stakeholders ensured that the activity had both a professional and community-based reach, reinforcing the idea that the energy transition requires action at multiple levels of society.

The success of the activity relied on close collaboration with several partners. The municipalities played a central role, hosting events and contributing to specific initiatives. For example, an evening dedicated to photovoltaic solutions was organized in Saint-Vallier-de-Thiery, while working groups were developed during the launch of an eco-gesture campaign. Additional support was provided by a communication agency, which developed the eco-gesture campaign. Furthermore, cooperation with the Club Énergie Côte d'Azur strengthened knowledge sharing and facilitated exchanges with key stakeholders from the energy sector. We also integrated workshops dedicated to the projects in the framework of a bigger event, held by the CCI Nice Côte d'Azur, which is the "Assises Azuréennes de la Transition Énergétique".

These collaborations enabled the activity to be tailored to local contexts, to mobilize diverse expertise, and to increase its overall reach and effectiveness.



7.2. Summary of activity development

- **2 workshops in the framework of the event “Assises Azuréennes de la Transition Énergétique” – 13/06/2024, Menton, France**

Two workshops were held as part of the “Assises Azuréennes de la Transition Énergétique”, now in its fourth consecutive year. This 4th edition brought together 260 participants involved in the energy transition, including municipal representatives, public authorities, companies, energy consultants, and other stakeholders from the energy sector.

The first workshop focused on **thermal renewable energies** (both heating and cooling) as key levers for the energy transition of businesses and local authorities. The second workshop addressed the **French law on Renewable Energy Acceleration Zones (ZAER)**, which aims to speed up the deployment of renewable energy projects.

Both workshops gathered **25 participants**, mainly municipal representatives and energy sector professionals.

- **Afterwork dedicated to photovoltaic solutions – 03/10/2024, Saint-Vallier-de-Thiey, France**

An afterwork session was organised in Saint-Vallier-de-Thiey, one of the municipalities participating in the project. The event focused on the uses and opportunities of photovoltaic solutions for businesses and local authorities.

Several stakeholders from the Club Énergie Côte d’Azur attended, including representatives from EDF (the national electricity provider) and the Communauté d’Agglomération du Pays de Grasse.

Despite the relevance of the topic, attendance was limited.

- **Energetic Transition event – 11/09/2025, Saint-Vallier-de-Thiey, France**

We contributed to the organization of the “Energy Transition Day and Evening” held in Saint-Vallier on 11 September 2025, which was a successful and well-attended event. The program ran from 9:30 a.m. to 11:30 p.m. and included opening remarks by the Mayor and Senator, several round tables, and a technical visit to the “*Espace du Thiey*” with around **40 elected officials and technical representatives from neighboring municipalities**. Our energy expert participated as a speaker in one of the round tables, contributing to the discussions on local energy transition strategies.

A vegetarian lunch and an evening reception, attended by 39 participants, were highly appreciated and fostered informal exchanges. The evening show gathered **an estimated audience of 80** and



was followed by a convivial dinner. Local media, including *Nice-Matin* and *Grass'Mat Info*, provided coverage throughout the day.

- **Development of an Energetic Ecogesture Campaign – July 2025 to September 2025**

We developed an energy ecogesture campaign for the four municipalities with the objective of raising awareness about everyday energy-saving behaviors in a positive and non-judgmental way. The campaign aimed to **highlight existing good practices**, share additional ideas for improvement, and ensure that the **actions implemented during the project (under Activity 3.4) would remain sustainable** over time by combining technical measures with continued human engagement.

The campaign targeted both municipal staff and visitors, with materials designed for use in municipal offices, other public buildings, and potentially by local companies or associations. To carry it out, we engaged a communication agency, which required time due to public procurement procedures. Several coordination meetings were held with the agency and the municipalities.

The campaign deliverables included **four posters, stickers, and a newsletter template** adaptable by each municipality. Key steps included a **field study**, the **selection of a graphic identity**, and the **co-development of materials** with local representatives. A human-centered approach was chosen, featuring one participant from each municipality photographed to illustrate a specific ecogesture.

The campaign was a success, fostering collaboration among the four municipalities and reinforcing local pride in their teams and energy initiatives. The chosen slogan, "*Proud of our teams*", reflected this positive and collective spirit, with the visuals also emphasizing the connection to nature.

7.3. Results Monitoring

The activities implemented under the project directly engaged approximately **135 participants** through events and workshops, and an estimated **313 additional individuals** through the ecogesture awareness campaign, resulting in a combined total reach of around **448 people**.

- **Workshops within the “Assises Azuréennes de la Transition Énergétique”** – 13 June 2024, Menton (France): 25 participants, mainly municipal representatives and energy sector professionals.
- **Afterwork dedicated to photovoltaic solutions** – 3 October 2024, Saint-Vallier-de-Thiery (France): around 10 participants.



- **Energy Transition Day and Evening** – 11 September 2025, Saint-Vallier-de-Thiery (France): approximately 100 participants.

- **Ecogesture campaign (estimated exposure):**

- Biot: 220 people

- Saint-Martin-Vésubie: 15 people

- Saint-Vallier-de-Thiery: 45 people

- Tende: 33 people

The figures above for the ecogesture campaign correspond to the municipal teams directly involved. They do **not** include the additional exposure expected among visitors, residents, and local stakeholders who will also come across the campaign materials displayed in public buildings and municipal spaces.

Participant Feedback and Engagement

Ensuring strong attendance at the events was sometimes challenging, but overall, participants expressed satisfaction with the activities. The *Energy Transition Day in Saint-Vallier-de-Thiery* received particularly positive feedback, thanks to its combination of informative sessions, a humorous show, and a convivial cocktail that encouraged informal exchanges and networking.

Regarding the *ecogesture campaign*, members of the municipal working group were initially less motivated due to heavy workloads and the electoral period. However, engagement improved significantly once the human-centered approach was introduced, communication with the agency proved effective, and concrete, visible results were achieved. This progression strengthened ownership and pride among the participating municipalities.

7.4. Lessons Learned

The implementation of the activities under this work package was overall successful, demonstrating strong cooperation among municipalities and effective engagement of local stakeholders. The combination of technical, informative, and communication-oriented actions contributed to both immediate results and long-term awareness of energy transition issues.

Strengths:



- The **Energy Transition Day in Saint-Vallier-de-Thiery** was a key success, with around 100 participants and highly positive feedback. The mix of technical content, accessible discussions, and informal moments (show and cocktail) created an engaging and inclusive atmosphere that facilitated exchanges among participants.
- The **workshops** and **afterwork session** gathered relevant profiles—mainly municipal representatives and energy professionals—ensuring targeted knowledge sharing.
- The **ecogesture campaign** achieved its objective of promoting sustainable behaviors in a positive, non-judgmental way. The human-centered approach and collaboration with the communication agency led to strong ownership and pride among the participating municipalities. The campaign materials were adaptable and designed for long-term use.

Weaknesses:

- Attendance at some events was lower than expected, partly due to competing schedules and limited availability of municipal staff.
- Initial engagement in the ecogesture campaign was slow, as working group members faced heavy workloads and the electoral period reduced participation.
- The procurement and coordination processes with the communication agency required significant administrative time.

Recommendations:

To enhance the effectiveness, participation, and long-term impact of future activities, the following general recommendations are proposed:

1. **Capitalize on short-term achievements** : Communicate early on visible results and concrete successes to maintain momentum and stakeholder motivation. Quick follow-up actions help ensure that interest and engagement are not lost over time.
2. **Balance timing and responsiveness** : Avoid waiting too long between planning and implementation, as delays can reduce participation and memory of previous efforts. Activities should be launched while enthusiasm remains high, yet with enough preparation to ensure quality and inclusiveness.
3. **Facilitate participation and collaboration** : Simplify coordination procedures, schedule activities in alignment with municipal calendars, and provide clear, accessible information. Encouraging cooperation through small group exchanges and shared tools strengthens ownership across municipalities.



4. **Adopt a facilitation and support mindset** : Focus on enabling rather than instructing. Offer practical help, communication materials, and methodological support to make implementation easier for local teams.
5. **Ground actions in real needs** : Conduct light consultations or feedback sessions before new initiatives to ensure they address local priorities and capacities. Tailored actions generate more concrete and lasting outcomes.
6. **Highlight concrete benefits and positive messaging** : Communicate clearly about the advantages of participation—cost reduction, improved community image, or environmental contribution—while maintaining a positive, non-judgmental tone.
7. **Integrate human contact and playful elements** : Combine technical or informative activities with lighter, interactive, or “fun” components—such as quizzes, games, or informal gatherings—to create a friendly atmosphere and strengthen community ties.
8. **Ensure good planning and structured follow-up** : Establish a clear timeline, roles, and monitoring tools. Systematically collect feedback after each activity to assess satisfaction, identify improvements, and prepare the next steps.

7.5. Annexes

Workshops in the framework of the event “Assises Azuréennes de la Transition Energétique” – 13/06/2024, Menton, France



Cet événement est soutenu par l'Union Européenne dans le cadre des projets déployés par la CCI Nice Côte d'Azur:



Website of the event "Assises Azuréennes de la Transition Energétique"



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Energetic Transition event – 11/09/2025, Saint-Vallier-de-Thiey, France



Example of one poster for the municipality of Tende



Invitation to the event





Afterwork dedicated to photovoltaic solutions – 03/10/2024, Saint-Vallier-de-Thiery, France





8. Report – FAMP (Spain)

8.1. Introduction

FAMP's pilot area comprises eight municipalities in the region of Loma Occidental de Jaén (Andalusia): Baeza, Begíjar, Canena, Ibros, Lupión, Rus, Torreblascopedro and Villatorres, as well as the Autonomous Local Entity of El Mármol and the Provincial Council of Jaén, as the supra-municipal entity of reference.

In the specific case of Task 2.4. Energy literacy, three different kinds of actions have been planned by FAMP for its implementation, which are:

- A) The establishment of physical information points equipped with informative materials in each municipality that makes up the pilot area in Andalusia: Baeza, Begíjar, Canena, Ibros, Lupión, Rus, ELA of El Mármol, Torreblascopedro and Villatorres. The objective of this action includes disseminating the project and spreading materials and information regarding energy literacy.
- B) The organization of four awareness-raising activities for the general public, carried out in some of the municipalities of the pilot area:
 - 'Rural Women for a Sustainable Future', taking place in Villatorres (Jaén), counting with online participation of the FAMP team assigned to the project, with the objective of sharing messages and recommendations for energy saving in the household, to a targeted audience of elderly rural women in the municipality.
 - 'Active Families in the Energy Transition'. This workshop was implemented in the Guardería Temporera Building in Begíjar (Jaén) to raise awareness among families about the importance of energy efficiency and renewable energies in everyday life.
 - 'Caring for Our Home, We Save Energy', a face-to-face workshop held at Pensioners' House Andrés Hurtado, Villatorres (Jaén). The main objective was to raise awareness and provide to its participants in energy saving and the adoption of sustainable practices in their homes
 - 'The Power of Energy: Your Commitment to Help the Planet!'. The main objective of this workshop held in the public school CEIP Francisco Badillo of Villatorres was to empower children as agents of change through dynamic and participatory activities.
- C) The design and launching of an online energy literacy campaign in social networks and FAMP website, including adapted to the pilot area such as informative articles, infographics, key messages for citizens, etc. The objective of this action is to appeal to the contribution of the local community in the energy transition process, so that citizens as a whole feel called upon as necessary contributors to this process, each from their own sphere of action and taking into account their capabilities and resources. Thus, the campaign is addressed in a broad sense to local communities, although it has specific messages of special interest



for citizens in general and families - as it addresses energy efficiency in homes and its positive impact on the domestic economy -, the business fabric - as it addresses the opportunities and benefits for a business of adopting energy sustainability measures, such as increased competitiveness and reduced operating costs -, and the local administration - as it defines its role as referents, facilitators and catalysts for its communities in the energy transition process, derived from its mobilization capacity and its proximity to citizens-.

8.2. Summary of activity development

A) Information points in the pilot area

The description of Task 2.4 in the Application Form refers to ‘the activation of a “mobile information desk”’. In our case, given the number of local entities involved and the dispersion of the population centres, we opted for the establishment of nine information points.

The IMTS technicians were given a series of indications for the set up of the information points, mainly referred to:

- The location. The physical point would be located in a space within a municipal building (town hall, library, theatre, sports pavilion, multi-purpose building, etc.).
- The minimum equipment. The physical point would have to have the roll-up unrolled and visible, and an auxiliary table where to place the materials detailed below.

The information points have been provided with content through the design and printing of a variety of materials that were distributed to local entities on the basis of population criteria.

Population	Municipality	Roll-up	Calendar	Colouring booklet	Brochure	Leaflet
More tan 5000 inhabitants	Baeza	1	90	95	95	95
Between 2000 and 5000 inhabitants	Begíjar	1	80	85	85	85
	Ibros	1	80	85	85	85
	Rus	1	80	85	85	85
	Villatorres	1	80	85	85	85
	Torreblascopedro	1	80	85	85	85
Between 1000 and 2000 inhabitants	Canena	1	70	70	70	70
Between 500 and 1000	Lupión	1	50	50	50	50



inhabitants						
Less than 500 inhabitants	El Mármol	1	40	40	40	40
	FAMP	1	50	70	70	70
	TOTAL	9	700	750	750	750

It was also explained to the local entities that the materials, in addition to being placed in the information points, may also be distributed in those activities organised by them or those forums considered most relevant: municipal workshops, activities for children, etc.

B) Awareness-raising activities

Workshop - Rural Women for a Sustainable Future

Coinciding with World Energy Efficiency Day (5 March) and the commemoration of International Women's Day (8 March), Villatorres Town Council and the Andalusian Federation of Municipalities and Provinces, in the framework of Life-SMART, have organised a workshop for women in the municipality on energy literacy. The event, organised in a face-to-face format in municipal facilities, counted with the online participation of the FAMP team assigned to the project.

The opening of the workshop was presided over by Yolanda Sáez, Secretary General of FAMP, Diego Calles, Mayor of Villatorres, and Manuela Cañas, Councillor for Employment and Youth. The institutional welcome raised key ideas such as the fact that the energy transition is not just a technical or economic challenge; it is also an opportunity for everyone, regardless of gender, to access clean, affordable and sustainable energy. In this regard, it was stressed that the Life-SMART project is supporting small municipalities in their energy transition, providing resources and know-how to those who need it most, and ensuring that all sectors of society benefit from an energy transformation that is essential for the future of our communities.

Afterwards, Abraham Cáceres, Project Officer of FAMP assigned to the Life-SMART project, presented some of the key aspects of the energy literacy campaign that is taking place within the framework of the project through messages and recommendations for energy saving in the household. These recommendations relate, for example, to the proper use of household appliances, adequate lighting or the use of natural resources. The focus was also on how efficient energy use has a direct impact on household economies.

The first of the actions of this campaign has been the printing of informative and dissemination materials containing all these messages and recommendations. With the aim of generating a wide repertoire of resources, with different functionalities and capable of reaching a wider audience, different types of materials have been produced, all of them presented in the workshop:

- Wall calendars with energy-saving measures according to the weather conditions in each



month of the year.

- Brochure with recommendations and tips on energy saving in the household.
- Colouring pages in diptych format for children.
- Leaflets with general information of the project and a QR that gives access to the digital version of the aforementioned materials.

These materials were distributed during the workshop to all attendees. They were also informed that these materials were also sent to all the other municipalities that are part of the pilot area, so if they have acquaintances who might be interested in the materials and live there, they can spread the word about the campaign.

The session continued with a presentation by Laura García, Municipal Technician of the Villatorres Town Council. Her intervention focused on strengthening key concepts in energy matters, such as energy saving, energy efficiency, carbon footprint, sustainable buildings, etc.

Workshop - Active Families in the Energy Transition

The workshop was developed in a participatory manner, with the aim of making more striking the awareness raising of its participants in topics that address energy savings and the solutions available to improve energy efficiency on a day-to-day basis. The following is a chronological summary of the activities carried out during the workshop:

1. Introduction to climate change: It began with an explanation of climate change and the greenhouse effect, its causes and impacts, highlighting the importance of daily actions at the global level.
2. Impact of energy on the environment: It was explained how energy use contributes to climate change and some of the physical and health consequences associated with the energy uses, such as rising temperatures, water scarcity and health problems.
3. Energy saving habits: The different types of existing energy sources, their uses and consequences were mentioned. Daily energy saving practices and the benefits of having more efficient habits in homes, such as the proper use of heating and cooling, were discussed
4. Renewable energy sources: The operation and benefits of the different types of renewable energy that can be applied to homes, such as solar photovoltaic, solar thermal, biomass and aerothermal energy, were explained.
5. Family commitments: The workshop ended with an interactive dynamic in which each family, both parents and children, established different commitments to implement energy saving actions in their homes.

The participatory and dynamic approach given to the workshop allowed attendees to understand the concepts explained and to commit to the energy transition, understanding how each of them could contribute to a sustainable future.

Workshop - Caring for Our Home, We Save Energy

The workshop was developed in an approachable and accessible way, adapted to the profile of the target public, with a participatory and practical dynamic to achieve the objective of empowering the participants through interactive activities.



Below is a chronological summary of the contents and activities carried out during the workshop:

1. Introduction on climate change and energy transition: The workshop began with a contextualization of climate change, highlighting its effects at the global and local levels. It was explained that the energy transition plays a crucial role in mitigating the impacts of climate change.
2. Impact of energy on the environment: It was explained how the use of traditional energy sources, such as fossil fuels, contributes to the emission of greenhouse gases, accelerating climate change, also mentioning renewable energy sources, which would be explained later in the workshop.
3. Energy saving habits: Practical tips were provided to optimize energy consumption in the home. The importance of turning off or unplugging electrical appliances when not in use or using air conditioning thermostats correctly was highlighted.
4. Energy consumption in air conditioning and in areas of the house: It was explained why air conditioning is a major contributor to household energy consumption and recommendations were given on how to use the systems more efficiently or how to maintain an adequate temperature thanks to the insulation of the housing envelopes.
5. Use of renewable energy: It explained the operation and benefits of different types of renewable energy, such as solar photovoltaic, solar thermal, biomass and aerothermal energy and how these can be integrated into homes to reduce dependence on non-renewable energy sources.
6. Efficient lighting: The use of LED bulbs and other less energy-consuming solutions such as using natural light was recommended.
7. Sustainable mobility: Sustainable mobility was presented as a way to reduce the carbon footprint, through the use of bicycles or walking or electric vehicles.
8. Understanding the electric bill: A crucial part of the workshop was teaching participants how to read and understand their electric bill. It was explained how to identify the different charges, how to compare energy consumption and how to take advantage of this information to make informed decisions that allow them to reduce their bill.
9. Mini-debates and group reflection: Ideas, doubts and proposals on how to apply what was learned were shared, which encouraged active participation.
10. Closing with empowerment and final reflection: The workshop culminated in a group reflection that emphasized the key role of women in household energy management. Participants were encouraged to be leaders in adopting sustainable energy practices within their families and community.

Workshop - The Power of Energy: Your Commitment to Help the Planet!

The following is a chronological summary of the activities carried out during the workshop:

1. Explanation on climate change: Key concepts such as climate change, the greenhouse effect and global warming were explained.
2. Impact of energy on the environment: Examples were provided to show how energy use contributes climate change and the physical and health impacts of these energy uses, such as rising temperatures, water scarcity and health problems.
3. Energy saving habits: The different types of existing energy sources, fossil fuels and



renewable energies, as well as their uses and consequences, were explained. A discussion was initiated on daily energy-saving practices and on what benefits it brought to have more efficient habits in their homes. Among them, the proper use of air conditioning both in summer and winter or the use of LED lighting.

4. Renewable energy sources: The operation and benefits of the different types of renewable energy that can be applied to homes, such as solar photovoltaic, solar thermal, biomass and aerothermal energy, were explained.
5. Participatory dynamics: The workshop concluded with an interactive dynamic in which each of the children contributed a good habit that they could carry out from now on to contribute to energy savings.

Children, in addition to learning what energy is and how it influences our planet, discovered in what ways they can help the energy transition. The participatory and dynamic approach that was used in the workshop allowed the children to understand how to take care of the planet with small habits that can be carried out day by day in their daily lives.

C) Energy Literacy Online Campaign

Campaign materials:

Informative articles

The campaign included four articles: one general article and three specific articles aimed at the three target groups mentioned in the previous section. With a length ranging between 300 and 500 words in all cases, they exemplify the type of measures that can be adopted by each target group to guide their action towards the energy transition, as well as the benefits that this is able to bring them. The articles, written and disseminated in Spanish, are:

- a. Article 1 - The energy transition: everyone's task
- b. Article 2 - The importance of energy saving in day-to-day life
- c. Article 3 - The impact of responsible energy use on business activity
- d. Article 4 - The important role of local administrations in the energy transition

Factsheets

The campaign included six factsheets, understood as visual pieces with a predominance of iconic codes and infographics that, in a direct and concise way, convey messages formulated in the form of practical advice.

They present a more agile and dynamic format than the articles, as they have been designed for dissemination on social networks, accompanied by short texts that support the publication, qualify and complement the message.

These fact sheets have been generated in a double format, taking into account the technical particularities of each social network in which they will be published:

- Resolution 940x788: for use on Facebook and X.
- Resolution 1080x1350: for use on Instagram.



Press release

Two press releases have been generated to increase the campaign's reach and summarize its main milestones:

- a. Initial press release. It inaugurates the campaign and contains links that redirect to the four informative articles, uploaded in the section dedicated to the Life-SMART project hosted on the FAMP website ([click here](#)).
- b. Final press release. With a recapitulatory and conclusive tone.

Duration of the campaign:

In order to take advantage of the commemoration of Europe Day (Friday, May 9), the campaign was launched in the month of May, on Wednesday, May 21. The publication of the materials was scheduled in such a way that the campaign would not exceed four weeks.

With the goal of preventing information overload and, at the same time, to avoid excessive dispersion in time (elements that would have negatively affected the impact), it was considered that the campaign should have two weekly publications.

Dissemination Channels:

FAMP's website

In the section dedicated to the Life-SMART project hosted on the FAMP website ([click here](#)), a drop-down tab called Energy Literacy Online Campaign has been enabled, where the following were uploaded:

- a. At the beginning of the campaign: the four informative articles.
- b. At the end of the campaign: the six information sheets.

Also, at the beginning and at the end of the campaign, press releases were published in the news section of the FAMP website informing about these milestones.

FAMP's social networks

The social networks of the FAMP in which the campaign has been implemented are:

- a. Facebook: facebook.com/FampComunica/
- b. X: x.com/FAMPcomunica
- c. Instagram: instagram.com/fampcomunicacion/

8.3. Results Monitoring

Workshop - Rural Women for a Sustainable Future



There was a total of 23 attendants participating in this workshop. In order to guarantee the quality and effectiveness of the actions developed within the framework of Life-SMART, an anonymous questionnaire was distributed to all attendees to evaluate the degree of satisfaction and other issues that will be taken into account when focusing future activities.

QUESTION 1: 1. Do you find the materials provided useful to improve your knowledge about energy saving in the household?

Very useful	Useful	Somewhat useful	Not very useful	Not at all useful	TOTAL
8	9	6	0	0	23

QUESTION 2: Which of the materials do you consider most useful?*

Calendars	Colouring booklets	Brochures & leaflets	No answer	TOTAL
13	1	13	1	28

**Being this a multiple choice question, there are more than 23 answers, as some participants ticked more than one option.*

QUESTION 3: How would you rate the quality of the materials provided?

Excellent	Very good	Good	Poor	Bad	TOTAL
5	9	9	0	0	23

QUESTION 4: Would you recommend this session to other people interested in energy saving in the household?

Definitely yes	Probably yes	I am not sure	Probably no	Definitely no	TOTAL
11	11	1	0	0	23

Workshop - Active Families in the Energy Transition

The workshop had a total of 22 attendees, 13 adults and 9 children. These results reflect the intention to involve both parents and children in the process of awareness and learning about energy



efficiency. Attached in the annexes to the report are the adult attendance signatures and the Parents' Association President's Certificate confirming the number of children attending. Eight responses were received to the satisfaction survey from the adults attending the workshop and in general, the results show a high degree of satisfaction on the part of the participants.

- 1. Interest in the topic:** Most of the attendees considered the workshop to be “very interesting”, reflecting a strong interest in the topics covered in the workshop.
- 2. Clarity of explanations:** All participants assessed the explanations as “very clear”, implying that the content of the workshop was understood correctly and without confusion.
- 3. Applicability of knowledge:** All participants stated that they could apply the knowledge in their daily life, making clear the practical usefulness of the information presented.
- 4. Recommendation to others:** Most participants would recommend this workshop to others interested in energy saving, which means that the impact of the workshop was very positive.

Workshop - Caring for Our Home, We Save Energy

The workshop had a total of 29 attendees. This level of attendance reflects the strong engagement of the group in energy awareness and learning. Twenty-four responses to the satisfaction survey were received and overall, the results show a high degree of satisfaction on the part of the participants.

- 1. Interest in the topic:** Most participants considered the topic of the workshop to be “very interesting”, indicating that the content was relevant and drew attention.
- 2. Clarity of explanations:** Almost all participants agreed that the explanations were “very clear”, which indicates that the information was transmitted effectively and accessible to the public.
- 3. Applicability of knowledge:** More than 60% of the attendees replied that they could apply “a lot” of the knowledge acquired in their day to day, which indicates that the information was communicated effectively and was accessible to the audience.
- 4. Recommendation to others:** Almost all attendees would recommend the workshop to others interested in energy savings at home.

Workshop - The Power of Energy: Your Commitment to Help the Planet!

The workshop had a total of 32 children. This workshop clearly reflects the project's aim to involve the entire population, counting on the new generations in the process of awareness and learning about energy efficiency. An attendance certificate confirming the number of participants is included in the annex. Reporting through the signature sheet was not considered, as the audience were children.

Energy Literacy Online Campaign



Web analytics and social media tools allow us to assess the campaign's reach. The impact on the website and social networks was measured during the period between the start of the campaign and two weeks after its conclusion, corresponding to the period between 21 May 2025 and 30 June. The results are as follows:

- 23 visits to the news items on the start and end of the campaign hosted on the FAMP website.
- 74 visits to the Life-SMART section of the FAMP website, where both the news items mentioned above and the rest of the campaign materials are posted: informative articles and fact sheets.

The summarized results relating to the 8 social media publications can be seen in the next table:

Network	Impressions	Reach	Engagement
Facebook	937	589	13
Instagram	772	339	17
Twitter/X	362	—	—

8.4. Lessons Learned

The evaluation of the four workshops under the "Rural Women for a Sustainable Future" initiative demonstrates consistently positive outcomes across all target groups, with each workshop achieving its established objectives and generating significant impact among participants. The 'Rural Women for a Sustainable Future' workshop received exceptionally positive feedback, with attendees expressing such satisfaction that they specifically requested continuation sessions, particularly focusing on electricity bill interpretation.

The 'Active Families in the Energy Transition' workshop proved particularly effective in creating an integrated learning environment that successfully combined reflection, participation, and commitment across different age groups. The workshop's strength lay in its ability to engage entire families, ensuring that energy efficiency messages reached both adults and children simultaneously, thereby maximizing knowledge dissemination within household units. Participants demonstrated strong involvement throughout the process due to the workshop's dynamic methodology, which moved beyond passive information reception to active participation in concrete commitment establishment for daily energy savings practices. The clarity of explanations, combined with practical exercises, empowered attendees to implement learned concepts and share knowledge within their social circles.



The 'Caring for Our Home, We Save Energy' workshop achieved remarkable participation levels with 29 attendees, demonstrating genuine community interest in energy-related content. The workshop's participatory methodology successfully empowered women participants to take leadership roles in energy matters within their homes and communities. The clear, audience-adapted explanations facilitated comprehensive understanding of energy saving concepts, renewable energy systems, and electricity bill interpretation. This workshop experienced particularly fluid development with high participant interest levels and no significant weaknesses identified during implementation.

The 'Power of Energy: Your Commitment to Help the Planet' workshop targeting children proved highly effective in raising climate crisis awareness and promoting responsible energy use among younger generations. The workshop successfully fostered environmental responsibility culture from an early age, with the interactive segment generating especially strong engagement and active participation from students, demonstrating the effectiveness of hands-on learning approaches for this age group.

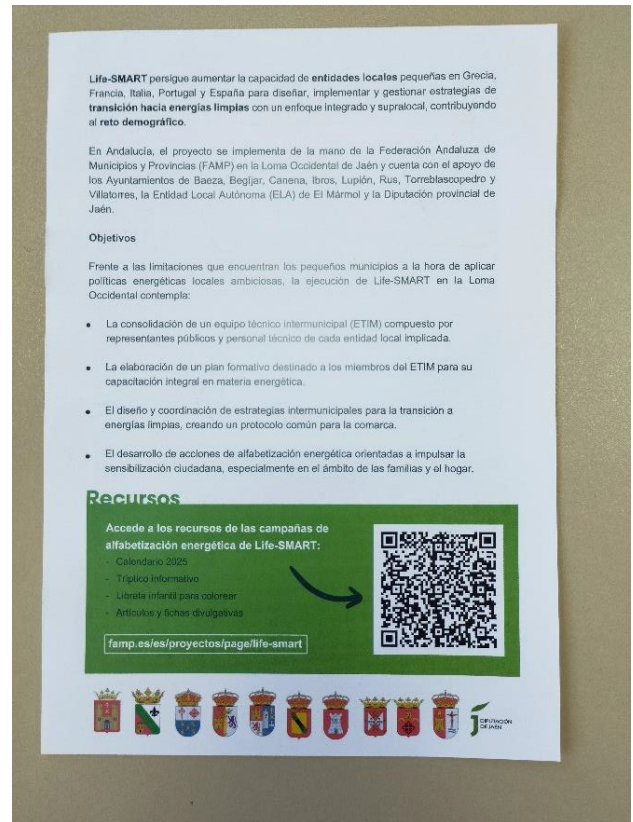
Despite overall success, several challenges emerged across the workshops that provide valuable learning opportunities. The family workshop experienced difficulties maintaining focus among very young children, who showed shyness in public speaking situations. The school-based workshop faced classroom authority challenges when external facilitators entered established teacher-student dynamics, and its single-classroom scope limited broader educational impact potential. However, these weaknesses were generally minor compared to the substantial positive outcomes achieved.

The evaluation results indicate several key recommendations for future workshop enhancement. Expanding workshop scale would improve survey representativeness and increase knowledge dissemination reach. Incorporating visual materials such as infographics and videos would enrich the learning experience and maintain engagement levels. For school-based activities, utilizing larger venues could accommodate multiple grade levels simultaneously, while establishing stronger teacher collaboration would facilitate smoother facilitator integration. Follow-up sessions could address post-implementation questions, while including family members in activities would expand knowledge transfer to participants' immediate social circles.



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- **AWARENESS-RAISING ACTIVITIES**

- **Workshop - Rural Women for a Sustainable Future**





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○ **Workshop - Active Families in the Energy Transition**



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PROGRAMA

TALLER DE ALFABETIZACIÓN ENERGÉTICA

Lugar: Guardería Temporera. Begijar

26 de mayo de 2025

17:30 h. Llegada y recepción de participantes

18:00 h. Bienvenida Institucional

- Diego Soriano Garrido. Alcalde de Begijar
- María Auxiliadora del Olmo Ruiz. Alcaldesa de Linares (Jaén) y Miembro del Consejo Municipalista de la FAMP

Taller de Educación Ambiental y Transición Energética

Título: "Familias Activas en la Transición Energética".

Grupo Diana: AMPA "Patrocinio Biedma" (Alumnado de Primaria y Familiares)

Metodología:

El taller será INSPIRADOR, participativo y dinámico, promoviendo el debate y la reflexión tanto entre padres, entre hijos, y entre padres e hijos. Se iniciará con una introducción sobre el cambio climático y el impacto de nuestras acciones cotidianas sobre el planeta, utilizando preguntas abiertas para propiciar reflexión y generar conciencia. Se tratarán medidas de eficiencia energética que se pueden aplicar en los hogares y los beneficios del uso de las energías renovables. Se indicarán ideas para reducir el consumo energético. El taller propiciará compromisos familiares y acciones concretas que cada familia podrá implementar para reducir su huella energética, reforzando la importancia de la acción individual y conjunta para contribuir al cuidado del medio ambiente.

19:30 h. Cierre del Taller

Más Información: <https://www.famp.es/es/proyectos/page/life-smart/>

Ayuntamiento Organizador: Entidad Colaboradora:



T2.1. Alfabetización energética
Proyecto Life-SMART "Apoyo a pequeños municipios para la transición energética".





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○ Workshop - Caring for Our Home, We Save Energy



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PROGRAMA

TALLER DE ALFABETIZACIÓN ENERGÉTICA

Claves para la lectura de facturas eléctricas

Lugar: Hogar del pensionista - Plaza de la Constitución 5, 23.630 Villargordo, Jaén

27 de mayo de 2025

11:00h. Bienvenida Institucional

- Diego Calles Angulo, Alcalde de Villatorres.
- Diego Jordano López. Coordinador General de la FAMP

Taller de Educación Ambiental y Transición Energética

Título: "Cuidando Nuestro Hogar, ahorramos energía".

Grupo Diana: Mujeres de la localidad participantes en el taller municipal celebrado con periodicidad semanal.

Metodología: El taller se desarrollará de manera CERCANA, participativa y práctica, con el objetivo de empoderar a las participantes a través de actividades interactivas. Se iniciará con una contextualización sobre el cambio climático y la necesidad de una transición energética. A partir de aquí, se tratarán bloques temáticos prácticos: consumo en calefacción, refrigeración, la cocina, iluminación, movilidad. Cada bloque temático se presentará de forma sencilla, utilizando ejemplos visuales y actividades prácticas. Al finalizar cada tema, se establecerá un minidebate con las participantes que resultará en soluciones para aplicar en su vida cotidiana. También se comentará cómo entender la factura eléctrica, la información que ofrece y cómo pueden aprovecharla. Se fomentará la reflexión grupal y se reforzará el papel de estas mujeres como actrices principales, administradoras en el ámbito doméstico, aplicando lo aprendido para generar cambios significativos en sus hogares y comunidades, y transmitiendo estos conocimientos a las nuevas generaciones.

12:30 h. Cierre del Taller

Más Información: <https://www.famp.es/es/proyectos/paqlife-smart/>

Ayuntamiento Organizador:



T2.1. Alfabetización energética
Proyecto Life-SMART "Apoyo a pequeños municipios para la transición energética".





- **Workshop - The Power of Energy: Your Commitment to Help the Planet!**





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Life SMART
Support small Municipalities towards Energy Transition
(LIFE22-CET-SMART)



ENERGY LITERACY ONLINE CAMPAIGN

Cofinanciado por la Unión Europea

FEDERACIÓN ANDALUZA DE MUNICIPIOS Y PROVINCIAS

Campaña online de alfabetización energética

Artículos divulgativos

¡Comienza la campaña online de alfabetización energética del proyecto #LifeSMART! ... more

Famp Comunicación
Publicado por Beatriz Comunicación · 26 de mayo ·

¡Pequeñas acciones, grandes cambios! ¿Sabías que con solo apagar luces y electrodomésticos... Ver más

LA ENERGÍA SOSTENIBLE EMPIEZA EN CASA

Tu hogar, el primer paso hacia un futuro sostenible.

Apagar las luces al salir y desconectar electrodomésticos sin uso permite ahorrar hasta un 10% en la factura eléctrica.

Sustituir un frigorífico antiguo por uno de alta eficiencia puede ahorrar entre 50 y 100€ al año.

Promocionar

1

FAMP Comunicación @FAMPcomunica · 29 may.

¡La energía renovable es el futuro!

Instalar paneles solares no solo beneficia al planeta, sino también a tu bolsillo.

Muchas ayudas e incentivos fiscales están facilitando el acceso a estas tecnologías. ¿Te animas a dar el paso? 🌞

Proyecto #LifeSMART #FAMP

CON ENERGÍA SOLAR INVIERTE EN AHORRO Y SOSTENIBILIDAD

Una inversión inteligente con beneficios para todos.

40% ~ 70%

Con paneles solares, no solo ayudas al planeta, ¡también puedes reducir tu factura energética hasta un 70%!

Hogares que instalan sistemas solares fotovoltaicos pueden reducir entre un 40% y un 70% su dependencia de la red eléctrica, generando ahorros que oscilan entre 300 y 1.000 € anuales.

Famp Comunicación
Publicado por Beatriz Comunicación · 2 de Junio ·

Las viviendas mal aisladas térmicamente gastan más en calefacción y refrigeración.

... Ver más

VIVIENDAS EFICIENTES

Menos gasto y más confort

El frío intenta entrar. El calor se escapa.

Un buen aislamiento reduce tus gastos de calefacción y aire acondicionado hasta un 30%.

Actualiza tu hogar y disfruta del confort todo el año.

Un hogar logra ahorrar 500€ al año con medidas de eficiencia energética, el impacto acumulado en una comunidad de 1.000 hogares es de 500.000€ al año, recursos que podrían reinvertirse en la economía local.

Promocionar

2



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MONITOREA TU CONSUMO Y CONTROLA TUS AHORROS
Convierte tu consumo en ahorro con tecnología inteligente

¿Sabías que con tu contador inteligente puedes controlar en tiempo real tu consumo eléctrico y ahorrar hasta un 15% al mes?
¡Aprovecha la tecnología!

PEDALEAR HACIA EL CAMBIO TRAE GRANDES BENEFICIOS
Un cambio que beneficia tu vida y la de todos a tu alrededor.

Cambia trayectos cortos por bicicleta o transporte público: menos emisiones, menos gastos, ¡más calidad de vida!

Cada 6 km recorridos en coche por entorno urbano suponen un coste de 1€, que nos podríamos ahorrar haciendo recorridos a pie o en bicicleta

Mesa de trabajo 1

EL MUNDO NECESITA TU AHORRO ENERGÉTICO

Mesa de trabajo 2

Cambiar 10 bombillas incandescentes por LED en un hogar promedio puede ahorrar entre 60 y 120€ al año

Mesa de trabajo 3

Pequeños gestos cuentan: Por ejemplo, usa la lavadora con carga completa y en frío

¡Reduce tu consumo energético y protege el planeta!

Mesa de trabajo 4

Todos ganamos cuando apostamos por la eficiencia

Cofinanciado por la Unión Europea

FEDERACIÓN ANDALUZA DE MUNICIPIOS Y PROVINCIAS

Campaña online de alfabetización energética

Puedes descargar todos los recursos de la campaña en :

famp.es/es/proyectos/page/life-smart



9. Conclusions

The T2.4 Energy Literacy activities under the LIFE SMART project have successfully achieved their established objectives, demonstrating remarkable effectiveness across all five target areas through comprehensive engagement strategies and diverse methodological approaches. The initiative has significantly exceeded the initial KPI of engaging 100 stakeholders per area, with a combined total reach of 1,148 direct participants across Greece, Portugal, Italy, France, and Spain, representing a 129% achievement rate against the minimum target.

Report/Country	Total Participants	Key Activities
Greece (Anatoliki)	>195	3 events (mountainous race, sustainability event, business workshop)
Portugal (AREANATEjo)	230	11 energy literacy sessions with educational games
Italy (CMRC)	154	3 school workshops + 3 public meetings + 1 village festival
France (CCI Nice)	448	3 workshops + ecogesture campaign across 4 municipalities
Spain (FAMP)	>108	4 face-to-face workshops + online campaign engagement + information points (uncounted)
TOTAL	1,135	

The project's strength lies in its methodological diversity and targeted approach, with each partner adapting activities to local contexts while maintaining coherence with overall objectives. This flexibility enabled the engagement of varied demographics, from elderly rural women and school children to business entrepreneurs and municipal representatives, ensuring comprehensive community penetration. The integration of educational games in Portugal, hands-on solar panel workshops in Italy, participatory mapping exercises, and hybrid online-offline campaigns in Spain demonstrates the project's innovative capacity to address different learning preferences and accessibility needs.



Common strengths across all reports include exceptionally high participant satisfaction levels, with most activities receiving requests for continuation or expansion sessions. The experiential learning approaches, particularly the "learning by doing" methodology in schools and interactive family workshops, proved consistently effective in knowledge retention and behavior change commitment. The strong collaboration with local municipalities and educational institutions enhanced credibility and facilitated broader community acceptance, while the participatory methodologies successfully empowered participants to become active agents of change within their families and communities.

The project has demonstrated significant scalability and replicability potential, with standardized materials developed for broader distribution and multiple municipalities expressing interest in adopting similar initiatives. The creation of physical information points, educational games, interactive tools, and comprehensive training materials provides a solid foundation for continued energy literacy promotion beyond the project's duration. Furthermore, the integration with existing community events and municipal programs proved particularly effective in maximizing reach while minimizing organizational complexity.

Moving forward, the project has established a robust framework for sustained energy literacy development, with participants equipped not only with technical knowledge but also with the confidence and tools necessary to implement energy-saving practices and advocate for renewable energy adoption within their communities. The documented lessons learned and methodological innovations provide valuable insights for future energy transition initiatives, positioning the LIFE SMART project as a significant contributor to European energy literacy advancement and community-driven sustainability efforts