FULFILL

Fundamental decarbonisation
through sufficiency by lifestyle changes

Project Website

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FULFILL

Fundamental decarbonisation through sufficiency by lifestyle changes

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Project Partners

No	Participant name	Short Name	Country code	Partners' logos
1	**Fraunhofer Institute for Systems and Innovation Research ISI**	FH ISI	DE	Fraunhofer
2	**Wuppertal Institut für Klima, Umwelt, Energie GGMBH**	WI	DE	Wuppertal Institut
3	**Accademia Europea di Bolzano**	EURAC	IT	eurac research
4	**Notre Europe - Institut Jacques Delors**	JDI	FR	NOTRE EUROPE Jacques Delors Institute
5	**Association négaWatt**	NW	FR	ASSOCIATION négaWatt
6	**Politecnico di Milano**	POLIMI	IT	POLITECNICO MILANO 1863
7	**International Network for Sustainable Energy-Europe**	INFORSE	DK	INFORSE-EUROPE International Network for Sustainable Energy
8	**Zala Briviba Biedriba SA**	ZB	LV	Zaļā brīvība

Acknowledgement

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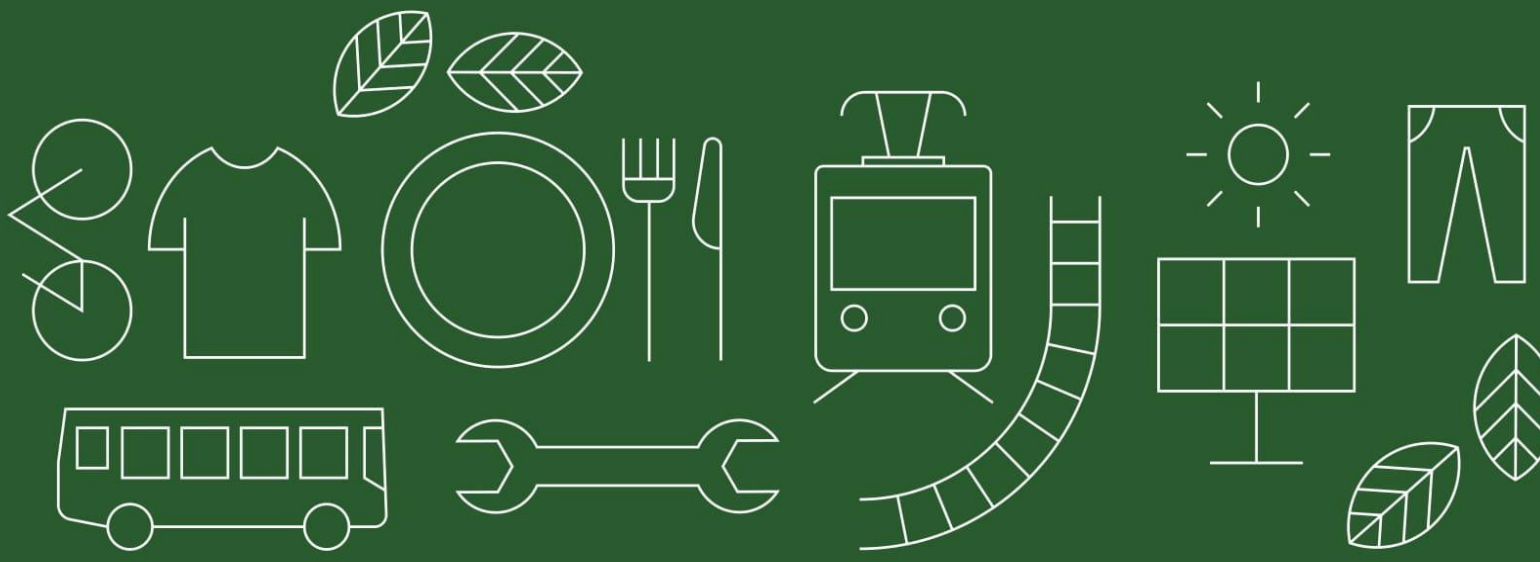

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List of Abbreviations

EU	European Union
GAPM	General Assembly Project Meetings (=consortium meetings)
NDC	Nationally Determined Contributions
SSH	Social Sciences and Humanities
MS	Microsoft

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Abstract / Summary

This deliverable describes the website developed for the FULFILL project. The website is a key communication tool for the project. The interested visitor can find key messages of the project, learn more in depth about project theories and concepts (e.g. sufficiency), the project structure, publications and news. Furthermore it can be used for stakeholder interaction, such as for the citizen science activities that are planned in WP7 “Uptake of project results” in FULFILL.

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Introduction and Overview

Purpose of this Document

This deliverable D 8.3 presents the project website for the FULFILL project. The project website is based on the development of the visual identity of the project, which was done in parallel.

Project Summary

The project FULFILL takes up the concept of sufficiency to study the contribution of lifestyle changes and citizen engagement in decarbonising Europe and fulfilling the goals of the Paris Agreement. FULFILL understands the sufficiency principle as creating the social, infrastructural, and regulatory conditions for changing individual and collective lifestyles in a way that reduces energy demand and greenhouse gas emissions to an extent that they are within planetary boundaries, and simultaneously contributes to societal well-being. The choice of the sufficiency principle is justified by the increasing discussion around it underlining it as a potentially powerful opportunity to actually achieve progress in climate change mitigation. Furthermore, it enables us to go be-yond strategies that focus on single behaviours or certain domains and instead to look into life-styles in the socio-technical transition as a whole. The critical and systemic application of the sufficiency principle to lifestyle changes and the assessment of its potential contributions to decarbonisation as well as its further intended or unintended consequences are therefore at the heart of this project. The sufficiency principle and sufficient lifestyles lie at the heart of FULFILL, and thus constitute the guiding principle of all work packages and deliverables.

Project Aim and Objectives

To achieve this overarching project aim, FULFILL has the following objectives:

- Characterise the concept of lifestyle change based on the current literature and extend this characterisation by combining it with the sufficiency concept.
- Develop a measurable and quantifiable definition of sufficiency to make it applicable as a concept to study lifestyle changes in relation to decarbonisation strategies.
- Generate a multidisciplinary systemic research approach that integrates micro-, meso-, and macro-level perspectives on lifestyle changes building on latest achievements from research into social science and humanities (SSH), i.e. psychological, sociological, economic, and political sciences, for the empirical work as well as Prospective Studies, i.e. techno-economic energy and climate research.
- Study lifestyle change mechanisms empirically through SSH research methods on the micro- (individual, household) and the meso-level (community, municipal):
    - achieve an in-depth analysis of existing and potential sufficiency lifestyles, their intended and unintended consequences (incl. rebound and spillover effects), enablers and barriers (incl. incentives and existing structures) as well as impacts (incl. on health and gender) on the micro level across diverse cultural, political, and economic conditions in Europe and in comparison to India as a country with a wide range of economic conditions and lifestyles, an history which encompasses simple-living movements, and a large potential growth of emissions.
    - assess the dynamics of lifestyle change mechanisms towards sufficiency on the meso-level by looking into current activities of municipalities, selected intentional communities and initiatives as well as analysing their level of success and persisting limitations in contributing to decarbonisation.

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- Integrate the findings from the micro and meso-level into a macro, i.e. national and European, level assessment of the systemic implications of sufficiency lifestyles and explore potential pathways for the further diffusion of promising sufficiency lifestyles.
- Implement a qualitative and quantitative assessment of the systemic impact of sufficiency lifestyles which in addition to a contribution to decarbonisation and economic impacts includes the analysis of further intended and unintended consequences (incl. rebound and spillover effects), enablers and barriers (incl. incentives and existing structures) as well as impacts (incl. on health and gender).
- Combine the research findings with citizen science activities to develop sound and valid policy recommendations contributing to the development of promising pathways towards lifestyle
- Generate findings that are relevant to the preparation of countries' and the EU's next NDCs and NDC updates to be submitted in 2025 and validate and disseminate these findings to the relevant stakeholders and institutions for exploitation.
- Consider the relevance and potential impacts of sufficiency lifestyles beyond the EU.

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1 Project Website

The FULFILL website (www.fulfill-sufficiency.eu) is the channel to present the project to the public. The website is publicly available since 28th February 2022 and has been revised and updated several times since.

1.1 Objectives of the website

The project website fulfills various purposes. It:

1. introduces the project, its research methods and aims to the public,
2. gives access to research findings,
3. informs the public about the concept of sufficiency, lifestyle changes and their co-benefits as well as project news
4. provides information on the consortium members, partner projects and advisory board
5. is used as an interactive tool for the citizen science activities in WP7, showcase results of the citizen science workshops and provides further engagement options for citizens (e.g. voting on policy recommendations)
6. provides an overview of all sufficiency initiatives that have contributed to the FULFILL research and allows citizens to add further initiatives to the database.

To fulfill this purposes the aim was to create a clean and appealing design for the website, with a website structure that provides a high level of clarity for easy orientation. The user should be able to navigate intuitively the website. One aim is to motivate the visitor to follow the project on social media (Twitter, LinkedIn), as it is expected that via social media channels information can be distributed most easily and with the highest potential to reach a larger audience regularly. The website is accessible with most popular browsers (e.g. Mozilla Firefox, Chrome, Microsoft Edge) and on the most common end-user appliances (e.g. laptop, smartphone, tablet). The website language is English, as for the social media accounts.

1.2 Development process

For the development of the website, which is based on Wordpress, a professional agency (ETIC INSA Lyon) was hired. The process for the development of the website is based on the elaboration of the visual identity for the project. Consequently, the developers started their work early 2022 when the logo and the first visual elements of the project were finalized. In the development process, the option was considered that content of pages (except the landing page) could be easily changed by the website administrator of Jacques Delors Institute.

1.3 Website structure

The website presents the topic of sufficiency lifestyles including key messages and current activities. It will be regularly updated. It is also the main repository for all publications, videos, events and general project communications such as news articles. The website puts emphasis on the creation process, including the diversity of stakeholders involved and an open source access to the work. The website acknowledges EU funding and includes information on FULFILL's data protection policy.

When visiting the website the user arrives at the landing page. When scrolling down, the landing page presents a brief introduction to sufficiency and the project, shows the latest news and incentivizes to follow the project on social media. Further sites on the page are:

- Header: Navigation on the page with a link to the landing page via click on the logo.
- Landing page: Introduction to the concept of sufficiency, the project and the latest news at one glance.

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- Page “Sufficiency”: Information about sufficiency as a sustainability strategy, sufficiency societal framework, sufficiency infrastructures and habits. In line with the outcomes of the conceptual WP2.
- Page “FULFILL”: Where the visitors find on various sub-pages information about the project, its approach, the methodology of the project, the consortium partners, the advisory board, and related projects
- Page “News”: Project news and blog posts on project activities and project publications
- Page “Our Research”: FULFILL deliverables and publications as well as academic articles and media publications related to the project.
- Page “Initiatives”: Showcases the sufficiency initiatives we worked with for WP4 and allows citizens to add initiatives to engage them.
- Page “Citizen Engagement”: On this page, citizens can learn about the citizen science activities conducted within FULFILL and vote on policy recommendations that have been developed during the citizen science workshops. The page is used during the citizen science workshops and remains available and usable for citizens at least two years after the project has ended.
- The footer includes legal notice, notice on data protection and funding acknowledgement (incl. EU-logo). Furthermore the logo of the project and links to social media are in the footer.

The website links to the social media channels of the projects and invites visitors to follow the up-dates posted there. The twitter channel was established end of January 2022 and can be found searching for @FULFILLeu. On LinkedIn, the project can be found and followed when searching the projects title: FULFILL – Fundamental Decarbonisation Through Sufficiency By Lifestyle Changes.

1.4 Website management and further development

To facilitate the website management JDI received a short training by the website developer in the management and options for the website development. The website key performance indicators (e.g. number of visits, country from where the site was accessed) will be tracked and regularly shared with the consortium during GAPM (General Assembly Project Meetings (=consortium meetings). Updates and news from FULFILL will be posted on the website depending on project activities.

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2 Screenshots of the website

Screenshots of the latest version of the website are presented below. Since 28th February 2022 the website is available to the public and it has been regularly updated ever since. In summer 2023, the website has been revised and as of August 2023 contains the pages that are presented in the following.

2.1 Landing page

The landing page gives a short introduction to the project and the sufficiency concept, both of which are presented in further detail on the following pages. First, the landing page introduces briefly, in a simple and interactive way the concept of sufficiency, on which the project is based. Subsequently, the most important steps of the project are presented. Next, the visitor is asked to stay informed via social media and the Twitter page is embedded to show the latest tweets to directly motivate the visitor to engage with the project and follow the latest project developments on social media. Finally, the consortium partners are presented. The end of the page is the footer, which includes legal notice, notice on data protection and funding acknowledgement (incl. EU-logo). Furthermore, it comprises the logo of the project and links to social media.

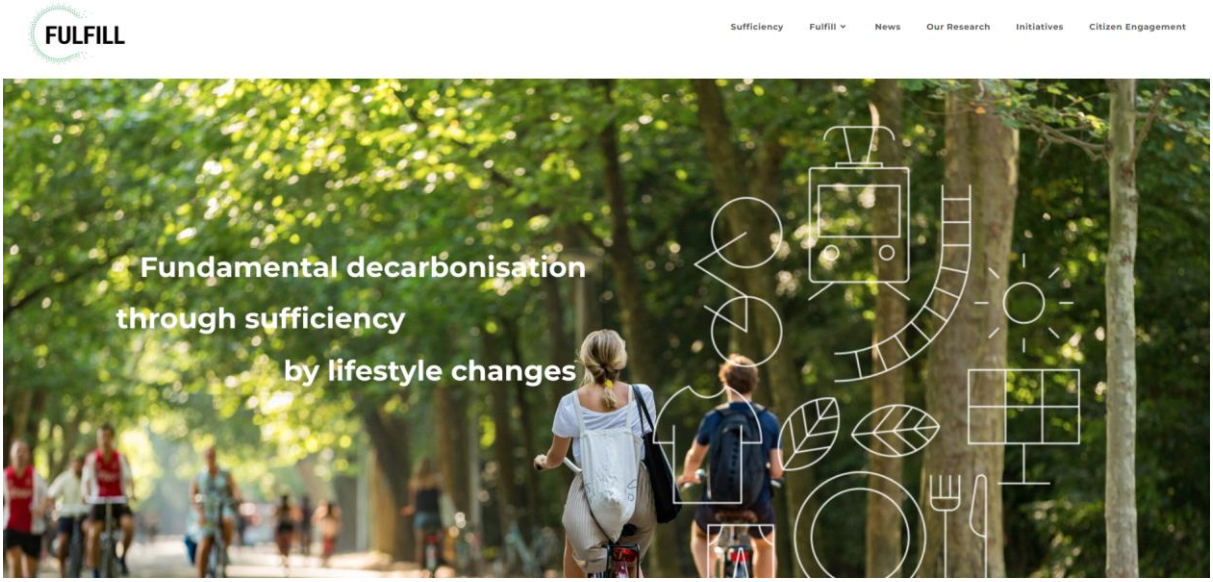

Figure 1 Landing page – section 1

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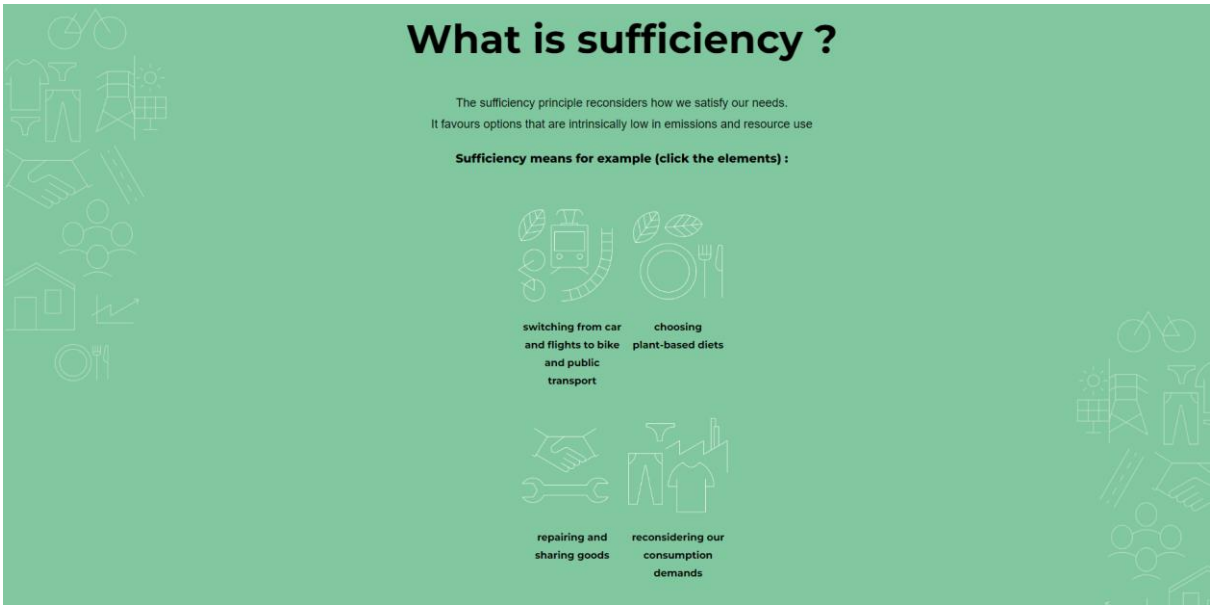

Figure 2 Landing page – section 2

Figure 3 Landing page – section 3

Figure 4 Landing page – section 4

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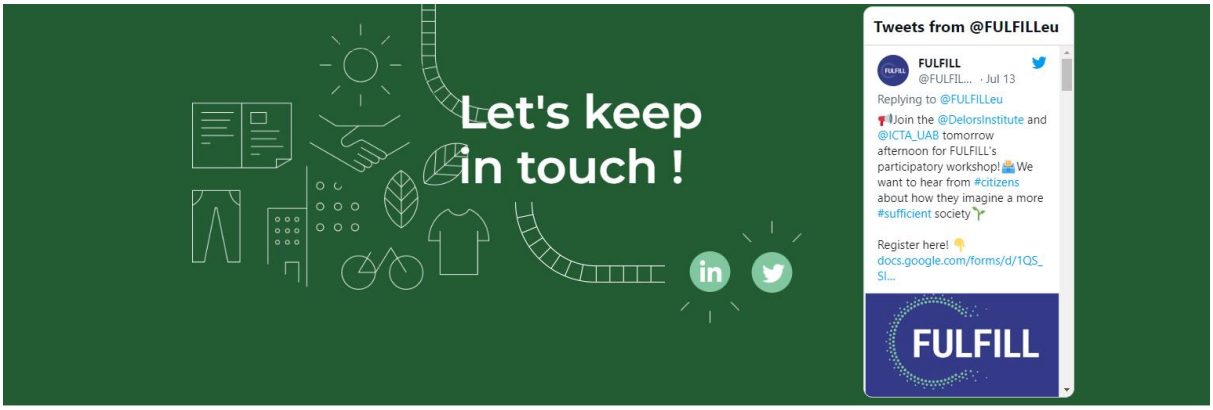

Figure 5 Landing page – section 5 « links to social media »

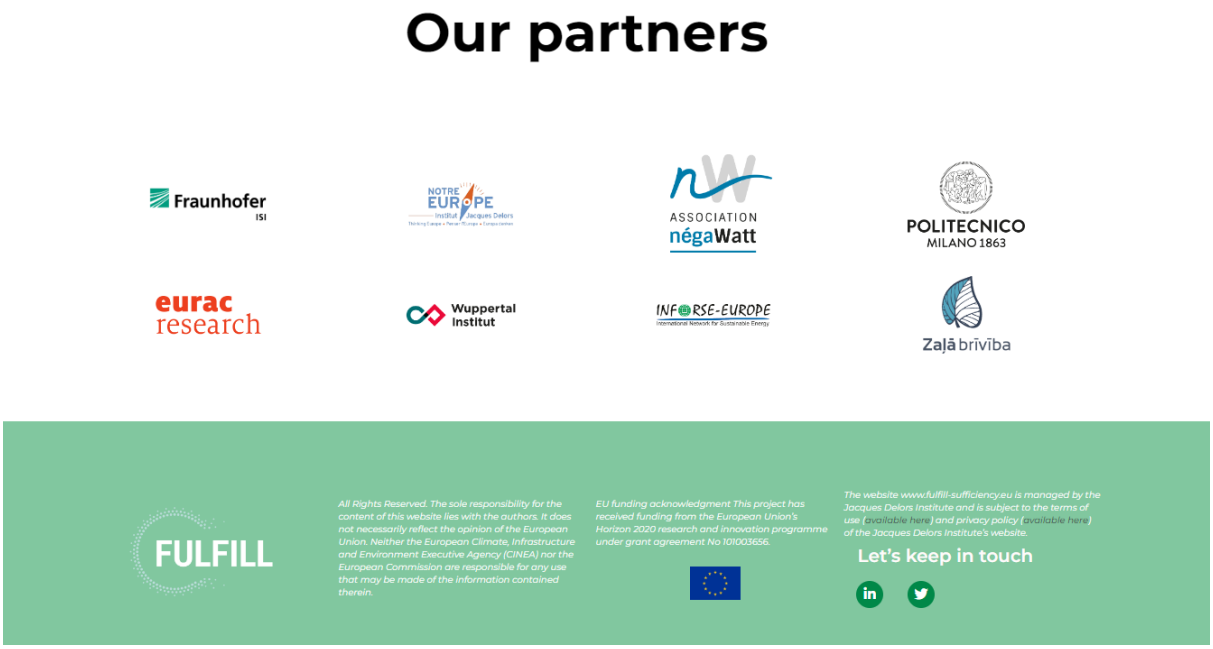

Figure 6 Landing page – section 6 « partners » and « footer »

2.2 Page "Sufficiency"

The page "Sufficiency" gives the definition of sufficiency used in the project and provides information about the main concepts stemming from the literature review: the sufficiency societal framework, sufficiency infrastructures and sufficiency habits.

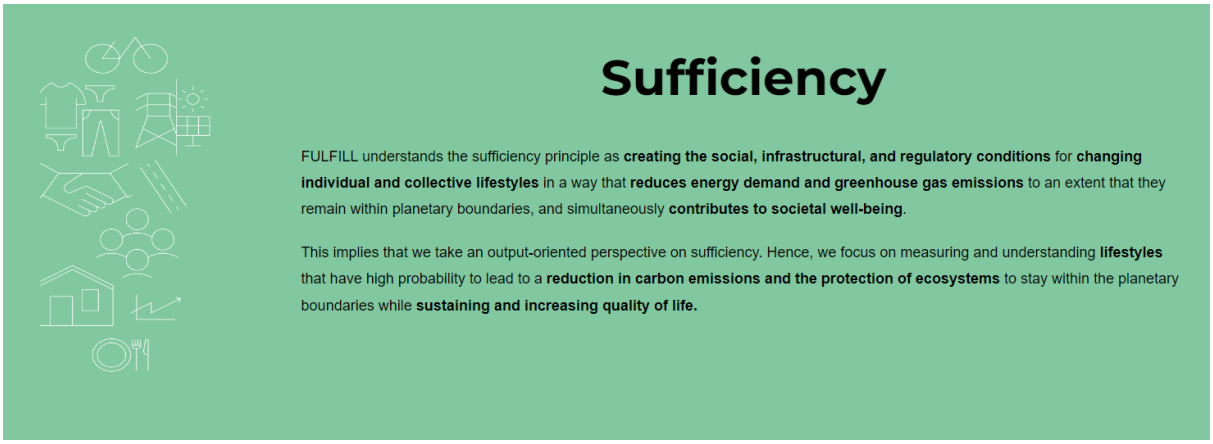

Figure 7 Page Sufficiency – section 1

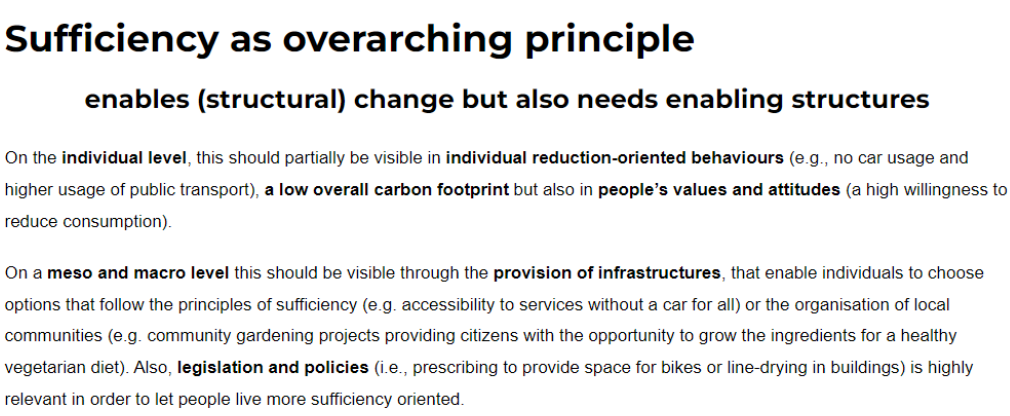

Figure 8 Page Sufficiency – section 2

Figure 9 Page Sufficiency – section 3

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2.3 Page “FULFILL”

This page offers an in-depth description of the steps of the research project, its aims and ambitions (“The project”). On the sub-page “The Consortium” all project partners (institutes) are described in more detail. The sub-page “Who we are” lists all members of the project and their short biographies. The sub-page “Advisory Board” presents all the experts informing about their fields of expertise and knowledge relevant for the project. Finally, “Related projects” links to and describes briefly H2020 projects with similar aims and topics as FULFILL.

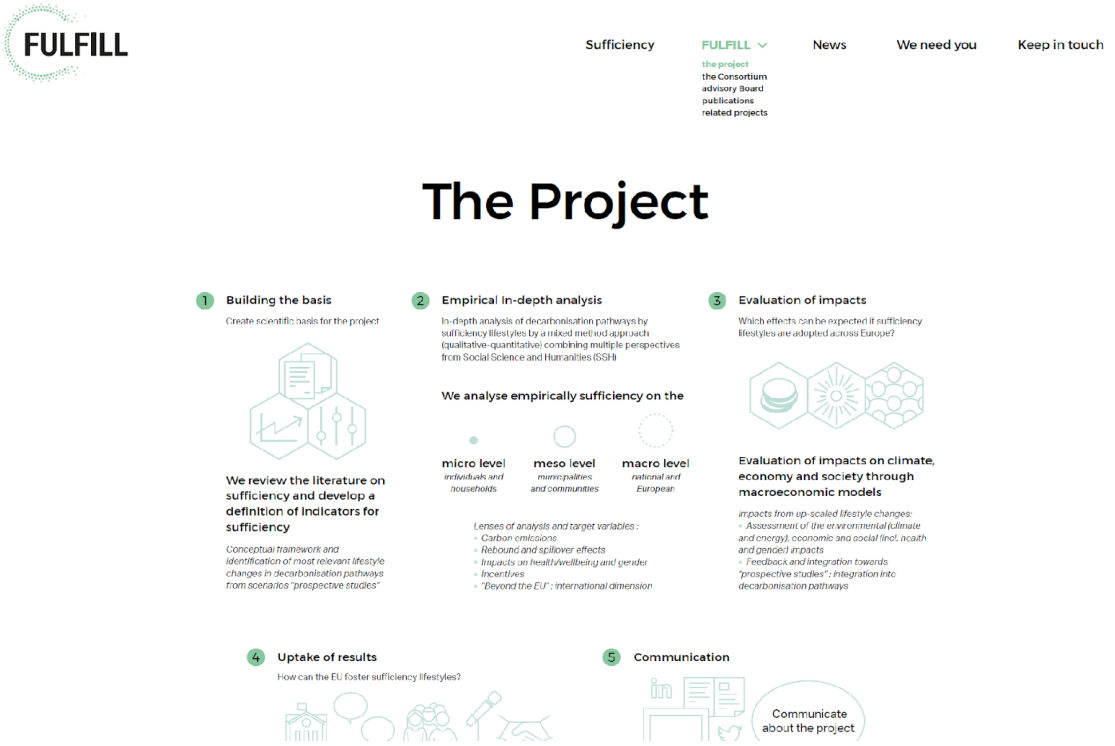

Figure 10 Page FULFILL – sub-page « The Project » section 1

Figure 11 Page FULFILL – sub-page « The Project » section 2

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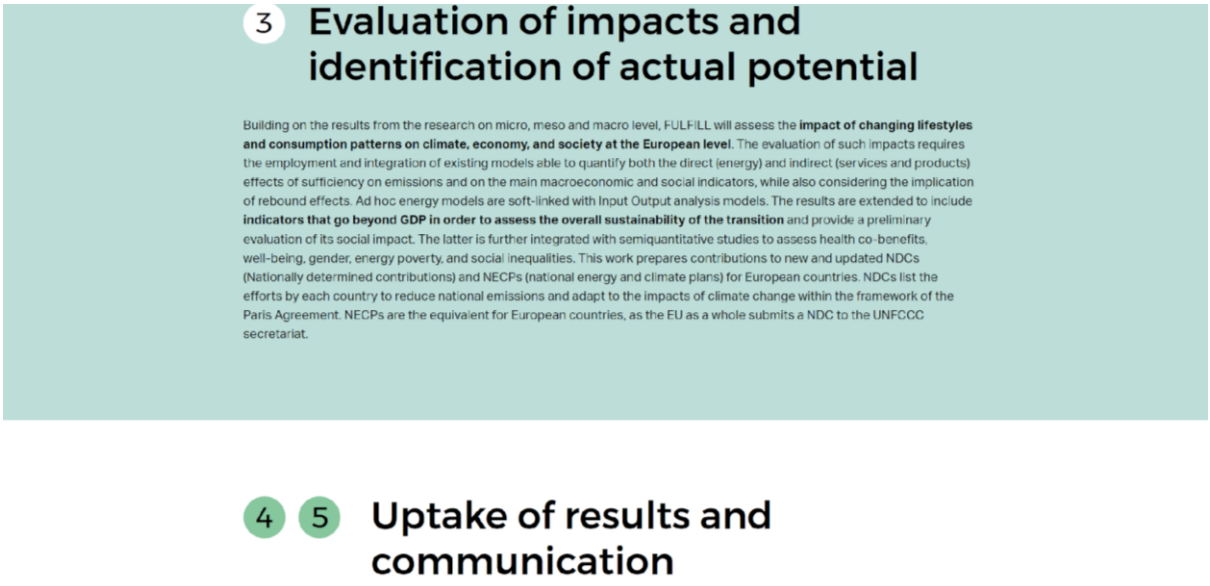

Figure 12 Page FULFILL – sub-page « The Project » section 3

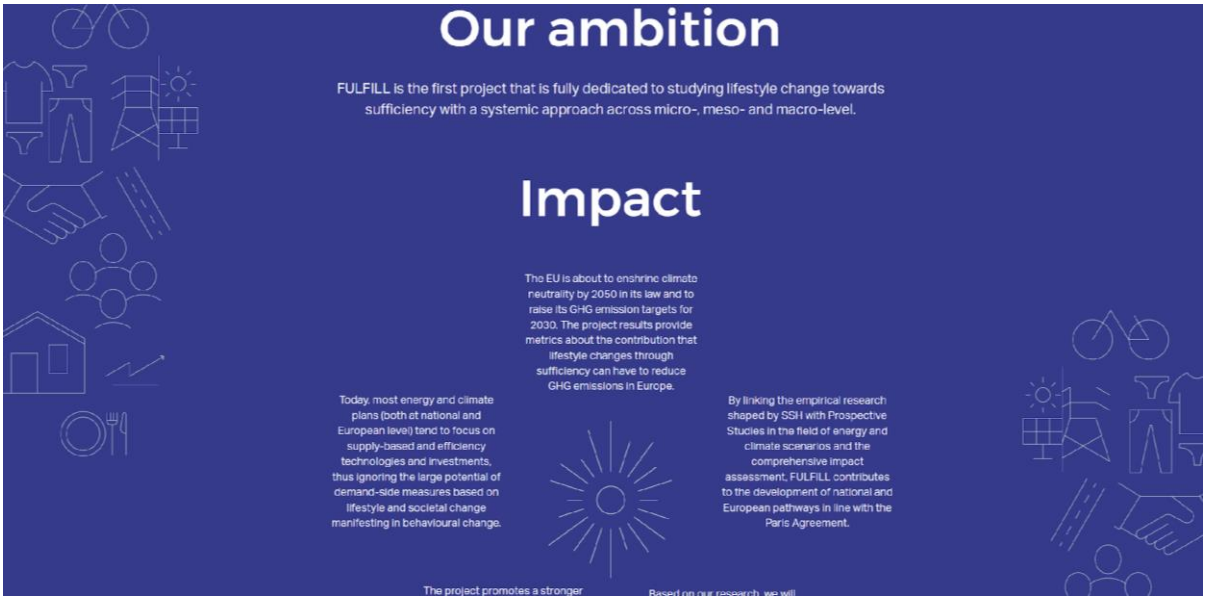

Figure 13 FULFILL – sub-page « The Project » section 4

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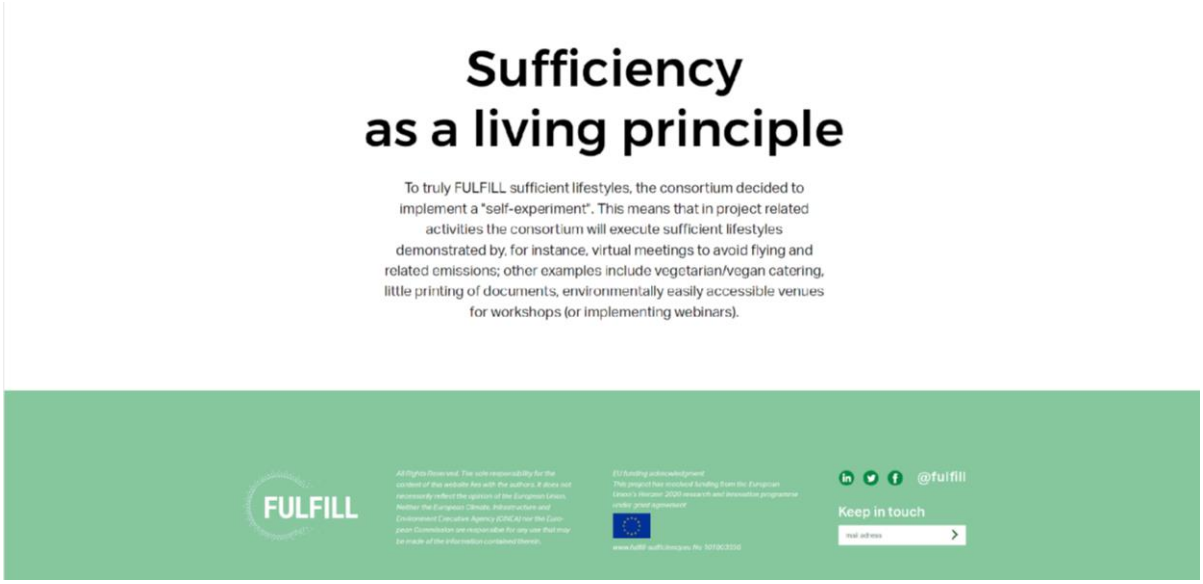

Figure 14 FULFILL – sub-page « The Project » section 5

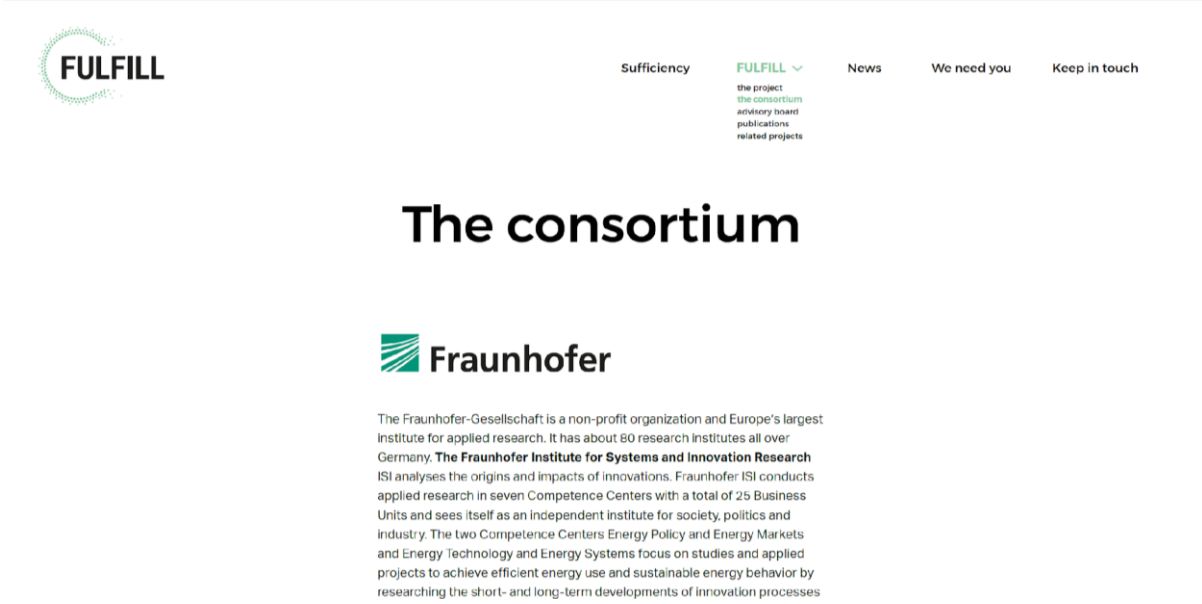

Figure 15 Page FULFILL – sub-page « The consortium »

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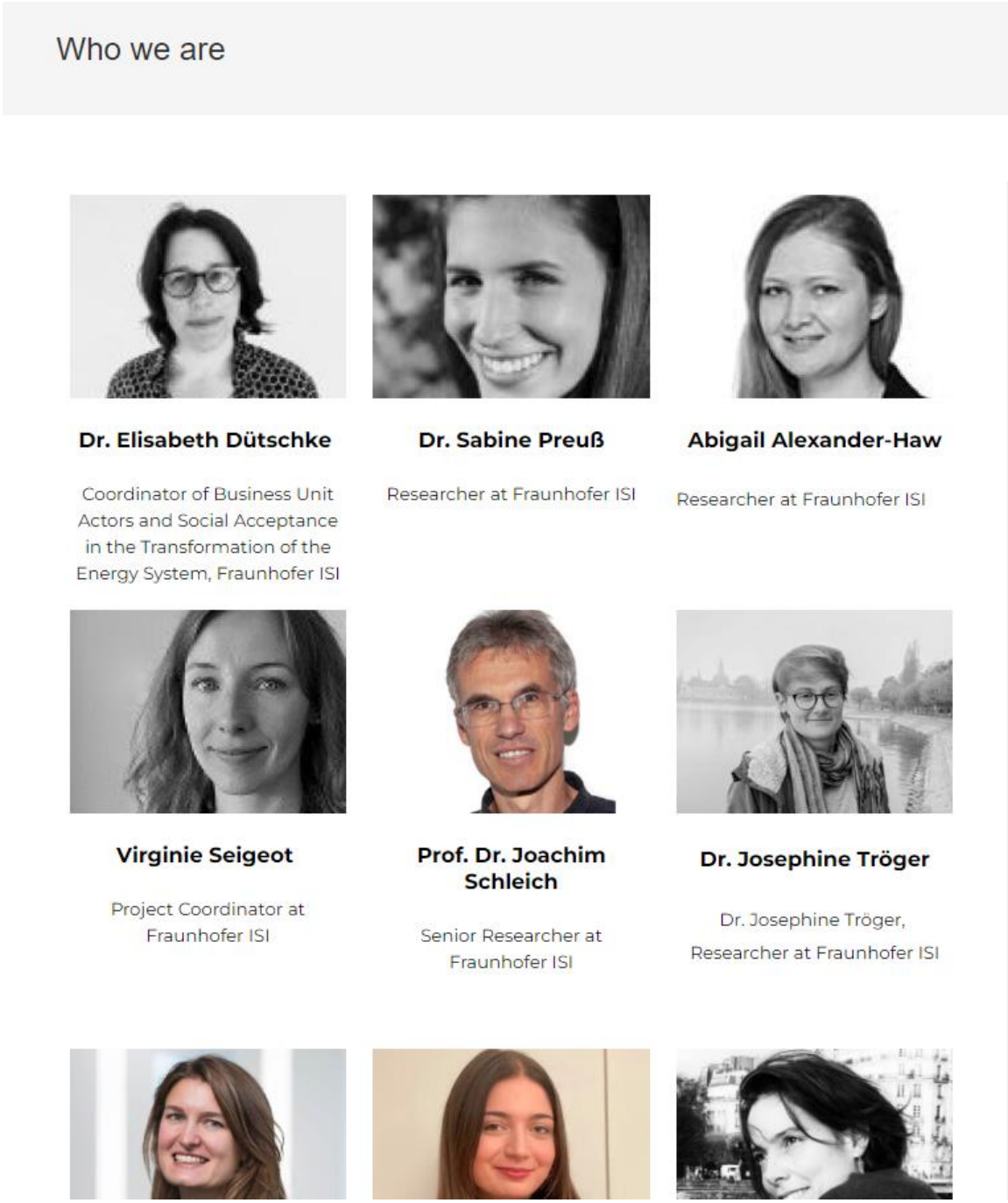

Figure 16 Page FULFILL – sub-page "Who we are"

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Related projects

Figure 17 Page FULFILL – sub-page "Related projects"

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2.4 Page “News”

The page **“News”** includes project news and blog posts on project activities such as the citizen science workshops and recent project publications. JDI is responsible to keep this section up-to-date. JDI sends out regularly reminders for partners to provide blog posts, news and relevant event announcements and checks during the monthly consortium meetings, if partners would like to share anything on the news page of the website. During each monthly consortium meeting, communication and dissemination is a pre-set agenda item.

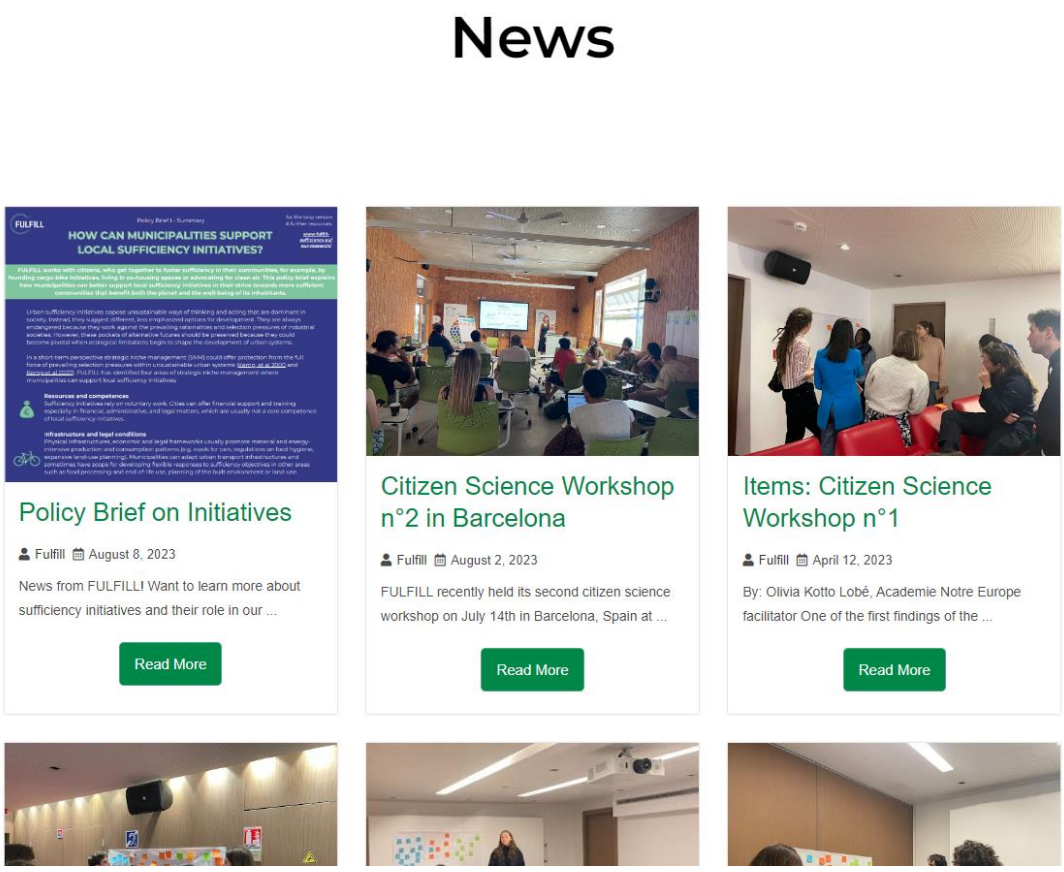

Figure 18 Page "News" Section

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2.5 Page “Our Research”

The Page **“Our Research”** functions as the FULFILL library. Here, all deliverables and publications as well as academic articles and media publications related to the project are published and available for download. It is split in three sections. In the first section “About FULFILL” the project leaflet is available for download in 6 languages as well as a policy brief written by JDI to introduce the sufficiency concept. In the second section called “Our Research” all deliverables are available for download. The third section “Academic Articles and Media Publications” shows articles published in academic journals in the scope of the FULFILL project as well as articles published in various (mass) media outlets. Finally, the public and interested researchers are given the opportunity to directly get in touch with the researchers and the consortium members via email to discuss the FULFILL research or receive further information. JDI is responsible to distribute the incoming demands and connect interested citizens or researchers with the corresponding consortium members.

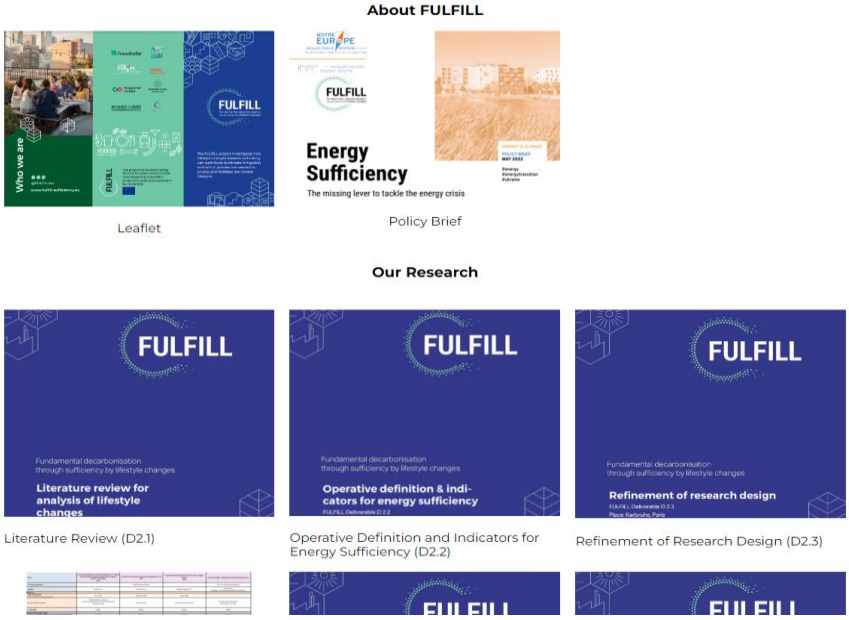

Figure 19 Page "Our Research" Section 1

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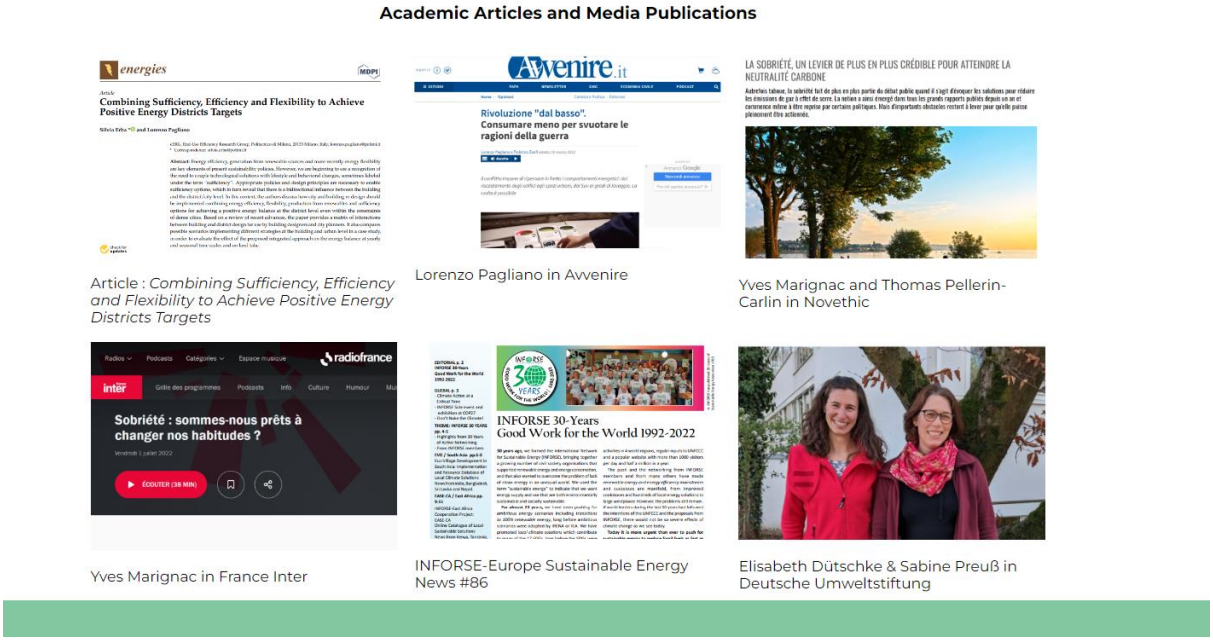

Figure 20 Page "Our Research" Section 2

Figure 21 "Our Research" Section 3

2.6 Initiatives

The Page **"Initiatives"** showcases the sufficiency initiatives we worked with for WP4 and allows citizens to add further initiatives as an engagement option. For each of the partner countries, a dropdown menu provides citizens with a list of all sufficiency initiatives that have been involved in FULFILL and a link to the websites of these initiatives to allow for further engagement and more information. Below these dropdown lists, visitors are invited to add further initiatives they might know of or be engaged with themselves to showcase their work and engage citizens.

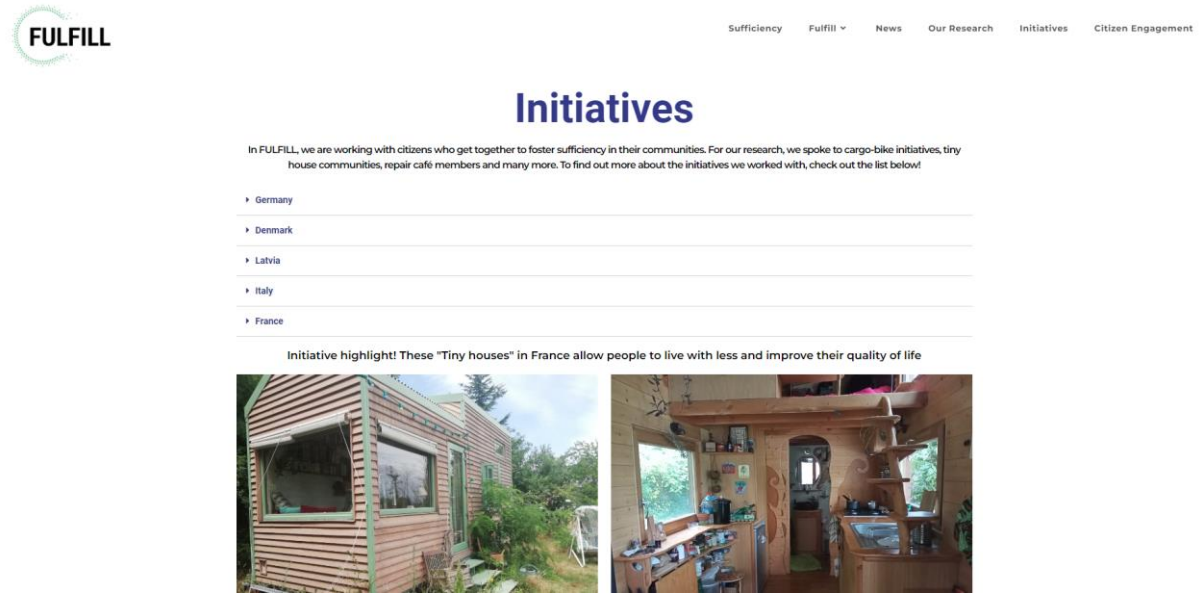

Figure 22 Page "Initiatives" Section 1

Figure 23 Page "Initiatives" Section 2

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2.7 Page “Citizen Engagement”

On the page **“Citizen Engagement”** citizens can learn about the citizen science activities conducted within FULFILL and vote on policy recommendations that have been developed during the citizen science workshops. The page is used during the citizen science workshops and remains available and usable for citizens afterwards. It shows the workshop results of the conducted citizen science workshops and invites citizens to engage with these results. It also provides additional resources for citizens to get active and provides contact details to directly connect with JDI, who can redistribute citizens' demands to other consortium members if necessary.

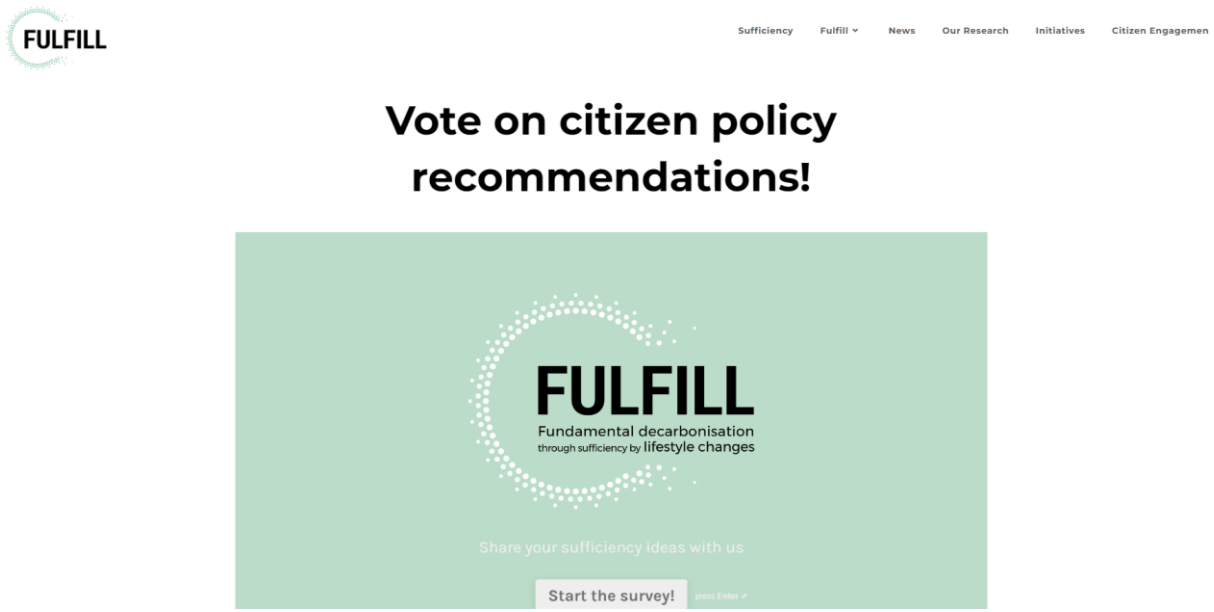

Figure 24 Page "Citizen Engagement" Section 1

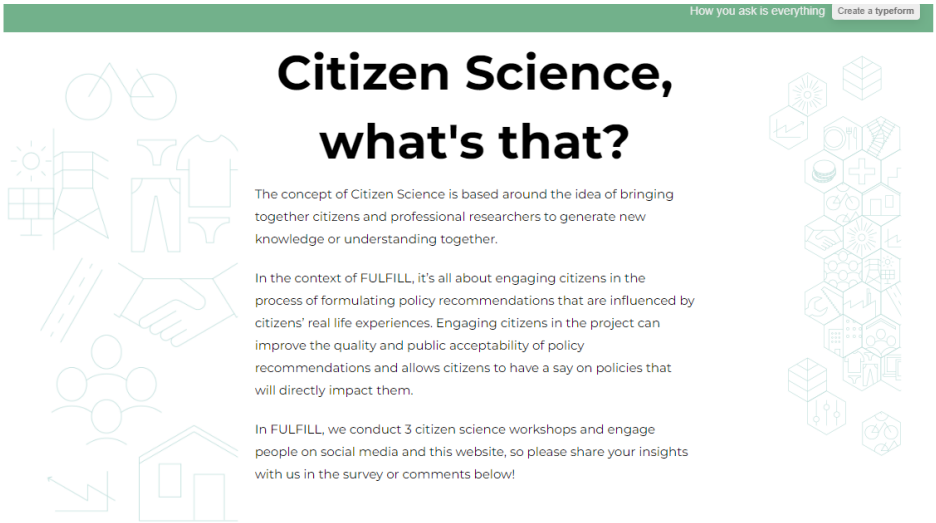

Figure 25 Page "Citizen Engagement" Section 2

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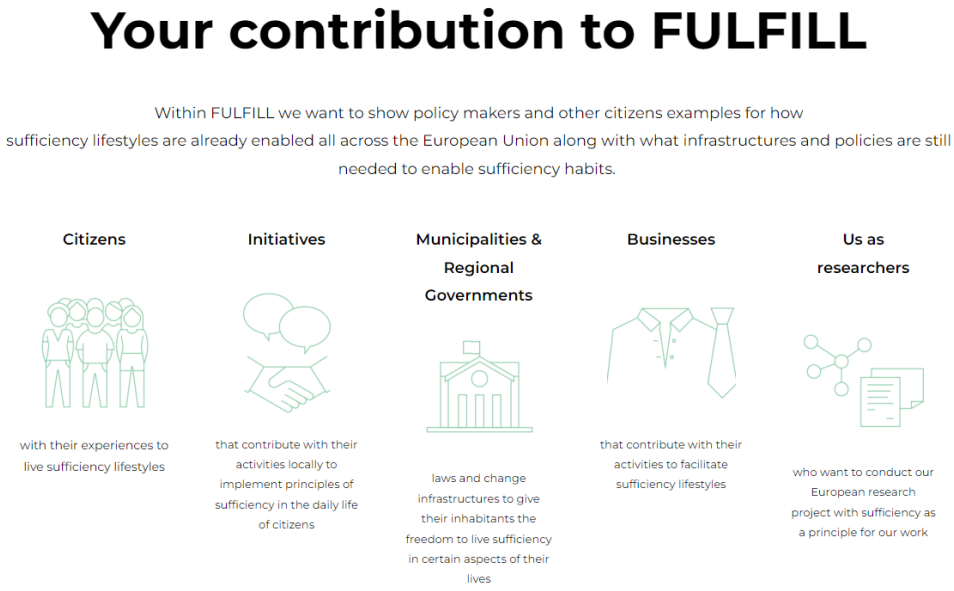

Figure 26 Page "Citizen Engagement" Section 3

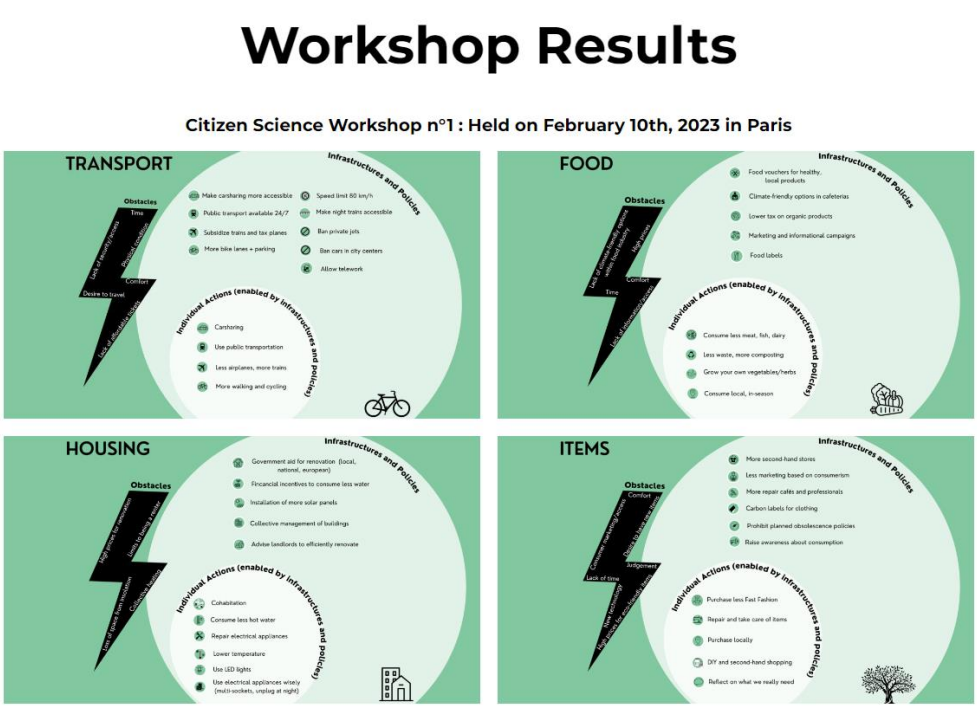

Figure 27 Page "Citizen Engagement" Section 4

FULFILL has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003656.

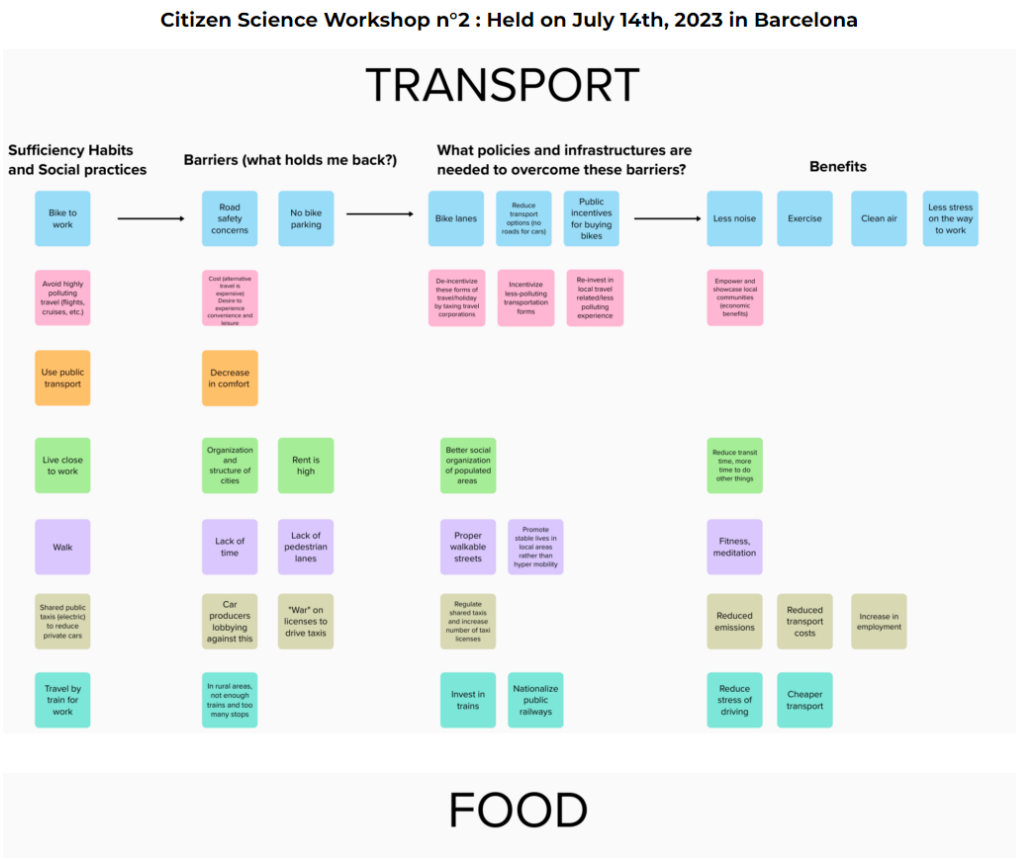

Figure 28 Page "Citizen Engagement" Section 5

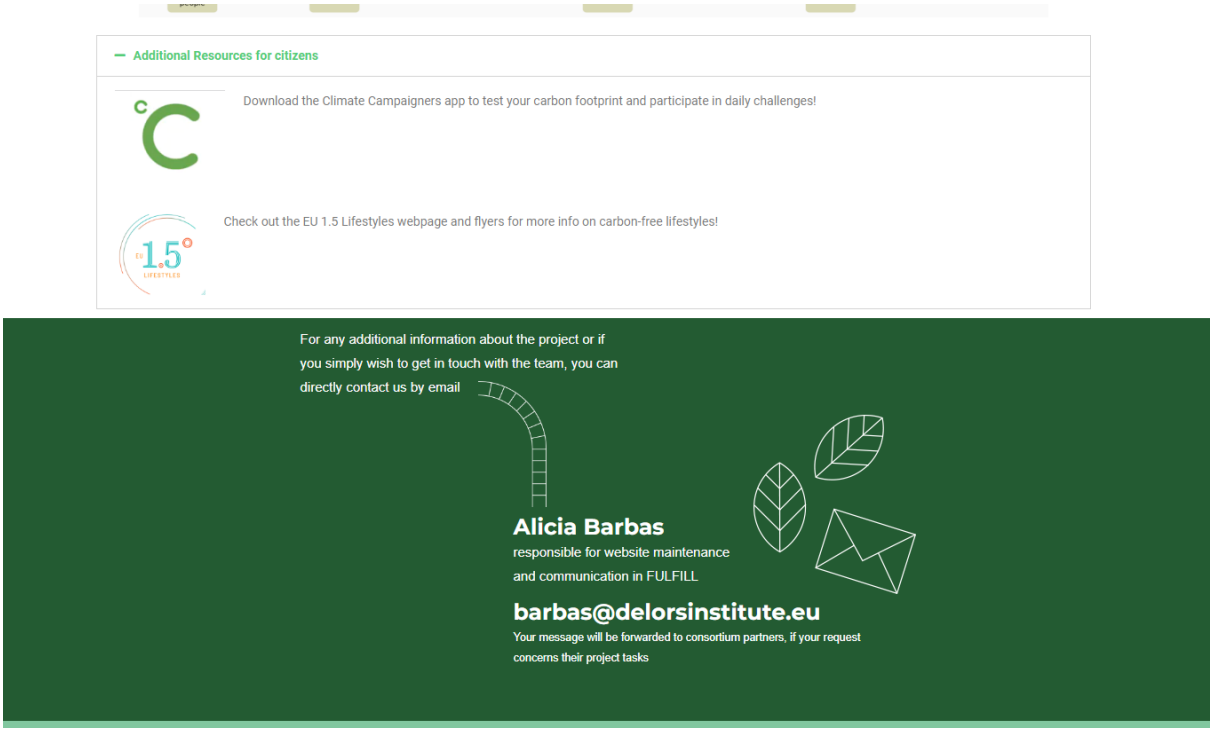

Figure 29 Page "Citizen Engagement" Section 6

FULFILL has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003656.

3 Conclusions

This deliverable presents the FULFILL project website that was developed and launched on 28 February 2022, following revisions completed in August 2023. It provides insight into the structure and maintenance responsibilities of the website. In addition, screenshots give the reader an impression of the pages.

FULFILL's website has seven main pages including the landing page. The **landing page** gives the visitor a fast overview on sufficiency, the project and the latest news. The page **"sufficiency"** provides more in depths insights on sufficiency lifestyles and their benefits for the climate, individual and society. The page **"FULFILL"** contains various subpages with more detailed information on the project, the consortium members and links to related projects. The page **"News"** will be used to publish blog posts, news (e.g. on a recent publication) and events. The page **"our Research"** contains a library of the project's products available for download and various media and academic articles. The page **"Initiatives"** shows the sufficiency initiatives we worked with for WP4 and allows citizens to add initiatives. The page **"Citizen Engagement"** is used for the citizen science activities of WP7 and to engage citizens beyond the citizen science workshops.

The website will be updated and further developed throughout the project, based on feedback from consortium members and visitors. New pages, sub-pages and sections can be added if necessary. During each monthly consortium meeting, communication and dissemination has a reserved spot on the agenda. This time is used by JDI to present upcoming and recent communication and dissemination efforts, including recent website publications such as blog post, or upcoming events etc. and to invite all partners to share and engage with them through their channels. JDI will make sure that the website will stay accessible and updated for at least two years after the end of the project.

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