



Fundamental decarbonisation
through sufficiency by lifestyle changes

Evaluation of the Communication Strategy

FULFILL Deliverable D 8.4

Place: Paris



Fundamental decarbonisation through sufficiency by lifestyle changes









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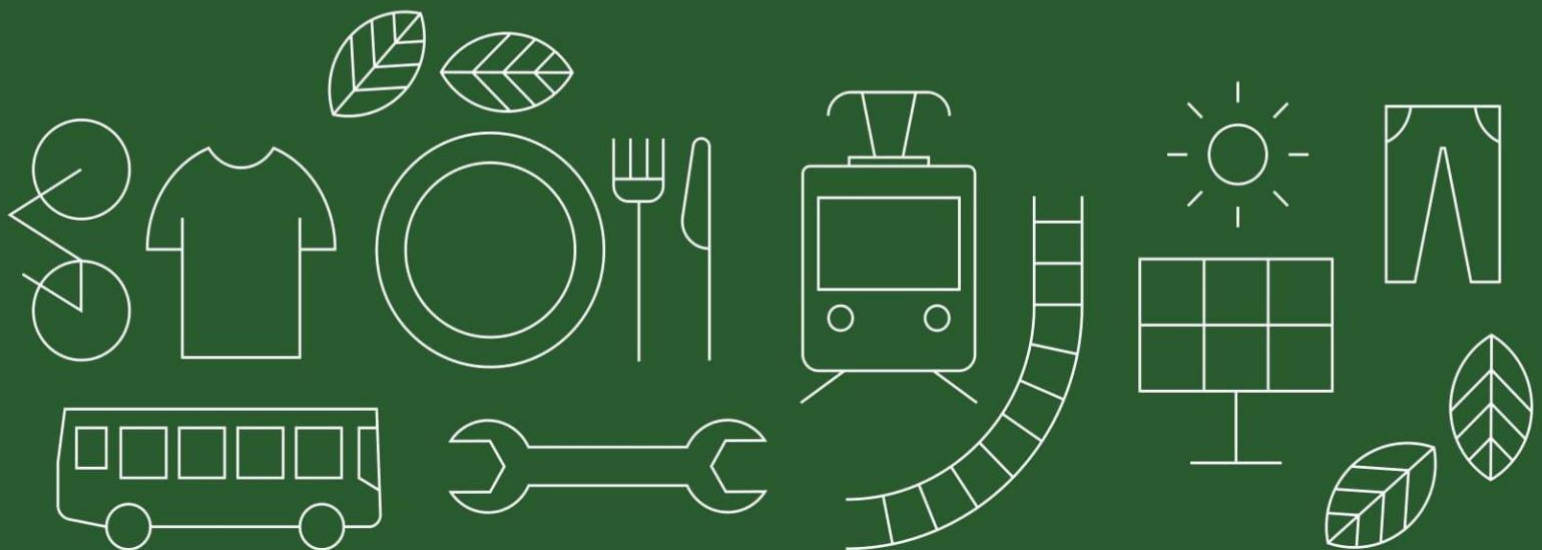
Project Partners

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

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List of Abbreviations

EU	European Union
NDC	Nationally Determined Contributions
SSH	Social Sciences and Humanities
MS	Microsoft
PDER	Dissemination and Exploitation of Results
KPIs	Key Performance Indicators

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Abstract / Summary

Throughout the FULFILL project, various communication strategies and activities were implemented in order to give visibility to the project and its research results, as well as sufficiency lifestyle changes as an important aspect in decarbonisation and in EU energy policy.

To demonstrate the evolution of the project and its communication approach, the document outlines all of the key aspects surrounding the projects objectives and how they were obtained. We start off with the objective of FULFILL and the framework within which the project operated. Following this, we dive into the specific kind of communication activities that were carried out and their results (KPIs). After each of these activities is an “impact assessment” segment to inspect the outcome vis-à-vis each stakeholder and the key messages of the project.

Furthermore, this document also analyses the different communication channels and materials that were used throughout the FULFILL project and outlines how each channel served a different or complementing purpose. Other parts of the document include the timeline of activities, dissemination phases, and individual outreach of the consortium members. Finally, the document assesses both the original ideas at the beginning of the project and the successes and limitations encountered throughout the project until the end.

1. Introduction and Overview

1.1 Purpose of this Document

This deliverable 8.4 aims to assess the project communication activities. It will a) identify what strategies, activities and channels worked well and what did not and b) identify the reasons for such outcomes so that they can feed into the communication strategy of future projects (task 8.1).

1.2 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 achieve progress in climate change mitigation. Furthermore, it enables us to go beyond strategies that focus on single behaviours or certain domains and instead to look into lifestyles 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.

1.3 Project Aim and Objectives

To achieve this overarching project aim, FULFILL had 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 Social Sciences and Humanities (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.
- 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 changes.
- 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.

2. Objectives of Communication Activities

At the beginning of the FULFILL project, a communication plan was elaborated to align communication and dissemination activities with the different steps of the project. While not published, the plan gave an overview of the communication activities planned within the project with their detailed objectives, target audience, tools and timeline. It was updated throughout the life of the project to consider any changes and updates that became necessary.

This final evaluation of the communication strategy, which will be published, will assess the communication activities in the project, closely following the original communication plan. The expected impacts (KPIs), along with their achieved impacts, can be seen in Table 1.

The communication strategy of FULFILL aimed to share the findings from the project with a wider audience. As part of this, it also contributed to informing citizens about the concept and strategy of sufficiency. It focused on the potential of sufficiency policies to change lifestyles and thereby contribute to climate mitigation and sustainability. The project, as most scientific projects, used technical vocabulary and jargon. The communication on the project was therefore attentive to rely on plain language about concrete objectives of the project and its findings.

The team and particularly Notre Europe - Institut Jacques Delors (JDI) ensured the use of target-oriented messaging and language towards the different audiences, as FULFILL's objective was to raise awareness among all stakeholders involved in the policy making process relevant for sufficiency policies.

FULFILL's communication activities also showed that the project's proposals of lifestyle shifts, and their positive impacts, are possible throughout the EU, even when considering national, regional and local specificities and gender aspects. The communication activities thus aimed to raise public acceptability of lifestyle changes in order to successfully integrate them in the policy process.

These activities complemented the dissemination activities aimed at policymakers, households, and the scientific community by bringing the project activities to a larger audience through the media (i.e. by reaching out to national journalists). Thereby, interested citizens and businesses could learn about the topic of energy sufficiency and implement actions on their levels.

The objectives of the communication activities were to:

- raise the visibility of the project as well as of sufficiency as an important strategy for climate mitigation and sustainability.
- give visibility to the research and outcomes of the project to a large audience – including policymakers, local communities, citizens, academia, journalists, civil society organisations.
- maximise the uptake of FULFILL's findings (particularly the policy recommendations).
- present the research to a scientific audience for discussions. This could lead to uptake of the findings, which could be useful for future research and showcase how research activities from the European Commission contribute to social innovation.
- provide regular insights into project activities.

2.1 Expected impacts (KPIs)

Building on the draft plan for dissemination and exploitation of results (PDER) as well as the suggested communication strategies, the following table provides minimum targets for Key Performance Indicators (KPI) that allow also for a quantitative monitoring of the achievements of the project.

Measure		Minimum target		Achieved
Number of policymakers involved throughout the project (personal bilateral communication or participation in project event)		At least 80 covering all countries involved		90
Networking and clustering activities with other research projects		At least 3		15
Number of Project events		Number of events organised (out of the target)	Number of participants expected	Number of participants achieved
	Workshop with sufficiency experts and scenario builders (WP2)	1 (out of 1)	At least 20	20
	National workshops (WP5 and WP8)	10 (out of 10)	At least 10 each, at least 120 overall	11 on average, 85 in total
	Citizen workshops (WP7)	3 (out of 3)	At least 50 each, at least 180 overall	30 on average, 90 in total
	Policy workshops (WP7)	3 (out of 3)	At least 10 each, at least 25 overall	12 on average, 40 in total
	Final event	1 (out of 1)	At least 50	<i>Planned for September</i>
Number of active participation in external events (e.g. presentations, contributing sessions, discussant)		At least 30		57
Number of publications in mass media		At least 25		30
Number of submitted scientific publications		At least 15		*14 (<i>more are expected as of September</i>)
Recipients of policy briefs (e.g. by subscription or download)		At least 30,000 recipients and 100 downloads per policy brief		3626; 542/1 (<i>final policy brief to be published in August</i>)
Number of social media postings including 11p specialized mailing lists		At least 200 posts including at least 10 X threads		X: 255 posts, 24 threads LinkedIn: 80 posts
Number of responses to social media postings		At least 500 engagements At least 10,000 impressions		X: 2027 engagements, 15,000 impressions

		LinkedIn: 1200 engagements, 20,000 impressions
<i>Five years after project lifetime</i>		
Number of citations of scientific publications	Average of 10 per publication	
Downloads of project data from repository	Average of 5 per data-set	
PhD and Master thesis building on conceptual work and/or data from the project	At least 5	
Research proposals that explicitly refer to FULFILL as a basis	At least 5	
<p>*Various scientific publications are in the process of being prepared – 14 of them are already submitted, and there will be more in the future; however, as the scientific publication process takes quite some time, few of them are already available.</p>		

Table 1: Expected and Achieved Impacts (KPIs)

Most of the indicators were achieved and even surpassed (such as the overall number of policymakers involved and the social media posts and impressions). However, there were just a few areas for which the results were just below the minimum target.

The number of participants in the final event (planned for September 2024), the dissemination of the final policy brief (planned for August 2024), and the additional scientific publications that are in the process of submission and publication cannot currently be evaluated, as they will occur after the submission of this report.

Similarly, we cannot yet evaluate the measures meant to address the 5 years after the project lifetime. However, we can predict that those measures are likely to be achieved, based on the high ratings of researchers involved in the project on Google Scholar (i10-index), which indicates that their publications, including those from FULFILL, are each cited at least 10 times. Additionally, there are already publications, including a Master thesis, underway with the collaboration of researchers. Thus, we are confident that the four measures indicated 5 years after the project lifetime will be fulfilled.

3. Audience of the project

3.1 Who was FULFILL aimed at?

Communication activities within FULFILL reached out to a large audience of different target groups (see Figures 1 and 2). Those are mainly:

- Policy makers and advisors on the European and National level
- The scientific community
- Intentional communities and municipalities
- The general public

Some communication activities such as the website, social media and press releases targeted all groups together. Other communication and dissemination targeted each of these groups exclusively.

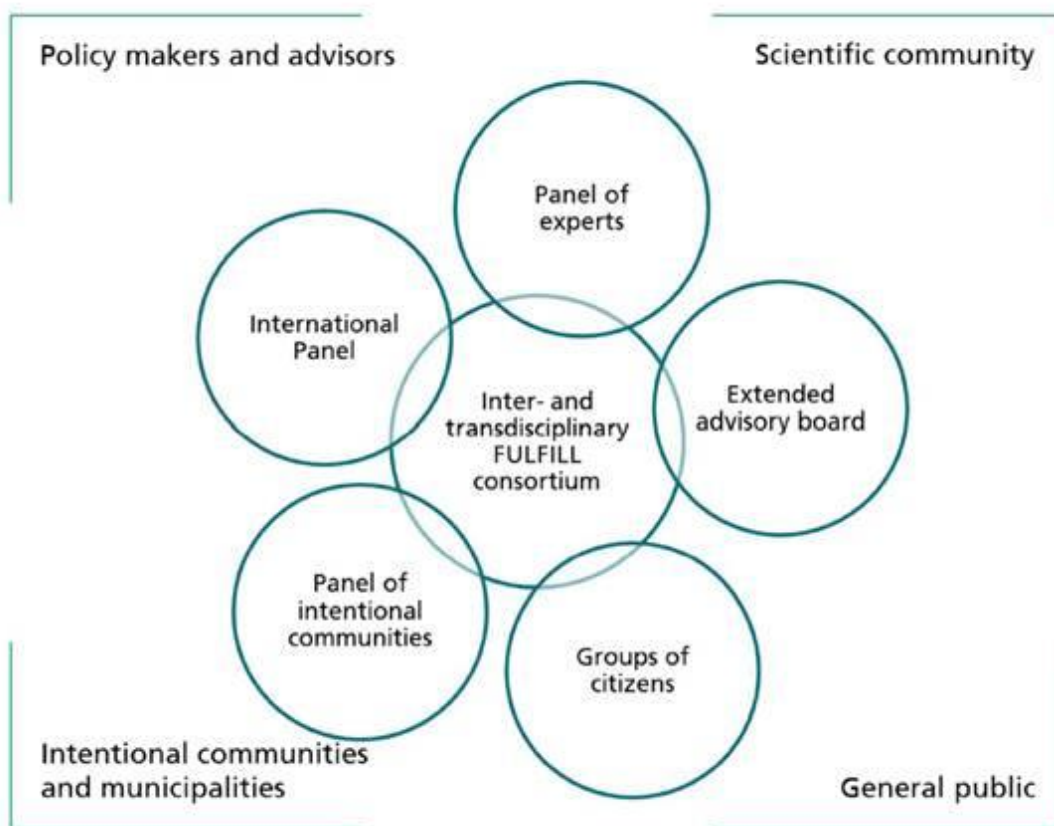


Figure 1: Embeddedness of the FULFILL project for dissemination and exploitation to maximise impact

	Policy makers and advisors on • European level • National level	Scientific Community, especially climate science in the widest sense	Consortium members	Intentional communities and municipalities	General public as citizens, voters, activists, influencers, opinion leaders
Research activities	Participate in Extended Advisory Board and in workshop on policy recommendations in WP7	Involved as experts and consultants in advisory board and board of experts Participants in workshops on scenario modelling in WP5	Leading and implementing activities	Involved as units of analysis in WP4	Involved as study participants in WP3 as members of initiatives in WP4, as citizen scientists and co-creators in WP7
Communication	Target group for the project website, (social) media activities and further material from WP8	Informed about project findings through scientific publications including a Special Issue and conference participation coordinated in WP8	Target group for the project website, (social) media activities and further material from WP8	Target group for the project website, (social) media activities and further material from WP8	Target group for the project website, (social) media activities and further material from WP8
Dissemination	Target group for policy briefs sharing the main conclusions from WP2-7 Participants in events and bilateral conversations in WP7	Having access to project findings through scientific publications incl. project deliverables and access to data collected in the project	Authors of publications; presenters at conferences and events; integration into personal and institutional media activities	Target group of policy brief and special webinars in WP4	Findings will be accessible beyond the project through the website, infographics and publications.
Exploitation	Build on project results for next NDCs	Build on conceptual outcomes for studying lifestyle and sufficiency Re-analyse unique data- sets Use findings as input for energy system modelling and prospective studies	Use findings and methodologies for personal qualification and in educational roles (e.g. for PhD/master-thesis, teaching) Acquisition of future research projects and in advising policy makers	Building on advice on barriers and drivers for the successful development of initiatives in policy briefs	Projects findings can be used to support sufficiency lifestyles

Figure 2: Overview on roles of FULFILL target groups in project activities and communication

The multi-level approach in FULFILL

To analyse and propose lifestyle changes and respective policies within FULFILL a multi-level perspective was adopted. This approach is particularly important to make use of the full potential of energy sufficiency towards a carbon neutral Europe. Therefore, within FULFILL, the micro (individual, household), meso-(community, municipal), and macro-level (up-scaling and systemic impact assessment on the national and European) were integrated.

Concretely, policies at EU and national level can set objectives and develop a legislative/regulatory framework to encourage energy sufficiency initiatives (at meso-level) and lifestyle changes (at micro level). However, also at the meso-level - communities, enterprises and municipalities - changes can be implemented (e.g. in infrastructures, options to satisfy needs in different way) to enable lifestyle changes for individuals and households (on the micro-level). Finally, the micro-level can push for changes at meso- and macro-level that make sufficiency lifestyles easier. It is an important task of communication to convey these complex interlinkages.

Typology of stakeholders

To reach different target groups, we aimed our communication activities at the stakeholders who can benefit the most from the project. This included multipliers who have networks in their Member States. Thereby, we wanted to ensure that findings from FULFILL were picked up in national debates on the transformation towards carbon neutrality.

Already in the first phase of the project, all partners identified important stakeholders for the project. This comprises all stakeholder groups with some specific to the respective WP (i.e. in WP2 literature review the scientific community, while intentional communities and municipal leaders in WP4). Beyond that, the project counted on activities and therefore contacts of consortium members made before the project (i.e. ENOUGH network, German-speaking sufficiency network). Additionally, the consortium aimed to join forces with H2020-projects within the same call on similar topics. Particularly, with the consortium on 1.5-Degree-Lifestyles, good contacts and large synergies exist, which led e.g. to edit a special issue in a scientific journal together. Also i4-Traction, CAMPAIGNERS and LOCALISED served as partners in communication and dissemination activities, such as the citizen engagement workshops.

1) Policymakers

This target group included both elected officials (e.g. a deputy mayor in charge of energy, housing, or municipality buildings) and civil servants (e.g. a desk officer in the energy unit of a national ministry, or energy and environmental agencies).

At all governance levels, this group included:

- policymakers who are responsible for energy and climate policy at the local, regional, and national level (i.e. elected officials and civil servants), and
- policymakers who work in areas that are also impacted by sufficiency measures (e.g. urban development, social, health, economy).

At the subnational level:

- city councils: Mayors, deputy mayors and advisers working on topics related to sufficiency (e.g., climate mitigation, urban development, urban public transport, health, social inclusion),
- specific municipalities who express their interest in sufficiency measures (e.g. Geneva, Zurich, Wuppertal), and
- regional and district authorities in countries (e.g., *Kreise* and *Länder* in Germany; *départements and régions* in France; regions in Italy, Denmark and Latvia).

At the national and European level:

- officials in ministries that can benefit from the projects findings (e.g. ministries in charge of energy, climate, transport, agriculture, economic affairs, health),
- agencies and authorities on energy (e.g. Italian ENEA and *Gestore Servizi Energetici*, GSE; ADEME in France; the German Federal Environmental Agency UBA, European Environment Agency),
- European Commission officials in order to highlight FULFILL's results, and create synergies in policy making to show the benefits arising from one area and its impacts on other fields,
- members of the European Parliament, and
- members of Parliament in member states in relevant committees (Environment, Transport, Health, Employment, etc).

Impact Assessment

This objective was achieved (KPIs even surpassed), and the target group responded well. We had policymakers from local, regional, and national levels attending mainly the 3 stakeholder policy workshops, as well as various final events (EUSEW 2024 session, 2 ECEEE summer study sessions, ESEE Degrowth Conference Session). For example, we had an average of around 12-15 policy expert participants in the stakeholder policy workshops, and a total of 1,003 total participants at the European Sustainable Energy Week (EUSEW 2024), many of which were energy policy experts.

One potential setback in this target group is that the number of participants in the international stakeholder policy workshop was a bit smaller than anticipated due to the difficulty in scheduling a time that would work for various time zones. Perhaps a way to remedy this may have been to split the workshop into various ones at different times in order to have more presence from the international community outside of Europe (and particularly India, where part of the project research was conducted). However, the contacts with the international researchers involved were very intense and led to common activities like research stays and proposals for future research together.

2) Intentional communities, networks and multipliers

Networks and multipliers help spread the word to the largest possible audience potentially interested in the project and the use of its results. This includes partners' organisational networks (e.g. through partners' websites, newsletters and other activities), especially the European Environmental Bureau with its large network throughout the EU, but also umbrella organisations at national and EU level that bring together local, regional and national organisations, such as:

- scientific and policy networks on sufficiency, sustainable lifestyles, sustainable consumption and behaviour change (e.g. ENOUGH network on sufficiency research and policy, SCORAI),
- intentional communities (e.g. Repair-Café networks),
- NGOs linked to sufficiency (e.g. right to repair network, zero waste France, European Vegetarian Union, Safe – Safe Food Advocacy Europe),
- the European Economic and Social Committee,
- European and national consumer organisations (e.g. BEUC, Verbraucherzentrale),
- city organisations like Energy Cities, EUROCITIES, ICLEI, the Conference of Peripheral Maritime Regions, the European Covenant of Mayors, POLIS, the Council of European Municipalities and Regions and the Spanish Network of Cities for Climate FEMP,
- health networks like EuroHealthNet, Health and Environment Alliance, the European Public Health Alliance, European Respiratory Society,
- the European Anti-Poverty Network,
- labour associations (e.g., the European Trade Union Confederation), and
- housing organisations like the European Housing Networks EURHONET and Housing Europe, the French federation of social housing companies ESH...

Impact Assessment

The intentional communities were one of the most diverse types of audiences reached throughout the project. This outreach was done in a variety of ways: involving initiatives as part of WP4 and inviting these initiatives to the first policy workshop as a way to highlight their work, along with creating a page on the website dedicated to them, allowed us to reach a variety of local NGOs linked to sufficiency (repair cafés, tiny homes, etc). Similarly, the connections from the consortium the European Environmental Bureau, ICLEI, and Eurocities, both in person at events and on social media, allowed for visibility of the project in their fields. Lastly, mentions of the project in newsletters from partners such as INFORSE Europe and JDI allowed for increased visibility of the project to audiences including NGOs and local think tanks. While not every single organisation mentioned above was reached, this was one of the most highly reached audience groups throughout the project, especially because of the local initiatives around Europe that were directly involved in the research and the general focus on the social aspect of the green transition.

3) Citizens and Households

Citizens and households are the main actor for sustainable lifestyles (e.g. by taking the train or reducing meat consumption). However, today in many areas structures and framework conditions discourage citizens to consume more sustainably (e.g. flights being cheaper than taking the train). Therefore, the project aimed to inform households about aspects of sufficiency lifestyles that are already beneficial today, but also to the limits of individual changes and the need for political measures. Some actors the project aimed to reach in this group included:

- Mass media, social media influencers
- Consumer associations at EU level (e.g., BEUC) and at national level (e.g., German Verbraucherzentrale French UFC *Que Choisir* and CLCV, Italian *Adiconsum*)
- National and local civil society organisations working with citizens and authorities that are directly contacted during project activities such as case studies
- Intentional communities (including groups of citizens) contacted during project activities

Impact Assessment

Citizens and Households were some of the most implicated throughout the project, especially through the 3 citizen science workshops held with citizens (15-30 participants in each workshop) from all over Europe and ranging in different ages, gender and backgrounds of energy/sufficiency. Similarly, engagement with interactive posts/blog posts and broader social media posts reached a more general public, which was mainly made up of citizens. While these social media posts were not particularly targeted to households, it is certain that they were also reached through the individuals who participated in the citizen workshops and also through the more than 20.000 citizen surveys. Finally, FULFILL partners participated in over 60 events to present FULFILL to various audiences including regular citizens.

4) Scientific community

The project's results also provided new insights on the quantification of the multiple benefits of energy sufficiency and have been/will continue to be disseminated to:

- Academia and research institutes e.g. through scientific articles (see above);
- Related projects (e.g., Horizon 2020 projects such as 1.5-Degree-Lifestyles, CAMPAIGNers, LOCALISED, i4-Traction);
- More specifically, modelers of scenarios that can include sufficiency in their energy and climate models.

Impact Assessment

The scientific community was highly reached thanks to the universities and researchers involved in the project consortium. The scientific articles published within and related to the FULFILL project have made it known in the field of sufficiency, and the various meetings with related projects as well as partnerships with CAMPAIGNers and 1.5 Degree Lifestyles for the citizen science workshops gave the project more visibility in the scope of Horizon 2020 research. Similarly, FULFILL has been presented at over 60 events including various scientific conferences and summer schools such as ECEEE, the international degrowth conference, EuSpri, and conferences at various universities. There are already even more scientific publications on the way that will give visibility to different facets of sufficiency (e.g. sufficiency and gender in a forthcoming Special Issue on sufficiency). In terms of modelers, those working on the interlinkages between micro- and macroscopic policy analysis as well as modelers concerned with the multiple impacts of decarbonization were involved with the project.

5) Opinion leaders

Opinion leaders were targeted to increase impact by reaching audiences through their support. We define opinion leaders here as professionals who are listened to by policymakers at different governance levels and that can contribute to shaping political decisions. They are for instance:

- New organisations in mass media (incl. influencers, experts in the fields touched by the project),
- civil society organizations (e.g. the European Council for an Energy Efficient Economy eceee; *Deutsche Umwelthilfe*; Acatech, Agora Energiewende, European Environmental Bureau (EEB), BUND Germany),
- businesses (e.g. B.A.U.M, Unternehmensgrün, and other companies supporting sufficient lifestyles like railway, carsharing, repair companies),
- academia, research institutions and think-tanks (e.g. ZOE – Institute for future-fit economies, Agora Energiewende, Hot-or-Cool-Institute, Potsdam Institute of Climate Research PIK, Bruegel).

Impact Assessment

This target group of opinion leaders was mainly reached through the two-time participation of FULFILL at the ECEEE summer study in 2024 and 2022, of which members of the consortium were a part of the presidency of the organization, as well as through participants of policy sessions from the European Environmental Bureau and connections with B.A.U.M through the consortium. While there could have been more participation from journalists, some were reached through JDI monthly newsletters, and publications in mass media, research articles, and radio interviews (e.g. on *France Inter*). In Germany, insights from FULFILL shared through participation in working groups from Acatech, the National Academy of Science and Engineering.

3.2 Key messages and framings

Communication on sufficiency was done carefully. Discussions on lifestyle changes in media and politics are often confronted with harsh polemics. Nevertheless, Europeans considered behavioural changes the most effective measure against climate change (39 % of respondents in an EIB survey¹). In order to portray the potential of sufficiency lifestyle changes, the framings and emphasis of certain aspects needed to be adapted to the target audience. For example, for policymakers, emphasis was placed on the fact that behaviour changes can lead to considerably lower overall costs for the transformation to net-zero-emissions (European Commission 2018²). For the general public, other co-benefits of sufficient choices, such as health benefits, improvements in life quality, and financial advantages, were more relevant. Additionally, it was important to make sure that sufficiency was explained in accessible terms for all audiences, rather than remain too technical.

¹ <https://www.eib.org/en/press/all/2021-089-europeans-say-changes-in-behaviour-most-effective-measure-to-fight-climate-change-americans-and-chinese-slightly-more-confident-in-technological-innovation>

² European Commission (2018) In-depth analysis in support of the Commission Communication COM(2018) 773 'A Clean Planet for All', available at https://ec.europa.eu/clima/sites/clima/files/docs/pages/com_2018_733_analysis_in_support_en_0.pdf

At the beginning of the project, the team collected key messages as well as messages that should not be communicated throughout the project. The project members agreed on the following:

- FULFILL should:
 - be perceived as an innovative project that seeks new ways and solutions to contribute to reductions in greenhouse gas emissions,
 - develop European policy solutions that make sustainable lifestyles attractive and easy to adopt, and that encourage lifestyle changes,
 - be useful to political decision-makers as well as for citizens by providing solutions, which also have social and health benefits, and
 - communicate that it is possible to change the lifestyle, but it takes into account the policies and structures to enable to do that.
- FULFILL must not:
 - be too theoretical,
 - communicate that sufficiency is a very easy and unique solution,
 - give the image that sufficiency is associated with precariousness, poverty.... ,
 - transfer the sole responsibility to consumers / citizens, and
 - give the image that all environmental problems can be solved with technological solutions.
- Communication on FULFILL should emphasize:
 - the need for sufficiency and lifestyle changes in order to reach climate targets,
 - the potential of sufficiency lifestyles to reduce GHG-emissions,
 - the existence of policy proposals, that enable citizens to change lifestyles, instead of giving only citizens the responsibility to act sufficiently,
 - the co-benefits of sufficiency lifestyles: i.e. for health, social inclusion, and other environmental issues,
 - potential financial benefits of sufficiency as a climate mitigation strategy, as the transformation to climate neutrality becomes less expensive,
 - potentials for new business models that enable lifestyle changes, and
 - that there are already today many intentional communities and municipalities that work on enabling sufficiency lifestyles.
- Examples of framings that could be used in order to avoid a negative image:
 - “Choice editing” instead of “ban”
 - “Giving more to...” (e.g. more space for bikes) instead of “restricting...” (i.e. space for cars)
 - “Reduce oversizing” instead of “frugality or sacrifice”
 - “Setting a limit” instead of “setting a price”

3.3 Conclusion of Audience Reached

Overall, all target audience groups were reached throughout the project. While journalists could have been more consistently involved in the project, and while the project could have benefited from more participation from international outside of EU policymakers, they were still sufficiently reached through the consortium network, newsletters from consortium organisations, the stakeholder policy workshops, and the final conference. Overall, the citizens, policymakers, and intentional communities were some of the most reached through communication activities including the workshops and interactive engagement on the website and social media.

4. Communication tools

4.1 FULFILL visual identity

See the [Visual Identity Report \(D8.2\)](#).

4.2 Communication channels

The main communication channels by which FULFILL addressed the public and the target groups were:

- the project website,
- social media accounts for X and LinkedIn,
- partners’ newsletters, and
- press.

1) Project website

The FULFILL website was the channel to present the project, the topic of sufficiency lifestyles including key messages, and current activities. It was regularly updated as it is also the main repository for all publications, videos (including the main video on sufficiency found directly underneath the “sufficiency” tab of the website, as seen in *Figure 3*), event agendas and general project communications such as news articles. The website also 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.

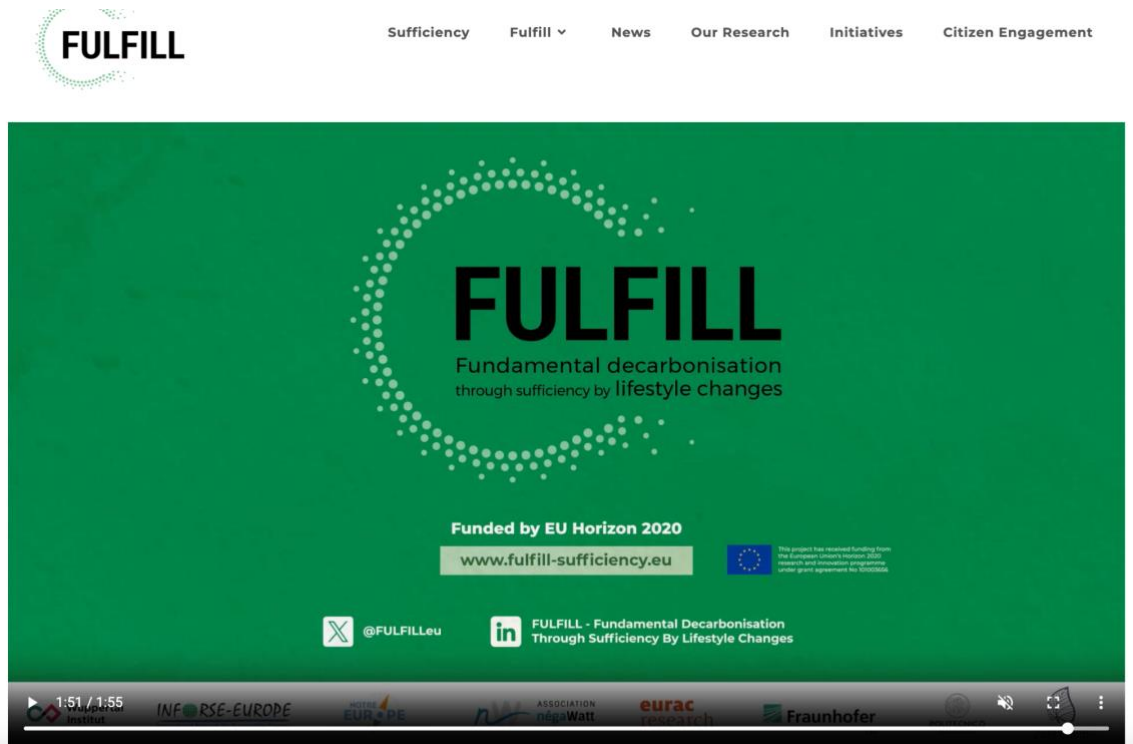


Figure 3: Sufficiency page of the FULFILL website

The website was updated throughout the project to better highlight some of the main parts of the project. For example, the title of the “Deliverable” tab was changed to “Our Research”, and each deliverable was represented with a photo in order to clearly show to a wide audience where they can find publications of the project and understand their topics without having to understand the jargon specific to Horizon 2020 projects.

Additionally, the “News” section of the website was used both for advertisements of upcoming events and for blog posts (including some of the interactive blog posts written by participants of different citizen science workshops).

The “Initiatives” tab was created as a way to demonstrate the span of the project and the different local initiatives that were involved in the project, particularly in Work Package 4. The map seen below in Figure 4 is accompanied by a list of the different initiatives in each country, along with links to their websites. This was intended to make the information about initiatives visible to a general public.

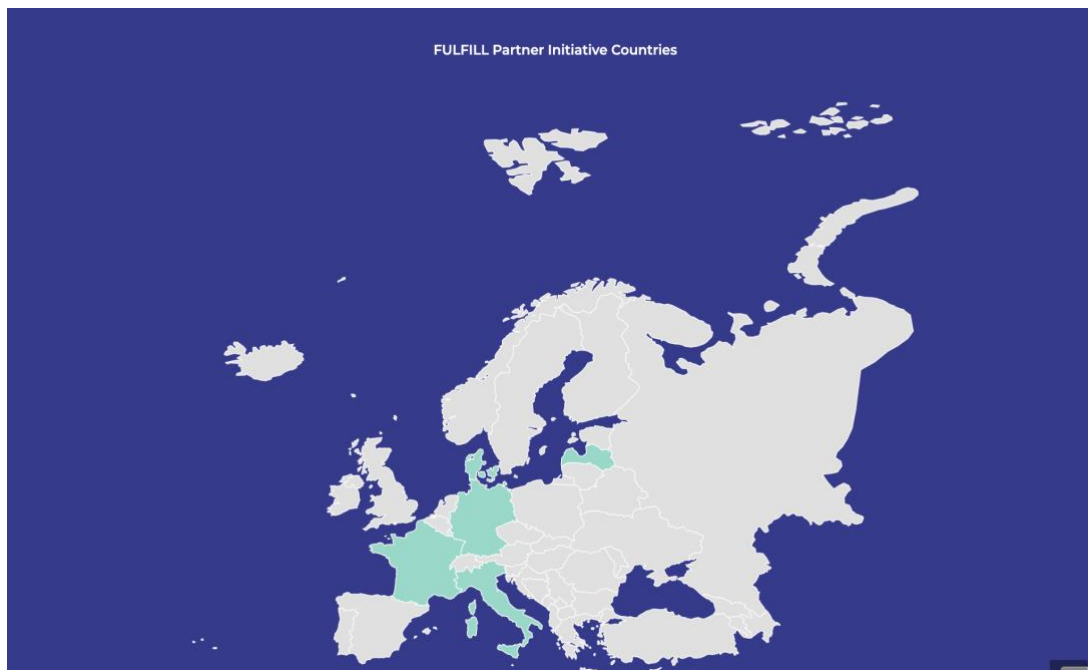


Figure 4: Initiatives page of the FULFILL website

Similarly, the “Citizen Engagement” tab was created to highlight all of the work done with the 3 citizen science workshops conducted as part of the project (as seen in Figure 5), as well as to involve participants and their personal networks directly on the website through the “vote” on the policy recommendations they came up with during these workshops (as seen in Figure 6).

Workshop Results

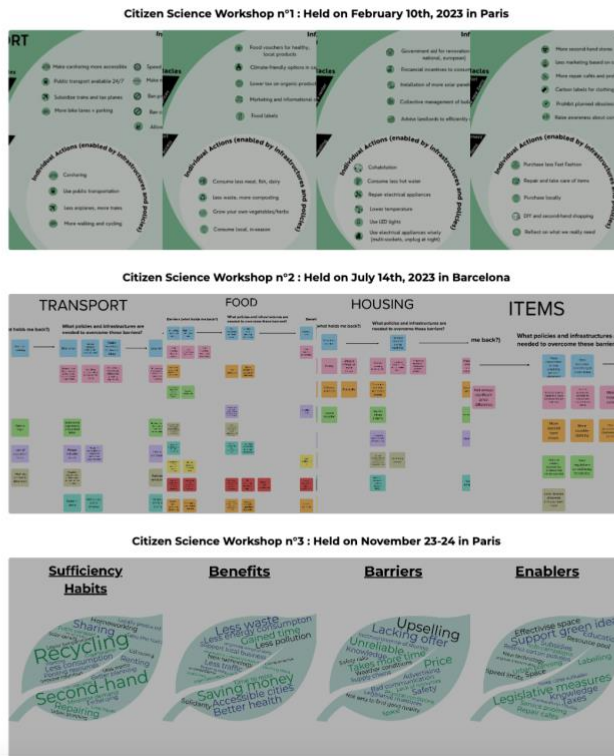


Figure 5: Citizen Engagement page of the FULFILL website

Vote on citizen policy recommendations!



Figure 6: Interactive voting for citizens on FULFILL website

This also proved to be an efficient way to involve citizens with other Horizon 2020 partner projects, such as 1.5 Lifestyles and Climate Campaigners (seen at the bottom of the page, as shown in Figure 7), which was used as a carbon footprint calculator for participants prior to the Second Citizen Science Workshop.

— Additional Resources for citizens



Download the Climate Campaigners app to test your carbon footprint and participate in daily challenges!



Check out the EU 1.5 Lifestyles webpage and flyers for more info on carbon-free lifestyles!

Figure 7: Partner projects on the website

When visiting the website, a user can thus read and learn about:

- the FULFILL project, its approach and the team,
- the methodology of the project,
- sufficiency as a sustainability strategy, lifestyle changes, and co-benefits,
- experiences of the project team in the sufficiency-oriented organization of project activities through blog entries
- contributions to citizen science activities conducted within FULFILL,
- news on the project and sufficiency in the EU, and
- related projects (e.g. 1.5-Degree-Lifestyles).

Furthermore, visitors were given the opportunity to provide feedback and contact the FULFILL consortium.

While the website was often updated and received interaction, one of the shortcomings was that it was not the main source of visibility for the project, as the nature of social media this day in age tends to generally create more interaction, and in the case of FULFILL, made the project very visible. Another reason for this limitation was the fact that it was not possible to add a comment section to the news or citizen engagement sections of the website, which could have potentially created more direct interaction from visitors. However, the website was made to be as interactive as possible with the surveys and participant-written blog posts.

The website was mainly visited as a result of links to blog posts and deliverables posted on social media and in newsletters from consortium members, via the QR code on the roll-up displayed at events, and when using the interactive voting on the citizen engagement page during the citizen science workshops.

While the website could have had even more interaction, it served as a very good representation of the project, the importance of sufficiency, and all of the work of the consortium throughout the project. Where interaction on the website lacked, it was made up for on social media.

2) Social media

FULFILL and the potentials and benefits of sufficiency lifestyles were more visible through its accounts on two social networks: X and LinkedIn. Both are professional social networks that can reach out to different stakeholders. The two accounts will remain online for at least 2 years after the project ends, which will prolong its impact. These pages aimed to be updated at least twice per month, but were actually updated even more often (twice per week), which helped maintain online visibility and show that the project was active. Activities on these pages increased over time to give more visibility by advertising events, using interactive polls after the citizen science workshops, and posting about more general innovations in sufficiency around the world. Furthermore, the communication team also appeared in social media pages of other actors such as think tanks, universities and researchers by directly contacting them via direct message, through the consortium’s network, or through activities such as media articles.

X is used by FULFILL in order to address policy makers, politicians, journalists, think tanks and scientists and the general public on the project. Furthermore, there is a large H2020 community on X. Project partner organizations have in total over 63.130 followers on their X accounts so that project tweets can reach a large pool of stakeholders. X can largely be used to present in a few words our main ideas, findings and products with visuals and keywords to catch users’ attention. FULFILL’s X following increased to be 267 followers. However, it is important to note that the platform underwent a management shift from “Twitter” to “X” in July 2023 that consequently may have affected its role and the amount of people using it. Regardless of this change, FULFILL’s X account has maintained a steady and positive following.

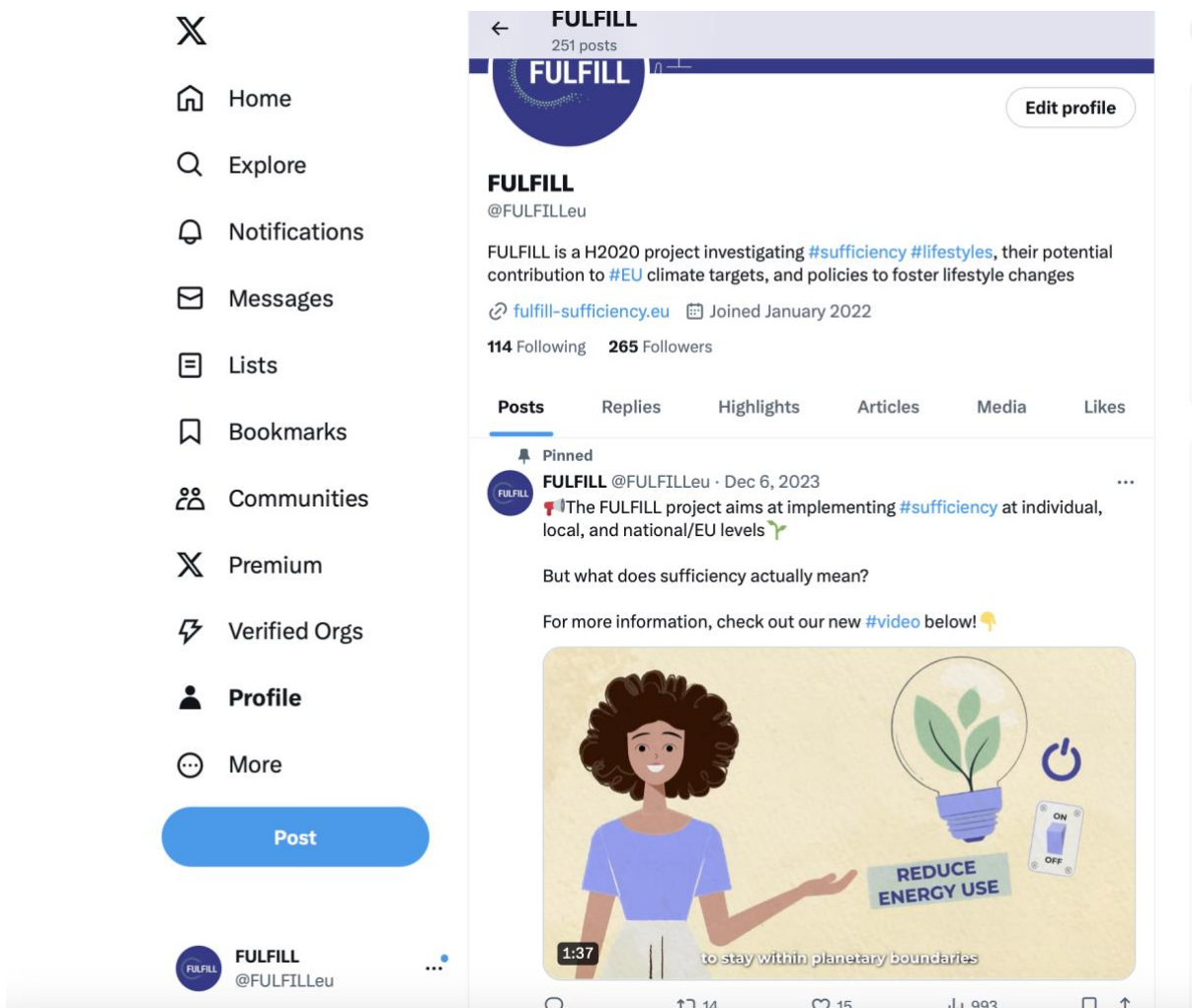


Figure 8: Homepage of the FULFILL X

LinkedIn, on the other hand, can be used as a professional networking platform. FULFILL’s page aims to form a network with and inform interested civil society organizations, local/regional governments, think tank employees, scientists and policy advisors. The LinkedIn also received quite a bit of interaction, especially when organisations and people were tagged in the posts. The following increased throughout the project to reach about 415 people.

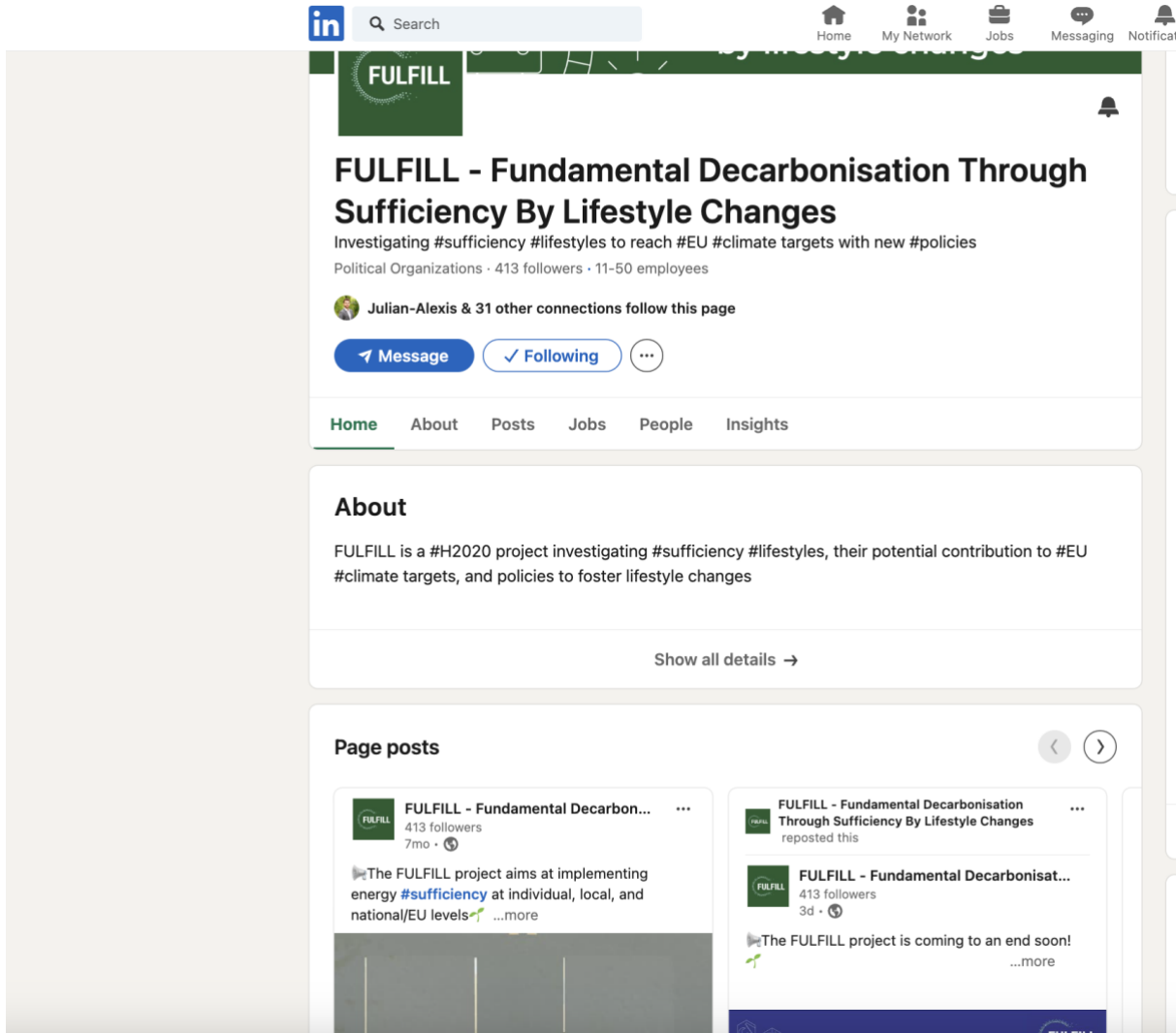


Figure 9: Homepage of the FULFILL LinkedIn

3) Press

The project consortium attempted to reach as many newspapers and specialised energy newsletters as possible by mentioning FULFILL in discussions on sufficiency. Some of the published articles can be found on the “our research” page of the website (seen in Figure 10) and include:

- [Radio Discussion in France Inter](#)
- [Interview with FULFILL Project Coordinators](#) for the German Federal Environmental Foundation (DBU)
- [Sufficiency Presentation](#) at Politecnico di Milano
- [Article on Sufficiency in Avvenire](#)
- Article on Sufficiency in Novethic
- [Article on Sufficiency in Le Monde](#)
- [Video on decarbonisation and sufficiency for LIMIT on Youtube](#)
- [Article on Sufficiency in INFORSE-Europe](#)

Additionally, 14 academic articles on the project and on the topic of sufficiency have been published or are currently under review to be published soon, and there are more in the works for future months as well.

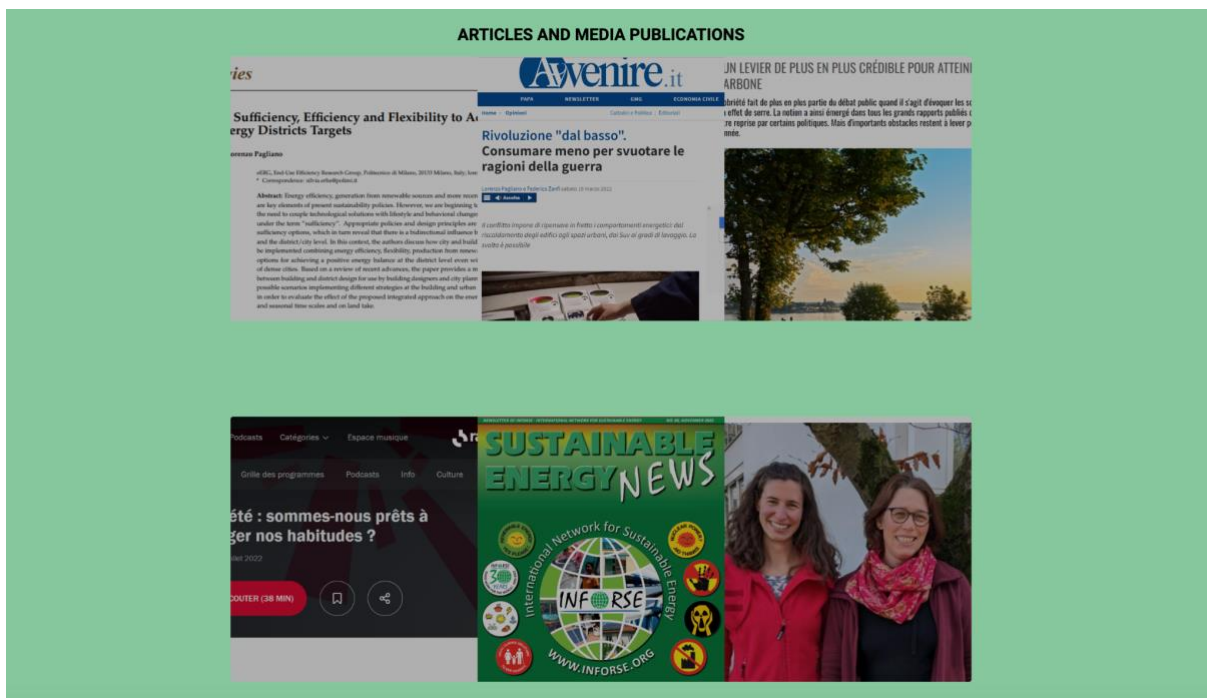


Figure 10: Academic articles published on FULFILL “Our Research” page

FULFILL’s work was also regularly shared in **partners’ newsletters** giving more visibility to its work in a wider network. For instance, JDI’s newsletter is sent to about 15,000 English-speaking subscribers and to 15,000 French-speaking subscribers. It was also mentioned several times in INFORSE-Europe’s newsletters. INFORSE has 1100 recipients in their global mailing list (incl. 570 recipients in Europe).

4.3 Communication materials

Within FULFILL’s activities on communication the following materials are developed:

1) Leaflets

A first leaflet (printed and online, in several EU languages, including English, French, German, Italian, Danish and Latvian) presents the project and its objectives. This first leaflet (seen in Figure 11) was elaborated in February 2022 and was used as a good starting point for visitors of the website to understand the project and sufficiency. Perhaps a limitation to this is that it was not printed for use at events later on in the project, since we opted for other promotional material (stickers, roll-up, newsletters) that were more updated to better advertise the project. Similarly, the tabs on the website that focused on sufficiency and the project were most visited as a way to explain these topics, rather than the actual leaflet itself. However, it did serve as a good material that could have potentially been used more in printed version.



Leaflet in English

Leaflet in French

Leaflet in German

Leaflet in Italian

Leaflet in Danish

Leaflet in Latvian

Figure 11: FULFILL Informational Leaflet on website

2) Video

We made a short entertaining video to present the potential of sufficiency lifestyles for climate mitigation, co-benefits of sufficiency lifestyles and how citizens can engage with politics to demand necessary policy changes that enable and foster sufficiency lifestyles. The video was largely disseminated on the website, social media, and during presentations at all FULFILL final events and stakeholder workshops. It had a very positive and wide reception among all audiences. You can find the video here <https://fulfill-sufficiency.eu/sufficiency/>.



Figure 12: Sufficiency video promotion on X

3) Infographic

An infographic providing a visual representation of key findings from the project was used in the communication and dissemination activities in the last months of the project. It highlighted the main co-benefits of sufficiency lifestyles (e.g. health benefits through sufficiency lifestyles). The final version will be diffused through social media and in different partner newsletters in August and September 2024.

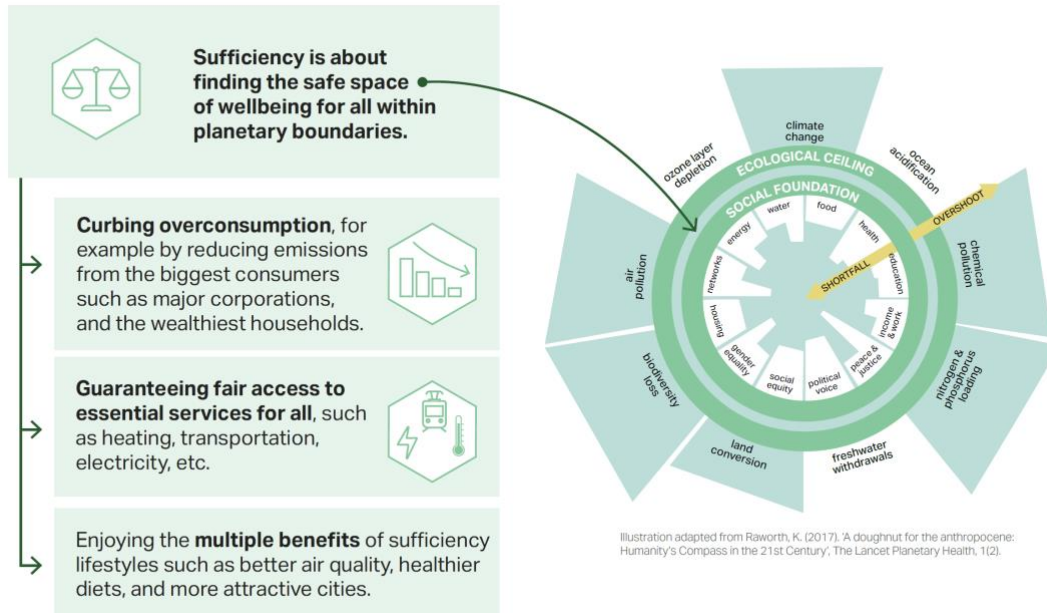


Figure 13: Infographic on key findings from the project

4) Stickers

Stickers (seen in Figure 14) were used as a promotional material. They were printed by JDI using an ecological printer and distributed to partners, who were then able to distribute them at FULFILL events in each partner country. In the end, these stickers came to almost every FULFILL event in 2023 and 2024 and had all been taken by event participants by the time the project was coming to an end. Additionally, INFORSE printed more promotional stickers to be used in Denmark (seen in Figure 15).



Figure 14: Sufficiency sticker design



Figure 15: Sufficiency stickers at events

5) FULFILL Roll-up

2 project roll-ups (seen in Figure 16 and 17) were designed and printed at JDI as well as INFORSE. For all of the events between 2023 and 2024, this roll-up was present. It proved to be efficient in demonstrating the partners of the project, using the visual identity, and especially the QR code that brought quite a bit of traction to the website (and even to the FULFILL X).



Figure 16: FULFILL Roll-up design



Figure 17: FULFILL Roll-up at policy workshop in Berlin

5. Implementation and timeline

5.1 Communication and dissemination phases

The communication activities were organised in three main phases:

- Phase 1 (Month 1-5): a project identity was built and translated into a visual representation. The website and templates were set up as well as a social media identity. This includes definitions about key concepts of the project, e.g. lifestyle, sufficiency, and their depiction in an easy-to-understand manner. In this phase, the communication strategy was further developed indicating main messages for communications as well as refining descriptions of target groups and communication channels.
- Phase 2 (Month 6-30): this second phase focused on constantly providing information about the project to a large audience. FULFILL’s findings and outcomes were translated into accessible messages in the most adequate format depending on the communication channels (e.g. video and link to website in partner institutions’ newsletters, video and thread on X, article with infographic in regional, national and European media outlets, event to present local initiatives). At the same time, this phase also included communication of process information to an interested audience, e.g. workshop syntheses, blog and finalisation of deliverables on the website.
- Phase 3 (Month 31-36): in a last phase, we continued communicating about the project but also prepared its closure by linking communication activities to further dissemination and exploitation activities beyond the project lifetime, e.g. follow-up projects. Furthermore, in this phase we will also focus on making sure that the main findings and conclusion are available for an extended period of time beyond the project lifetime by identifying and drawing on appropriate means (e.g. visual material on sufficiency available on mass media platforms, access to project results on partners’ websites, scientific publications).

5.2 Timeline of activities

Table of Workshop Events

Date	Event	FULFILL Activity
10/02/2023	Citizen Science Workshop 1 in Paris	Workshop Organisation + communication on social media (including a poll of policy recommendations coming out of the event) and blog post on website (co-created with participants)
27/06/2023	Policy Workshop 1 in Bruxelles	Policy workshop with stakeholders from NGOs, the EC, journalists, sufficiency initiatives to present first FULFILL results and discuss sufficiency on the micro, meso and macro level
21/07/2023	Citizen Science Workshop 2 in Barcelona	Workshop organisation in the frame of the summer school at the Universitat Autònoma de Barcelona + follow up citizen engagement on the website and social media

Date	Event	FULFILL Activity
June-September 2023	Webinars with local sufficiency initiatives in all partner countries	Presentations of WP4 results for sufficiency initiative members and the general public.
November 23-24 2023	Citizen Science Workshop 3 in Paris	Organising a 2-day workshop with 30 citizens from at least 5 European countries identified by project partners in their home countries, ensuring gender parity + follow up engagement activities (including a poll of the policy recommendations) on the website and social media
November-December 2023	Side event COP28	Side event + poster
December 2023	International Dimension Workshop	Discuss first draft of international policy brief
December 2023 - end of 2024	Direct inputs to countries Dec.23 - end of 2024	Provide input based on FULFILL findings
January 2024	International Dimension Workshop	Discuss findings from WP3
End of January 2024	Policy Workshop 2 in Berlin + Consortium Meeting	Policy workshop with stakeholders from NGOs, the EC, journalists, and further stakeholders to present FULFILL results and discuss sufficiency with a focus on the macro-level
March 22 2024	Policy Workshop 3: International Dimension (online)	organise an international workshop with sufficiency experts and international policy-makers from major emitters and less developed countries drawing on the International Panel to discuss the findings and policy implications of our research
June 2024	Final Dissemination Event in Bruxelles	Dissemination Event in Bruxelles as part of EUSEW targeting EU policy-makers and relevant stakeholders (incl. think-tanks, NGOs, journalists, business stakeholders, opinion leaders)
June 2024	Final Dissemination Event in Pontevedra	
June 2024	Final Dissemination Event as a side-event of the climate negotiations	Disseminate findings at a side-event of the climate negotiations
September 2024	Final Dissemination Event with sufficiency initiatives in Germany	Dissemination Event with local initiatives in a partner country
June 2024	Final Dissemination Event in Denmark	Dissemination Event in partner country
June 2024	Final Dissemination Event in France: ECEEE Summer Study	Dissemination Event in partner country
September 2024	Final Dissemination Event in Latvia	Dissemination Event with local stakeholders in partner country

Date	Event	FULFILL Activity
September 2024	Event with sufficiency initiatives in Denmark	Dissemination Event with local initiatives in a partner country
September 2024	Final Dissemination Event online + consortium meeting	Final Dissemination Event in Bruxelles targeting EU policy-makers and relevant stakeholders (incl. think-tanks, NGOs, journalists, business stakeholders, opinion leaders) and international stakeholders through online participation

Table 2: Table of workshop events

5.3 Communication on Workshops

The workshops that were conducted in the project provided an important opportunity for communication. Announcements before the workshops on social media and the “news” section of the website seemed to engage and motivate quite a few interested participants. When advertising for public events (such as the final conference) on social media, we received quite a few immediate registrations. However, the most effective and responsive social media posts and blog posts came after the workshops, where people were interested in seeing the results and engaging more in the rest of the project. For example, we saw many citizens interact with the policy recommendation polls on social media and the website after the citizen science workshops, as seen in the image below where we received 20 online votes, 10 retweets, and 14 likes on the tweet introducing the poll of policy recommendations developed in the first citizen science workshop (as seen in Figure 18).

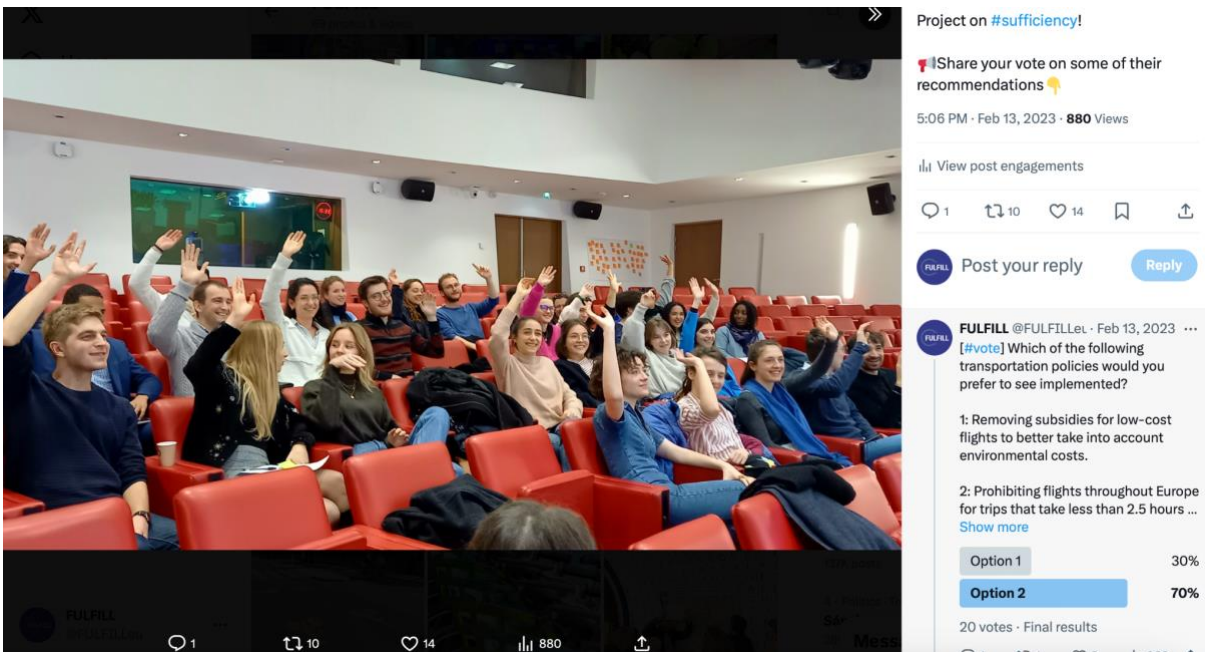


Figure 18: X poll on citizen engagement workshop

5.4 Communication in relation to Deliverables within the project

Each deliverable in the project added a new message on sufficiency lifestyles, their potential for climate mitigation and possible policy measures. Therefore, the communication team posted each deliverable on the “our research” page and advertised it with the PDF link on social media (as seen in Figure 19). For some deliverables, there was even a “one-pager” summary created with the graphic design and colors of the project and promoted on social media and through the consortium network (as seen in Figure 20). The policy brief and infographic at the end of the project will be disseminated to energy experts and journalists as well.

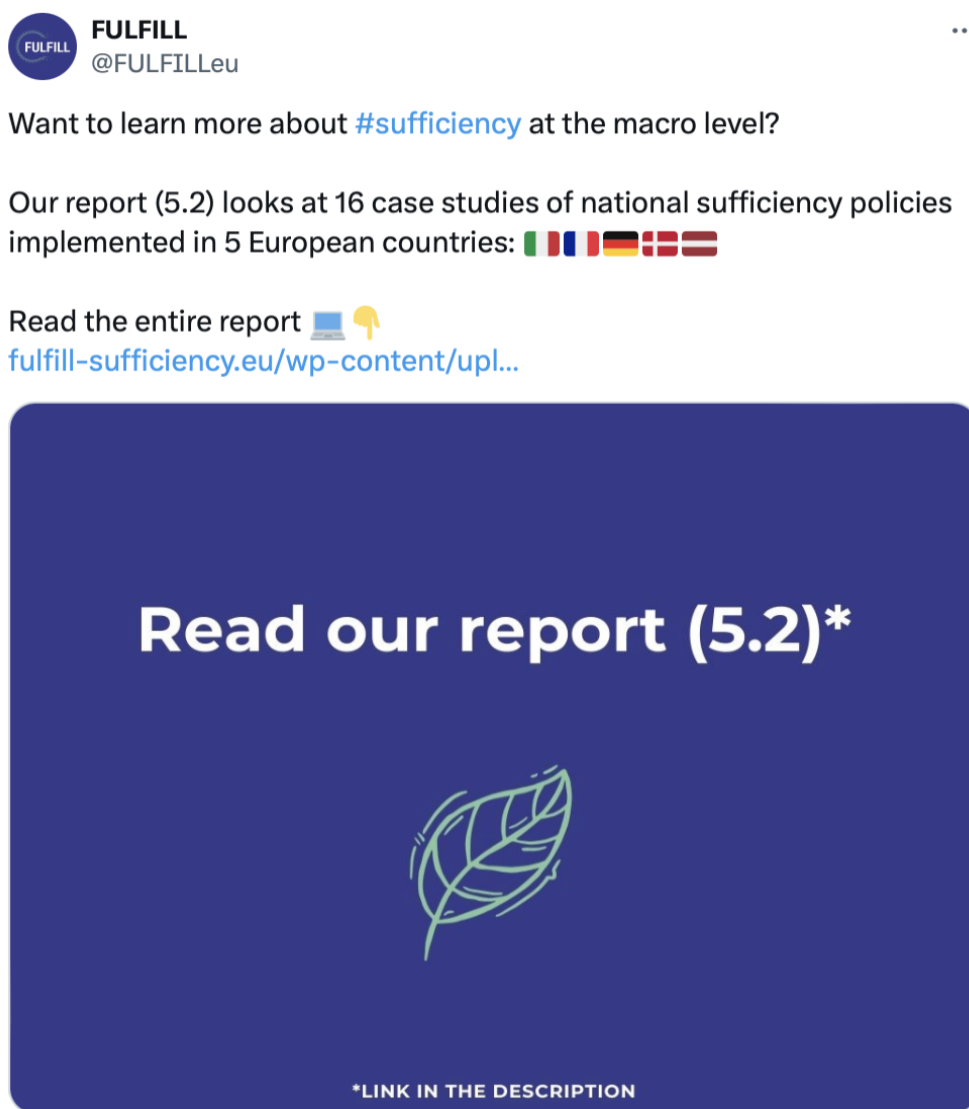


Figure 19: X post on deliverable 5.2



Policy Brief I - Summary

HOW CAN MUNICIPALITIES SUPPORT LOCAL SUFFICIENCY INITIATIVES?

for the long version & further resources:
www.fulfill-sufficiency.eu/our-research/

FULFILL works with citizens, who get together to foster sufficiency in their communities, for example, by founding cargo-bike initiatives, living in co-housing spaces or advocating for clean air. This policy brief explains how municipalities can better support local sufficiency initiatives in their strive towards more sufficient communities that benefit both the planet and the well-being of its inhabitants.

Urban sufficiency initiatives oppose unsustainable ways of thinking and acting that are dominant in society. Instead, they suggest different, less emphasized options for development. They are always endangered because they work against the prevailing rationalities and selection pressures of industrial societies. However, these pockets of alternative futures should be preserved because they could become pivotal when ecological limitations begin to shape the development of urban systems.

In a short-term perspective strategic niche management (SNM) could offer protection from the full force of prevailing selection pressures within unsustainable urban systems (Kemp, et al 2000 and Kemp et al 2007). FULFILL has identified four areas of strategic niche management where municipalities can support local sufficiency initiatives:

Resources and competences
 Sufficiency initiatives rely on voluntary work. Cities can offer financial support and training especially in financial, administrative, and legal matters, which are usually not a core competence of local sufficiency initiatives.

Infrastructure and legal conditions
 Physical infrastructures, economic and legal frameworks usually promote material and energy-intensive production and consumption patterns (e.g. roads for cars, regulations on food hygiene, expansive land-use planning). Municipalities can adapt urban transport infrastructures and sometimes have scope for developing flexible responses to sufficiency objectives in other areas such as food processing and end-of-life use, planning of the built environment or land-use.

Formal support, venues, and networking
 Sufficiency initiatives are usually valuable organizations of benefit for the public and should be officially recognized and treated as such. They should have central contact persons and guidance when dealing with local administrations. Ideally, local networking and mutual learning among the initiatives also in cooperation with municipal staff could be encouraged, e.g., by offering venues, communication, and training facilities. Furthermore, municipalities can offer space and venues for meetings and public engagement, including collaborations with local housing cooperatives and neighbourhood associations.

Political legitimization and communicative support
 Many sufficiency initiatives struggle to survive. A continuous challenge is the recruiting of a voluntary and active membership. During our interactions with the initiatives, they often indicated difficulties reaching the general public. In that context, they would welcome public recognition and support. Municipalities could directly inform citizens about existing initiatives in their community, but they could also be a mediator between sufficiency initiatives and potential donors. For example, they could mediate public private partnerships, networking, and association. Eventually, sufficiency initiatives could become partners in the planning and development of cities and towns. Sufficiency principles could be integrated in municipal strategies and planning. There is evidence that especially, the introduction of concrete targets and timetables seems to motivate cooperation, e.g., introducing carbon budgets at municipal level. Regional food cooperatives as well as repair and sharing initiatives could make valuable contributions not only to meeting climate change mitigation targets, but also to improving neighbourhoods, citizenship and social cohesion.



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

Figure 20: One-pager promotion for Policy Brief

5.5 Responsibilities of communication activities within FULFILL communication

Communication within the consortium is important to ensure that all communication and dissemination activities can reach the largest possible audience. JDI is responsible for these outreach activities but contribution from all partners is essential to reach different networks, different types of audience, at various governance levels.

On X for instance, JDI tweeted with the FULFILL account and asked partners to retweet whenever possible through their organization's or their professional X accounts to give visibility to the new post. Partners were often tagged in the posts as well, so as to include more people and increase visibility. All partners were regularly invited to share information and news on their activities related to FULFILL and sufficiency. JDI held a social media workshop for partners on April 11, 2023, where partners were advised on how best to interact with and promote FULFILL news on X and LinkedIn.

JDI also communicated about upcoming and past events in FULFILL, along with the publication of deliverables, blog posts, and other communication materials through the JDI monthly newsletter that reaches a wide and diverse audience of journalists, researchers, think tankers, NGOs, and energy experts. Other partners also shared FULFILL news in their organization newsletters.

Regular meetings among partners ensured that the communication material was consistent with project key messages and technical aspects

6. Conclusions

This document evaluating the FULFILL project's communication strategy aimed to present some of the main results accumulated throughout the duration of the project. Since the topic of sufficiency essentially depends on ensuring active citizen participation, it was of utmost importance that various stakeholders and regular citizens were made aware of it. Hence, FULFILL's goal has consistently been to make decarbonisation easily understandable and to inform citizens about sufficiency measures that could benefit their well-being and the planet (e.g. more bike lanes and bike parking).

In many regards, the communication strategy has been a work in progress. Conducting multidisciplinary research, holding events on sufficiency/lifestyle change with citizen science activities and many other things allowed FULFILL to grow the communication channels over time. In order to communicate what the project stands for and what it intends to achieve amongst audiences - even outside of the academic domain - the team, and more specifically the Jacques Delors Institute (JDI), ensured that difficult jargon and policy-intense content was rendered comprehensible.

The communication activities also aimed to show that lifestyle changes and their positive benefits are not only applicable and feasible, but also well-needed across the EU, all whilst also considering local differences and gender aspects. In hindsight, journalists could have potentially been slightly more involved. However, given the successful outreach achieved using the consortium network, the results are beyond satisfactory.

In conclusion, the conducted activities have:

- Succeeded in raising the visibility of the project as well as of sufficiency as an important strategy for climate mitigation and sustainability.
- Given visibility to the research and outcomes of the projects to a large audience - including policymakers, local communities, citizens, academia, journalists, and civil society organisations.
- Supported the uptake of FULFILL's findings, particularly in regard to the policy recommendations.
- Presented the research within the project to a wide scientific audience, which led to a variety of discussions. This also allowed for uptake of the findings for future research and showcased how research activities from the European Commission contribute to social innovation.
- Provided regular insights into project activities.

Annex I: Communication channels of the consortium

In the following we provide an overview of the options of partners to communicate on FULFILL and the potential outreach (e.g. followers):

Type of Channel (webpage, social media,...)	Number of followers / visits per month ...	Link
Fraunhofer ISI		
Website	60 000 page impressions per month / 32 000 visits per month	https://www.isi.fraunhofer.de/
X	3 157 followers -	https://twitter.com/FraunhoferISI (channel deactivated) https://twitter.com/accept_energy (channel closed)
LinkedIn	17 000 followers / 1 500 visits per month	https://www.linkedin.com/company/fraunhoferisi/
Instagram	1 521 followers / 590 visits per month	https://www.instagram.com/fraunhofer.isi/
Youtube	194 subscribers	Fraunhofer ISI - YouTube
Bluesky	1 200 followers	https://bsky.app/profile/fraunhoferisi.bsky.social
Threads	610 followers	https://www.threads.net/@fraunhofer.isi
idw (Informationsdienst Wissenschaft)	44 000 idw-subscribers / 400-600 reach per press release (8 000 – 10 000 reach per preview)	idw (Informationsdienst Wissenschaft): https://idw-online.de/de/pressreleases527
Umweltpsychologie	-	https://www.umweltpsychologie.de (Website is undergoing a revision process)
Wuppertal Institute		
Website	approx. 665,000 visits (2023)	https://wupperinst.org/
X	approx. 13,000	https://twitter.com/wupperinst?lang=de
LinkedIn	approx. 20,000	https://www.linkedin.com/company/wuppertal-institute
Instagram	1600 followers	
YouTube	875	https://www.youtube.com/user/WUPPERTALInstitut
Bluesky	660 followers	
Podcast "Zukunftswissen.fm" (German only! Channels: Podcast.de, Spotify, iTunes, Google)	30 247 approx. 3,500 subscribers 3,000 "clicks" per month and episode	https://wupperinst.org/aktuelles/podcast

Type of Channel (webpage, social media,...)	Number of followers / visits per month ...	Link
Multitude networks (in Germany and abroad)		https://wupperinst.org/en/the-institute/networks
EURAC		
Website (EURAC)	130.000 visits/month	https://www.eurac.edu/it
Website (Institute for Renewable Energy)	16.000 visits/month	https://www.eurac.edu/it/institutes-centers/istituto-per-le-energie-rinnovabili
Linkedin (EURAC)	12.700 followers	https://www.linkedin.com/company/euracresearch/mycompany/
Linkedin (Institute for Renewable Energy)	4.200 followers	https://www.linkedin.com/in/institute-for-renewable-energy-b6833660/
X (EURAC)	5.192 followers	https://twitter.com/EURAC
X (Institute for Renewable Energy)	1.377 followers	https://twitter.com/EURACrenewables
Facebook	14.683 followers	https://fb.com/eurac.research/
YouTube	3.130 followers	https://www.youtube.com/channel/UCRB9KT8gWvJ2foF7Z_tPMMA
Notre Europe – Institut Jacques Delors		
Website		https://institutdelors.eu/
X	25.700 Follower	https://twitter.com/DelorsInstitute
Linkedin	14.000 Followers	https://www.linkedin.com/company/notre-europe-institut-jacques-delors/mycompany/
Instagram	2.590 Followers	@jacquesdelorsinstitute
Youtube	964 Followers	https://www.youtube.com/user/NotreEuropeJDI
Newsletter	More than 30.000 recipients	
Association Négawatt		
Website	6000 visits per month	https://negawatt.org
X	16000 followers	https://twitter.com/nWassociation
Linkedin	14800 followers	https://www.linkedin.com/company/association-negawatt
Facebook	11500 followers	https://www.facebook.com/negaWatt.association
Youtube	1300 followers	https://www.youtube.com/user/AssociationnegaWatt
Internal mailing list	3000 subscribers	not public
Public newsletter	4500 subscribers	https://www.negawatt.org/abonnement
POLIMI		
Website		https://www.qualenergia.it
X (Lorenzo Pagliano)	812 followers	https://twitter.com/LorenzoPagliano
LinkedIn (Lorenzo Pagliano)	more than 500 connections	https://www.linkedin.com/in/lorenzo-pagliano-6a314415/

Type of Channel (webpage, social media,...)	Number of followers / visits per month ...	Link
Politecnico Press office	they contact directly press agencies and journals	https://www.polimi.it/pressroom/contatti-per-la-stampa/
INFORSE		
Website (with a page specifically dedicated to FULFILL)	Ca. 100,000 visitors/year incl. Europe sub-pages, SEN INFORSE.org global site 400.000/yr. Incl. Global, Asia, Africa, and Europe)	https://www.inforse.org/europe/ / https://inforse.org/europe/FULFILL.htm
X	465	https://twitter.com/INFORSE_EU
Linkedin (Judit)	344 connections	https://www.linkedin.com/in/juditszoleczky/
Linkedin (Gunnar)	661	https://www.linkedin.com/in/gunnar-boye-olesen-22a9545/
Linkedin INFORSE	321 connections	https://www.linkedin.com/INFORSE
Facebook page	2072/1235	https://www.facebook.com/INFORSEEurope
Facebook Group	148	https://www.facebook.com/groups/INFORSE.europe
Email list, members	European members: 81	INFORSE intranet
Email list, contacts and followers	570	INFORSE intranet
Zala Briviba		
Website	~60 000 views a year	www.zalabriviba.lv
X	1900	https://twitter.com/zalabriviba
LinkedIn	568 followers	https://www.linkedin.com/company/green-liberty-lv/
Instagram	1500	https://www.instagram.com/zala_briviba/
Facebook	6900	https://www.facebook.com/ZalaBriviba
You Tube	134 followers (28,751 views)	https://www.youtube.com/channel/UCISzM36IMGiiJc0WyVqB3A

Table 3: Communication Channels of the Consortium

