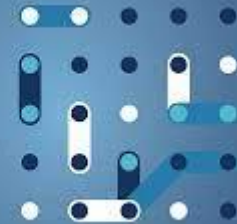




Bridge

Consumer and Citizen
Engagement WG



Workshop short title



ReDREAM
change your energy

A framework for measuring stakeholder
engagement in energy transitions projects"

15th May, 2023 - Madrid, Spain

sustainableplaces.eu



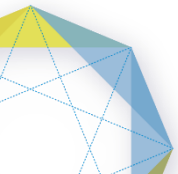
POLITÉCNICA

Measuring is key

Measuring stakeholder engagement is fundamental to

- identify most promising engagement strategies
- track project engagement progress
- report project performance
- learn how to improve the performance

(Pauwels et al., 2009)

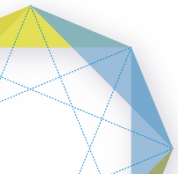


And yet...

There are still missing comprehensive frameworks that can help practitioners and researchers in this endeavour.

The **SubWG Bridge Indicators of engagement**

- a collection of indicators of engagement of different user groups
- its characteristics
- procedures to measure them



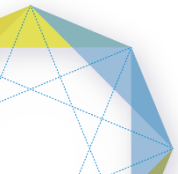
Framework

61 indicators

Conditions validity, sensitivity and specificity, methodologically sound, easily interpretable, consistent over time and timely.

Classified along the stages of change:

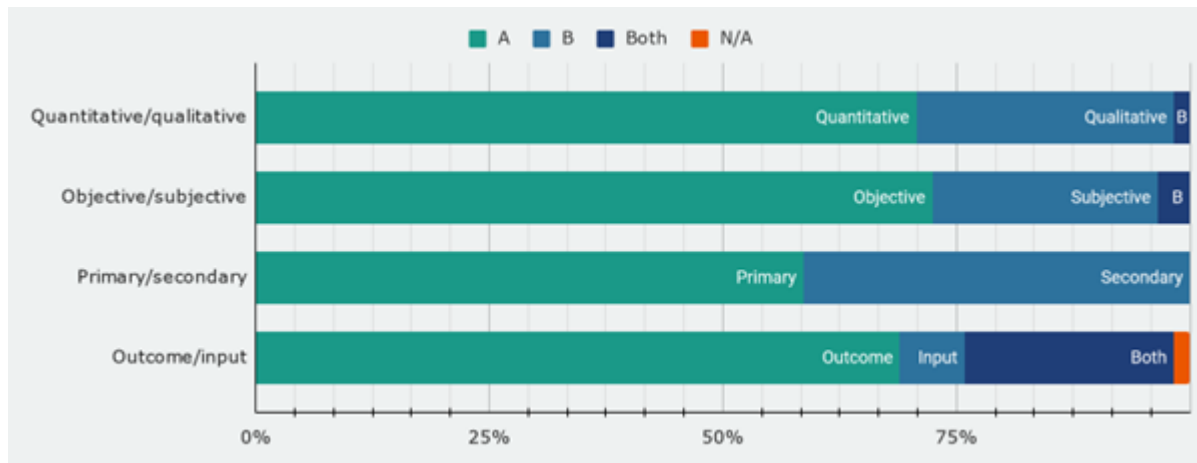
- **Awareness creation:** developing a vision, raising awareness, including onboarding and recruitment
- **Design** of products, services, devices or solutions
- **Implementation:** comprising the arrangement of resources, a business plan, marketing plan and sales plan; the creation of a customer base; and the evaluation of product/service/experience/intervention/solution
- **Exploitation:** operation and maintenance, keeping engagement high, scaling up or expansion, replication and commercialisation



Framework

Each indicator is classified according to these codes

- Primary vs. secondary (calculated on the basis of primary indicators)
- Objective (behavioral) vs. subjective (self-reported)
- Quantitative vs. qualitative
- Input vs. outcome



Framework

Bridged Indicator	Definition of bridged indicator	Metric for indicator
Attendants/views/clicks	Number of a) attendance of project events or b) <u>amount</u> of clicks on a homepage	Number of a) attendance of project events or b) <u>amount</u> of clicks on a homepage
No. of expressions of interest	Number of people interested to be engaged	How many people joined, how many signed up or showed further interest and how many did not engage further?
Recruitment Conversion rate	Percentage of people who participate in comparison to targeted people	Number of people who participate divided by the estimated number of people who have been targeted
Stakeholders in co-creation	Number of stakeholders who participate actively in the design or the outcomes of the project	No. of individuals/organizations participating in design/deliberative/co-creation sessions
Diversity of stakeholders in partnership	Diversity of stakeholders who are officially named as partner of the project.	Number of different stakeholders who are involved from the list of stakeholders (see grouping by user groups)
Alignment with citizens values	Measurement of citizens' expectations <u>fulfillment</u>	Define a list of values for your project and then: Questionnaire to citizens: How much does this project meet these values? (1 not at all, 7 entirely)

How to implement it

Map the journey of the stakeholders to be engaged. Select stakeholder and stage.

For each stage, consider the set of indicators that are desirable and feasible for your project.

Create a **data architecture**: indicator, definition, data collection procedure, data collector, data users, time of collection.

Develop the **data collection procedures** separately

Identify the **approach to the dashboard**:

- Optimization: weekly or monthly analysis and feeds new rounds of improvement
- Reporting: final analysis to report progress

Construct the **dashboards** for each stakeholder

To be consulted at

<https://bridge-smart-grid-storage-systems-digital-projects.ec.europa.eu/working-groups/consumer-and-citizen-engagement>

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