



## A holistic and Scalable Solution for Research, Innovation and Education in Energy Transition

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Stay tuned for more news!



## Editorial

It's our pleasure to present you the ASSET Newsletter #1, which will be released every three months. If you want to receive next newsletters, please subscribe to our mailing list on the [ASSET website](#).

This edition contains information about ASSET project overview, main goals and detailed information about stakeholder's engagement strategy. Also, this newsletter includes material related to 1st Kick-off Meeting in Madrid (Spain). In the end, you can find the information about newsletter subscription, future events, and plans. All Newsletters are available in the project website:

<http://www.energytransition.academy//>, for further information please look at our website and social network profiles on [Twitter](#), [LinkedIn](#), and [Facebook](#).

## Asset Overview

ASSET is a 24-month research and innovation project financed by the European Commission under the H2020 Research and Innovation Programme in the topic of research, innovation and educational capacities for energy transition. Our consortium team consists of 11 partners, established in 6 different countries.

The project aims create a community and to provide the tools to create and share the knowledge and skills needed to efficiently tackle the energy transition processes.

## Main Goals



To create a sustainable and scalable ecosystem including all energy transition and education stakeholders such as: energy sector private sector, universities, authorities and policy makers.



To deliver the framework and means for the continuous collaborative definition of the knowledge-competencies-skills.

## Project Approach

The ASSET approach and the main expected achievements are:

- **Ecosystem set-up** with relevant actors who will give a significant contribution to energy transition;
- **Identification of the knowledge, skills and competencies** needed for energy transition, gaps to be filled by actors in ASSET ecosystem;
- **Development of Educational programmes, services and tools to make up the shortages identified:** educational actors, based on the specifications of knowledge-competencies-skills shortages and on the results of the ASSET societal research, will develop the services (educational and research programmes) that meet the specified needs;

- **Assessment and validation:** ASSET will deliver the ad-hoc educational programmes and services to the targeted actors across EU universities, companies from the energy sector and EU societies, and the feedback will be collected so as to refine ASSET offerings and to define a concrete ASSET sustainability plan.
- Also, we'll offer a series of roadshows as great events for gathering key people in the energy ecosystem in different EU cities. We would love that you come! Please let us know by email if you want to participate:  
[info@energytransition.academy](mailto:info@energytransition.academy)

## Kick-off meeting

ASSET project had its kick-off meeting organized in Madrid Spain in Atos headquarters. During this meeting, the project goal and objectives were discussed and plan all activities for the first 6 months. One activity focused on reaching out to different actors from the various stakeholders' groups: Universities and training actors, research centres, companies from the energy sector, policy makers, authorities, public administrations, etc. Representatives from these groups were interviewed to gather information about their needs and expectations from ASSET ecosystem.

Early in July, the first version of the model that will be used to describe the ASSET educational programmes was presented among the consortium partners. An online slideshare and video will be released in the next months.



# Stakeholders engagement strategy

At the end of June, the consortium has published the first deliverable of the ASSET project, the **Stakeholders engagement strategy**.


The main goal of the project indeed is to create a **sustainable community** to increase the awareness, the knowledge, and the skills to support the energy transition. Misconceptions still exist around renewable energy systems and the energy transition process. Potential stakeholders, in particular citizens and local communities, may not be fully aware of how energy systems could be innovated, and of their potential economic, social and environmental benefits. This lack of general awareness and specific competences is a barrier to the energy transition process. It diminishes political leadership and the development of effective policies or incentives to foster greater deployment.

The **ASSET community will serve to connect different actors across the EU with complementary interests, technological and non-tech competencies to be offered, resources to be employed, creating a European wide network**. This network will offer target groups substantial knowledge support to accelerate the energy transition in terms of policies implementation, development of innovative models and design of new products and services, through an overall enhancement of the social and collaborative dimension of learning.

The deliverable introduces a targeted **Public Outreach Strategy (POS)**, which outlines the messages, channels, and activities to be put in place throughout the project to ensure large participation and support to the ASSET community. This document will be also a guide for the community manager, who will be in charge of planning, coordinating and monitoring all communications from the project to the stakeholder target groups.

In order to set-up the POS, some preliminary activities (**bibliometric analysis of scientific literature, web survey of international and European institutions, a web search of past and on-going European projects**) have been performed in order to identify the most important actors, the relevant sources and the main references in the field of energy transition. Moreover, **some representatives of the stakeholders' categories have been identified within the networks of partners and interviewed** to assess their interest and potential commitment in the ASSET project and to map their educational and training expectations.





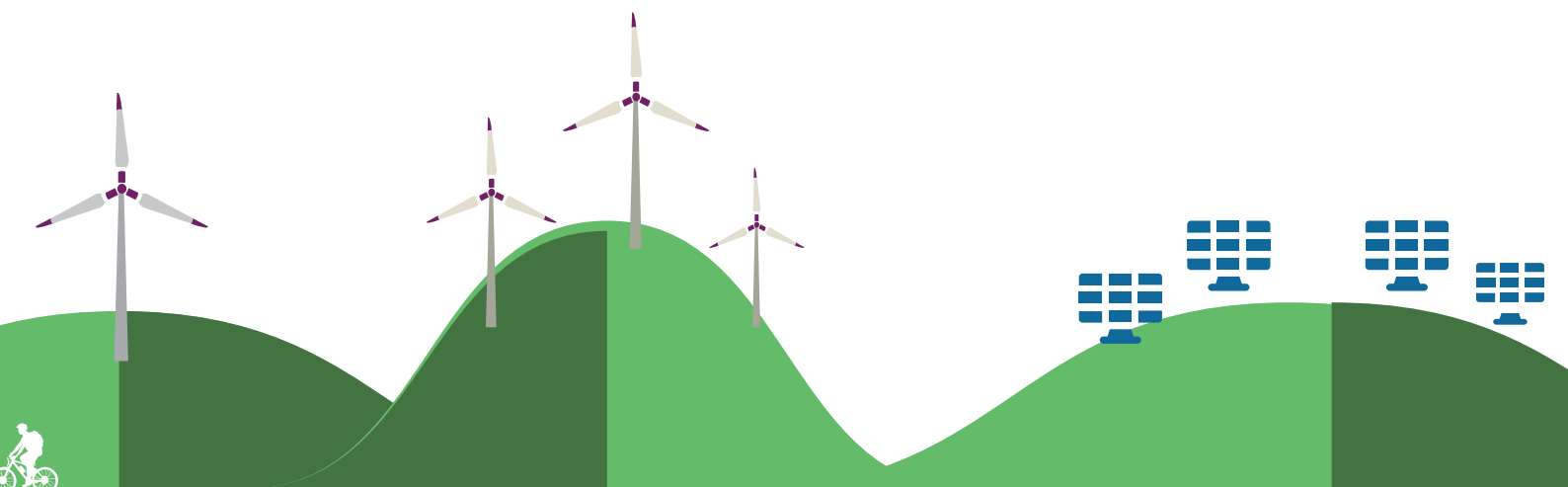
More specifically, the POS aims to achieve these **main objectives**: set-up of the ASSET EU-wide community (website, platform, stakeholders list and contacts, etc.); attract a sufficient number of stakeholders to join the community; showcase to potential beneficiaries the importance of obtaining access to ASSET offerings (tools, programmes, services and business opportunities); raise awareness of a wide range of stakeholders on the role of citizens and local communities in promoting the energy transition.

According to three different levels of evaluation (partners, experts, networks), the main stakeholder target groups in the context of energy transition have been identified as follows:

- **Universities, research centres, training actors**
- **Students (university) and new employees**
- **Companies from the energy sector**
- **Policy makers, authorities, public administrations, market regulators**
- **Societal actors (NGOs, consumers' associations, professional associations, trade unions, industrial associations, chambers of commerce)**
- **Energy citizens (individuals as potential energy citizens, prosumers (producer & consumer), Renewable Energy Communities - RECs, Renewable Energy Sources Cooperatives)**

For each target group, the relevant needs, in terms of knowledge, skills, and competences, and goals emerging from interviews have been analysed and systematized.

To bring together actors from the targeted groups, promote networking within the community and exchanges among them, but also to raise deeper understanding of the benefits of ASSET community dynamics, best practices of engagement will be adopted.





The following activities have been planned in the strategy:

- Definition of a **smart and incisive ASSET short message** to present the project
- Definition of **ASSET value propositions** to motivate stakeholders to engage with ASSET community and related **tailored messages and communication channels** based on stakeholders own unique needs, values and motivations
- Identification and involvement of **“thought leaders/ambassadors”** who give their endorsement to the project and ease the contacts with strategic policy makers and experts.

In order to achieve more meaningful and effective interactions between different target groups, a set of principles has been adopted and oriented towards the long-term sustainability of the community.

**Long-term relationship building and earning trust:** ASSET will build professional respect and recognition, as well as cultivate trust in its community by leveraging sector-specific expertise and experience to market the offerings to the target audiences.

**Personalized, multi-channel communication:** ASSET will enhance interactions and foster closer links with its targeted audiences by delivering relevant and personalized messages, across various touchpoints of all stakeholders.

**Empowerment:** ASSET will interact with its target audiences in a mutually beneficial environment, empowering the members of its community to bypass obstacles and overcome actual shortages.

The ASSET stakeholder’s engagement strategy and more strictly the Public Outreach Strategy is designed to be a comprehensive, **living document** that seeks to outline tools, channels, activities to be put in place to reach and engage distinct target groups. The consortium will adopt a coherent approach. Ensuring that fitting media/formats with personalized message are used for the appropriate target group, maximizing impact with resources available throughout the project. The POS will be refreshed every six months to ensure it is providing the guidance ASSET needs to achieve its specific objectives.



## Get Ready for the ASSET Roadshows!

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Do you want to be part of the ASSET ecosystem, a community able to identify the competences needed for the energy transition and to deliver educational programmes?

Then join us in three events in three European countries (Spain, Italy, Denmark) for all energy transition stakeholders: workshops and panels with high-level policymakers, industry representatives, academia, and energy citizens.

**Dates, locations, and agendas are coming soon – stay tuned for more!**

**Don't forget to subscribe to receive first our newsletter!**

**Below, at the end of this newsletter, you can find the links to our pages on the respective channels...!**



## About us

ASSET team is a well-balanced consortium, consisting of eleven partners from six European countries.



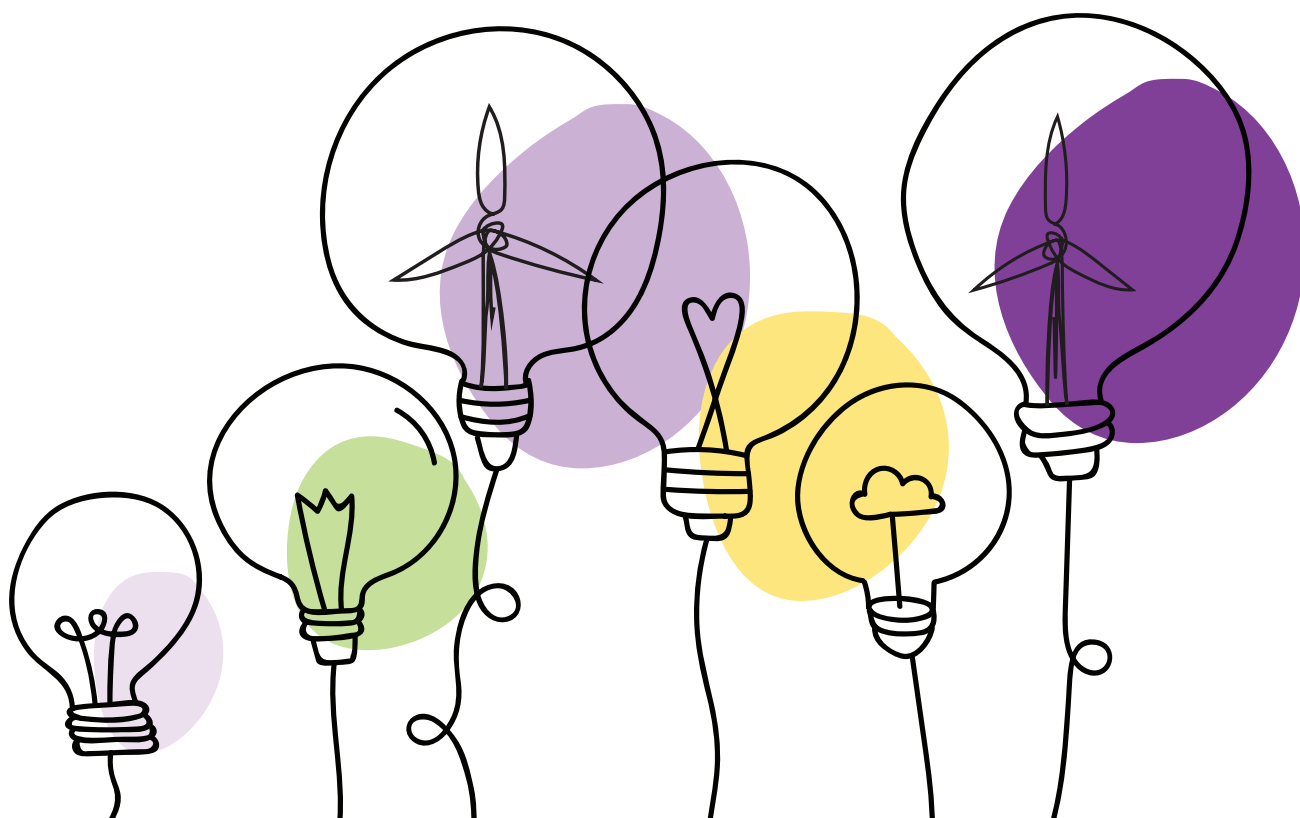
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