



Communications and Engagement Plan for CREDS 2020

February 2020

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1. Introduction, strategic aims & values

1.1 Introduction

This document is the plan for how the Centre for Research into Energy Demand Solutions (CREDS) will engage and communicate with its key audiences. It includes a review of progress for 2019 and future activities for 2020.

The previous strategy and plan document (November 2018) set out the strategy for CREDS for its 5-year duration. The strategy described the context that CREDS is working within and specified how CREDS will communicate with its audiences to achieve its aims. A plan for 2019 listed the activities that intended to work towards achieving the strategic aims. The strategy is available on the website. The plans will be updated annually.

Section 2 of this document reviews the progress that was made in 2019 compared with the plan that was made in November 2018. This meets the needs of the monitoring and evaluation work that was set out in the strategy. Section 3 is the communications and engagement plan for 2020 in February before Covid-19.

1.2 Strategic aims

In order to make sure that we are still working towards the same goals and to reiterate the context that CREDS is working within we have included the strategic aims of CREDS and the objectives of the core team.

The strategic aims of CREDS are to:

- Conduct **research** focused on energy demand
- Generate **impact** in research, businesses and policy-making
- **Champion** the importance of energy demand

We consider that everyone in the consortium has a responsibility to contribute to all three of these aims to a greater or, lesser extent. The Core Communications and Knowledge Exchange team has a co-ordination, facilitation and guidance role for these activities and a particular role for engaging with non-academic (such as civil servants) audiences. We see the particular role of researchers as engaging one-to-one for in-depth theme discussions with particular stakeholders to fulfill the 'impact' and 'championing' aims of CREDS. We will work together (core team and consortium) to generate content and materials that meet the needs of all of our audiences.

Hence, we see the objectives of Core Communications and Knowledge Exchange team to:

- Engage internally with the consortium and externally with our audiences to achieve the CREDS aims
- Translate the research into useable evidence and knowledge for practitioners and decision-makers
- Develop the energy demand research community in the UK and engage with the international community (EDRN role).

1.3 Strategic values

We developed our brand framework in 2018 and agreed a set of five values for the CREDS consortium: integrity, inclusivity, fair, dedicated and knowledge.

We implemented these values in the following ways during 2019:

Integrity – We hope that by stating our vision of what communications we aimed to carry out in 2019 and then reviewing what has been achieved (section 1.3 monitoring and evaluation of the strategy) demonstrates that we take responsibility for our actions and shows the transparent way in which we work. We have also presented an honest account of achievement, in that some activities have not been possible or have evolved into different activities and this is stated.

Inclusivity – We held two whole centre meetings that all CREDS staff were invited to and with opportunities for ECRs and well as senior staff to present and host workshops. We also have an Equity, Diversity and Inclusivity working group who meet regularly and have developed a plan that has been promoted in the whole centre meetings, internal and external newsletters.

Fair & dedicated – We held two funding calls, one for international visitors and one for ECRs that were both open calls with specific published criteria and long deadlines. Help and support was provided to complete the applications forms, especially for the ECR call where supporting materials were added to the website. This help included a webinar, training for CREDS ECRs on proposal writing and members of the Executive held mentoring circles to coach all ECRs putting in an application.

Knowledge – We have generated significant new knowledge with many new papers and reports (see Annex 2 of full Annual Report 2018–2019) and shared our knowledge with policymakers and the public, (e.g. significant BBC coverage on Shifting the Focus).

Our brand framework



1.4 Monitoring and evaluation

We stated in the strategy that we would measure the success of the strategy and plan by always monitoring and evaluating how each activity went with the intention of continuously improving our communications during the life of the programme. Section 2 shows the results of that evaluation. We have also reviewed user behaviour on the website (using Google Analytics), asked attendees to complete feedback forms at events and carried out selected follow-up telephone interviews (recorded) after key events/meetings and the results of these are also in section 2.

We record impact activities during the year both through the quarterly reports and spreadsheets and use these to write the [annual report](#), review our progress on communications and engagement and develop impact case studies for UKRI. The concepts used in this Communications and Engagement Plan are based on the briefing paper from [Dinesh and Downing](#) that categorises engagement activities into 7 types and there is a description and example of each category within the paper. These categories are used to log engagement activities within the quarterly reports.

This report will also form part of the evidence that will be provided to the Advisory Board for the [mid-term review](#) that will start in October 2020.

2. Review of progress for 2019

Media

Aimee Eeles & Hannah Harris

* All

Articles in the media and trade-press. We will be pro-active in developing links with the industry/public-facing media as a route to the wider audience, especially trade press (e.g. edie, Current, Network). We will seek coverage for our research outputs, e.g. offering stories and articles associated with the launch of the CREDS report on the Clean Growth Strategy.

- Extensive coverage of Shifting the Focus – Launched on 5 July. In the first five days after the launch, the CREDS website news item and report publication page were viewed more than 1,100 times and the report PDF was downloaded 873 times. New Twitter followers 135. There were 7 TV reports, 3 articles, 6 online reports and 5 radio interviews including live interview with NE on BBC Radio 4s' Today programme. Articles/interview with Nick Eyre in New Power, Energy World. Offer of article in British Parking Association newsletter – awaiting input from Theme lead.

Ongoing

Digital marketing

Hannah Harris

* All

Search Engine Optimisation (SEO)

- The number of users arriving on the site through a search engine has been increasing. This is probably positive as it means CREDS is potentially ranking high up when people search with Google (primarily) for energy demand issues. What is Energy Demand Page is #1 on Google searches for Energy Demand (excellent result and demonstrates the site is accessible, has good content and ranked well by Google).

Launched

Social Media (Twitter & LinkedIn)

- Our Twitter feed (@CREDS_UK) will be regularly updated and will be one of our main awareness raising device to draw in new and existing stakeholders. We will also use LinkedIn and link with other networks to enhance this effect.
- Very steady increase of Twitter followers, almost 1,000 followers by December 2019. Twitter is considered to be the main digital marketing channel. LinkedIn is deemed to be more relevant for a business audience which is yet to be so actively engaged with.

Ongoing

Outreach to intermediaries

Kay Jenkinson

* Intermediaries

Intermediary organisations – such as professional bodies (e.g. CIBSE), media, and trade associations (e.g. ENA) – are identified as a key route to the energy demand community and wider audiences. We plan to develop links with priority organisations to understand their requirements and to share our relevant research.

- Work with ADE continues, with active input into their energy efficiency working group and liaison on policy issues, such as response to consultations. Met with CIBSE and British Parking Association.

November and ongoing

Website content

Hannah Harris

* All

The navigation of the website is designed so that users can easily find the information they need. The navigation and content is designed for all audience types, there will also be summary information written for non-specialists such as policy and business audiences and there will also be detailed and specialist information for researchers. A content strategy is available, that outlines the structure and workflow of content to be generated, such as blogs and their frequency.

- Excellent generation of content from launch till present – blogs; news items; publications especially. Consortium have responded well to calls for content and there is always plenty of content to display, keeping the site fresh and interesting. The number of people arriving at the site has been steadily increasing since it was launched in September 2018.
- A significant peak was experienced with the publishing and marketing of the Shifting the Focus report (June–September 2019 data period). The following period still maintained a good increase of unique visitors (the ECR funding call was possibly responsible for this as 620 visitors arrived on the site in one day during this period).

September 18 launched Content – ongoing updates

Create messages from research

Core & Themes & Challenges

* CREDS consortium

Development of syntheses based on meetings, published papers, quarterly reports, e.g. whole centre meeting 3 in Leeds, hackathons to develop messaging for specific audiences, priority topics drawn up by AB annually. Branding, style guidelines and templates are available.

- Completed – STF summary report, COTD Shared mobility report infographic, Business models innovation brief, non-academic abstracts for papers on website, condensed annual report format.

Ongoing. Identified in individual plans

e- newsletter

Hannah Harris

* All

The e-newsletter is sent out on a quarterly basis. It will fulfil multiple roles: awareness raising, bringing the 'hub' community together; and being a voice of evidence-based independent advice for policy and business.

- From September 2018 to December 2019, 6 newsletters were sent. Number of subscribers steadily increasing and by December 2019 stood at 500. Open rate of the newsletter is always above industry average.

November 18

Major events

* All

Major events such as the launch and final conference (2022) will be designed to reach a broad audience and act as mainly awareness raising of what CREDS is doing and has achieved.

- Completed – Launch September 2018

September 18

* With general content (Core)

Conferences – not only attending but as a sponsor or other high-profile role e.g. ECEEE

- Completed ECEEE June 2019
-

Joint events e.g. SuperGen hubs

- No joint events yet
-

Identify and implement cross-cutting activities

Core & Exec & AB

* CREDS consortium

Launch event – Follow-on activities: full event report for internal use (including analysis of feedback forms collected on the day and lessons learned), a summary of the event report for publication on the website, blogs (CIED), and a mailing to all those that registered sharing the summary event report, animation and asking them to sign up to the newsletter.

- Completed. Summary event report published on website – Home > News & events > Events > Meeting the UK's energy demand challenge

September 18

Clean Growth Strategy report – A full version of the report with accompanying sub-papers, a synthesis version for policymakers and directors, promotion on the website, newsletter and potentially other promotion products e.g. an animation and events.

- Completed. Full & summary reports & video highlights – Home > Publications > Shifting the focus: energy demand in a net-zero carbon UK. The drafting involved 22 members of the Centre and internal reviews involved another 12, so the report has achieved the goal of establishing joint working across themes.

January 19

Further cross-cutting activities will be identified in the next whole centre meeting and in discussion at Executive meetings and Advisory Board meetings (November 18 / June 19) and may include projects within the Flexible Fund.

- Proposal process and template for Integration projects developed. 2nd Integration project started – Low Energy Demand scenarios.

22–23 January 19

Energy demand research – academic impact

Sarah Higginson

* Energy Demand Research Hub

Started with a meeting with each EUED centre to discuss plans for the CREDS launch (20 September), main outputs and future interaction.

- Done. LOTNET 10/07/18; iSTUTE 24/07/18; CIED 25/07/18; CSEF 09/08/18; DEMAND 09/08/18; CEE 21/08/18

July / August 18

Create a mailing list for the Hub

- Renamed Energy Demand Research Network (EDRN). An ongoing process – we have a master mailing list to which we are adding (Over 150 contacts)

1 event per year (Workshop for topics of concern to EUED community & new EUED Technology call projects)

- 1st EDRN event Birmingham 9 May for PIs of ED projects in the UK. Focused on 4 cross-cutting engagement themes: international, policy, business and data management

December 18

Journal papers/articles, conferences, books and posters – many planned in themes and challenges

- Over 40 publications, not including book and conference papers. Listed in Quarterly reports and Annex 2 of full version of Annual report.

May 19

Visitors international programme (VIPs)

- Set up, launch (ECEEE) and run first visitor programme – 6 successful researchers from 6 countries (The Netherlands, Germany, Switzerland, Japan, Pakistan, Israel)

September 19

Influencing policy – social and economic impact

Kay Jenkinson

* Policy

Meetings are being arranged with key policy stakeholders in government (e.g. BEIS/CCC), and a plan to develop policy-friendly formats for CREDS research outputs is underway. We are also working on processes to ensure that established project-level interactions with policy makers, are supported and co-ordinated to encourage co-creation of research for maximum impact.

- Meetings with BEIS officials in April, May, Nov 2019, with associated follow-up activities (e.g. further meetings, bespoke documentation). Meeting with DfT Minister and officials postponed to 2020 (election). IAA to employ Peter Mallaburn (UCL) to support government relations activity, extending reach within BEIS and other departments e.g. HMT. Policy focused documents, such as Shared Mobility used to engage policymakers. Worked with Green Alliance to produce policy-friendly output from Shifting the Focus – launch policy brief delayed to 2020 by election.

December 18

Influencing business and industry – social and economic impact

* Business

Meetings are being arranged with selected business organisations (e.g. Energy Systems Catapult) to determine their specific requirements (e.g. best options for sharing CREDS research outputs). As with policy stakeholders, we are developing processes to ensure that established project-level interactions with energy demand businesses are supported and co-ordinated to encourage co-creation of research and to develop maximum impact.

- ESC meeting was interesting but did not identify significant synergies. Also met CIBSE, British Parking Association and Citizens Advice. Most useful work so far has emerged via ADE.

December 18

Specialist events

* CREDS consortium

Most events will be less than 100 people and specialist in either audience or content. This will be one of the main ways that CREDS interacts face-to-face with its audiences. Many of these events will be linked to specific research projects (see themes) but where there are cross-cutting issues the core team will be involved.

- No specialist cross cutting events as yet.

Planned

* Themes, Challenges and Core)

An events timeline is being developed in discussion with the consortium.

- Core team keeps a calendar of events
-

Internal meetings

Core

* CREDS consortium

Whole Centre Meetings (first year x 3, remaining years x 2 per year)

- Completed – January, June, December

April 18

Researcher-led meetings (interactive remote working e.g. online forum, CREDS Clubs, ECR specific activities and capacity building supported by Flexible Fund)

- Completed – Held in Oxford on 22–23 October

September 18

Advisory Board meetings x 2 per year

- November 18, March & November 19

January 19

Executive board x 12 per year (4 physical meetings, remainder remotely)

- Monthly until April 19. 6 weekly after that. April, July, September – London, December – Oxford. Following Exec agreement, changed to 8 per year – every 6 weeks

May 19

Consortium Updates – internal newsletter (fortnightly emails)

- 18 Updates during 2019, approx. every 2 weeks in term time.

October 19

Reporting

*** Funders (EPSRC / ESRC / UKRI)**

Quarterly reporting + Annual report

- Quarterly – January, April, July, October 19.

Quarterly/Annually

(Lead – Director and Centre Manager, Contributors – Themes/Challenge Leads & web statistics, KE managers)

- Annual – 14 November to UKRI & 5 December published on website
-

Director

Nick Eyre

*** Complex stakeholders**

Key stakeholders – engage directly and build strong relationships with all key complex stakeholders (see Table 1) with KJ/SH/CD)

- Ongoing. Good links to BEIS, DfT, CCC, ESC etc.

Ongoing

*** Media**

Media (with AE/HH)

- Excellent links with BBC over STF report

Initiate mainstream media links around Clean Growth Strategy launch, and subsequently around other key outputs and opportunistically.

- Excellent links with BBC over STF report

*** Trade press**

Develop trade press relations. Articles planned with New Power, Energy World

- Both published

*** Research**

UK Research Community (with SH)

- EDRN set up and first event completed – April. See above

Ongoing

Develop effective working relationships with key UKRI investments, including UKERC, Supergen hubs, CESI, ERRRC, ABC Centre.

- Good links to UKERC, CESI, EnergyRev, IDLES, CAST, Supergen Networks, ABC

International

*** International**

Develop key relationships.

- Begun with visit to LBNL 25/10/18. Good links with LBNL, Fraunhofer, EDF

Play key role in ECEEE summer study, June 2018

- Joint wkp UKERC, Launched VIPS, 11 papers, 3 workshops, 2 blogs.

Launch visiting international fellowship programme (VIFP) early 2019

- Done June 2019 at ECEEE

Mid-2019

* Research

Promote Challenges call

- Complete – 2 new challenges contracted FAIR and Steel.

Begun with visit to LBNL 25/10/18

Develop, launch and promote Flexible Fund

- Complete – Started January 19, call launched July, proposal deadline December.

November 18

Manage Equality Diversity and Inclusion (EDI) working group and communicate its issues and results

- Ongoing. Regular meetings both virtual and face-to-face. [EDI plan developed and published](#)

December 18

Theme 1

Buildings: Tadj Oreszczyn

* Business, policymakers

Regular interaction with a diverse range of stakeholders (e.g. BEIS, EST, business, consultancies, Citizens Advice) to discuss how the results can be used in policy-making and by business.

- Completed – weekly interactions. Contact with BEIS and MHCLG is ongoing and includes responding to consultations and workshops including one with MHCLG on SAP.

Weekly

* International

Engagement with international stakeholders to continue building impact. Examples include:

The production and launch every November of the Lancet Countdown

- Completed – November. The last countdown was the most successful to date, in theory reaching 5 billion people.
-

Leading IEA Annex 70, a collaboration of 12 different countries.

- Ian Hamilton and Paul Ruyssevelt have had major impact e.g. significantly improving CREDS international profile with IEA and the international community. (IEA Annex Energy Epidemiology No. 70)

Engagement with the Mexican ministry of energy via a Sustainable Energy MOU.

- This engagement has resulted in a potential project.

*** International, academic, policy & industry**

Mission Innovation, participation in the Affordable heating and cooling challenge, which has representatives from many countries both academic, government and industry

- As a result of TO attending this meeting, the UK is engaging in the sub-theme controls element of this MI Challenge and UCL has an agreement in principle with UKRI for a funding mechanism.

November 18

*** Academic**

Stakeholder engagement through being the CRED representative on the Active Building Centre which has a wide range of commercial as well as academic and government partners.

- Completed: Provided advice on the overall strategy for the ABC and developed a project proposal for collaborative work between ABC & CREDS.

November 19

Theme 2

Transport: Jillian Anable

*** National policymakers**

Interaction with Department for Transport, Office for Low Emission Vehicles and Committee on Climate Change to discuss how the research results can be used in policy-making and to shape future research direction. Named individuals in these departments have agreed to this activity.

- Completed – Regular meetings with DfT. Ad Hoc meetings – OLEV & CCC twice in year. OLEV contact moved on.

Quarterly

* National policymakers

Department for Transport, Defra and Driving and Vehicles Licencing Agency as well as Leeds Institute for Data Analytics are currently working on a data licence and ongoing knowledge exchange partnership for vehicle licencing and MOT data for use in CREDS research and potentially as an open-access resource

- Completed – Developed a closer relationship with RAC Foundation (they have same goal to open up data) and have led meetings with DVLA.

* Various

Knowledge exchange, including evidence sessions and debates, with stakeholders through the Commission for Travel Demand. Next topic will be 'Sharing' with commissioners from key stakeholders appointed and final report synthesising the evidence and offering a research and policy agenda.

- Completed -Stakeholder meetings x 4 (approx. 40 contacts) COTD. Launched Sharing report at Smart Transport Conference in Sept. Presented results to multiple audiences including DfT.

Appointments early 2019. Final report Autumn 2019

* National policymakers

Continued membership/ chairing of related government committees including the Electric Vehicles Energy Taskforce and the Scottish National Transport Strategy Review Evidence Group in which research results are disseminated as appropriate

- Completed – EVE Task Force – participated in monthly mtgs to write report. Scottish NTSR Evidence gap – attended quarterly meetings & contributed to government strategy.

July–October 2019

* Local Government

Meet Local government partners (e.g. Greater Manchester Passenger Transport Authority; West Yorkshire Combined Authority; Transport for the North) as potential case-study partners for various projects and explore details.

- Completed – Meetings held with various Local govt partners, potential for these stakeholders to be involved in future project work.

* Business

Public Transport Operators (EasyJet; Virgin Rail; National Express) approached to become project partners as providers of data and project advisors

- Public Transport Operators have not been involved in project work to date, may be involved in future.
-

* Public

Public engagement activity (e.g. Bristol Festival of Economics November 2018; Leeds Pint of Science March 2019) is a proven track record of many theme members and will be encouraged further.

- Completed – Many talks at conferences, and public engagement e.g. science fora, Rotary Club.
-

Theme 3

Materials: John Barrett

* National policymakers and Industry

Organising a series of interviews with BEIS, Defra, CCC and trade associations related to data needs for policy assessment associated with industrial energy demand

- This was all completed and fed into the collaborative report with Aether that forms project 3.1.1. This report is currently being completed in collaboration with CREDS CORE.

January 19

* National policymakers

Discussion with Jon Saltmarsh to organise an event with BEIS on resource efficiency

- Evolved – Revised into a Workshop for 30 Government officials (including BEIS, Defra, ONS and the CCC) on 12 February 2019 related to Industrial energy work. Attended internally by Barrett, Norman, Garvey and Jenkinson. Follow-on regular (weekly) interactions has helped to shape the agenda of the Defra Waste Resources Strategy – important policy impact.

December 18

Submitting a response to the CCC zero carbon economy consultation

- Completed. Submitted responses to Industry, Zero Carbon and Food.

December 18

Theme 4

Flexibility: Jacopo Torriti

* Specific stakeholders

Series of workshops on flexibility to exchange knowledge and inform the debate around this topic (e.g. half-day thematic workshops with policymakers designing flexible tariffs and automation industry; 2-day workshops with international academics from different fields; event around special issue on flexibility in the past)

- Completed Workshops: 'Flexibility of Electricity Demand: the role of pricing and automation' London February 2019; 'Time and Flexibility in Energy Demand' Lancaster, September 2019; event around special issue on flexibility in the past (January 2020).

01/09/2018 2 per year

Engagement and knowledge exchange activities – with non-governmental organisations (NGOs) and businesses

- Completed: one-to-one meetings with – SSEN, National Grid, Passive Systems, Labour Party (3 meetings). Presentations: May, Green Alliance Roundtable (Torriti). May, Scottish Southern Electricity Network Conference (Torriti). April, Citizens Advice Annual Conference, (Torriti). September, Solar & Storage Live, Birmingham (Torriti). Expert panel: May, British Standards Institute, Energy Smart Appliances Strategic Advisory Group Meeting, London (Torriti).

Quarterly

Engagement and knowledge exchange activities – international

- Presentations: October 2018 International Energy Agency workshop, (Torriti). March 2018 World Bank conference, Data and methodologies for Cost-Benefit Analysis on Smart Metering implementation in Romania, Bucharest (Torriti). May, University of Helsinki. 'The Fixities of flexibility' (Shove). October, Innovative Re-Making of Markets and Business Models. Copenhagen. 'Conceptualising Flexibility' (Blue).

Quarterly

Involvement in regular meetings with energy and environmental policymakers (Ofgem, BEIS, IEA, Defra) to gather information on current policy thinking on flexibility and feed CREDS findings into policy decisions

- Completed meetings as member of following panels: Ofgem Academic Panel; Defra Economics Advisory Panel; British Standards Institution 'Energy Smart Appliances' Strategic Advisory Group.
- Ad hoc policy engagement with Ofgem policies and analyses: Cost-pass through tariff (February 2019); Impact Assessment RII0-2 (May 2019); Demand Side Response review (July 2019); roundtable on assessing distributional impacts (September 2019).

01/09/2018 Quarterly

Theme 5

Digital: Tim Foxon, Steve Sorrell

* Specific stakeholders

Regular interaction with stakeholders (BEIS, Ofgem, Energy Saving Trust, business, consultancies) to discuss how the research results can be used in policy-making, including as part of 6-monthly Sussex Energy Group Advisory Group meetings.

- Regular updates and summaries at SEG Advisory Boards May 2019 and January 2020 (these have been proactively requested by SEG AB members).
- BEIS – staff changes on AB new contact being developed. OFGEM – staff changes, new contact being sort. The Greater Brighton Energy Plan (January 2020) made use of outputs from CREDS including an innovation brief.

6-monthly

Engagement with stakeholders to continue building impact, e.g. Innovation Forum on supporting innovation for new energy service business models with Ofgem; local authorities; energy companies; software companies; National Grid/DNOs, May 2019.

- Innovation forum held in October 2019. Multiple links created through the business models project with regional and national stakeholders (including EDF Blue Lab and Greater Brighton energy partnerships) which will be taken forward in 2020.

May 19

Engagement with experts on smart homes to examine the technical and social dimensions facing smart meters, smart homes, and user practices in the UK.

- Smart homes/ meters projects has engaged with both experts and smart product retailers during the course of their research activities. Engagement with Energy Systems Catapult in May has led to joint work (e.g. papers from Living Lab data).

01/01/2019 and 01/06/2019

Theme 6

Policy: Tina Fawcett

* Practitioners, policy makers, researchers Europe

Series of publications including policy briefs, working papers, conference papers and journal articles. e.g. several papers accepted to ECEEE 2019 conference.

- Contributed papers to several conferences including 2 to ECEEE (European Council for an Energy Efficient Economy, France, June 2019), 2 to Sustainable Built Environment, Cardiff, Sept 2019 and 1 to ISIRC conference (Social Innovation: local solutions for global challenges) Glasgow, Sept 2019.
- Journal articles have been published in Energies, Nature Energy and Energy Policy, with further journal articles under review. We have also written several blogs for CREDS, and contributed to the CREDS Shifting the Focus report.
- Communication with policy makers has been via response to consultations, invited presentations and involvement in advisory bodies, rather than by the production of policy briefs in this period.

June 19

* Business / NGO

Engaging with and co-creating research with our established partners, and developing stronger relationships with potential partners. e.g. kick-off meeting with Energy Saving Trust to discuss co-creation of research for project 6.1.2 in 2019/20

- Two face-to-face meetings have been held with senior managers in the Energy Savings Trust (December 2018 and July 2019) and conversations via email are ongoing. This has yet to result in co-creation of work, partly because of lack of resources at the EST end, and other options will be investigated in 2020.

November 18v

*Practitioners, regulators, researchers, business, policy makers, young people, international

Working with our advisory board and key stakeholders to achieve impact. e.g. presented Theme 6 to CREDS advisory board, engagement with International Energy Agency on efficiency, flexibility and multiple benefits work (Paris visit).

- We presented CREDS Theme 6 work to the advisory board. We have been involved in a number of events and initiatives with the International Energy Agency, including presenting on multiple benefits of efficiency and flexibility / peer-to-peer (Paris October 2018) and attending their annual energy efficiency conference (by invitation only, Dublin, June 2019).
- We are engaging closely with policy makers via various fora, for example Jan Webb is a Commissioner on the Low Carbon for the National Infrastructure Commission for Scotland.
- Some projects reach a whole range of stakeholders, for example, Mike Fell's peer-to-peer trading game has been used in 2019 to educate and start discussions with Ofgem, several energy businesses, Citizens Advice, Nature Energy and groups of young people.

Sept 2018 and Ongoing

Theme 7

Heat: Bob Lowe

*National policymakers

Initial meetings with key project stakeholders to set out our research objectives and plans. Initial contact has been made with BEIS, CCC, ESC, OFGEM. The first meeting with BEIS will take place on 19th November. Other contacts, including industrial contacts, will follow in the remainder of 2018.

- Completed – BEIS, Energy Systems catapult, Ofgem – regular contact with each (+ 2 meetings) interaction & exchange on an energy systems architecture concepts has resulted in raising awareness of concept for non-academics and understanding of real-world issues for academics.

November 2018

Regular interaction with key stakeholders to discuss how the research results can be used in policy-making etc. The most appropriate format for regulation interaction will be explored during initial meetings.

- Publications delayed so no results to discuss. Meetings to share work programme and methodology development of criteria and metrics for selecting system architectures.

Quarterly

*** Various including Business**

Engagement with stakeholders specifically to build impact e.g. around major publications. These will include meetings with individual stakeholders, and seminars and colloquia involving multiple stakeholders.

- Completed – contributed an extended note (February) on long term storage to Royal Society policy report on Energy Storage (M. Barrett)

Early Summer 2019

*** Academia**

Engagement with other research projects (academic stakeholders) e.g. in wake of recent EPSRC EUED Technology Call. In some cases, we have excellent informal contacts e.g. with RESTLESS, with which we share staff. Engagement with other research teams

- Completed – Other research programmes interactions e.g. bid for joint call between CREDS/LOT-NET & proposal on heat pumps in commercial sector with Uni Cambridge.

Spring 2019

*** Consortium**

Engagement with CREDS Themes. Links are particularly strong with the Buildings Theme, and joint presentations and a paper are envisaged.

- Completed – Joint ppt Buildings and Heat teams for Edge wkp with construction industry group to discuss decarbonisation of heat interplay of demand and supply, September. Policy & Heat teams attended ClimateXchange wkp on Decarbonising heat-architecting the system in October (Smith).

Ongoing

Theme 8

FAIR

- Project started in 2020.

Theme 9

Steel

- Project started in 2020.

3. Communications and Engagement Plan 2020

This is the list of communications and engagement activities that the CREDS programme aims to carry out in the next 12 months – January 2020 to December 2020.

The five priority audiences that we have identified for CREDS are:

- Internal CREDS consortium
- Researchers interested in energy demand issues (EDRN) e.g. UKERC, energy sector
- Policy e.g. local, devolved and national government
- Innovative Businesses e.g. high-use sectors, industry, commercial, retail
- Intermediaries – those who will pass on information to others e.g. media, trade press, consultancies, trade associations, professional bodies.

Theme and Lead person	Audience Type	Description	Date(s)	
Director and Core Nick Eyre Clare Downing	Consortium	Regularly engage with Consortium through internal newsletters, Whole Centre Meeting 6 and other methods (CD)	Ongoing (WCM6 June)	
	Consortium	Presentation skills & video training and preparation (SH)	May–November	
	ECRs Consortium	Work with researchers to develop policy briefs and other external facing resources e.g. brief on e-bikes for DfT and local government (KJ)	Up to 4 per year	
	Consortium	Website – Continue to generate new content from consortium for people page, projects pages, continuous news, blogs and publications (HH)	Continuous	
	Research community (EDRN)		Webinar on 6th Carbon Budget (SH)	January
			Workshop on real-world impact in time of climate emergency – NGOs & research community (SH)	April
			Webinar (SH)	November
	Research community		Continue effective working relationships with key UKRI investments (NE, CD)	
			Energy systems workshop (UKERC, CESI, EnergyRev, IDLES) (NE, CD)	June
			CAST – meet team and consider joint activities	February
			Supergen networks (NE)	Summer
			Centre for Doctoral Training (Energy Resilience & Built Environment (ERBE)) (SH)	Ongoing

Theme and Lead person	Audience Type	Description	Date(s)
Director and Core Nick Eyre Clare Downing	All External audiences	Analyse website performance using analytics (HH)	Quarterly
		Plan, write, publish and market 4 external newsletters (HH)	January , April, July and October
		Continue to promote CREDS content and other relevant energy demand news on Twitter to widen reach of our content (HH)	March, June, September and December
		Review website performance to improve user journeys and Ensure standards for accessibility requirements are met (HH)	September
	Businesses/ Organisations	Contribute to developing ISO standard on Carbon Neutrality (CD)	April, September, December
		Continued engagement with ADE on policy-facing work. Scope to hand over some of ADE liaison to AE, to cover business community engagement (KJ, AE)	March
	Business strategy	Research, prioritise and make initial contact with business stakeholders to raise their awareness of CREDS and its work. Also, to understand our business audience and the best way to engage them i.e. how they communicate, what methods and platforms they use (AE)	July
		Develop content specifically written for the business audience and set-up initial meetings to understand how CREDS and businesses and business organisations can work together (AE)	September
		Attend business conferences, workshops, training packages and also investigate opportunities for secondments or expert relationships (AE)	December
	National policymakers	Meeting with DfT minister and officials – departmental policy and roll-out of decarbonisation plan (NE, KJ)	January, summer
		Continue to broaden and deepen links with key civil servants BEIS and MHCLG (PSM), DfT (KJ), HMT (NE) and policy bodies such as the CCC, ADE, UK GBC (KJ).	Ongoing
		Continue to respond to Consultations & Parliamentary calls for evidence as opportunities arise (KJ)	Ongoing
		Launch of Green Alliance policy report (Balancing the Energy Equation) based on the CREDS Shifting the Focus and follow up promotional work (KJ)	January
		Wider engagement – Look at ways of drawing together and optimising our government, policy, business and NGO activities and maximising our collective CREDS impact (PSM, KJ)	Ongoing
	Local Government policymakers	Local government response to climate emergency – e.g. participation in LGA-funded project to prepare briefings to support local authority plans to reduce carbon emissions (KJ)	January– June

Theme and Lead person	Audience Type	Description	Date(s)
Director and Core Nick Eyre Clare Downing	Media	Maintain BBC and develop key broadsheet links (AE, KJ)	December 2020
		Promote results of LED and Covid-19 projects to mainstream media (AE, KJ)	Autumn 2020
		Promote key messages around COP 26 (AE, KJ)	October 2020
		Continue to develop contacts within media to promote CREDS research (AE, KJ)	Ongoing
		Support consortium members in publicising their research directly with media outlets (AE, KJ)	Ongoing
	International	Identify and build stronger international links (NE)	December 2020
		Visiting International Programme (VIPs) year 2 (SH)	October
Theme 1 Buildings Tadj Oreszczyn	National policymakers	Secondment of Gorge Bennett (part time) to the heat team and Jon Saltmarshs' team in BEIS.	from February 2020 to January 2021
	Industry	We are hosting a refurb workshop with the Green Construction Board.	February
	National policymakers	Regular interaction with a diverse range of stakeholders (e.g. BEIS, MHCLG) to discuss how the results can be used in policy-making and by business.	Weekly contact
	Public Engagement	The next edition of Lancet countdown will feature an analysis of population weighted degree days which will give an indication of which year the world will move from a heating dominated to cooling dominated.	November
	Public engagement	Our contribution to Lancet Countdown led to work to provide advice to the NHS on achieving net zero. Possible press release and media coverage when contract signed with NHS.	June
	International policy & Research	Leading input into IEA Annex 70, a collaboration of 12 different countries. Quarterly meetings.	Ongoing
		Attending a Mission Innovation meeting led to a research project to support MI on affordable heating and cooling to contribute to IEA Annex. (Smart, Data driven solutions for high performance buildings No.81). (Expert workshop in Netherlands)	4-5 April
	International government	International Engagement – Discussions to support the Omani government to develop a set of new energy Building regulations	On hold
	Research	Continue provide strategic advice to the Active Building Centre (ABC)	Ongoing
Participate in a collaborative project using the LBSM/3DStock to develop a combined ABC/CREDS project to survey properties around Sheffield.		Paper November	

Theme and Lead person	Audience Type	Description	Date(s)	
Theme 2 Transport Jillian Anable	Stakeholder group	COTD Leisure travel – stakeholder meetings, launch report, promote findings.	Start February, launch Autumn	
	National government policymakers	Regular mtgs with policy officials – DFT, CCC, OLEV, Transport Scotland.	Quarterly	
	General Public	Reactive requests for public engagement e.g. Citizens Assemblies, Local Climate Emergency fora, science festivals.	Ongoing	
		Engagement with Local Authorities e.g. LGA, regional transport bodies (Greater Manchester, West Yorkshire).	Ongoing	
	Energy sector	Liaise with DNOs for assessment of local grid capacity for electric vehicles as project partners – 2.2.2	Summer	
	International research	International Conferences e.g. USA TRB (January), Three revolutions (March), American Assn of Geographers (June)	January / March / June	
Theme 3 Materials John Barrett	NGO/Policy	Partnership to present potential resource efficiency at COP 26 in Glasgow.	COP 26 November	
	NGO/Policy	Virtual Workshop with WRAP to discuss UK ambition.	March 6	
	Media	Podcast on BBC Radio – John Barrett	March 3	
	Policy	LED Scenario Launch		Autumn
		Regular mtgs with national policy officials		
		Cross-departmental (Defra/BEIS) Lunchtime Seminar: Present Aether Report.		Summer
		Supporting Cabinet Office with Net Zero review.		Ongoing
		Think-piece on consumption-based emissions with Bill Esterson, Shadow International Trade Secretary + follow-on parliamentary meeting.		May and July
		Net Zero APPG seminar on Industry		Summer
Scottish Government invite member advisory group on 'Demystifying decoupling'			Bi-monthly	
Reactive requests for public engagement e.g. Citizens Assemblies			Start March	
Theme 4 Flexibility Jacopo Torriti	Researchers	Workshop around special issue on flexibility in the past.	9–10 January	
	Project stakeholders	Stakeholder meetings (3) with DSOs (UKPN and SSEN) to plan interaction on model development .	May, July, October	
	Academics	Contingency and Flexibility workshop	September	
	International	International conferences:		
		IAEE, Paris		June 2020
	Behave 2020		October 2020	

Theme and Lead person	Audience Type	Description	Date(s)
	National Policymakers	Involvement in meetings with energy policymakers to gather information on current policy thinking on flexibility and feed CREDS findings into policy decisions (Ofgem):	Ongoing
		Ad hoc engagement input to Impact Assessment on Market-wide half-hourly Settlement Reform.	27 February
		Academic Panel meeting advising on RII0-ED2 and SO Review.	31 March
		British Standards Institution 'Energy Smart Appliances' Strategic Advisory Group meeting on certification of flexible appliances.	March 2020
		Involvement in meetings with environmental policymakers to gather information on current policy thinking on flexibility and feed CREDS findings into policy decisions (Defra).	February 2020
		Academic Panel meeting on net zero and climate change.	May 2020
		Meeting with BEIS on demand side flexibility.	
Theme 5 Digital Tim Foxon, Steve Sorrell	Local energy stakeholders	Set up a series of Innovation Forums with regional businesses, local authorities and community groups, working together with the University of Sussex Business Engagement team.	To start in April 2020
	Local government	Liaise with Local government when opportunities arise and main messages from the research are distilled.	Summer
	Policy and industry stakeholders	Continue regular interaction with stakeholders in Sussex Energy Group Advisory Group (BEIS, Ofgem, Energy Saving Trust, business, consultancies) to discuss how the research results can be used in policy-making.	6-monthly
		Develop a dissemination package for the energy impact of ICTs projects (5.1.1, 5.1.2 and 5.1.3), to include policy brief(s), press engagement and possibly an event aimed at the energy and ICT industries.	Autumn 2020
	Public	Reactive requests for public engagement e.g. Citizens Assemblies etc.	Ongoing
	National policymakers	Engage with the build up to COP 26 through co-operation with CREDS central/LES and/or the Sussex Energy Group.	Autumn 2020
		Respond to the anticipated Energy White Paper, either individually or in cooperation with CREDS central.	Spring 2020 (anticipated)
	Stakeholder experts	Smart homes project (5.3.3) next step is to feed research results back to stakeholder groups (experts) as the projects come to an end.	June
	Industry	International engagement e.g. IAEE Paris	June

Theme and Lead person	Audience Type	Description	Date(s)
Theme 6 Policy Tina Fawcett	Government and policy makers	Contributing research and policy insights as a member of the Scottish National Infrastructure Commission (Jan Webb).	Ongoing
		Consider how lessons and insights from our government and public engagement work could best feed into our Policy and Governance research (Peter Mallaburn).	Ongoing
	Energy businesses and regulators	Contributions to Scottish Power Energy Networks (SPEN) RIIO-ED2 Customer Engagement Group, responsible for independent scrutiny and challenge of business planning for the next price control period. (Jan Webb)	Ongoing through 2020
	Buildings sector businesses, NGOs and standards bodies	Involvement in committee developing new professional standards and standards for construction and renovation (Marina Topouzi)	Ongoing through 2020
	Businesses and NGOs	Various team members to be invited speakers at events for non-academic audiences. e.g. Peer-2-Peer Global Observatory, Florence and Futurebuild trade show, London.	17-18 February, 5 March
	NGOs, businesses, regulators	Using Peer-2-Peer energy game to educate and interact with a wide range of professional groups (Mike Fell).	Ongoing
Theme 7 Heat Bob Lowe	Policy makers, regulators	Conference at MIT presenting key findings to (primarily non-academic) stakeholders	May
	UKRI	Support to UKRI on forum in Decarbonising Heating and Cooling for Net-zero to draft proposal for investment.	March
	Business project stakeholders	Interviews with stakeholders (WP3) to gauge perspectives on ranking energy systems e.g. BEIS, Bosch, expert in systems regulator for Oman, Passive Systems.	January to June
		As a result of publication in Energies have been asked to lead a special issue on decarbonisation of heating and cooling.	Winter
	International	Key note speaker on City conversations-gridlocked	January

Theme and Lead person	Audience Type	Description	Date(s)
Theme 8 FAIR Mari Martiskainen	All	Develop stakeholder map (Green Alliance) to identify who are the key audiences that FAIR will engage with. Develop key messages for each audience	March
	Policy	Organise a round table with HM Treasury and other government departments to highlight project (Green Alliance/EST) and feed into Treasury's just transition review	April
		Arrange a meeting with relevant parliamentary groups (fuel poverty, transport)	May / June
		Regular communication and meetings with relevant civil service stakeholders	Ongoing
		Contribute to requests for advice e.g. APPG etc.	Ongoing
	Public / media	Introduce new FAIR staff members Max Lacey-Barnacle via CREDS newsletter interview; Jennifer Dicks via Cambridge Econometrics blog.	March
		National media engagement story on relevant FAIR topic, e.g. highlight the issue of how EV charging points may be distributed unequally.	April
		Article in The Conversation to highlight project.	May
	EDRN	Webinar on theme	Autumn
	Theme 9 Steel William Gale	Industry	Reach out to UK and international steel companies and industry research bodies to seek technical and broader input on decarbonisation routes.
Policy		Commence engagement with IIASA	Summer
Various		Commence identification of key stakeholders in decarbonisation of the steel industry.	Summer