



# COMMUNITY ENGAGEMENT WORKSHOP

Preparatory and main activities



# Community Engagement Workshop

In order to organize and then implement a community engagement workshop it is of paramount importance to plan it well, track its progress and engage the participants into a meaningful discussion. Below can be found the **preparatory and main activities** aimed at ensuring that each encounter is purposeful, efficient, and inclusive.

## End User Matrix

The End User Matrix (see p.4) is designed to help engagement strategy leaders identify and **categorize vulnerable tenants** or households who are most relevant for the initial setup of a REC or an energy sharing scheme. The matrix ensures that key individuals in the neighborhood — those directly affected by energy poverty or with the highest potential for contributing to community-driven efforts — are prioritized for early engagement.

The matrix categorizes community participants into the following **groups**:

- ❖ **Low community perspective / Low influence**: tenants may need confidence-building measures before full participation
- ❖ **High community perspective / Low influence**: these individuals can often act as good ambassadors for the REC concept.
- ❖ **High influence**: early buy-in from these participants may be required to avoid delays or misunderstandings.

## Meeting Plan

A full outline of the **meeting planning instrument** can be found on page 3.

## Discussion organization

Understanding the motivations, expectations, and needs of participants is essential for a successful REC. The questions asked should identify **driving factors**, address **concerns** and align **expectation**, ensuring that engagement strategies resonate with participants and

foster a sense of ownership within the community. A crucial aspect is helping participants **reflect on their past, present, and future**, contributing to better teamwork and empathy. By sharing personal experiences, participants can understand one another's emotional context and how it influences their **engagement with the REC**.

A list of useful questions for breaking the ice can be found below.

- ❖ **What motivated me to participate in an REC?**
- ❖ **What am I hoping for? What are my expectations?**
- ❖ **What do I need to feel comfortable and at ease?**
- ❖ **What can I offer to the REC?**

It is important to not only ask these questions but to also provide an opportunity for workshop participants to share their thoughts and reflect on them. For instance, **collecting** all the **answers** and **arranging** them on a board or wall, as well as **grouping** similar replies under common themes could help identify the mismatches, as well as solutions if certain needs cannot be met. While discussing the future of the REC, such methods as **drawing**, **pair discussion**, **group reflection** and individual **drawing exchange** could help boost a discussion for a further organization of a **cohesive team of a REC**.



# End User Strategy



# Meeting Plan

SUBJECT	OBJECTIVE	PROCEDURE	RESOURCES	PERSON RESPONSIBLE
Introduction	Explain the meeting's purpose, structure, and objectives	Present agenda, introduce key topics, and outline expected outcomes	Printed agenda, presentation slides	
Atmosphere	Create a welcoming atmosphere and encourage participation	Ice-breaker, short introductions, or storytelling exercise to engage participants	Name tags, warm-up activity materials	
Work Phase	Begin discussions and activities on the agreed topics	Use mixed formats (group discussions, brainstorming, role-play) to explore key issues	Flipcharts, sticky notes, whiteboards	
Assessment	Evaluate the meeting's effectiveness and gather feedback	Conduct quick individual reflections or structured group assessment	Feedback forms, digital survey tools	
Closing & Next Steps	Summarize discussions, assign tasks, and define follow-ups	Recap key decisions, distribute action points, and confirm next meeting	Summary notes, next steps timeline	

