

October  
2023  
Modena

# GRAFTING CITIES

Cultivating

our common future



# Supporting structures for hard-to-reach energy vulnerable households

The experience of the Citizen Action Lab  
in Città di Castello

Climate Alliance Italy

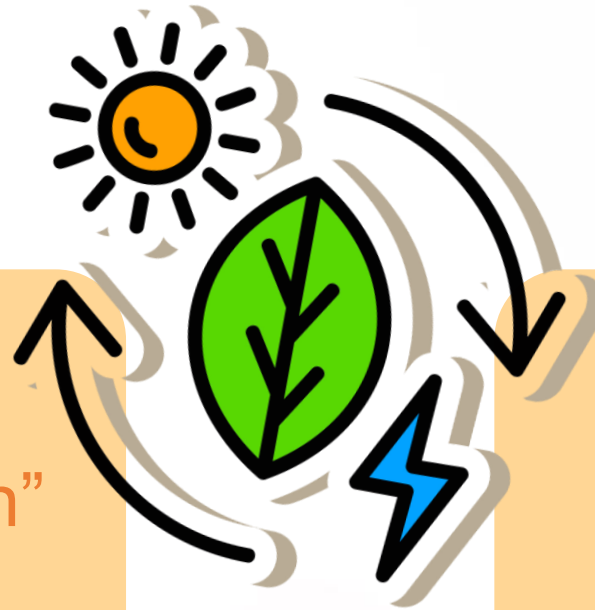


This project has received funding from the European Union's  
Horizon 2020 research and innovation programme under grant  
agreement No 101022585

# Energy transition. What do we need?

Energy

transition




People “hard-to-reach”

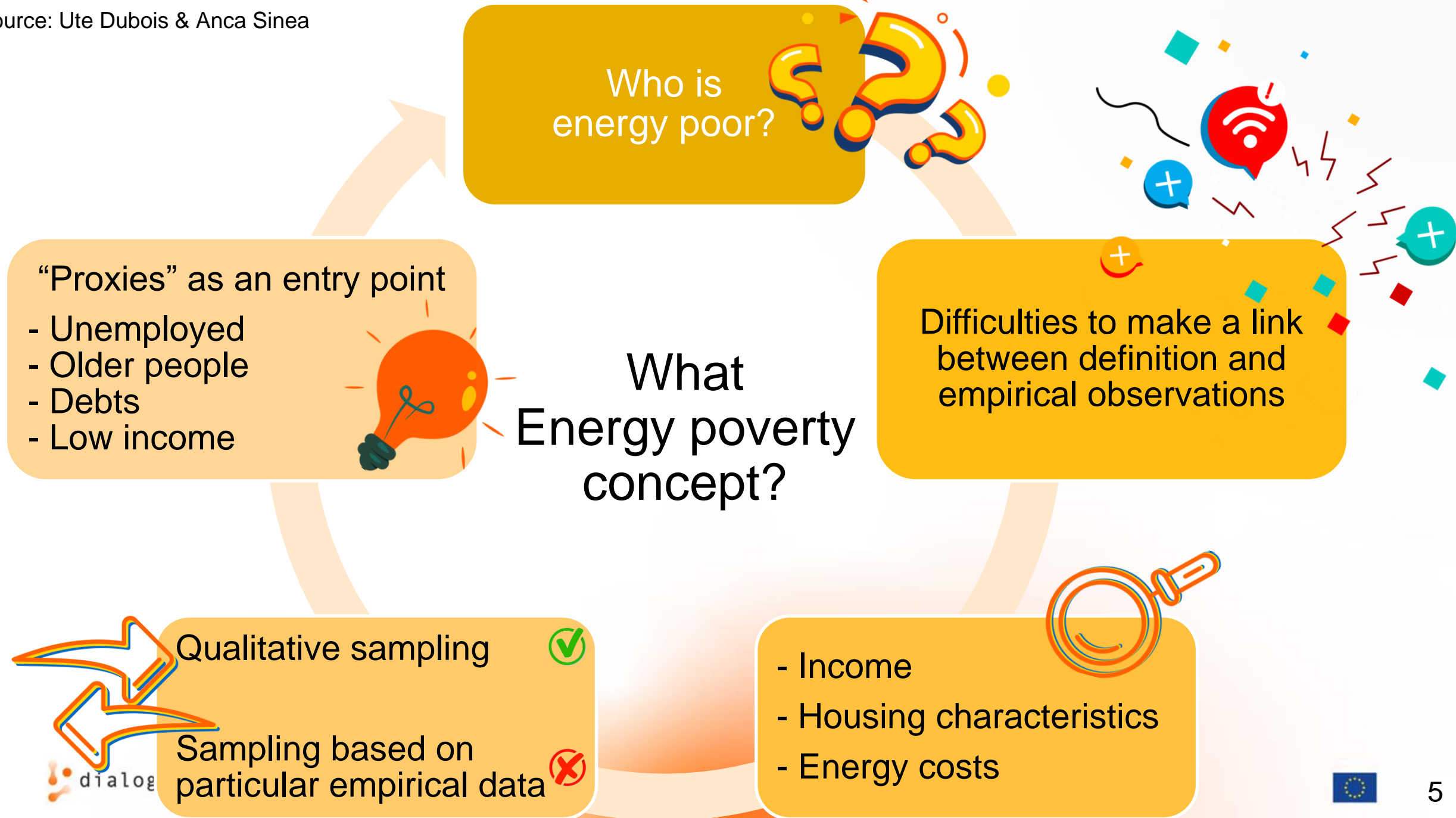
Energy  
Justice

Energy  
Citizen

NO  
Energy transition  
without the  
“Silent majority”



Motivating citizens  
who are not part of the  
Energy transition  
to participate



# Why are “hard-to-reach” groups hard to reach?

There are good reasons why hard-to-reach groups are hard to reach

## Objectively

- No time
- Caring responsibilities
- Financial problems
- Language

## Subjectively

- Fear to be judged
- Shame
- « *Administration can't help me anyway* »
- « *Nothing can be done for my situation* »

# Working group of the Città di Castello Lab



Organisation Ps



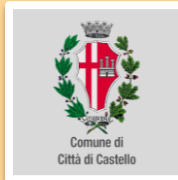
Climate Alliance Italy



Università degli Studi Roma 3



Implementation partners



Social Department of the City of Città di Castello



Caritas



Università delle Tre Età

# Process Log of CAL

Continuous follow-up with Implementation Partners



Jun.-Nov. 2022



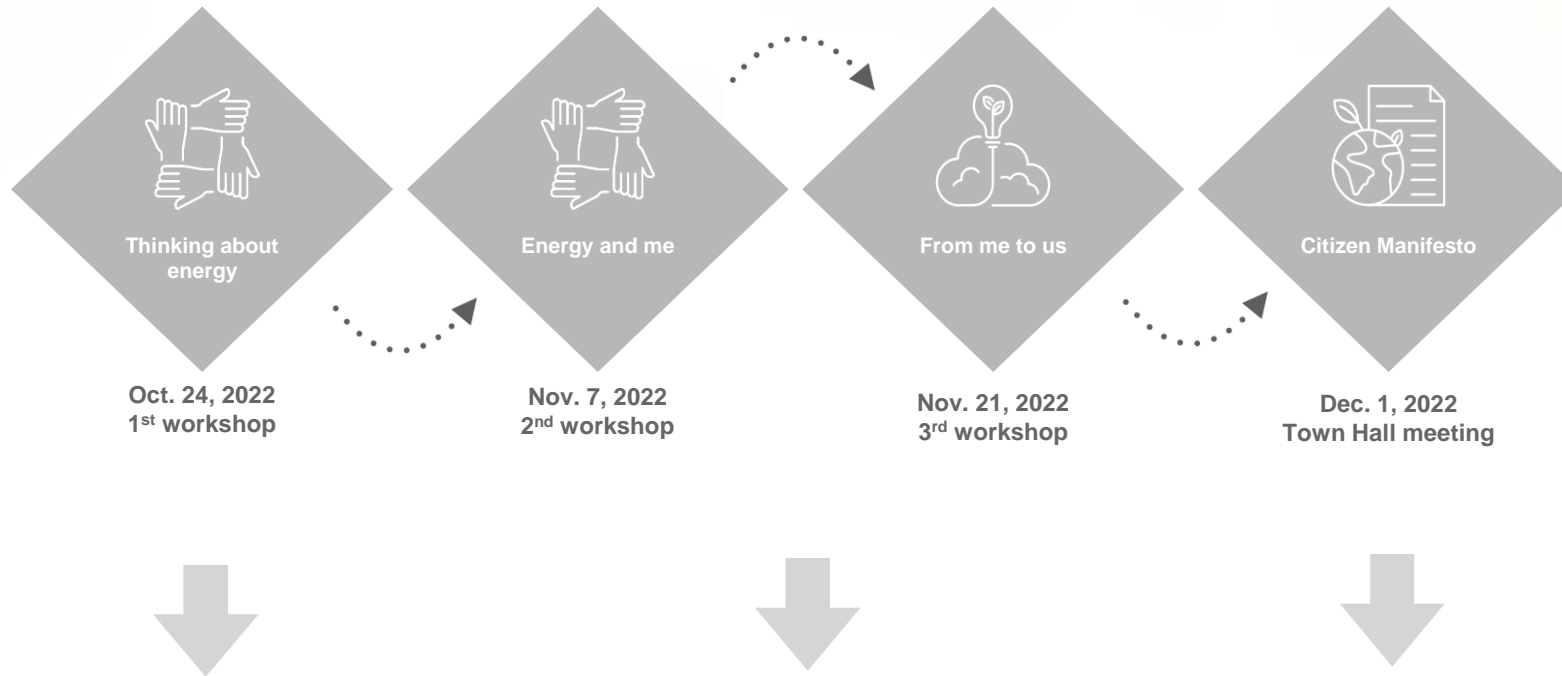
Sharing results with Mayor



Sharing results with citizens



Preparation meetings with Implementation Partners



Oct. 24, 2022  
1<sup>st</sup> workshop

Nov. 7, 2022  
2<sup>nd</sup> workshop

Nov. 21, 2022  
3<sup>rd</sup> workshop

Dec. 1, 2022  
Town Hall meeting

Media communication



# Lesson learnt & Outcomes



To reach energy vulnerable households, concentrate on intermediate partners **that have the trust of the target group**



**Participants** were much better informed than we expected:

- Sense of agency – there are things I individually and collectively can do
- An unrealistic assessment of what the local administration can do and not do
- Concrete facilitation needed by the public administration, e.g., in creating an energy community

# consortium



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Thank you