

## #CE4EUislands – Workshop: Effective Communication and Capacity Building Strategies on Energy and Sustainability

13th May 2025 | 08:30-17:00 AZOST Local time (CEST-2) | Sao Miguel, Azores | Portugal

*Communication is a trust-building process that can enable moving towards a common understanding and shared ownership of a vision, idea, plan.*

### Abstract

Island communities, known for their strong identities and clear boundaries, face the challenge of accommodating clean energy projects in line with the EU and national ambition while maintaining their community identity and natural landscapes. As part of the Clean energy for EU islands initiative, islands have been actively exploring innovative approaches to energy transition. However, ensuring the success of these efforts requires more than just technical solutions – it requires good communication, empowering citizens, and local buy-in.

This workshop focuses on this need for better communication, capacity building, and community engagement as central components for driving change, and ensuring public participation in the clean energy transition.

### Workshop intention

From the point of view of the organisers, this workshop aims to inspire participants to set up local processes around narratives that speak to island communities and build capacity on community engagement and inclusive planning processes.

What is your intention for participating?

### Desired outcomes

From the point of view of the organisers:

- **Effective communication:** Participants will gain a deeper understanding of how to design and implement communication that resonates with the target groups.

- **Community engagement and capacity building tools:** The workshop will introduce tools for engaging with stakeholders and enabling public participation in planning processes.
- **Experience exchange:** The workshop will offer a platform for participants to share ideas, case studies, successes, challenges and lessons learned, fostering collaboration for overcoming common challenges.

What is your desired outcome as a participant?

## Agenda

**Tuesday 13<sup>th</sup> May 2025**

Coffee & Networking 08:30 – 09:00 AZOST Local time (CEST-2)	
09:00 – 09:05 AZOST Local time (CEST-2)	<p><b>Welcome</b></p> <p><i>Martina Cannata, Clean energy for EU Islands Secretariat (3E)</i></p> <p>Warm welcome to all participants and setting the scene for the day. Martina will introduce the context of the Clean energy for EU Islands initiative, highlight the purpose of this gathering, and outline what participants can expect from the day.</p>
09:05 – 09:15 AZOST Local time (CEST-2)	<p><b>Introduction to the "Clean energy for EU islands" initiative</b></p> <p><i>Edita Dranseikaite, DG ENER, European Commission</i></p> <p>Edita will provide a high-level overview of the EU's strategic commitment to supporting clean energy transitions on islands, outlining how the initiative supports islands in becoming frontrunners in the energy transition through innovation, local engagement, and tailored support.</p>
09:15 – 09:45 AZOST Local time (CEST-2)	<p><b>An effective tool for participatory meeting design</b></p> <p><b>Objective:</b> To demonstrate and use the IDOART tool for inclusion of participants into the design of a meeting/workshop.</p> <p>Participants will define their personal intentions and expectations for the workshop, and reflect on key aspects that shape an inclusive, effective meeting – such as shared goals, transparency, and early engagement with attendees.</p> <p><i>All participants - Facilitator: Samsø Energy Academy</i></p>
09:45 – 10:45 AZOST Local time (CEST-2)	<p><b>Designing inclusive energy transition dialogues</b></p>

	<p><b>Objective:</b> To break the ice and actively engage participants in understanding how meetings and decision-making processes can be more inclusive, transparent, and collaborative in the context of clean energy transitions.</p> <p>Using an interactive method, participants will co-create the building blocks of effective stakeholder engagement - from setting shared goals to ensuring early and transparent communication. Through practical exercises, the group will explore how participatory meeting design can support trust, ownership, and lasting outcomes in energy transition planning on islands.</p> <p><i>All participants - Facilitator: Island Innovation</i></p>
<b>Coffee break 10:45 – 11:00 AZOST Local time (CEST-2)</b>	
<b>11:00 – 12:30</b> AZOST Local time (CEST-2)	<p><b>Session 1: Real-life examples from the '30 for 2030' islands</b></p> <p><b>Objective:</b> To encourage reflection and knowledge transfer among the participants.</p> <p>1.5 years into the “30 for 2030” initiative, island transition teams share real-life examples from reaching out to stakeholders and citizens, their communication practices for developing and implementing clean energy plans and projects. Island transition teams from across Europe will share practical experiences on:</p> <ul style="list-style-type: none"> <li>• Engaging with local stakeholders and citizens</li> <li>• Building narratives that resonate with the community</li> <li>• Overcoming communication and implementation challenges</li> <li>• Identifying gaps in knowledge or capacity</li> </ul> <p><b>Examples from island transition teams:</b></p> <ul style="list-style-type: none"> <li>• Nikolas Komnineas, Mayor of Astypalea, Greece</li> <li>• Maria Kama, Mayor of Tilos, Greece</li> <li>• Paula Bolfan, Silba Island &amp; Zadar archipelago, Croatia</li> <li>• Nuria Albet, La Palma Renewable, La Palma, Spain</li> </ul> <p><b>Discussion:</b> Participants will be invited to reflect on the examples presented. What inspired them? What resonated? What questions do they now have?</p> <p><i>Facilitator: Samsø Energy Academy, Island Innovation</i></p>
<b>Lunch Break 12:30 – 13:30 AZOST Local time (CEST-2)</b>	
<b>13:30 – 14:30</b> AZOST Local time (CEST-2)	<p><b>Session 2: What tools for inclusive and effective communication?</b></p> <p><b>Objective:</b> To hear from participants what tools they are missing. Then provide inspirational and practical advice that can be used in their own realities.</p>

	<p>Advice will be on effective engagement and communication tools that promote inclusive conversations, empower local voices, and ensure all perspectives are heard. Some examples:</p> <ul style="list-style-type: none"> <li>- The participatory "check-in" and "check-out" techniques</li> <li>- The Open Space methodology for creating agendas in real-time led by participant interest</li> <li>- Design Thinking for Island Energy Transitions</li> <li>- Building "Solution Libraries" through Virtual Community Networks</li> </ul> <p>Facilitator: <i>Samsø Energy Academy, Island Innovation</i></p>
<p><b>14:30 – 15:30</b> AZOST Local time (CEST-2)</p>	<p><b>Session 3: Designing your own communication strategy</b></p> <p><b>Objective:</b> Empower participants to co-create communication approaches tailored to their island's context.</p> <p>Working in small groups (e.g. 10 groups of 6), participants will:</p> <ul style="list-style-type: none"> <li>• Reflect on real-life examples - what do participants identify with?</li> <li>• Identify communication challenges and opportunities</li> <li>• Co-develop a draft approach or concept for engaging stakeholders on their island</li> </ul> <p>This session emphasizes shared ownership, storytelling, and practical planning.</p> <p>Facilitator: <i>Samsø Energy Academy, Island Innovation</i></p>
<p><b>Coffee Break 15:30 – 16:00 AZOST Local time (CEST-2)</b></p>	
<p><b>16:00 – 16:45</b> AZOST Local time (CEST-2)</p>	<p><b>Session 4: Learnings and take-aways of the day</b></p> <p><b>Objective:</b> To consolidate learning, capture key takeaways, and evaluate the success of the day.</p> <p>Participants will share:</p> <ul style="list-style-type: none"> <li>• Insights gained from the group work</li> <li>• Personal and collective takeaways</li> <li>• Feedback on the participatory methods used</li> </ul> <p>A final reflection will ensure participants leave with clarity, inspiration, and new ideas to apply back home.</p> <p>Facilitator: <i>Samsø Energy Academy</i></p>
<p><b>16:45 – 17:00</b> AZOST Local time (CEST-2)</p>	<p><b>Participatory check-out from the workshop</b></p>