

AURORA: Achieving a new eUROpean Energy Awareness. **CONFIDENTIAL**

Since our energy systems are pivotal in decarbonizing Europe, they are at the heart of the Green Deal. To ensure for this green transition to be fair and inclusive, so that no one is left behind, citizens will need to be empowered in energy-related matters, which poses a crucial methodological challenge. Civil society often lacks the skills and knowledge to fully understand the impact that energy consumers have, which results in major environmental impacts and a vulnerability from the social point of view.

AURORA aims at an innovative long-term citizen engagement with energy-saving behaviours, empowering civil society to adopt a leading role in the energy cycle and to be real actors of sustainable change via the **promotion of citizen science practices** using a co-productionist framework for understanding and intervening in energy, through incorporating selected aspects of the relational and systemic engagement ecologies.

The goal of these demonstrators is to create open and diverse groups of citizens with a long-term commitment to turn them into **“Near Zero-Emission Citizens”** -adopting a labelling system similar to the applied in vehicles related to CO₂ emissions or energy consumption in home appliances -. In this regard, participants will be trained to **monitor their energy consumption** -related to **electricity, heating and mobility**-, via an app where they will record data that will be translated to **provide personalized information about their environmental impact**. Thanks to the use of artificial intelligence, the app will return **concrete and targeted** advice to the users on how to walk the path towards a major sustainability. Some of the requested interventions to assist the change will be also developed within the project, such as fabrication of low cost sensors to identify energy drains or creation of some infrastructures. One key aspect of the initiative, with a duly ethical management, is the collection of socio-economic data related to such energy behaviours for improving both energy policies to integrate a gender vision and energy transitions scenarios to include behavioural effects.

AURORA has to deal with a major challenge: how to ensure that such a large number of people will participate in the experience for a long-term as to transform them in ambassadors of such behavioural changes. In this regard, AURORA will foster the upgrade of established communities in Europe to energy communities. The energy communities will allow citizens to be part of the green energy transition understanding not only the environmental impact of their energy consumption but also how renewable energy production can help in the decarbonization of Europe, and certainly we aim to demonstrate this is the quickest way of reaching behavioural changes thanks to the community identity and social norms as driving change forces. With shares from €20 they will have a unique chance of being part of a community that will build a photovoltaic installation of around 200kW in each location. These shares will contribute proportionally in the “labelling” system of citizens so they will be able to compensate their monitored footprint linked to consumption habits with clean and affordable energy production. Beyond the sense of community of these actions, there is also a matter of awareness, education and promotion of the role of prosumers as to achieve the goals of the Green Deal. Allowing people to know how real installations work and how this reduces the environmental impact and the energy bill there will be a major chance to engage them in further individual actions as prosumers to generate radical lifestyle choices. Finally, the idea of locating such installations at public spaces links with a later assignment of the

installations as demonstrators for further dissemination and research purposes, reinforcing the spirit of the Citizen Science Initiative.

Concluding AURORA will enable citizens to have **a holistic vision of the impact of energy attitudes** on the environment raising awareness enough as to **promote changes in their consumption and lifestyle choices**