



WESHARE

Business Energy Collaboration

D6.5 MULTIMEDIA TOOLS

Project number: 101167685

Date: 30/12/2025

Overview	
Project Acronym	WESHARE
Project Title	Empowering businesses to develop energy community models for a successful energy transition
Project Coordinator	RIMOND SRL
Project Duration	36 months
Deliverable Title	Multimedia tools
Deliverable No.	D6.5
Dissemination Level	Public
Work Package	WP6 Communication and Dissemination
Deliverable Lead	LOW ASSOCIATES BRUSSELS
Lead Authors	Luana Lambert (LOW ASSOCIATES BRUSSELS), Karen Clements (LOW ASSOCIATES BRUSSELS)
Main Contributor Authors	-
Other Contributors	Rita Cadete (LOW ASSOCIATES BRUSSELS)
Due date	30/12/2025
Submission date	31/12/2025
Reviewers	ZUID, AICEP, RIMOND

Table of Contents

Executive Summary	5
Introduction / Background	5
Multimedia tools developed under D6.5	5
Pilot infographics	5
Project webinar	6
Speakers and content development	6
Preparation and rehearsal	6
Promotion and outreach activities	7
Webinar delivery and follow-up dissemination	7
Contribution to WP6 objectives	8
Annexes	9
Annex 1 – Pilot infographics- Portugal	9
Annex 2 – Pilot infographics- Belgium	10
Annex 3 – Pilot infographics- Spain	11
Annex 4: Webinar speakers	11
Annex 5: Webinar link	12
Annex 6 – Webinar dissemination evidence	12
Annex 7 Webinar speaker briefing + Agenda	14

List of Figures

Figure 1- LinkedIn Poster	7
Figure 2- Webinar Poster	7
Figure 3- Webinar YouTube Cover	8
Figure 4 Pilot infographics- Portugal	9
Figure 5 Pilot infographics- Belgium	10
Figure 6 Pilot infographics- Spain	11
Figure 7 Webinar dissemination evidence 1	12
Figure 8 Webinar dissemination evidence 2	13

Deliverable Review table

Version 1	22/12/2025	Luana Lambert (LOW ASSOCIATES BRUSSELS)
Version 2	24/12/2025	Anna Rita Giacovelli (RIMOND)

Executive Summary

Deliverable D6.5 presents the development and implementation of other multimedia tools under Work Package 6 of the WESHARE project. The deliverable contributes to the project's communication, dissemination and stakeholder engagement objectives by providing accessible, visually engaging and interactive content aimed at professional audiences at local, national and EU level.

In line with the Description of the Action, D6.5 includes the production of pilot-specific infographics showcasing key characteristics and progress of the WESHARE pilot sites, as well as the organisation of a project webinar focused on business models for energy communities in European business parks.

While the initial planning foresaw a podcast as part of this deliverable, the consortium implemented a webinar instead. This format enabled broader stakeholder participation, real-time interaction and direct engagement with pilot representatives and EU-level experts, thereby strengthening the dissemination impact and fully meeting the objectives of WP

Introduction / Background

Work Package 6 aims to ensure effective communication, dissemination and stakeholder engagement throughout the lifetime of the WESHARE project, in accordance with LIFE Programme requirements and Article 17 of the Grant Agreement.

Multimedia tools play a central role in this approach, allowing complex technical and policy-related content to be communicated in a clear, engaging and accessible manner. Deliverable D6.5 focuses on such tools, supporting the visibility of project activities, the sharing of early insights from the pilots, and dialogue with key stakeholder groups including companies, energy agencies, public authorities and EU-level organisations.

The multimedia outputs presented in this deliverable are aligned with the Communication, Dissemination and Stakeholder Engagement Strategy (D6.1) and complement other WP6 activities, including newsletters, webpages and dissemination at EU level.

Multimedia tools developed under D6.5

Pilot infographics

As part of Deliverable D6.5, **three pilot infographics** were developed in close collaboration with the WESHARE pilot partners in Belgium, Spain and Portugal. The content of each infographic was prepared jointly by LOW and the respective pilot teams, ensuring that the information presented accurately reflects the local context, objectives, current status and early insights of each pilot.

Draft content was shared with the pilots for review and validation, and the final versions were agreed collectively before production. This collaborative process ensured consistency across the infographics while allowing each pilot's specific characteristics and challenges to be clearly communicated.

The infographics are designed as **flexible dissemination tools** and will be used across a range of communication and outreach activities, including presentations at project events, stakeholder meetings, EU-level conferences and promotional materials developed under WP6. They follow the WESHARE visual identity and include the required LIFE Programme visibility elements.

The final infographics have been **uploaded to the WESHARE Futurium page**, where they are publicly accessible and can be reused by consortium partners and stakeholders. This supports both immediate dissemination and longer-term visibility of the WESHARE pilots beyond the project consortium.

Project webinar

The project webinar delivered under Deliverable D6.5 was organised as a **collaborative dissemination activity involving both WESHARE consortium partners and external stakeholders**, fully aligned with the objectives of WP6 and the WESHARE Communication, Dissemination and Stakeholder Engagement Strategy (D6.1).

In place of the initially foreseen podcast, the consortium implemented a **project webinar** as a more interactive and wide-reaching dissemination format. The webinar focused on **business models for energy communities in European business parks**, drawing on early insights from the WESHARE pilots in Belgium, Spain and Portugal, as well as contributions from invited experts. This format enabled live interaction with participants, direct exchange between pilot representatives and stakeholders, and broader outreach through online participation.

The webinar was delivered online and resulted in a **publicly available recording**, allowing the content to be reused and disseminated beyond the live event. The session followed a **structured agenda aligned with WP6 objectives** and included contributions from WESHARE pilot partners and EU-level stakeholders, as well as a moderated discussion and Q&A session.

Speakers and content development

The webinar brought together **speakers from within the WESHARE consortium and external contributors**, ensuring a balanced perspective that combined practical pilot experience with wider policy, financing and market insights. Consortium partners representing the Belgian, Spanish and Portuguese pilots contributed directly to the programme, alongside representatives from the project coordinator and thematic experts.

External speakers included representatives from EU institutions and EU-level stakeholder organisations, enabling the discussion to be positioned within the broader policy framework for energy communities and SME decarbonisation.

All speakers worked closely together in advance of the event to **jointly develop and coordinate the content of the webinar**. A dedicated speakers' briefing was prepared and shared, setting out the objectives of the session, key messages to be conveyed and guidance on how individual contributions should complement one another. This collaborative preparation ensured coherence across presentations, avoided duplication and supported a clear overall narrative.

Preparation and rehearsal

To ensure a smooth and professional delivery, the consortium organised a **technical and content rehearsal** ahead of the live webinar. During this rehearsal, speakers tested audio and video settings,

reviewed the agenda, clarified speaking order and timing, and aligned on key transitions between sessions. This preparatory step contributed to effective moderation and a well-structured live event.

Promotion and outreach activities

The webinar was promoted through a **coordinated, multi-channel dissemination approach**, leveraging both WESHARE-managed communication channels and partner networks. Promotion activities included:

- announcement and promotion via the WESHARE newsletter;
- publication on the WESHARE Futurium page;
- promotion through LinkedIn posts on WESHARE and partner accounts;
- direct outreach to relevant national contact points and stakeholder networks;
- targeted communication with LIFE Programme and CINEA communication teams;
- sharing of the webinar announcement and registration link on partners' websites and social media channels.



Figure 1- LinkedIn Poster



Figure 2- Webinar Poster

This coordinated outreach aimed to maximise visibility among the primary target audiences identified in D6.1, including companies in business parks, energy agencies, public authorities, ESCOs and EU-level stakeholder organisations.

Webinar delivery and follow-up dissemination

The webinar included presentations from consortium and external speakers, followed by a moderated discussion and Q&A session that enabled real-time engagement and feedback from participants.

Following the event, the consortium carried out **post-webinar dissemination activities** to extend the impact beyond the live session. These activities included promoting the webinar recording, sharing key messages through WESHARE communication channels, and ensuring continued visibility via partner platforms and social media.

Together, these activities ensured that the webinar functioned not only as a one-off event, but as a **reusable dissemination asset**, contributing to the long-term visibility, knowledge-sharing and impact of the WESHARE project.



Figure 3- Webinar YouTube Cover

Contribution to WP6 objectives

The multimedia tools presented in Deliverable D6.5 make a direct contribution to the objectives of Work Package 6 by strengthening the communication, dissemination and stakeholder engagement activities of the WESHARE project. Through the use of accessible and targeted formats, these tools support increased awareness of the WESHARE project and its pilot activities, while facilitating knowledge-sharing on emerging business models for energy communities in European business parks.

The pilot infographics provide a clear and concise visual overview of the project's activities at local level, helping professional audiences to understand the context, objectives and early progress of each pilot. In parallel, the project webinar enabled in-depth discussion and exchange around the WESHARE business model, actively engaging stakeholders at local, national and EU level through live interaction and dialogue.

Together, the combination of visual infographics and an interactive webinar ensured complementary dissemination formats, addressing different stakeholder preferences and maximising outreach. These activities also contributed to strengthening the visibility of the project in line with LIFE Programme communication and visibility requirements, while supporting the longer-term dissemination and reuse of WESHARE outputs across multiple channels.

Annexes

Annex 1 – Pilot infographics- Portugal



Figure 4 Pilot infographics- Portugal

Annex 2 – Pilot infographics- Belgium

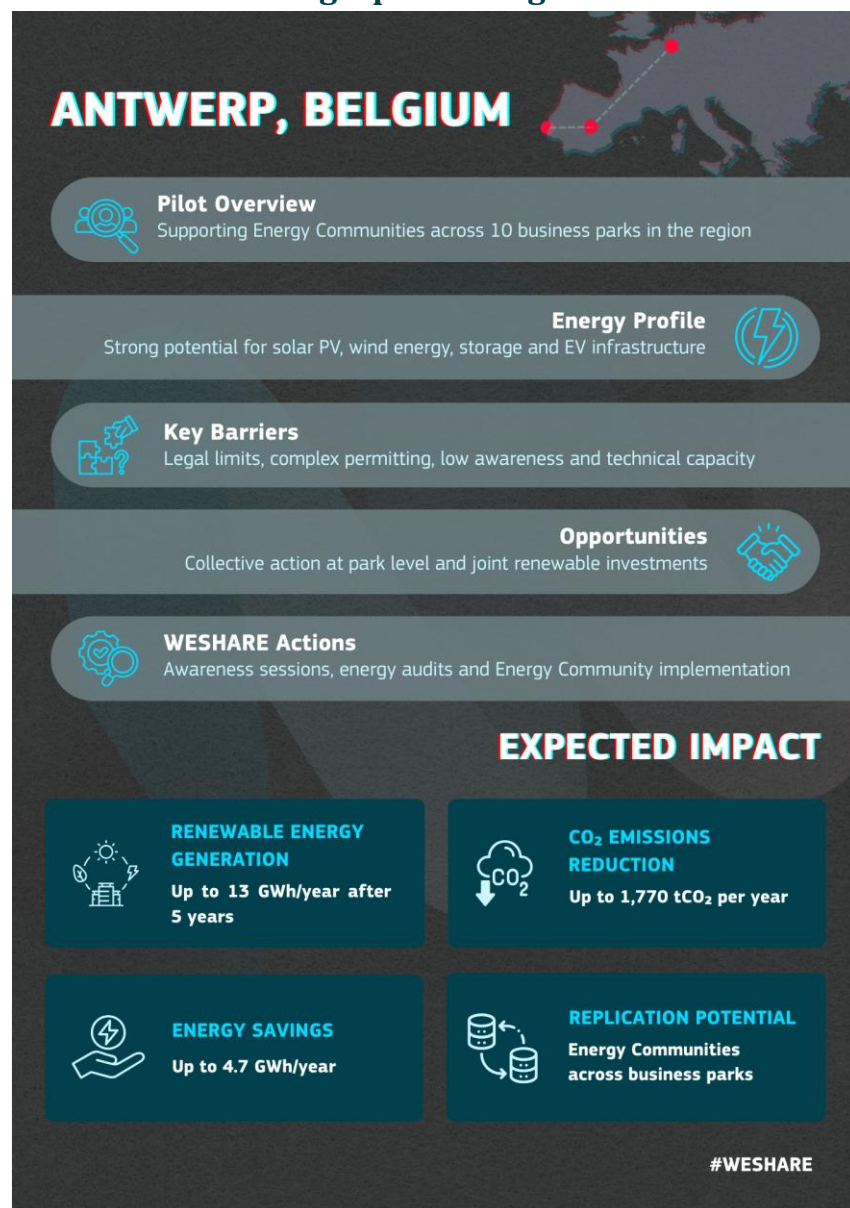


Figure 5 Pilot infographics- Belgium

Annex 3 – Pilot infographics- Spain



Figure 6 Pilot infographics- Spain

Annex 4: Webinar speakers

- Anna Rita Giacovelli – RIMOND
- Karen Clements – LOW Associates (Moderator)
- Peter De Vlieghe – Project Coordinator, ZuidtrAnt
- María Gutiérrez – Getafe Iniciativas
- Vera Kissler – Policy Officer, DG Energy – Renewables and Energy System Integration, European Commission
- Lina Konstantinopoulou – Executive Director, SEFA – Sustainable Energy Finance Association
- Cedric Mattelaer – Financial Structuring Manager at GENERA GROUP

- Orlando Paraíba – Director of ENA - Energy and Environment Agency of Arrábida
- Paul Robbrecht – Project Manager, POM Antwerpen

Annex 5: Webinar link

- [WESHARE Webinar: Business Models for Energy Communities | Futurium](#)

Annex 6 – Webinar dissemination evidence

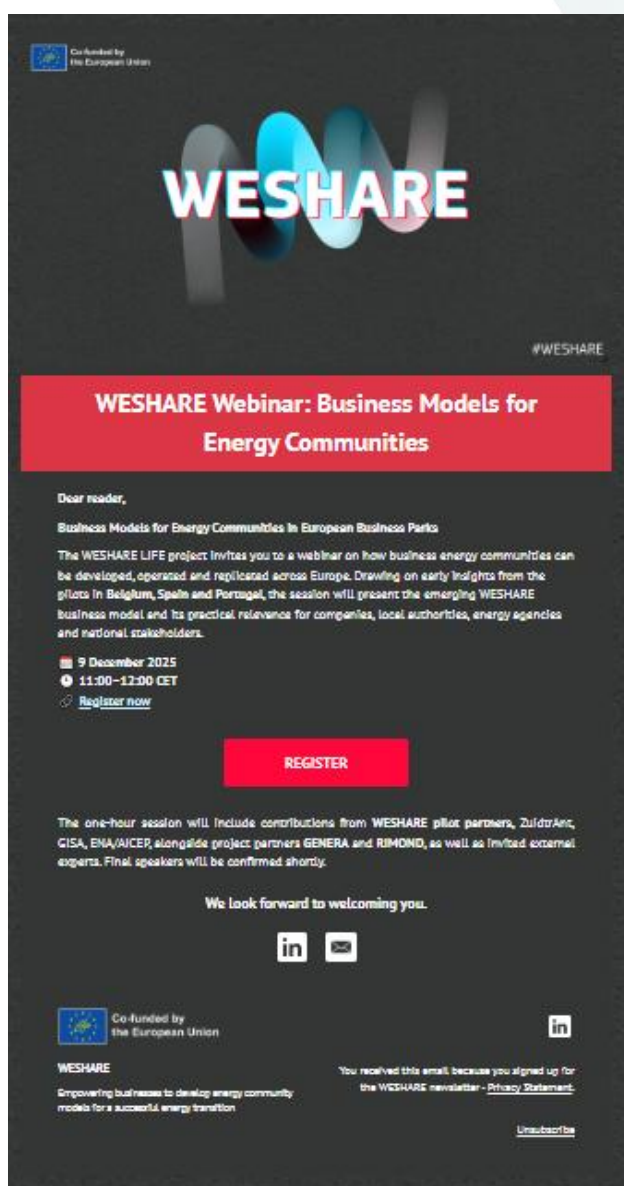
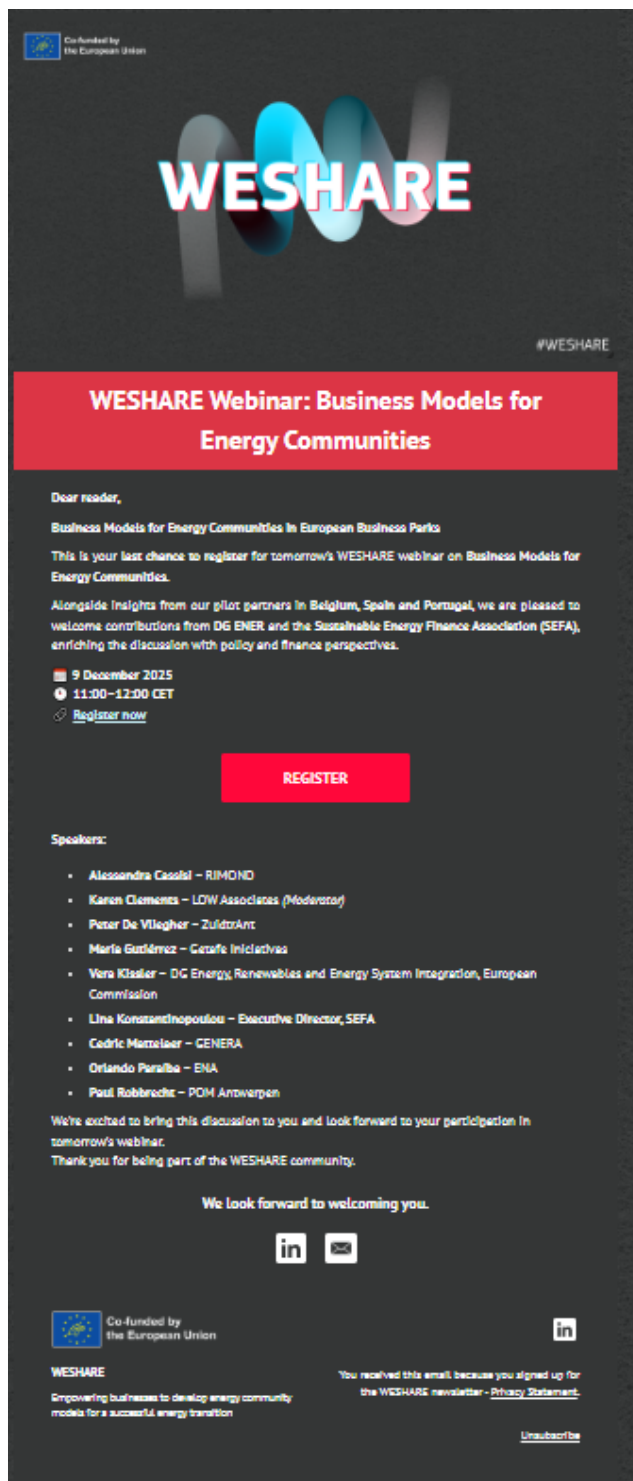


Figure 7 Webinar dissemination evidence 1



The image shows a dark-themed email template for a WESHARE webinar. At the top, it features the WESHARE logo in large, colorful, 3D-style letters, with the hashtag #WESHARE to its right. Below this, a red banner contains the title "WESHARE Webinar: Business Models for Energy Communities". The main body of the email is dark grey and contains the following text:

Dear reader,

Business Models for Energy Communities in European Business Parks

This is your last chance to register for tomorrow's WESHARE webinar on Business Models for Energy Communities.

Alongside insights from our pilot partners in Belgium, Spain and Portugal, we are pleased to welcome contributions from DIG ENER and the Sustainable Energy Finance Association (SEFA), enriching the discussion with policy and finance perspectives.

📅 9 December 2025
🕒 11:00-12:00 CET
🔗 [Register now](#)

A red "REGISTER" button is centered below the registration details.

Speakers:

- Alessandra Cassola – RIMOND
- Karen Clements – LDW Associates (Moderator)
- Peter De Vlieghe – Zuidtrant
- María Gutiérrez – Ceteife Iniciativas
- Vera Klasler – DG Energy, Renewables and Energy System Integration, European Commission
- Lina Konstantinopoulou – Executive Director, SEFA
- Cedric Martelaer – GENERA
- Orlando Parafita – ENA
- Paul Robbrecht – POM Antwerpen

We're excited to bring this discussion to you and look forward to your participation in tomorrow's webinar.
Thank you for being part of the WESHARE community.

We look forward to welcoming you.

Below this text are LinkedIn and Email icons.

At the bottom, there is a footer section with the WESHARE logo and tagline "Empowering businesses to develop energy community models for a successful energy transition". To the right, it says "You received this email because you signed up for the WESHARE newsletter - [Privacy Statement](#)". On the far right is a LinkedIn icon and a "Unsubscribe" link.

Figure 8 Webinar dissemination evidence 2

Annex 7 Webinar speaker briefing + Agenda

WESHARE Webinar – Speakers’ Briefing

Title: Business Models for Energy Communities

Date: 9 December 2025

Time: 11:00–12:00 CET

Platform: Microsoft Teams

Purpose of the Webinar

The purpose of this webinar is to introduce how energy communities can be developed in business parks, based on the early experiences of the WESHARE pilots in Belgium, Spain and Portugal.

Because WESHARE is still in its implementation phase, the session will present work in progress, not final results. The focus will be on:

- the current status of each pilot,
- the challenges and opportunities faced at different stages of implementation, and
- the emerging structure of the WESHARE business model and how it is being applied in real business parks.

The objective is to give stakeholders a transparent, practical overview of how the business models are being designed and tested, and what is being learned through early implementation.

This webinar is therefore an opportunity to:

- share progress so far,
- explain what the business model aims to enable,
- highlight lessons emerging from the pilots, and
- engage with participants through questions and feedback.

Webinar Structure (1 hour)

11:00–11:03	Welcome & Introduction (Moderator)
11:03–11:06	Opening Remarks, DG ENER Vera Kissler, European Commission (DG ENER) Decarbonisation ambitions for SMEs & the role of energy communities
11:06–11:10	WESHARE in a Nutshell (RIMO), Anna Rita Giacobelli
11:10–11:19	Pilot Snapshots (3 minutes each) • Belgium Pilot- POM, Paul Robbrecht • Spain Pilot- GISA – Getafe Iniciativas S.A., Maria Gutierrez, • Portugal Pilot- ENA, Orlando Paraiba
11:19–11:47	Main Deep Dive: WESHARE Business Model Cedric Mattelaer , Genera Group; Peter de Vlieghe , ZuidtrAnt and Lina Konstantinopoulou , Executive Director of SEFA
11:47–11:58	Q&A
11:58–12:00	Closing Remarks

Speakers:

- Anna Rita Giacobelli – RIMOND
- Karen Clements – LOW Associates (Moderator)
- Peter De Vliegher – Project Coordinator, ZuidtrAnt
- María Gutiérrez – Getafe Iniciativas
- Vera Kissler – Policy Officer, DG Energy – Renewables and Energy System Integration, European Commission
- Lina Konstantinopoulou – Executive Director, SEFA – Sustainable Energy Finance Association
- Cedric Mattelaer – Financial Structuring Manager at GENERA GROUP
- Orlando Paraíba – Director of ENA - Energy and Environment Agency of Arrábida
- Paul Robbrecht – Project Manager, POM Antwerpen

Pilot	Official Name/Location	Managed By
Belgium	Antwerp Region Business Parks	POM Antwerpen & ZuidtrAnt
Spain	Getafe Business Park	GISA – Getafe Iniciativas S.A.
Portugal	Setúbal Industrial Areas	ENA & AICEP Global Parques

Guidance for Pilot Speakers (Belgium, Spain, Portugal)

Time allocated: 3 minutes each

Each pilot is in a different stage of implementation, and your presentation should reflect this naturally. Please focus on:

What to cover:

- Where your pilot stands today (early-stage, active implementation, or advanced testing)
- Your main objective and target business community
- The local challenge or need that the pilot addresses
- What you have learned so far
- How the WESHARE business model is relevant to your context

Guidance for Business Model Presenters (Belgium + GENERA)

Total time: 18 minutes

Please coordinate content between your teams.

This part of the webinar focuses on the emerging WESHARE business model and how it is being shaped through ongoing implementation in the three pilots. As the teams leading this work, you are invited to decide how best to present the status, early insights, and how the model is developing in practice. Please coordinate between your teams to organise the flow and choose the elements you wish to highlight

Slides & Content Preparation

- Slides are optional, use them only if you want to show visuals or key points.
- If using slides, please keep to **1-2 simple visuals** and use the WESHARE template.
- Send any slides to LOW by **08/12**

Teams Webinar Practicalities

Speakers will receive a dedicated presenter link and should join **15 minutes early** for quick audio/video checks. A short rehearsal will be organised to review the flow. During the Q&A, the moderator will select questions from the chat and direct them to the relevant speaker please keep answers brief. For any questions, contact luana.lambert@lowassociates.eu.

Proposed Q&A Questions + Suggested Respondents

1. Do you see the Energy Service Companies as a key enabler in your energy communities?
2. What do you see as a key tool or instrument in terms of financing schemes for facilitating dialogue between the public and private sector, for growing your communities?

1. What do you see as the biggest barrier for a business park to move beyond the basic energy-sharing model into a more advanced one?

→ Business Model speakers (Belgium + GENERA)

2. What improvement would most help automate and simplify the data and energy-sharing process?

→ Business Model speakers (Belgium + GENERA)

3. In your pilot, how easy or difficult was it for companies to agree on a fair internal remuneration model for shared energy?

→ Business Model speakers (Belgium) / Pilot – Belgium

4. Energy sharing is only one part of wider decarbonisation. How do you motivate companies to join the EC even if their first priority is individual efficiency?

→ Pilot representatives (Belgium, Spain, Portugal)

5. Where do you see the biggest opportunity for automation or digital tools to support business-park energy communities?

→ Business Model speakers (Belgium + GENERA)

6. Across your pilots, which early action proved most effective in creating momentum among companies?

→ Pilot representatives (Belgium, Spain, Portugal)

7. Given the limited capacity of business-park managers, what role should external support (EC managers, digital platforms) play in making ECs viable?

→ Pilot representatives + Business Model speakers

8. In your national context, what currently drives companies most: cost savings, sustainability goals, or energy security?

→ Pilot representatives (Belgium, Spain, Portugal)

9. From a Commission perspective, how do business-park energy communities support wider SME decarbonisation ambitions?

→ DG ENER (Vera Kissler)



Project number: 101167685

Date: 30/12/2025