

## D7.6 Videos

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PROSPECT+	Project & Deliverable Profile
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## Preface

PROSPECT+, building on the previous H2020 project PROSPECT, will enable capacity building in regional and local authorities in order to finance and implement effective and efficient sustainable energy plans, including their proper monitoring and verification and also ensuring that such plans are using synergies from other local plans. The learning programme will advance through 5 learning modules covering public buildings, private buildings, public lighting, transport, and cross-sectoral topics. PROSPECT+ will focus on improving decision-making of cities in project selection for financing and assessment to ensure that their projects are finance ready. The ambition is to ensure that over 200 EU cities in at least 20 EU MS will improve their capacities when it comes to implementing projects from sustainable energy and climate plans (SECAPs) and similar sustainable plans.

## WHO WE ARE

	Participant Name	Short Name	Country	Logo
1	Institute for European Energy and Climate Policy Stichting	IEECP	NL	
2	European Federation of Agencies and Regions for Energy and the Environment	FEDARENE	BE	
3	EUROCITIES ASBL	EUROCITIES	BE	
4	Energy Cities/Energie-cites Association	ENC	FR	
5	University of Piraeus Research Center	UPRC	GR	
6	OÖ Energiesparverband	ESV	AT	
7	Energy and Climate Agency of Podravje	ENERGAP	SI	
8	Tipperary Energy Agency	TEA	IE	
9	Ayuntamiento de Valladolid	INNOLID	ES	
10	Association of Energy Managers of Towns and Regions of the Czech Republic	SEMMO	CZ	
11	Adelphi research gemeinnützige GmbH	adelphi	DE	

## Executive Summary

Over its 42-month duration, the **PROSPECT+** project successfully delivered a peer-to-peer capacity-building programme (CBP) aimed at strengthening the capacity of **municipal and regional public authorities** to plan and implement **sustainable energy and climate actions** in their local contexts **using innovative financing solutions**. Building on the experience and lessons of the past H2020 PROSPECT project, PROSPECT+ aimed to **scale up its impact** by engaging **a greater number of cities and regions across Europe** and fostering a strong culture of collaboration, exchange of information, and mutual learning on sustainable urban development practices.

To reach this objective, the project team had to ensure a **wide-reaching, efficient, and impactful communication strategy** capable of engaging a significant number of potential participants, while also enhancing the **visibility, recognition, and attractiveness of the project's added value**. This deliverable (D7.6) provides evidence of the **new communication tools** that were developed during the project's lifetime and actively contributed to reach its communication and engagement goals.

The instruments are a collection of **custom-designed visual materials** presented in the form of **animated GIFs**, tailored to **promote the PROSPECT+ CBP mentors** along with their respective areas of expertise. Instead of producing full-length videos as originally intended, the project team recognised a **more dynamic and versatile** alternative in these short-format visuals that eventually offered an interactive way of presenting our mentors to our target audience, showcasing their professional background, thematic fields of expertise, and hands-on experiences in a brief, attractive, and easily accessible way.

Overall, **seven GIFs** and **eight postcards** were created and made available on the project's website, where they supplemented the **mentors' written profiles**. In addition to that, **eight more GIFs** were produced featuring **testimonials from mentees** that entered and successfully finished the PROSPECT+ CBP across its four learning cycles. All of them were actively utilised during the four large-scale engagement campaigns on multiple channels - especially on social media, where short, visually appealing content was particularly efficient at capturing attention and encouraging interaction.

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## 1 Introduction

This deliverable (D7.6) documents the visual communication approach taken in the PROSPECT+ project, emphasising the design and utilisation of a set of animated GIFs as a key vehicle for promoting the Capacity-Building Programme (CBP). Initially, video production was part of the plan, but the strategy was adapted throughout the project to prioritise more flexible and nimble formats that are better suited to the demands of a dynamic online presence.

Following this strategic shift, seven animated GIFs and eight postcards were developed to introduce internal and external mentors involved in the CBP, showcasing their thematic priority areas, institutional backgrounds, and expertise areas in a pictorial manner. These materials were posted on the project website and extensively used in the engagement campaigns across communication channels, particularly social media.

Apart from that, a further eight GIFs were created based on testimonies by mentees that participated in and completed the PROSPECT+ CBP. Every one of them summarised their experiences and learnings from the PROSPECT+ learning journey.

Overall, the employment of “moving” visuals allowed the project to gain prominence, establish credibility, and converse more intensely with its target audience. GIFs provided a light, cross-device compatible, and easily sharable format that proved to be very efficient in facilitating outreach and engagement. This output emphasises the tactical positioning of engaging visual content, which was a driver in propelling the communication objectives of the PROSPECT+, thereby facilitating the effective promotion and rollout of its CBP.

## 2 New communication tools to foster engagement

As the communication landscape changes, visual content has emerged as one of the most powerful media for engaging audiences. Rather than relying on text-based frameworks, using animated graphics, visual summaries, and simplified messaging enables organisations of all kinds to stand out in a very cluttered digital space. In addition to that, by distilling complex information into bite-sized, visually appealing formats, campaigns can stimulate stronger interest, and encourage deeper participation, especially if the goal is to foster awareness and bring about engagement.

This section documents the design, implementation, and deployment of the series of animated GIFs which were specifically used to support the outreach and promotion of the PROSPECT+ mentors across the four PROSPECT+ CBP learning cycles (LCs) and via multiple online channels. These visuals played an important role in building recognition, trust, and interest in the project's learning and capacity-building offer throughout its four planned engagement campaigns.

### 2.1 “Meet the Mentors”: A visual approach to engagement

From the early stages of the project, the PROSPECT+ consortium recognised the importance of giving visibility to the mentors of the Capacity-Building Programme (CBP). As key figures in the peer-learning journey, mentors bring both thematic expertise and hands-on experience making them essential to the programme's credibility and appeal. Thus, it was deemed important to introduce them to our key audience early and in an engaging way so as to build trust and connection with potential mentees.

The original plan called for the production of a video series to complement the mentors' profiles featured on the project website. The idea behind this was grounded in the belief that humanising the learning experience by putting faces and stories to our mentors, would inspire participation among a broader audience of local and regional authorities across Europe, thus facilitating the recruitment of the desired number of mentees. As such, the produced video content was set to play a central role in the project's outreach campaigns particularly in the lead-up to each of the four PROSPECT+ CBP learning cycles (LCs), across a variety of digital and social media channels and platforms, where such dynamic content tends to perform best.

### 2.2 Adapting the strategy: Turning videos into GIFs

As the project progressed, it became evident that a more a more responsive and flexible approach was required to meet the unique demands of our online communication activities across various platforms. Animated GIFs emerged as a compelling alternative, offering a highly visual, light, and easily shareable format that aligned perfectly with PROSPECT+ communication and engagement goals.

#### 2.2.1 Why GIFs matter?

In general, GIFs hold remarkable power in the digital communication field, offering a unique blend of brevity, motion, and visual appeal. They are capable of conveying key messages in just a few seconds, which makes them ideally suited for a variety of fast-paced online environments, where audiences tend to scroll quickly and engage with content that is immediately impactful. Unlike static images or longer videos, GIFs combine the strengths of both: they are visually dynamic yet concise tools, which makes them easily digestible for a wider audience with different characteristics.

Furthermore, their looped format plays a critical role in reinforcing message retention. By repeating the visual sequence continuously, the content remains visible for a sustained duration, which heightens the likelihood that memorable aspects, such as the mentors' name, background and expertise, the thematic focus of their mentorship, or their institutional affiliation, are imprinted on viewers' memory.

Another key advantage of GIFs taken under consideration was their universality and platform compatibility. As their format does not require audio or other type of interaction, these visuals can be seamlessly integrated into any digital channel -from websites and newsletters to major social media platforms like LinkedIn or Twitter/X- without any technical barriers or need for additional plugins. This simplicity also enhances accessibility and ease of use across all type of devices.

Finally, the use of GIFs aligned well with the dynamic nature of the PROSPECT+ CBP, particularly as new external mentors or best practices and projects were added in each learning cycle. Their ease of production and adaptability offered the flexibility PROSPECT+ needed to continuously update and personalise the visual content utilised to introduce each new addition in a timely fashion.

### 2.2.2 The PROSPECT+ mentors' GIFs collection

Starting from M3, a set of 7 GIFs was developed and published on the project's website under the "[Meet the Mentors](#)" section, offering a dynamic visual presentation of PROSPECT+ CBP's internal mentors alongside their text profiles. Details are outlined below:

- Vlasta Krmelj from Energy and Climate Agency of Podravje-ENERGAP ([link](#))
- Christiane Egger from OÖ Energiesparverband-ESV ([link](#))
- Tereza McLaughlin Váňová from Association of Energy Managers of Towns and Regions of the Czech Republic-SEMMO ([link](#))
- Jaroslav Klusák from Association of Energy Managers of Towns and Regions of the Czech Republic-SEMMO ([link](#))
- Angela Rivada Rodriguez from Ayuntamiento de Valladolid-INNOLID ([link](#))
- Lisa Vaughan from Tipperary Energy Agency-TEA ([link](#))
- Alicia Villazán Cabero from Ayuntamiento de Valladolid-INNOLID ([link](#))



Figure 1. Example of the PROSPECT+ internal mentors GIFs

Following the same approach, similar visual material was developed for the external mentors involved in the project. In this case however, postcards were eventually chosen over GIFs, because of their even greater flexibility in both design and future updates, when needed. The final result was a set of eight postcards, all published on the project website, as listed below:

- Miguel Á. García-Fuentes from CARTIF Technology Center, Spain ([link](#))
- Robert Vodopic from City of Karlovac, Croatia ([link](#))
- Ina Karova from Plovdiv Energy Agency, Bulgaria ([link](#))
- Sandrine Deternay from City of Albertville, France ([link](#))
- Sanela Mikulčić Šantić from City of Krizevci, KLIK energy cooperative, Croatia ([link](#))
- Rogério Ivan from Oeste Sustentavel, Portugal ([link](#))
- Velimir Šegon from Noth-West Croatia Regional Energy and Climate Energy-REGEA ([link](#))
- Dorine Mestre from Auvergne-Rhône-Alpes Énergie Environnement-AURA EE, France ([link](#))



Figure 2. Examples of the PROSPECT+ external mentors postcards

### 2.2.3 More GIFs, more voices: What our mentees say

Alongside the GIFs featuring our mentors, an additional set of animated GIFs was created to share mentee testimonials, revealing their experience and key takeaways from participating in the PROSPECT+ CBP. In practice, these visuals reflect the actual feelings of mentees from various learning cycles of the programme and were created to further enhance the outreach campaigns of the project. Through the use of real voices and stories, these GIFs helped move the project forward, encouraging potential new mentees who were expected to get inspired by their peers PROSPECT+ journey.

Mentees' GIFs are also published on the project's website under the "[Communication](#)" section. They were also shared through social media to boost our outreach efforts helping to maximise visibility and engagement around the PROSPECT+ CBP.

In total, eight mentees' GIFs were produced as follows:

- Velimir Šegon from Noth-West Croatia Regional Energy and Climate Energy-REGEA ([link](#))
- Victoria Isac from Municipality of Cantemir ([link](#))

- Igor Barton from Municipality of Benedikt ([link](#))
- Sera Freitas from Lisboa E-Nova – Energy and Environment Agency of Lisbon ([link](#))
- Gabor Vamosi from LENERG Energy Agency of Debrecen ([link](#))
- Spyridoula Zachari from Municipality of Fyli ([link](#))
- Ina Karova from Plovdiv Energy Agency ([link](#))
- Lola Cadarso from CESEFOR and Juan Francisco de Lucas from City Council of Soria ([link](#))



Figure 3. Examples of the GIFs featuring testimonials of the PROSPECT+ mentees

### 3 Conclusions

Summing up, animated GIFs production and use in PROSPECT+ represented a successful and innovative adaptation to the project's initial communication plan. Through replacing conventional videos with engaging, light, and shareable media, the project enhanced visibility, encouraged mentee and mentor engagement, and catered to an active presence in online platforms in a flexible and meaningful way. All these visuals supported the project's overall objective in wide-spreading stakeholder involvement, serving a significant purpose in the outreach effort of the PROSPECT+ CBP: our GIFs not only supported enhanced awareness of the mentors' and mentees' participation but also allowed the project's ability to inspire, inform, and engage more participants across Europe.

In the long run, our strategy highlighted the importance of flexibility and innovation in communication plans for EU-funded projects. The employment of GIFs in the PROSPECT+ project can be regarded as a useful case study for future projects of similar nature seeking to increase engagement, visibility, and accessibility. Through the utilisation of such engaging visual storytelling, the project demonstrated how short, genuine, and human-centered content can go far in elevating awareness, establishing trust, and leading to participation in peer-to-peer learning programmes.



# PROSPECT+



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