RURACTIVE

Gotland, Sweden

D11 - Local Action Plan

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0. Reading This Local Action Plan

This Local Action Plan (LAP) documents the co-development process of solutions undertaken by each Dynamo to establish and empower its local Multi-Actor Rural Innovation Ecosystem (RIE). It is the result of a 12-month participatory and inclusive community-led process from May 2024 to May 2025, and contains both the description of the four steps taken to activate the RIE as well as the co-developed, innovative, place based solutions that will be implemented to support the just, sustainable and smart transition of the Dynamo's territory.

The solutions described in the LAP target one or more core Rural Development Drivers (RDDs, namely: Sustainable multimodal mobility; Energy transition and climate neutrality; Sustainable agrifood systems and ecosystem management; Nature-based and cultural tourism; Culture and cultural innovation; Local services, health and wellbeing) and integrate aspects from the three RURACTIVE crosscutting priorities (climate change mitigation and adaptation, social justice and inclusion, and biodiversity), and take into account gender considerations. During the co-development phase, Dynamos activated, engaged and empowered the local community through four Local Workshops (LWs) that provided support in defining their place-based solutions. This LAP presents the results of these four LWs, highlighting the crucial role of the local community in creating each solution proposal. For further reference to the methodology to activate the RIE and to the conceptual framework of RURACTIVE, the full documents are available on the website.

Each LAP is organised into six main sections:

- Background and Strategic Vision – Introduces the territory, its cultural identity, socio-economic profile, and key development challenges. Further, it outlines the chosen RDDs that guided the focus of local action.
- Step 0: Getting Started – Describes the early activities to set up the foundational elements of the RIE and frame the work, including the selection of the RDDs and territories where the LAPs will be implemented, mapping of previous participatory processes, and a review of relevant local and regional policies.
- Step 1: Identification – describes the activities undertaken for brainstorming, analysing and prioritising local stakeholders
- Step 2: Engagement – explains how local actors were involved through events like Open Days and the creation of Local Task Forces (LTFs).
- Step 3: Empowerment – summarises the series of Local Workshops (LWs 1–4), the recruitment of Local Community Trainers (LCTs) for capacity building and training of local communities, how local challenges were identified, and how solutions were co-designed and refined through structured participation.
- Place-Based Solutions – Lists the key challenges identified and introduces detailed breakdowns of the main place-based solutions co-developed with RIE stakeholders to be carried forward into the implementation stage starting from September 2025

This LAP serves as both a strategic roadmap and a practical implementation tool. It is intended to guide the co-implementation of local solutions and to support replication efforts by other rural communities across Europe in the future. The LAP has been collaboratively developed by the Dynamo partner in close cooperation with their RIE stakeholders, with support and guidance from mentors at the University of Bologna and RURACTIVE project partners.

1. Background Information

Gotland is Sweden's largest island, located in the middle of the Baltic Sea. Covering an area of approximately 3,140 square kilometres, the island offers a dramatic variety of landscapes – from rugged cliffs and soft sandy beaches to dense forests, blooming meadows, and fertile farmland. One of Gotland's most iconic features is its unique "raukar" – natural limestone formations shaped by the sea over thousands of years.

Figure 1. *Different views of Gotland*

Today, Gotland has around 61,000 inhabitants, with about 35,000 living outside the main town of Visby – a city known for its medieval ring wall and recognized as a UNESCO World Heritage Site. The countryside is sparsely populated and characterized by small villages and farming communities.
The main sources of livelihood on Gotland are agriculture and tourism. During the summer months, the island's population often doubles as visitors come to enjoy its natural beauty, cultural heritage, and tranquillity. Gotland also has several protected nature reserves, helping to preserve its rich biodiversity and unique landscape.

Challenges

- Limited electricity transmission capacity: Gotland is dependent on a limited capacity for electricity transmission to and from the mainland. This means that it can be difficult to manage both electricity production and consumption locally, especially when the share of renewable energy, such as sun and wind power, increases.
- The transport sector: Electrification of the transport sector is a major challenge on Gotland, where the distances are great and public transport is not as developed as on the mainland. Expanding the infrastructure for electric cars and other electrified means of transport is crucial but also a significant challenge.
- Local acceptance and commitment: In order to succeed in the energy transition, commitment from the local population and local companies is required. Gaining acceptance for new energy projects, such as wind farms or solar panels, can sometimes be met with resistance.

Opportunities

Increase local energy production and storage to reduce dependence on the mainland.

Strategies

- Invest in, for example, hydrogen or battery storage to store surplus energy from solar and wind power.
- Develop smart grids and systems for demand response.
- Digitalization and automation: Use smart technology to manage electricity consumption and distribute the load more efficiently.

2. Step 0: Getting started

2.1. Chosen RDDs

 **Sustainable multimodal mobility**	Although the number of electric vehicles is increasing, there is still a lack of sufficient charging stations across the region. Many people rely on cars to get to work, school, and essential services. This means that public transport needs to be developed—and used—in a more attractive way, but also that people's travel habits and behaviour patterns must change if Gotland is to achieve its goals for sustainable mobility and reduce the climate impact of the transport sector.
 **Energy transition and climate neutrality**	The rural areas of Gotland play a central role in the region's path toward energy transition. This work is driven by a strong ambition to shift toward a more sustainable and resilient energy system, with a focus on electrification, local energy production, and more efficient use of resources. At the same time, there are challenges related to a weak power grid, increasing demand from both households and businesses, and the need to adapt energy supply to a rapidly electrifying transport sector. Success will require collaboration among local stakeholders, long-term investments, and changes in behaviour.

2.2. Starting to set up the RIE

With the help of staff from the Energy Center and Uppsala University and their previous experience, it was possible to jointly identify the project's need for local stakeholders. A diverse mix of ages, genders, and experiences were ensured, combined with professional roles and responsibilities while involving key decision-makers.

- RIE coordinator: Therese Wihelmsson, Project manager Energicentrum

- RIE sites/venues: Energicentrum venue, Visby

Figure 2. *Energicentrum Gotland's venue*

2.3. Local Policy Analysis Results

The most important policy on Gotland within energy transition and mobility is Region Gotland's "Implementation Program for Climate, Environment and Energy" for the period 2022–2027. This policy is part of the regional development strategy "Our Gotland 2040" and aims to coordinate efforts to reach net-zero emissions by 2040.

Additionally, the County Administrative Board of Gotland has developed the strategy 'Together Towards 2030,' which complements the region's efforts by focusing on collaboration between different stakeholders to strengthen Gotland's role as a pioneer in the energy and climate transition. Gotland's policies on energy transition and mobility are linked to several crosscutting priorities:

- **Biodiversity**: The energy transition is to be carried out with consideration for protecting nature and ecosystems, and renewable energy should be developed without harming biodiversity.
- **Climate adaptation and climate change**: Gotland aims to reduce emissions while also adapting infrastructure to withstand the effects of climate change.
- **Social justice and inclusion**: The policies aim to make sustainable solutions accessible to all, including marginalized groups, and promote participation in the transition.

In summary, Gotland focuses on a sustainable transition that considers environmental, social, and economic factors.

Figure 3. *Local policy factsheets based on the chosen RDDs.*

D11 – LOCAL LEVEL

What do our local policies tell us?

Climate change mitigation and adaptation — CC

- Strengthen and expanded Gotland's electricity grid
- Transit Electricity and fuel to fossil-free and renewable sources.
- Secure Gotland's water supply.
- Buildings and facilities must be located and designed in an environmentally friendly way and so that long-term good housekeeping with land, water and other resources is promoted.
- Gotland's cement production must be adjusted and become carbon dioxide neutral
- Shift to sustainable consumption and production based on a circular economy.

Biodiversity — BIO

- Protect and enhance access to surface and groundwater.
- Strengthen and protect Gotland's unique animal and plant life
- Care for the cultural landscape
- Secure particularly important core areas, dispersal zones and particularly important habitats for species worthy of protection
- Preservation of meadows
- Restriction of chemical use
- Protect endangered species and map species that are particularly important to the island's ecosystem

Social justice and inclusion — SJI

- A good, equal and equal health
- A safe and attractive living environment with good growing conditions
- An inclusive labor market where skills meet needs
- Protect a safe upbringing free from violence
- Create opportunities for participation and inclusion
- Increase resilience and security in society
- Strengthen national minorities' opportunities for influence
- Buildings and facilities must be located and designed in an environmentally friendly way and so that long-term good housekeeping with land, water and other resources is promoted.
- An inclusive labor market where skills meet needs

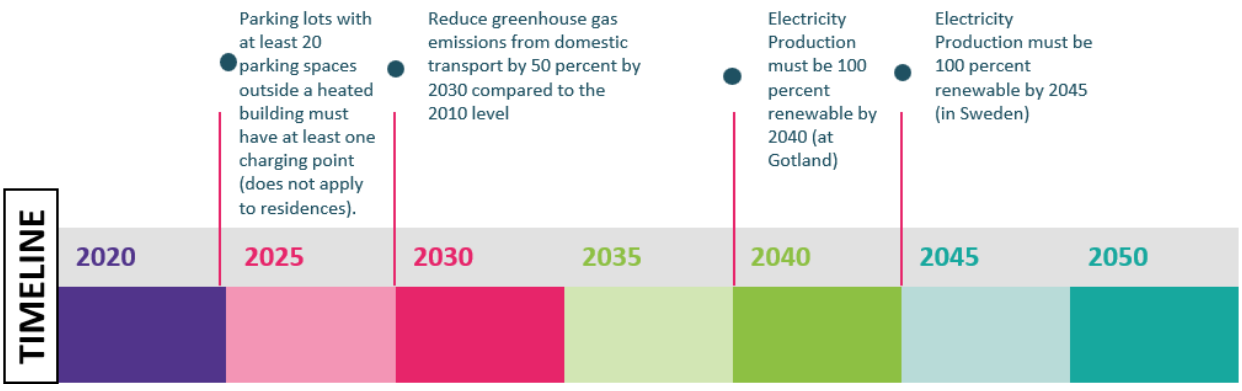

Figure 4. *Local policy factsheets based on the crosscutting priorities.*

3. Step 1: Stakeholders Identification: brainstorming, analysing and prioritizing

3.1. RIE composition

In the project's initial phase, a number of individuals in various associations, authorities, and communities were identified and contacted for future collaboration within RURACTIVE. Most have participated and been involved throughout the entire journey, while some have, for various reasons, declined to take part.

The stakeholder database created during the brainstorming phase, included 16 stakeholders spanning different domains and covering the selected RDDs.

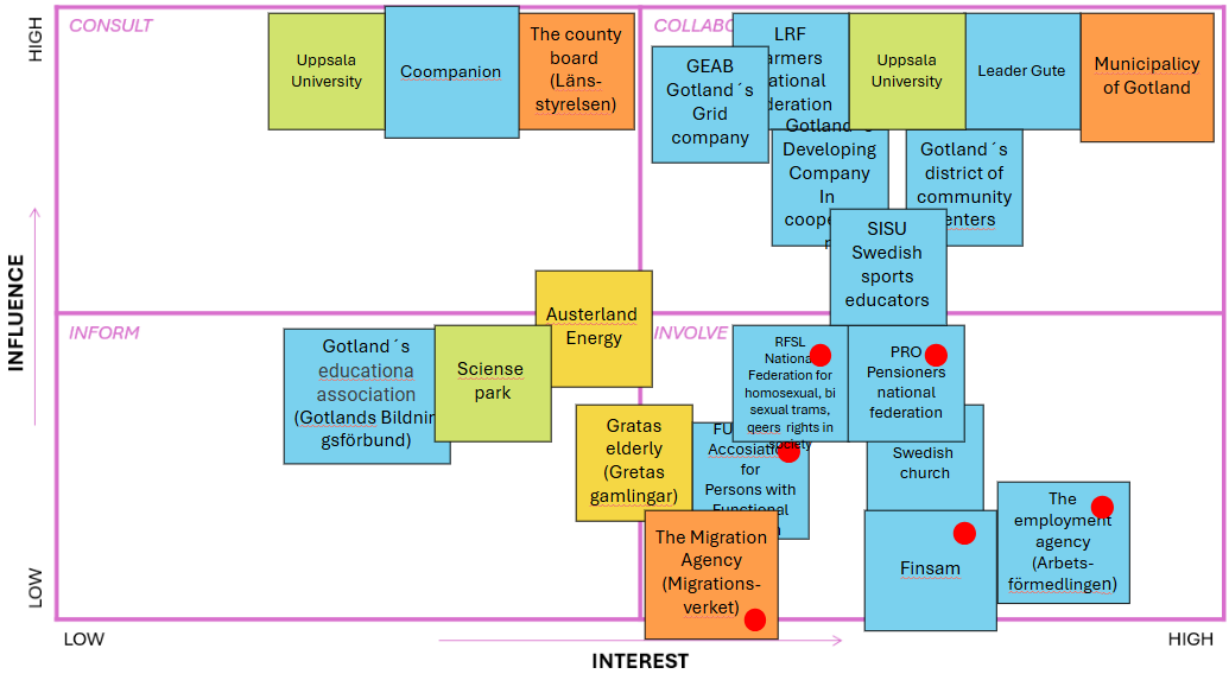

Figure 5. *Draft of matrix. Red dots represent stakeholders at risk of exclusion. The domains are represented by the colours: (Policy = orange, Research = green, Industry/services/investors = blue, Public/user = yellow).*

List of prioritized stakeholders:

- Leader Gute
- Swedish church
- County Administrative Board
- National Farmers' Federation
- GUBIS –Gotland's Development Company in Collaboration
- Gotland community center district
- Coompanion
- Gretas elderly
- Uppsala University

- PRO - The National Pensioners' Organization
- RF SISU Gotland - Swedish National Sports Federation
- Municipality of Gotland
- Energicentrum
- Gotland's libraries
- Gotland's public transports

4. Step 2: Stakeholders Engagement: local task force and involving stakeholders

4.1. LTF composition

When the selection process for participants in the LTF started, the goal was not only to achieve balanced gender representation, but also to ensure a broad and diverse group in terms of knowledge, age, and social affiliation. It was early recognized that a wide range of perspectives and experiences would be essential for generating creative, inclusive, and sustainable ideas. Therefore, individuals from different professional backgrounds and parts of the community were actively sought — from young adults to retirees, from grassroots activists to professionals working within government agencies.

Despite this diversity, a shared passion united the group: all participants had a strong interest in environmental issues or were already engaged in sustainability work through various public authorities, or community organizations. This common commitment formed a strong foundation for cooperation and dialogue.

In the end, the working group consisted of 12 participants — 9 women and 3 men — representing a rich mix of perspectives and experiences. Many in the LTF are representatives from the stakeholders.

- Gotland's libraries
- Leader Gute
- County Administrative Board
- Coompanion x2
- PRO - The National Pensioners' Organization
- Energicentrum
- Greta's elderly (Gretas gamlingar)
- Swedish church
- RF SISU
- 2 private persons

4.2. Open Day

Open Day #1 on Gotland during the Final Day of Almedalen Week

On the final day of Almedalen Week, an Open Day was arranged on Gotland. Invitations were extended to a broad range of stakeholders, which was reflected in the diversity of participants who attended the event. A presentation of the project was given, including an overview of upcoming activities, to which participants were also invited.

As part of the programme, Gotlands Energi AB was invited to present insights into the opportunities and limitations related to large-scale energy production on the island. Additionally, Gittan Freijhagen from Gretas gamlingar in Storsudret participated and gave a presentation on local efforts related to energy and environmental issues. She also shared the background of how Gretas gamlingar was founded on Gotland—an initiative that has sparked significant community engagement around energy and climate activities among residents in southern Gotland.

Thirteen individuals from various sectors of society participated in the meeting, primarily private citizens with a strong interest in technology.

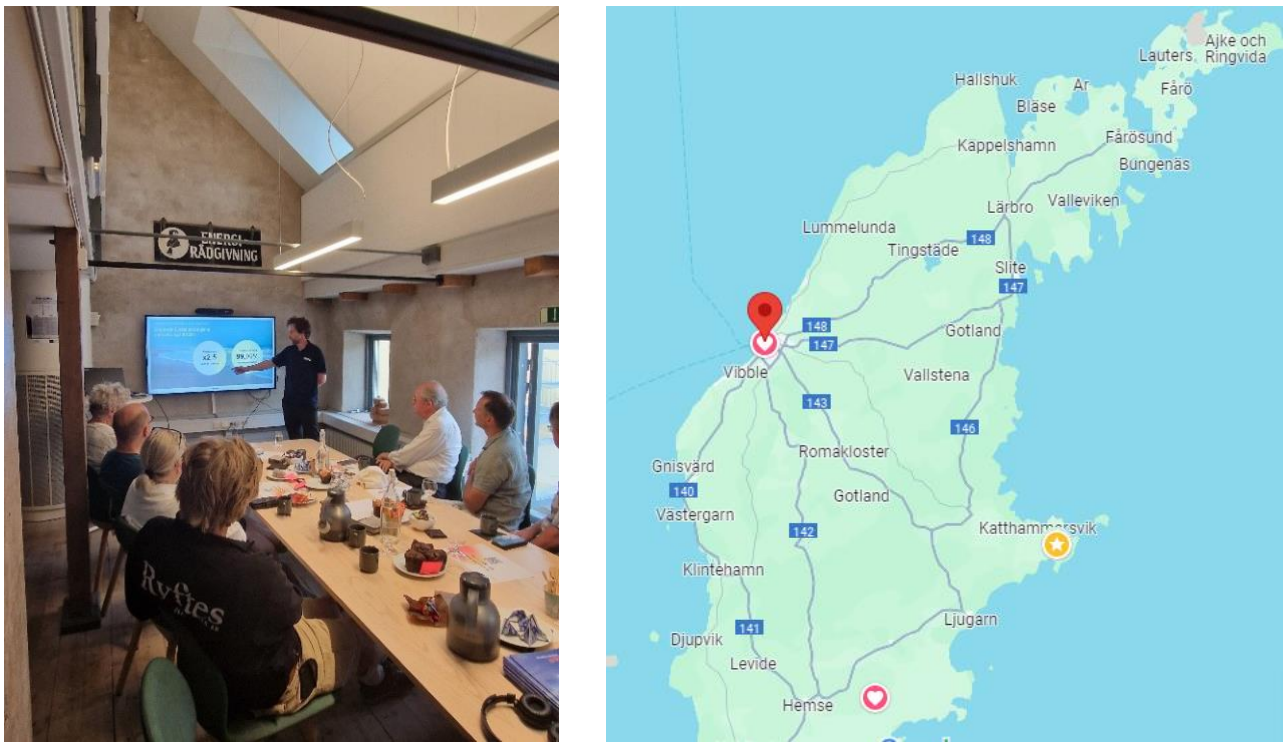

Figure 6. *Photo from information session with GEAB (left), and location of the venue in Visby, Gotland (right)*

Open Day #2

Open day #2 was held 15 August, 13-16PM

Venue: Burgsvik, MAP>>

A participant from the LTF proposed to organize a second Open Day in Burgsvik, where she gathered a large number of local residents. It was a pleasant surprise to see how many people attended the event—no less than 85 participants joined the information meeting. In Burgsvik, a large number of

local residents gathered, eager to learn what the Ruractive project could offer to their rural community.

Figure 7. *Photos from Open Day #2 in Burgsvik*

Carin Tellström, Communications Officer at Nobina, also participated in the meeting. She presented a service based on on-demand public transport, which has been implemented in another part of Sweden. The presentation sparked great interest among the attendees, many of whom expressed a desire to see a similar service introduced on Gotland.

5. Step 3: Stakeholders Empowerment

5.1. LCT Recruitment

Daniel's story

"My interest in this role stems from my desire to help society with sustainable actions, a goal that has been consistent throughout my upbringing. Born in Argentina and raised in Italy and Spain, I quickly learned the value of being part of a cosmopolitan society, where society has no borders and members help each other overcome common barriers and challenges.

After completing a BA in Latin American Studies and an MSc in International and European Relations, I began to work at Uppsala University with practical research, encompassing several community

projects in Sweden to increasing renewable energy production and thereby empowering local communities.

Figure 8. *Photo and contact of Daniel Gomez LCT for Gotland*

Today, as sustainability has become deeply intertwined with digitalisation, one barrier affecting the local community is the digital divide. Therefore, as I believe that the digitalisation needed for the green transition should be both sustainable and inclusive, I find the role of a local community trainer very rewarding, as I have the opportunity to contribute to local communities with practical insights to empower them to overcome challenges and make the green transition more inclusive".

5.2. LWs1 Vision and Challenges

LWs1 was held on Tuesday 30 September, 13-16PM
Venue: Energicentrum Visby, MAP>>

To reach potential participants, several communication channels were used, including newsletters, email distribution lists, and posts on both Facebook and LinkedIn. The aim was to generate as broad an engagement as possible among stakeholders interested in energy and mobility issues on Gotland. The workshop gathered six engaged participants, including two men and four women. The participants brought diverse backgrounds and perspectives, which contributed to a dynamic and insightful discussion. During the afternoon, the group actively worked to identify and formulate key challenges within the areas of energy and mobility, with particular focus on Gotland's unique conditions and limitations as an island in the middle of the Baltic Sea.

Figure 9. *Photo from LWs1*

Figure 10. *Image of a self-driving public bus*

The discussions were characterized by strong commitment and a shared desire to find solutions to complex problems. Participants contributed both practical experience and strategic viewpoints, resulting in a rich and multifaceted picture of the issues that need to be addressed going forward. The first workshop thus laid an important foundation for the continued work of the project.

List of challenges	
Challenge 1 – Place based solution	**Challenges – Multimodal mobility** • Centralization of Services and Employment • Limited Public and Sustainable Transport Options • Economic Barriers and Social Isolation • Environmental and Health Concerns
Challenge 2 – Place based solution	**Challenges – Energy transition and climate neutrality** • Grid Capacity and Infrastructure Limitations • Affordability and Fairness in the Transition • Lack of Incentives and Regulatory Barriers • Social and Community Participation Challenges
Challenge 1 - For open call for innovators	• A sustainable and inclusive carsharing solution • Digital tool for guidance and prioritisation of energy measures in the properties and activities of volunteer-based, non-profit organisations.

Figure 11. *Image of wind turbines, solar installation and charging station recessed in stone*

5.3. LWs2 Learning from others

LW 2 was held on Monday 27th January
Venue: Energicentrum Visby

Participants were invited in several ways: through newsletters, mailing lists, Facebook, and LinkedIn. Most of the LTF participants attended the workshop, although a few informed the organizers on the same day that they were unable to participate for various reasons.
Seven participants joined the workshop with strong engagement, which focused on selecting which challenges to address and how these could be linked to potential solution proposals moving forward. The discussions between participants likely led to new insights for many—particularly regarding challenges in parts of the island and in areas they were not personally familiar with. Two of the participants were entirely new to the format but were quickly included in the group and contributed in a highly valuable way to the workshop's progress.

It became clear that there are significant challenges related to mobility and transportation in many areas of the island. At the same time, the widespread ability of most residents to use a car for nearly every journey tends to limit the development of alternative transport options. This creates difficulties both for those who genuinely need other means of transportation and for those working toward more climate-smart mobility solutions. This issue led to mobility and transportation becoming a major focus in the selection of the final challenges—both those included in the Open Call and the place-based challenges.

List of challenges	
Challenge 1 - Place based	**Lack of awareness of climate friendly lifestyles**
Challenge 2 - Place based	**Lack of Access to Essential Services Without Relying on Private Cars**
Challenge 3 - Place based	**Lack of support and promotion of local community energy initiatives**

Figure 13. *Photo of activities during LWs2*

Figure 12. *Inspired by the drawings created during the discussion*

List of solutions proposals	
Proposal 1	**Energy bag**
Proposal 2	**Public transport on demand**
Proposal 3	**Sockeneffekt**

5.4. LWs3 Fine-Tuning

LWs3 was held on Tuesday 1st April
Venue: Energicentrum Visby

Participants were invited through several channels, including newsletters, mailing lists, Facebook, and LinkedIn. A preparatory meeting with the LTF was held on March 17 to introduce the methodology, familiarize them with the types of questions to address in the workshop and offer them the chance to begin reflecting in advance of the upcoming workshop. Four participants took part in the meeting.

Figure 14. *Activities during LWs3*

Most of the LTF participants attended the workshop. A few informed organizers on the same day that they were unable to participate for various reasons. One private individual who had registered did not attend. This time, a total of 10 people participated – 8 women and 2 men.

Despite the preparatory meeting, the workshop turned out to be very intense, with a wide range of questions and topics to discuss. Solutions that were not already clearly defined or predetermined naturally required much more time for discussion – both in terms of identifying appropriate activities and estimating potential costs.

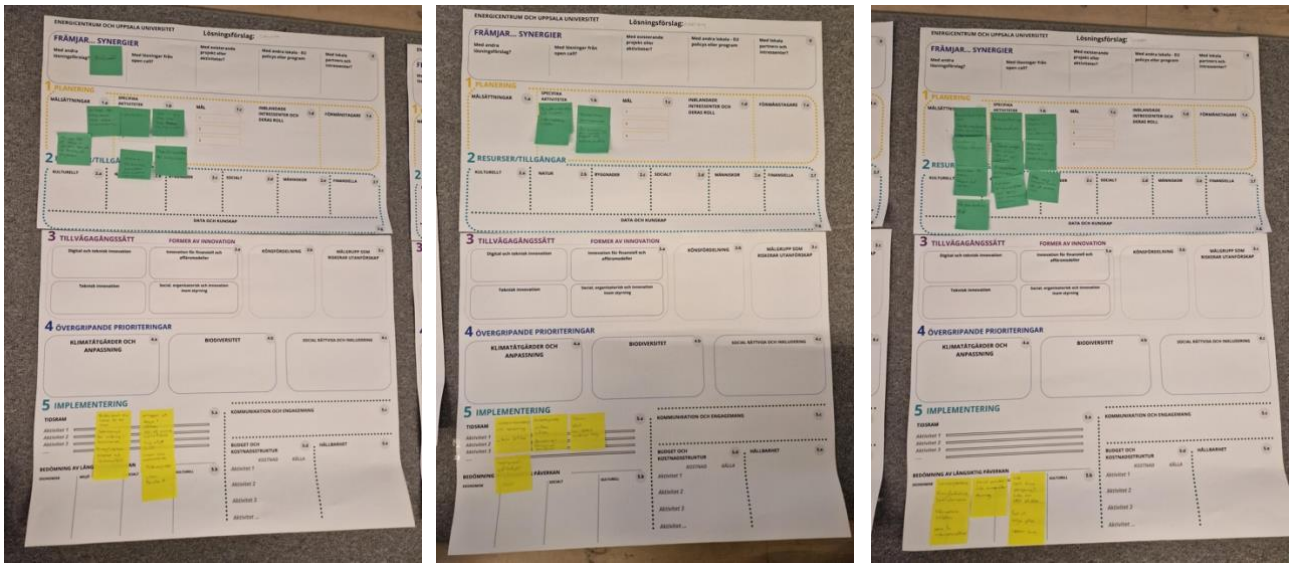

Figure 15. *The Canva models used during LWs3*

5.5. LWs 4 Co-Tuning

Several participants in the LTF had previously indicated that they would not be able to participate in several workshops over such a short period. All but one member of the working group is employed, with already packed agendas for May. To make the best of the situation, it was arranged a separate initial meeting with all members of the LTF. Prior to the meeting, all participants received the innovators' proposed solutions in full, a translated version, and a summarized version for each proposal. Six participants—five women and one man—attended the meeting. An additional separate meeting was held with one of the other men from the LTF who was unable to attend the scheduled meeting. During the meeting, the various proposed solutions were reviewed together, and the working group had the opportunity to ask follow-up questions and submit questions to be asked to the innovators when they came to Gotland for their presentations. Johanna, Minja, Daniel, and Therese led and participated in all the workshops.

Open Call for innovators: Selected Solutions	
Proposal 1	**ForeHallbar - Decision support for sustainable energy measures in nonprofit organisations**
Proposal 2	**GOTPOOL - Green Optimized Transport: POOling for an Inclusive gotLand**
Proposal 3	**GOTEC – Gotland Optimized Technology for Energy Communities**

LWs4 Proposal 1

RDD: Energy transition and climate neutrality
Challenge: #27 -Digital tool for guidance and prioritisation of energy measures in the properties and activities of volunteer-based, non-profit organisations
Solution: ForeHallbar - Decision support for sustainable energy measures in nonprofit organisations
Date of presentation: 12 May 2025
Proceedings: The first workshop was held on May 12th at the premises of the Energy Centre in Visby. Rie Brammer Larsen from Yaghma in the Netherlands visited us to present their solution for decision support in energy efficiency. Rie gave a detailed presentation about the company she represents, their overall mission, and described their proposed solution in a thorough and well-considered manner. She provided clear answers to the questions we asked, and for any questions she needed to follow up on, she responded very promptly with satisfactory information.

LWs4 Proposal 2

RDD: Sustainable multimodal mobility
Challenge: #28 - A sustainable and inclusive carpooling solution
Solution: GOTPOOL - Green Optimized Transport: POOling for an Inclusive gotLand
Date of presentation: 19 May 2025

Proceedings: On Monday, May 19th, Kashyap Raiyani and his wife visited Gotland to present their proposed solution to Challenge #28—a carpooling app aimed at creating a safe, accessible, and user-friendly platform for ridesharing. The couple made a trustworthy impression and were able to answer most of our questions as well as those from the LTF. They also showed a strong interest in learning about, for example, Swedish telecom operators in order to better align their solution with local conditions.

LWs4 Proposal 3

RDD: Energy transition and climate neutrality
Challenge: #27 -Digital tool for guidance and prioritisation of energy measures in the properties and activities of volunteer-based, non-profit organisations
Solution: GOTEC – Gotland Optimized Technology for Energy Communities
Date of presentation: 23 May 2025
Proceedings: The final proposed solution was presented on May 23rd. Stockholm Entropy had a somewhat easier journey to Gotland, as the company is based in Stockholm. The proposal, under the project name GOTEC, aims to address the challenge of decision support for energy efficiency. Davide Rolando presented the company he represents, along with his colleagues, who also work at KTH (the Royal Institute of Technology) in Stockholm. The presentation placed significant emphasis on previous projects they had carried out, although these were not directly related to the solution they were presenting.

6. List of solutions and action plan for implementation

Solutions N.	Solutions' title	Related challenge/s
1	**Energy bag 2.0**	Lack of awareness of climate friendly lifestyles
2	**Sockeneffekt**	Lack of awareness of climate friendly lifestyles in sparsely populated areas
3	**Co-creative flexible public transport**	Lack of Access to Essential Services Without Relying on Private Cars

6.1. Energy bag 2.0 – action plan

Solution 1 - Energy bag 2.0	
Objectives of the solution	The goal of the Energy Bag is to provide people living in rural areas with a simple and cost-free way to enable energy efficiency improvements and energy renovations, to co-learn and exchange ideas. The benefits

	associated with these objectives include improved health, economic savings, and initiatives that contribute to achieving established climate and environmental goals.
Brief Description (max 250 words)	The **Energy Bag 2.0** will be a development of the already existing Energy Bag which individuals can borrow from the library in Gotland. The Energy Bag 2.0 will contain relevant measuring tools (thermal camera, hygrometer, electricity meter, smoke pen, and Mill Smart Wi-Fi Plug Thermostat for heaters, that enable users to identify thermal bridges, heat leakage, and unhealthy humidity levels in their homes. The 2.0 version will have new equipment compared to the earlier version, such as the Mill Smart Wi-Fi Plug Thermostat. As part of the Sockeneffekt initiative, the **Energy Bag 2.0** targets local organizations with the aim to facilitate co-learning for the people in organizations. The bag can be borrowed by a local organization — such as a community centre association, heritage association, or the Church of Sweden — for a period of one month. This timeframe will be evaluated during pilot testing to determine its suitability. The local organization is responsible for coordinating the internal lending process to ensure access for local residents. This approach enables more efficient use of the Energy Bag, avoiding periods of inactivity while it is transported back to Visby, only to be returned shortly thereafter to the same library for another lending cycle. As a potential solution, the values recorded from the measurements could be entered into a digital tool, providing users with suggestions for improvements to their property, contact information for expert advice, and similar activities to receive further assistance. The **Energy Bag 2.0** will bring co-learning to the project by facilitating meetings before and after the use of the Energy Bag 2.0. In this way, the project assures that the tools are used in a correct manner, provide a platform for users to share experiences and feedback as well as learn from others, especially in forms of what are the next steps after getting the results from the tools. Users will have the opportunity to submit their measurements via a QR code and subsequently access free guidance on potential improvement measures from Energicentrum, where experts can give advice regarding the results from the tools and what could the next steps be. The guidance can be provided by phone, email, or through an in-person meeting. Additionally, the opportunity to borrow an Energy Bag 2.0 free of charge will most likely enable more people to assess their own homes. The benefits are numerous—for both the environment and individuals, regardless of age or gender.

	The novelty of the Energy Bag 2.0 is to add new measuring tools to the bag, target organizations rather than just individual people, and facilitate co-learning. Additionally, the project will generate a digital tool for the lending system as well as energy advice based on the measurements provided by the tools from the bag and have a follow-up survey to track the measurements and activities followed by the use of the bag.
Relevant RDD and RDD subcategory	Energy transition and climate neutrality
Relevant Challenge/s	Lack of awareness of climate friendly lifestyles
Specific Activities	**1. Prepare tools and bags** Explore the market for tools to be included in the Energy Bag Buy items/tools and bags as proposed solution and add a new type of product to the bags category: Mill Smart Wi-Fi Plug Thermostat for heaters. A smart plug that helps control electric heaters in spaces where it's not possible to switch to another heating system. Mill Smart WiFi Plug termostat till element | Clas Ohlson Document the tools in the Energy Bag in forms of pictures and produce a consolidated user-friendly, translated information folder that includes all the pictures and how to use the tools as well as links to external websites for further reading on the data obtained through the measurements, as well as a QR code linked to energy advisory services. This part includes information gathering and translation. This stage also includes going through the material with the help of Energicentrum's communications adviser to ensure that the language used is inclusive and easy to understand. **2. Digital solutions** Explore the market for digital tools that can manage the lending of Energy Bags and collect data. Procurement of digital tool Develop a solution for connecting to energy advisory services. Track data: The borrower of the Energy Bag indicates, using checkboxes, which actions they intend to take based on their measurements and whether these have led to any new insights Create a follow-up digital survey to identify the measures taken by borrowers after borrowing and using the Energy Bag. **3. Information and media activities** Plan the activities around filming the instruction video. Direct and create the instruction videos for the bag and tools.

	AI could help translate to different language. The video will be available by using a QR-code. Create and send a press release, post information in SoMe. **4. Partnerships** Develop a loan agreement between local organization and the lender. **5. Pilot phase** Hold events and plan and post SoMe posts. Establish contact and hold information meetings with three (3) local organizations that can participate in the pilot study to test the lending of Energy Bags within the respective organizations. Held co-learning meetings to follow up on measurements. Engagement of Uppsala University as pilot: Involvement of schools and students at the Uppsala university. The students borrow the energy kits as part of a study assignment. They have the opportunity to test all the tools in their homes, collect data from measurements, and use the provided QR codes to learn more about recommended benchmark values and the measures that can be taken to optimize the readings. Review stage for final tweaks based on feedback. **6. Co-learning workshops** Involve and arrange interested local organizations to be part of the project Press release and SoMe posts for stage 2.
Targets	**1. Prepare tools and bags** Purchase tools and bags for three (3) Energy Bags. Tools: • Heat camera - 3 • Hygrometer - 3 • Smoke pen - 3 • A digital device that monitors energy consumption over time - 3 • Mill Smart WiFi Plug - 3. **2. Digital solutions** **Track data insights from the pilot energy bag**: • Tracking data regarding how many people use the energy bag (target 40 individuals) **Track data in which way energy bag is being used**: • which tools are used in what way (some tools have dual purpose) • in which rooms the tools are being used

- with what appliances are the tools being used (i.e. the energy consumption tool: is it used with fridges, laptop charging etc.)
- what type of building is the tools used at (i.e. residential, commercial, size, etc.)
- When were the tools used (which months)

GHG reduction: some indicators regarding GHG indicators can be done, but as exactly the same settings cannot be repeated, proper GHG reduction data cannot be acquired. The setting for these measurements is volatile to the time of the year, month, and day makes it nearly impossible in this project.

Level of additional knowledge regarding energy consumption acquired by using the energy bag.

What types of measures/actions did the energy bag inspire the users to take.

Level of user satisfaction with the Energy Bag and its influence on their decision to undertake energy improvements.

Track the percentage of Energy Bag users who identify as women / men / other / prefer not to say, and whether this aspect had an impact on energy measures taken after the usage of the Energy Bag.

3. Information and media activities

- Establish contacts and organize informational meetings with three (3) local organizations.
- Reach positive agreements to start activities with three local organizations.

4. Partnerships

- The user agreement must have a readability index according to LIX below 40, which means it is easy to read for the target audience.
- Secure written agreements with at least three local organizations for the pilot phase.

5. Pilot phase

- Secure at least three local organizations for the pilot phase.
- Number of residents in the local organizations who used the Energy Bag during pilot phase (January - April 2026): target 40 persons (lending time is 7 days each).
- Secure at least five individual meetings with people that have used the energy bag for a follow up personal energy advise.
- Arrange minimum of 2 co-learning workshops.

Engagement of Uppsala University as pilot: Number of students taking part of the pilot. Target is to secure at least five students.

	6. Co-learning workshops • Number of local organizations reached through press release and SoMe posting (target is to reach the local organizations of Gotland broadly) • Number of local organizations interested in taking part of the stage 2. • Number of local organizations involved in stage 2. (target is to secure at least additional three local organizations for the stage 2.) • Arrange at least 2 co-learning workshops with the new organizations.
Location of implementation	Village/town Region
Geography and territorial context	Island Coastal area Hilly Flat
Integration of relevant crosscutting	**1. Prepare tools and bags** **Connection to climate and inclusion**: By providing tools such as the Mill Smart Wi-Fi Plug Thermostat, energy efficiency is promoted in homes where it is otherwise not possible to change the heating system. This is particularly important in socially vulnerable households and older residential areas, where heating systems are often outdated and resource intensive. **2. Digital solutions** **Social Justice and Inclusion**: The digital tool and follow-up process enable broader access to support and resources, regardless of background, location, or prior knowledge. By collecting data from a diverse group of users, the project can identify which groups are benefiting and which may be underrepresented, enabling targeted efforts to increase inclusion. **Accessibility**: The solution should be mobile-friendly and offered in various formats (e.g., video, chat, phone, or paper survey) to accommodate different needs. Using simple checkboxes lowers the threshold for participation, making it easier for individuals with varying levels of digital literacy to contribute valuable feedback. **Climate Adaptation and Mitigation**: Borrowing the Energy Bag and tracking follow-up actions encourages energy efficiency in households, contributing to reduced emissions and providing valuable data for climate efforts. Tracking which energy-saving actions are taken provides concrete data on climate impact, strengthening follow-up and the effectiveness of climate-related measures.

Biodiversity: Insights from energy measurements can encourage behavioural changes that reduce pressure on natural resources, indirectly supporting local biodiversity preservation.

3. Information and media activities

Connection to climate, biodiversity, and justice: Increased knowledge empowers individuals to make choices that reduce their climate impact and contribute to the protection of ecosystems. Fair access to information is crucial for inclusion. Examples of this include

- Creating videos that are visually inclusive and educational
- Create a user-friendly information booklet focusing on climate impact, resource efficiency, and the indirect effects on biodiversity (e.g., reduced energy consumption = less pressure on ecosystems).

4. Partnership

Developing a loan agreement promotes social justice by ensuring equal terms for all users. It enhances accessibility when written in a clear and user-friendly format. The agreement supports climate adaptation and mitigation by encouraging responsible use of resources and indirectly contributes to biodiversity by reducing environmental impact.

5. Pilot Phase

Social justice and inclusion: By involving different local organizations, more geographic and social groups are given the opportunity to participate in the energy transition on equal terms. Local meetings enhance understanding and engagement.

Biodiversity: Local initiatives can highlight and adapt actions based on the specific natural values of the area, contributing to the protection of the local environment.

Climate adaptation and mitigation: Lending out Energy Bags provides households with tools to reduce their energy consumption and climate footprint, while the meetings promote knowledge sharing about climate-smart choices.

Accessibility: In-person information meetings held in different parts of the region create opportunities for more people to participate, including those without access to or experience with digital tools.

Engagement of Uppsala University as pilot

Connected to climate adaptation, data-driven justice and accessibility
The university can evaluate how energy-saving tools help households reduce vulnerability to climate-related energy challenges.

	By collecting and analysing disaggregated user data, the university ensures that the solutions benefit all social groups equally and help identify any gaps in reach or impact. By involving diverse user groups in testing and development, the university promotes inclusive solutions that are understandable and usable regardless of digital skills, language, or physical ability. **6. Co-learning workshops** **Accessibility**: In-person information meetings held in different parts of the region create opportunities for more people to participate, including those without access to or experience with digital tools. **Connection to climate, biodiversity, and justice**: Increased knowledge empowers individuals to make choices that reduce their climate impact and contribute to the protection of ecosystems. Fair access to information is crucial for inclusion.
Forms of Innovation considered	**1. Prepare tools and bags** Type of innovation: **Technological innovation** The purchase of new energy-efficient products, such as the Mill Smart Wi-Fi Plug Thermostat, represents a technological innovation that enables smarter control of heating. This creates new ways to reduce energy consumption in older or resource-constrained households where system replacement is not feasible. The product also introduces a new approach to managing energy behaviour through connectivity and measurability. **2. Digital solutions** **Social innovation**: By inviting households to reflect on and share the actions they take, the process encourages personal engagement and shared learning, helping to build a culture of energy awareness and community-driven change. **Organizational innovation**: Systematically collecting user-reported data introduces a structured feedback loop between citizens and local organizations, which can inform future energy initiatives and improve local service design. **Technological innovation**: Using digital tools (e.g. checkboxes, forms) to track insights from real-world energy measurements demonstrates an innovative use of everyday technology to support climate action at household level. **Service innovation**: Integrating measurement, reflection, and follow-up in the lending service adds a user-centred feedback mechanism that

enhances the value of the Energy Bag offering, making it a more dynamic and impactful service.

3. Information and media activities

Type of innovation: **Communicative and social innovation**

Developing user-friendly, multilingual, and digitally accessible materials — including videos and QR codes — is a key part of communicative innovation.

By using AI for translation and creating educational videos accessible via QR code, the needs of diverse target groups are addressed.

Dissemination through social media (SoMe) and press increases visibility and engages a broader audience, particularly those who may not typically access traditional information channels.

4. Partnership

Type of innovation: **Social and organizational innovation**

Creating an inclusive, clear, and linguistically accessible loan agreement is a form of justice-oriented innovation.

It establishes structures for trust-based collaboration and enables more people—especially those who are legally or linguistically vulnerable—to participate on equal terms.

The agreement also strengthens transparency in partnerships between civil society and participants, which is key to a scalable and fair energy transition.

5. Pilot phase

Type of innovation: **Social and organizational innovation**

- By collaborating with local organizations, a new distribution model is being tested that increases reach and accessibility for different community groups.
- This promotes inclusion and introduces new ways of organizing local efforts for the energy transition, which is at the core of organizational innovation.
- Collaboration between civil society and energy actors is also a form of community-based innovation.

Social innovation: By involving local organizations in the pilot project, the initiative fosters local engagement, community building, and participation in the energy transition. It creates new ways to organize and spread sustainable solutions in collaboration with the local community.

Organizational innovation: The solution establishes new routines and collaborations between civil society and households for lending energy

	measurement equipment—introducing a novel approach to working within and between local organizations. **Technological innovation**: The contents of the Energy Bags (e.g., energy meters and thermal cameras) provide households with access to technology they might not otherwise have, enabling concrete actions for energy savings. **Service innovation**: By combining lending, information, and follow-up in one coherent service, the project offers a new way of delivering practical energy advice and support to households. **Engagement of Uppsala University as pilot** Pedagogical and social innovation: By linking academic studies to practical climate benefits. **Technological innovation**: Through the use of digital tools and measuring equipment. **Data-driven innovation**: Through the collection and analysis of household data. **Organizational innovation**: Through collaboration between academia, households, and community actors. **6. Co-learning workshops** Same innovations as in the pilot phase.
Gender Sensitive Planning aspects	**1. Prepare tools and bags** When purchasing tools and products, user-friendliness and accessibility for all genders and household structures should be considered. The products should be easy to use regardless of technical experience or physical ability, to ensure no group is excluded. **2. Digital solutions** • Collect gender-disaggregated data to identify differences in actions taken and insights gained. • Ensure the data collection process is inclusive and sensitive to gender diversity. • Analyse how gender influences decision-making and engagement with energy-saving measures. • Use findings to tailor future support and communication to address gender-specific needs and barriers. **3. Information and media activities** Information materials and instructional videos should be gender-sensitive by representing and appealing to diverse gender roles, including non-traditional norms, to avoid reinforcing stereotypes. The use of AI for translation and QR codes enables broader accessibility. Ensure that

	visuals and language in the manuals and videos represent diverse users (e.g. women, older adults, people with disabilities, etc.) using tools. **4. Partnership** The loan agreement should be designed to be linguistically and legally accessible to everyone, with special focus on including women and certain groups that may be legally or linguistically vulnerable. It should promote participation and ensure that everyone feels secure entering into the agreement, thereby strengthening gender equality and justice within the project. **5. Pilot phase** • Ensure access for equal participation of women and men in information meetings and outreach. • Schedule meetings and provide formats that accommodate caregivers, often women e.g., evenings. • Design the lending system for easy access regardless of gender or technical experience. • Collect gender-disaggregated data to understand different needs and usage patterns for better future inclusion. • Information meetings should be held at times and locations that facilitate participation for parents, elderly people, and caregivers—groups in which women are often overrepresented. • Ensure equal opportunities for all students, regardless of gender, to participate and borrow energy kits. • Consider diverse learning styles and access needs to support inclusive participation. • Collect and analyse gender-disaggregated data to identify any differences in engagement or outcomes. • Promote awareness of gender-related barriers in STEM fields through the project to encourage broader inclusion. **6. Co-learning workshops** Ensure access for equal participation of women and men in information meetings and outreach. Same considerations that are mentioned in the pilot phase.
Resources/Capitals needed	**1. Prepare tools and bags** **Financial:** Budget for purchasing tools, smart plugs, and bags. **Human:** Expertise to assess, select, and test products. **Social:** Collaboration with suppliers and distributors.

2. Digital solutions

Technical: Digital platforms for managing lending, data collection, and connection to advisory services.
Human: IT expertise to develop, implement, and maintain digital systems.
Financial: Investment in system development and licenses.
Social: Collaboration with energy advisors and user groups to ensure relevance and user-friendliness.

3. Information and media activities

Human: Skills in photography, text processing, translation, and video production.
Digital: Software for design, translation (AI tools), video editing, and distribution.
Financial: Funding for material production and any copyright costs.
Social: Distribution channels such as press contacts and social media.

4. Partnership

Human: Possible legal expertise to design fair and accessible agreements.
Financial: Potential costs for legal advice and document handling.
Social: Dialogue and negotiation between local organizations and borrowers to build trust and clarity.
Digital: Digital tools to distribute and sign agreements easily.

5. Pilot phase

Social: Contacts and networks within local organizations.
Human: Staff or volunteers to organize and conduct information meetings.
Financial: Funds to arrange meetings (venue, materials, possible compensation).
Digital: Communication tools for planning and follow-up.

Uppsala University as pilot

Human capital: Students and teachers contribute knowledge, analytical skills, and pedagogy that can integrate a gender perspective into both education and the collection of household energy data.
Social capital: Collaboration between the university, households, and community actors strengthens networks and trust, which is essential for addressing and embedding gender equality issues in practice.

	Digital and technological capital: Access to measurement tools, QR codes, and digital learning platforms enables equal access to information and hands-on learning regardless of gender or prior technical experience. **Cultural and educational capital**: The university's status and educational environment provide a legitimate platform for introducing gender differences in energy use into academic discourse—contributing to long-term normative change. **Economic capital**: Funding is required for equipment, development of materials, and possible tutoring to ensure that all students have equal opportunities to participate and contribute. **6. Co-learning workshops** Same as in the pilot phase
Main stakeholders involved and their contribution	**1. Prepare tools and bags** • Energicentrum: knowledge and purchases • Clas Ohlson, Ahlsell: providing digital tools • UU: Assigning students to test the Energy bag's tools in their student housing, in order to compare readings, try out the functions, and evaluate the instructions. **2. Digital solutions** • Energy advisors (municipal or regional): Collaboration for integration into digital advisory services. • Digital startups / IT consultants: Can develop and adapt digital systems. **3. Information and media activities** • Communication agencies or freelancers: Production of videos, design, and text editing. • AI translation services (e.g., organizations specializing in machine translation or universities): Support for automated translation. **4. Partnership** • Civil society: Important for providing input on the legal barriers different groups may face. • Legal advisors from non-profit organizations (e.g., Save the Children, women's shelters): Can contribute to fair and inclusive agreements. **5. Pilot phase** • Local organizations and faith communities: Key partners in local anchoring and dissemination.

	• Civil society organizations (e.g., Red Cross, National Pensioners' Organization – PRO): Help reach vulnerable groups, especially women, newcomers, and the elderly. • Community centre associations can assist with meeting venues as well as storage (for the check-in and check-out of Energy Bags). **Engagement of Uppsala University as pilot** Students from Uppsala University, Campus Gotland **6. Co-learning workshops** • Local organizations and faith communities: Key partners in local anchoring and dissemination. • Civil society organizations (e.g., Red Cross, National Pensioners' Organization – PRO): Help reach vulnerable groups, especially women, newcomers, and the elderly. • Community centre associations can assist with meeting venues as well as storage (for the check-in and check-out of Energy Bags).
Main and other Beneficiaries	**Direct beneficiaries**: The local organizations in rural areas. **Indirect beneficiaries**: The municipality – benefits by being able to demonstrate concrete sustainability initiatives and achieve reduced energy consumption within its jurisdiction. The environment – benefits from reduced energy use and improved behaviours, leading to lower emissions and decreased resource consumption. **Uppsala University**: Students of the Campus Gotland that are part of the pilot
Target groups at risk of exclusion	Women Young people Older people Long-term unemployed LGBTQA+ General public
Timeframe (M to M)	**July – September 2025** Procure and purchase tools and bags Document the tools (photos) Create the instruction folder Review and proofreading (continues to the end of the year) Planning instruction videos Events and posts on social media regarding the pilot phase **October – December 2025** Investigate digital tools or other solutions Develop a solution for connecting to energy advisory services. (cont. until end of 2026)

	Development of a digital tool for lending, registration, and data collection (cont. until end of 2026) Create a digital follow-up survey to identify the measures taken by borrowers after borrowing and using the Energy Bag. (cont. until end of 2026) Direct the instructional video (cont. until March 2026) Make the video (cont. until March 2026) Partnership agreement (cont. until June 2026) Develop a loan agreement between the local organizations and the lender. (cont. until June 2026) **Jan – March 2026** Add subtitles to the video **April – June 2026** If time and budget allow. Use e.g. HeyGen or VEED.IO to add other languages. Co-learning meetings to follow up measurements (cont. end of 2026) **July – September 2026** Student pilot (cont. until end of 2026) Review stage final tweaks (cont. end of 2026) Press release and posts in social medias for stage 2 (cont. end of 2026) **January – March 2027** Involve all interested local organizations (stage 2) (cont. beyond 2027) Meeting with interested local organizations (stage 2) (cont. beyond 2027) Potential work to apply for funding to extend the project. https://formas.se/soka-finansiering/alla-utlysningar/utlysningar/2025-02-07-effekt-fran-forskning-till-nytta.html **April – June 2027** Send out digital follow up survey and analyse material (cont. until October 2027) As needed throughout the years Support service to lenders and local contacts in the organizations Update necessary information in video and instruction folder Arrange the handover when the bags are to be transferred to the next local organization. Collect and administer data from digital tool Create ads and post in SoMe about results, outcome and good examples from the users.
Indicative cost	1. **Preparing tools and bags: EUR 5,500** • Purchase of products • Layout/design of a user-friendly information folder • Printing costs

	• Translation of materials (translator or AI tools) **2. Digital solutions: EUR 2,000** • Procurement of a digital platform: • Platform for booking/lending • Possible subscription or license fees • Integration with energy advisory services (API development) • Digital follow-up survey • Possible incentive costs for respondents **3. Information and media activities: EUR 1,000** • Social media • Press release **5. Pilot phase: EUR 1,500** • Venue rental, refreshments, materials • Communication via social media • Possible speaker fees • Possible educational materials for the Uppsala University course module **6. Co-learning workshops: EUR 1,000** • Venue, marketing • Possible fees for external contributors • Sponsored posts or advertisement costs **Total: EUR 11,000**
Indicative funding sources	RURACTIVE budget for solutions
Long Term Impact Assessment	• Economic - The solution enables lower energy costs through behavioural change and smart technology, combined with more efficient resource use by allowing a large number of people to share the tools instead of each individual having to buy or rent their own. • Environmental - The solution enables lower energy costs through behavioural change and smart technology, combined with more efficient resource use by allowing a large number of people to share the tools instead of each individual having to buy or rent their own — reducing both energy consumption and environmental impact.
Communication and Engagement	The news about the Energy Bag will be sent as a press release to Gotland's newspapers and local radio. An article will be published on the Energy Centre's website. Posts will be shared on Facebook, Instagram, and LinkedIn.

	A message will be sent to everyone who has requested updates within the Sockeneffekt initiative. Newsletter from the Energicentrum. Posts in local organizations' Facebook groups.
Sustainability consideration	**Energy Efficiency** By demonstrating how energy can be saved in homes, shared spaces, or businesses in rural areas, the Energy Bag directly contributes to reduced emissions and less resource waste. **Accessible Knowledge** Through educational and inclusive tools, energy knowledge becomes accessible to everyone—regardless of age, background, or level of education. **Equality** By giving all residents, the same opportunity to access information on energy efficiency, disparities in energy costs and knowledge are reduced. **Dialogue and Community** The Energy Bag can be used in schools, associations, or local community groups to spark conversations about energy issues and sustainable living—strengthening local engagement. **Long-Term Impact:** By placing responsibility for lending the Energy Bags in the hands of rural organizations or associations, we ensure sustainable and lasting use and organization beyond the project's duration.
Synergies with other solutions	Sockeneffekt and hopefully a solution (challenge no 27) from the Open call.
Synergies with local policies	Our Gotland 2040 – Regional Development Strategy – Region Gotland Energy and Climate Strategy for Gotland – County Administrative Board of Gotland
Synergies with EU policies when relevant	• European Green Deal • Renovation Wave Strategy • Social Climate Fund • LIFE Programme

6.2. Sockeneffekt – action plan

Solution 2 - Sockeneffekt	
Objectives of the solution	The solution aims to strengthen rural participation in the energy transition by fostering local engagement, spreading knowledge, and

	encouraging concrete action. By building local networks, conducting needs assessments, and offering informational efforts—such as videos, webinars, thematic gatherings, and study visits—the project creates conditions for sustainable behaviour change. Activities are designed to increase understanding, lower barriers to participation, and inspire residents to take active steps toward a more sustainable everyday life. The overarching goal is an inclusive transition in collaboration with rural Gotland, with a strong focus on long-term local capacity building.
Brief Description (max 250 words)	The project aims to strengthen rural participation in the energy transition by combining local engagement, knowledge dissemination, and practical action. A central component is the creation of an engaged network of rural residents who identify community needs, suggest initiatives, and contribute to local information sharing. To gain an understanding of the current situation and needs, a survey is conducted focusing on energy use, transportation habits, and perceived barriers or opportunities—followed up at the end of the project to measure changes over time. Subtitled informational videos are produced to increase awareness and understanding in an accessible format. Outreach activities such as themed gatherings, study visits, and informal discussions ("Coffee and Energy Chats") offer inspiration and practical insights. Webinars are regularly held to address various topics related to energy and mobility, with a focus on Gotland's unique conditions. Finally, the project takes part in themed days and events where sustainable solutions are demonstrated in practice, such as converting bicycles to electric, testing cargo bikes, and organizing challenges to promote energy efficiency. Together, these activities form an inclusive and tangible path toward a sustainable transition in collaboration with rural Gotland.
Relevant RDD and RDD subcategory	Sustainable multimodal mobility Energy transition, and climate neutrality
Relevant Challenge/s	Lack of awareness of climate friendly lifestyles in sparsely populated areas
Specific Activities	**1. Create an engaged rural network group** Gather a small group of dedicated local residents who together identify needs in their communities, suggest activities, and contribute to information dissemination within the villages. **2. Understanding current situation and needs** Design and conduct a survey aimed at gathering insights into the energy and transport habits of residents. The survey will also explore the

	informational, motivational, and practical needs that must be addressed to help individuals feel confident and equipped to participate in the energy transition within their homes and communities. **3. Educational and outreach material** Create subtitled informational videos. Raising awareness and knowledge among rural residents through informational videos. The themes of the informational videos will include, among other things, energy storage, peak load tariffs, control/smart homes, ride sharing, and other mobility-related issues. Distribute the videos on social media, the Energy Center's website, YouTube, and other forums where they may be suitable. **4. Energy-Wise Events for a Sustainable Future** • Host thematic information sessions • Host study visits and peer learning e.g. to individuals who can demonstrate how they manage energy production and use in their properties, showcase energy renovations, biogas plants, and present smart mobility solutions. • Host thematic information sessions on energy-related topics. Raising awareness and knowledge among rural residents through informational sessions on energy ang climate/related topics. • Organize "Coffee and Energy Chats". **5. Host webinars** Develop, plan, and host webinars on various themes e.g. solar panels, storage, new laws and regulations related to energy and mobility challenges and other solutions for the citizens of Gotland. **6. Open Dialogue, Storytelling, and Co-learning Forum** • Promote a Facebook group for Sockeneffekt that enables residents of Gotland to engage in energy and climate issues, share their tips and ideas on energy efficiency, energy production, energy-saving advice, and other topics that can foster engagement and create a ripple effect. • Share interviews with people from rural areas who have implemented innovative solutions in their homes, vehicles, or through behavioural changes. • Organize and host "Coffee and Energy Chats.
Targets	**1. Create an engaged rural network group** Gather a group of 4-6 persons.

	2. Understanding current situation and needs 40 answers from survey. **2.1 Follow-up survey at the end of the project**: 30 answers from follow up survey **3. Educational and outreach material** Produce four (4) informational videos, themes depending on the results of the surveys. The content of the planned webinars will be linked to current topics in the fields of energy and mobility. As regulations, policies, and the global context are rapidly changing, the content will be adapted accordingly to reflect the most relevant and timely issues. **4. Energy-Wise Events for a Sustainable Future** Organize thematic information sessions, such as study visits or peer-to-peer learning activities, with at least two (2) sessions held each year. **5. Host webinars** The target is 4 webinars August 2025- August 2026 and 4 webinars August 2026- August 2027. **6. Open Dialogue, Storytelling, and Co-learning Forum** • Six (6) interviews with "Gotland´s energy hero's" annually • Organize and host three (3) "Coffee and Energy Chats 2025 • Six (6) 2026 and three (3) 2027.
Location of implementation	Rural areas
Geography and territorial context	Island Rural areas
Integration of relevant crosscutting	**1. Create an engaged rural network group** **Social Justice and Inclusion**: By involving people from different parts of the rural community—regardless of gender, age, background, or socioeconomic status—the initiative promotes equal participation and local engagement in the energy transition. **Biodiversity**: Local networks can identify and highlight issues related to natural values in their surroundings, leading to activities that strengthen and protect biodiversity. **Climate Adaptation and Mitigation**: The network can initiate and disseminate actions to reduce emissions and improve resilience to climate change, tailored to local needs. **Accessibility**: Meetings and communication are designed to be inclusive and accessible for people with different abilities, for example through in-person gatherings and easy-to-understand information.

2. Understanding current situation and needs (survey)

Social Justice and Inclusion: The survey captures diverse perspectives by identifying social, economic, and cultural barriers that may limit participation in the energy transition. This helps ensure that all community members, regardless of background, are considered in future actions.

Biodiversity: By exploring local habits and concerns, the survey can reveal how current energy and transport choices affect the surrounding environment, enabling more nature-conscious planning and solutions.

Climate Adaptation and Mitigation: Collecting data on current behaviours and knowledge levels helps tailor strategies that support household-level emission reductions and climate resilience.

Accessibility: The survey is distributed in both digital and paper formats to reach individuals with varying levels of digital access and literacy, ensuring broad and inclusive participation.

3. Information videos

Social Justice and Inclusion: The videos are subtitled and designed to be easy to understand, making them accessible to diverse groups, including people with different linguistic, social, or functional backgrounds.

Biodiversity: By highlighting how smart energy choices reduce environmental impact, the videos can illustrate connections to nature conservation and biodiversity protection.

Climate Adaptation and Mitigation: Topics such as energy storage, smart controls, and ridesharing provide practical knowledge for households to reduce emissions and adapt to changing conditions.

Accessibility: The videos are distributed across multiple digital platforms and formats, increasing reach—even to individuals with limited physical or digital access.

4. Educational and outreach material

Social Justice and Inclusion: These open and informal activities (e.g., “Coffee and Energy Chats”) are designed to be inclusive, encouraging participation regardless of age, gender, education, or socioeconomic background. Peer learning and local examples build trust and empower underrepresented groups.

Biodiversity: Study visits can include sites showcasing environmentally friendly energy solutions that support local ecosystems, such as biogas plants or sustainable renovations that minimize environmental disruption.

Climate Adaptation and Mitigation: Sessions promote hands-on knowledge about climate-smart practices, such as energy efficiency, renewable energy, and low-emission mobility, helping participants take concrete steps to reduce their carbon footprint and adapt to climate change.

Accessibility: The activities are planned to be physically accessible, hosted locally in different rural areas, and use clear, jargon-free communication to ensure understanding across varying literacy and technical skill levels.

5. Host webinars

Social Justice and Inclusion: Webinars offer flexible participation, making it easier for people from different backgrounds, including those in remote areas or with caregiving responsibilities, to access expert knowledge on equal terms.

Biodiversity: Themes can highlight the link between energy choices and nature conservation, such as promoting solar solutions that reduce pressure on ecosystems.

Climate Adaptation and Mitigation: The webinars provide practical guidance on climate-smart solutions like solar energy, storage, and sustainable transport—empowering citizens to take informed action in reducing emissions and adapting to new climate conditions.

6. Open Dialogue, Storytelling, and Co-learning Forum

Social Justice and Inclusion: The platform creates a low-threshold, informal space where everyone—regardless of background, education, or location—can participate, share their perspectives, and feel part of the energy transition. Storytelling amplifies diverse voices, including those often underrepresented.

Biodiversity: Shared stories and peer learning can highlight local actions that benefit both energy use and nature conservation—like solar integration with biodiversity-friendly land use or reduced car travel supporting natural habitats.

Climate Adaptation and Mitigation: By sharing real-life experiences and local solutions, the forum helps spread practical, climate-smart behaviours and technologies, fostering both emission reductions and climate resilience.

Accessibility: Using familiar, user-friendly platforms like Facebook and informal chat formats like “Coffee and Energy Chats” ensures broad accessibility, especially for people who may not attend formal meetings or webinars. Content can also be adapted for different needs (text, video, subtitles).

Forms of Innovation considered	**1. Create an engaged rural network group** Innovation: Form small, local working groups (energy ambassadors) to identify needs, propose initiatives, and disseminate information. Roles include feedback gathering, event coordination, and acting as trusted local messengers. **2. Understanding current situation and needs** • Design and conduct a baseline survey on energy habits, transport modes, and barriers to change. • Include motivational, informational, and behavioural elements to identify gaps in knowledge or resources. • Follow up survey at project's end to measure impact, learnings, and remaining needs. **3. Information video(s)** • Create subtitled informational video(s). Raising awareness and knowledge among rural residents through informational videos. • The themes of the informational videos will include, among other things, energy storage, peak load tariffs, control/smart homes, ride sharing, and other mobility-related issues. Distribute the videos on social media, the Energy Center's website, YouTube, and other forums where they may be suitable. **4. Educational and outreach material** • Host thematic information sessions (energy savings, renovations, climate adaptation) • Organize peer learning events and study visits to see real-world applications (e.g., homes with solar, biogas systems, or shared mobility). **5. Host webinars** • Develop a series of live or recorded webinars covering e.g.: • Solar panel installation • Battery storage • New regulations • Mobility solutions • Enable Q&A sessions **6. Open Dialogue, Storytelling, and Co-learning Forum** • Actively moderate a Facebook group "Sockeneffekt") to share updates, success stories, and encourage peer advice.

	• Use storytelling (written or video interviews) from local pioneers to normalize and inspire energy-smart behaviour. • Expand the "Coffee and Energy Chats" into themed discussion forums or live storytelling events.
Gender Sensitive Planning aspects	**1. Local network groups:** Ensure representation of different genders and backgrounds within the network groups to capture diverse needs and perspectives in the planning of activities. Plan meeting times and locations that accommodate different life situations and offer digital participation when possible. **2. Understanding current situation and needs** **Gender-disaggregated data**: Collect and analyse responses by gender to reveal differences in energy and transport habits, as well as barriers and needs. **Inclusive survey design**: Use language and questions that are understandable and relevant to people of different backgrounds, genders, and life situations. **Broadened outreach**: Distribute the survey through channels that reach diverse groups – e.g. schools, social media, and local networks. **Different perspectives on barriers**: Examine how gender influences perceived barriers – such as financial resources, technical knowledge, or safety in public spaces. **3. Informational material:** **Representation**: Feature people of different genders, ages, and backgrounds in the videos to reflect the diversity of the target audience and foster identification. **Accessible language**: Use clear, gender-neutral, and inclusive language. Avoid technical terms unless they are clearly explained. **Subtitles and accessibility**: Provide subtitles to make the material accessible to people with hearing impairments (and to meet new legal requirements). **Broadened outreach**: Share the videos through channels that reach a wide range of groups – not just those with a technical interest. **4. Educational and outreach material** **Diverse role models**: Choose hosts and example individuals (e.g. for study visits) of different genders, ages, and backgrounds to show that everyone can participate in the energy transition. **Accessible design**: Adapt content and format to suit different target groups.

Gender perspective in content: Highlight how energy solutions affect different groups – such as single households, older adults, low-income families, or those without access to a car.

Dialogue and participation: Encourage questions and discussions in small groups (e.g. "Coffee and Energy Chats") where different experiences are valued – not just technical expertise.

Broadened outreach: Collaborate with local associations and networks to reach groups that might otherwise be left out.

5. Webinars:

Accessible time and format: Schedule webinars at times that suit different life situations (e.g. in the evening).

Gender-sensitive content: Highlight how different groups are affected by legislation, technology, or mobility solutions.

Clear and inclusive language: Avoid unnecessary jargon and use clear, gender-neutral language. Explain technical terms.

Opportunities for dialogue: Provide space for questions and discussion, ideally through chat or smaller follow-up breakout rooms, to encourage broader participation.

Broadened outreach and invitations: Promote the webinars through channels that reach diverse groups – such as libraries, schools, associations, and social media.

6. Open Dialogue, Storytelling, and Co-learning Forum

Diverse voices: Highlight stories from people of different genders, ages, professions, and life situations to show that everyone can contribute to the energy transition.

Safe spaces for dialogue: Create inclusive guidelines for the Facebook group and in-person events that encourage respectful conversation and welcome different perspectives.

Accessible language and formats: Use simple, gender-neutral language in posts, comments, and interviews. Vary formats – text, images, and video – to engage a broader audience.

Gender perspective in storytelling: Show how gender can influence opportunities, motivations, or barriers related to energy efficiency and climate adaptation.

Broadened outreach: Promote the group and activities through a variety of local channels to reach both technically engaged individuals and those not usually involved in energy issues.

Participation and co-learning: Encourage everyone to share their experiences, regardless of technical knowledge – for example, through

	"Coffee and Energy Chats" that focus on low-threshold, everyday examples.
Resources/Capitals needed	**1. Create an engaged rural network** **Human capital:** Coordinator, engaged residents, support team, communicators **Social capital:** Local networks, trust, communication channels, inter-village exchange **Knowledge capital:** Intro training, guides, expert access, local insights **Financial capital:** Ambassador fees, meeting costs, communication tools, travel support, small incentives **2. Understanding the current situation and needs (survey)** **Human capital**: Survey designers, data analysts, project coordinators, local contacts, communicators **Social capital**: Community trust, access to local networks, support from local leaders **Knowledge capital**: Survey methodology expertise, data tools, energy and transport knowledge, local context understanding **Financial capital**: Survey design and platform costs, participation incentives, staff time, communication expenses **3. Information videos** **Human capital**: Video producers, scriptwriters, graphic designers, translators/subtitles, communicators for distribution **Social capital**: Access to local networks for sharing, partnerships with community groups and platforms **Knowledge capital**: Technical expertise on energy and mobility topics, storytelling skills, knowledge of target audience needs **Financial capital**: Video production costs, subtitling/translation expenses, marketing and distribution budget, platform fees if applicable **4. Educational and outreach material** **Human capital**: Facilitators, expert speakers, event organizers, peer hosts, communicators **Social capital**: Networks of knowledgeable locals, community groups, hosts for study visits, trust within the community **Knowledge capital**: Expertise in energy production, renovations, biogas, smart mobility, educational content development **Financial capital**: Venue and logistics costs, travel expenses for hosts and participants, materials and handouts, promotion and communication expenses

	5. Host webinars **Human capital**: Webinar planners, technical support staff, expert presenters, moderators, communicators **Social capital**: Networks to promote the webinars, partnerships with local organizations, engaged audience **Knowledge capital**: Expertise on solar panels, energy storage, laws, mobility solutions, and webinar content creation **Financial capital**: Webinar platform subscription or hosting fees, marketing and promotion costs, speaker fees or honoraria, technical equipment if needed **6. Open Dialogue, Storytelling, and Co-learning Forum** **Human capital**: Community managers/moderators, content creators, interviewers, event hosts **Social capital**: Active and trusted community members, local networks, participants willing to share experiences Knowledge capital: Understanding of energy and climate topics, storytelling and facilitation skills, digital engagement strategies **Financial capital**: Costs for content production (interviews, videos), platform management, promotion, event hosting (e.g., "Coffee and Energy Chats").
Main stakeholders involved and their contribution	• Swedish church – network members and citizens at rural areas • Community centres – venues and events • Energicentrum – knowledge and communication
Main and other Beneficiaries	**1. Create an engaged rural network group** **Primary beneficiaries**: Local residents in villages and communities on Gotland. **Secondary beneficiaries**: Municipalities, associations, and regional actors who benefit from a locally engaged network supporting their sustainability work. **2. Understanding the current situation and needs (including follow-up survey)** **Primary beneficiaries**: Rural residents whose needs are identified and addressed. **Secondary beneficiaries**: Project managers and decision-makers who gain relevant data to design targeted interventions. **3. Informational videos** **Primary beneficiaries**: Rural residents who gain access to easy-to-understand knowledge.

	Secondary beneficiaries: Schools, associations, energy advisors, and others who can use the material in their activities. **4. Educational and outreach material (sessions, study visits, peer learning)** **Primary beneficiaries**: Participants in the educational efforts who receive concrete knowledge and inspiration. **Secondary beneficiaries**: Households and neighbours of participants, who may be influenced through knowledge sharing. **5. Host webinars** **Primary beneficiaries**: Gotland residents interested in energy and mobility solutions. **Secondary beneficiaries**: Public actors and companies working with energy issues who benefit from a more informed local community. **6. Open Dialogue, Storytelling, and Co-learning Forum** **Primary beneficiaries**: Active members of the Sockeneffekt digital forum and participants in dialogue and storytelling events. **Secondary beneficiaries**: New participants inspired to get involved, as well as regional actors who can identify local champions and good examples.
Target groups at risk of exclusion	• Women • Young people • Older people • Long-term unemployed • LGBTQA+ • General public
Timeframe (M to M)	July 2025- August 2027 M1-M3, 1. Create an engaged rural network group M1-M27 Meetings with the network group M1-6, Design survey questions in consultation with the network group M1-6, Test and adjust the survey (pilot version) M1-6 Create reward-based collaboration to increase survey participation M1-12 Arrange QR codes, newspaper advertisements, newsletters etc. M13-15, Compile and analyse the results to establish the current situation M13-15, Communicate the results to the network group and other stakeholders M19-24, Design a follow up survey questions in consultation with the network group M22-27, Conduct the survey (digital)

	M22-27, Compile and analyse the results to establish the current situation M22-27, Communicate the results to the network group and other stakeholders M7-9, Involve the local network to decide on the themes of the instructional videos M7-12, Gather relevant information and material for the video content M7-12, Decide who´ll make the videos and "perform" M10-12, Write scripts for the informational videos M10-15, Search for a producer and filmmaker M13-24, Record and edit the videos M16-24, Procure a company for subtitling M16-27, Publish and distribute the videos through appropriate channels (social media, village associations, websites) M16-27, Collect feedback and adjust the material if needed M1-6, Dialog with the network and decision about subjects and activities for meetings M4-6, Location and Timeline Plan M4-27, Contact local organizations and networks to create a joint plan for upcoming events. M4-27, Scriptwriting/Meeting preparation M4-27, Gather organizations in rural areas M4-27, Posts in social medias and newsletters M7-27, Host thematic information sessions on energy-related topics M1-3 Dialog and decision about subjects M1-3, Timeline Plan M4-27, Scriptwriting & Storyboarding M4-27, Invites -Posts in social medias and newsletters M4-27, Information webinars (6 webinars 2025-2027) M7-27, Promotion of and continued dialogue in a Facebook group M7-27, Add stories and experiences from the field M7-27, Host study visits and peer learning M7-27, Organize and host "Coffee and energy chats"
Indicative cost	1. Create an engaged rural network group (meeting and travel costs): EUR 1,000 2. Understanding current situation and needs (Marketing, costs for distributing the survey communication, incentives for participants) EUR 1,500 3. Information videos (produce subtitled informational videos) EUR 2,000 4. Educational and outreach material (Study visits, travel costs, information sessions, food, venues, coffee)

	EUR 1,500 5. Host webinars (extern experts in some cases) EUR 500 6. Open Dialogue, Storytelling, and Co-learning Forum (travel costs, communication, other costs) EUR 1,000 **Total: EUR 7,500** Time (personal costs)
Indicative funding sources	RURACTIVE budget.
Long Term Impact Assessment	**1. Create an Engaged Rural Network Group** Long-term impact: A strong and self-sustaining local network increases local capacity for action. Acts as a catalyst for future initiatives and projects. Fosters a culture of co-creation and shared responsibility in energy-related matters. **2. Understanding the Current Situation and Needs (including follow-up survey)** Long-term impact: Enables data-driven decisions and tailored actions based on actual needs. Establishes a baseline for tracking changes over time. Enhances understanding of the barriers and opportunities present in the local community. **3. Informational Videos** Long-term impact: Builds a digital knowledge base that can continue to be shared after the project ends. Makes complex information accessible and easy to understand. Can contribute to behaviour change through increased awareness and relatability. **4. Educational and Outreach Material (sessions, study visits, peer learning)** Long-term impact: Increases practical understanding and inspiration by showcasing concrete examples. Promotes social learning and exchange of experience. Can create local role models and establish new norms for energy use. **5. Webinars** Long-term impact: Creates an accessible learning platform that can reach even hard-to-reach target groups. Builds competence around current solutions and regulations. Allows for continuous knowledge updates even after the project ends.

	6. Open Dialogue, Storytelling, and Co-learning Forum Long-term impact: Creates an inclusive space for dialogue and shared learning. Strengthens local identity and engagement in sustainability issues. Storytelling can contribute to norm changes and social influence.
Communication and Engagement	**1. Create an Engaged Rural Network Group** The invitations will be communicated through the local newspaper, social media, and newsletters. The network group strengthens local anchoring and enables two-way communication. By involving residents in planning and information sharing, the project ensures relevant messaging, increased participation, and outreach through local ambassadors. **2. Understanding the Current Situation and Needs (including follow-up survey)** The surveys will be distributed through digital channels such as newsletters, internal networks, and posters. Stakeholders, such as the Church of Sweden and other organizations as community centres, will be engaged. Participants get an ice cream for free. Survey will also be printed if needed. Press release Gotland´s newspaper? **3. Informational Videos** The video can be spread via SoMe channels, Energicentru´s and Region Gotland´s webpage and perhaps You tube. **4. Educational and Outreach Material (sessions, study visits, peer learning)** Networks, LTF, newsletters, Energicentrum´s webpage, SoMe, LinkedIn, events, webinars. **5. Host webinars** Sponsored links SoMe, LinkedIn, Energicentrum´s webpage, newsletters. **6. Open Dialogue, Storytelling, and Co-learning Forum** Share local stories from individuals who have participated in activities or made their own energy transitions, including their location and photo. Consider creating a series such as “Energy Heroes of Gotland” to highlight local initiatives and inspire others. Advertise on Facebook groups and local forums: Use existing groups such as “What happens on Gotland,” parish-specific groups, or Gotland energy-related groups.

	Physical notice boards: In shops, libraries, health centres, and community centres. Involve already active residents in the parishes as discussion leaders, storytellers, or local initiators.
Sustainability consideration	**1. Create an engaged rural network** Sustainability consideration: Strengthening local engagement and participation promotes social sustainability. An active network enables long-term change through local anchoring and knowledge sharing. **2. Understanding the current situation and needs (survey)** Sustainability consideration: A clear understanding of the current situation enables the development of targeted and needs-based actions for a sustainable energy and mobility transition. **2.1 Follow-up survey at the end of the project**: Enables tracking of progress and impact over time — a key aspect of long-term sustainability. **3. Information videos** Sustainability consideration: Accessible and inclusive educational material strengthens the knowledge base and helps more people feel motivated and equipped to act sustainably in their daily lives. **4. Educational and outreach material** Sustainability consideration: Study visits and thematic events promote practical knowledge about sustainable solutions, lower the threshold for action, and create local role models. Hosting activities outdoors can also reduce environmental impact. **5. Host webinars** Sustainability consideration: Digital formats allow for low environmental impact while reaching a broader audience and reducing the need for travel. Knowledge sharing is a key component of both social and ecological sustainability. **6. Open Dialogue, Storytelling, and Co-learning Forum** Sustainability consideration: By showcasing best practices and testing hands-on solutions (e.g., e-bike conversions, energy-saving challenges), both environmental and social sustainability are supported. The activities inspire and facilitate behaviour changes that contribute to the climate transition.
Synergies with other solutions	Energy bag and transport on demand. Probably also the solutions from Gotland´s challenges in Open call.

Synergies with local policies	Regional Development Strategy "Vårt Gotland 2040" Gotland's Climate and Energy Strategy Gender Equality Perspective in Public Administration Gotland's Transport Strategy Social Sustainability and Integration
Synergies with EU policies when relevant	EU Green Deal and Fit for 55 EU Biodiversity Strategy for 2030 EU Sustainable Mobility and Transport Policy EU Covenant of Mayors for Climate and Energy

6.3. Co-creative flexible public transport - action plan

Solution 3 - Co-creative flexible public transport	
Objectives of the solution	The goals of this solution are threefold: 1. Firstly, it aims to enable more people in rural areas to travel in a simpler yet climate-smart and cost-effective way in order to reduce their marginalization, particularly for those without cars or with disabilities. 2. Secondly, the goal is also to encourage the local rural community to explore possibilities and conditions that could facilitate the adoption of transportation solutions within Gotland's existing public transportation system. 3. Thirdly, the solution aims to cooperate with Region Gotland to collect data on potential users. This will enable the quantification and visualization of rural transportation, thereby materializing it.
Brief Description (max 250 words)	**By involving rural residents in engaging consultations for co-designing mobility solutions, we can identify their real needs, preferences, and challenges.** Thus, this solution will engage locals in designing a transportation service that matches their needs and the characteristics of Gotland. As a result of this co-creative process, rural residents have the opportunity to contribute with their unique and localized knowledge about their travel patterns, habits, geography, peak times, flexibility, and so on. In other words, information that is often missing from statistical data and that is key to making services work. A co-creative process for innovative transportation will reduce the risk of developing an unused and wasted service and will encourage fresh ideas around rural mobility, especially among those who currently depend solely on private, fuel-powered cars. This process includes developing and designing a survey tailored to the people of Gotland to better understand user behaviour, preference and

	flexibility, as well as users' views and suggestions regarding the mobility landscape. Therefore, the survey will evaluate their willingness and flexibility to take the bus, ride a bicycle, or carpooling, as well as how these options might be combined and integrated with an on-demand transportation system. In doing so, the co-design engagement will assess the practicality and viability of developing a locally inspired on-demand transportation solution by collecting vital data on users and their surroundings (e.g., users demand and engagement, environmental impact, cost estimation, and so on) taking into account similar benchmark initiatives in other locations, both nationally and internationally, that can be used to identify success factors and avoid common pitfalls. To achieve this, the project will identify three particularly underserved areas that are in urgent need of a complementary solution to the existing public transport system. Importantly, Region Gotland's Public Transport Department will collaborate on this project.
Relevant RDD and RDD subcategory	Energy transition and climate neutrality Sustainable multimodal mobility
Relevant Challenge/s	Lack of Access to Essential Services Without Relying on Private Cars
Specific Activities	**1. Networking with Mobility Activities** In order to ensure that the solution is carried out correctly and that we collect data that is relevant both for Region Gotland and locals, we will start with several meetings. On the one hand, meetings with the strategist of public transport on Gotland and other involved participants. On the other hand, meetings with the LTF ensure the initiative aligns with local needs. Together, these meetings will help develop a plan for the consultation. Notably, there will be ongoing meetings with both Region Gotland and LTF throughout this process to ensure the results are aligned with mobility needs. **2. Develop a Flexible Transport Needs Survey** These activities involve the next concrete step towards the development of a mobility solution on Gotland. Specifically, activities will revolve around the design of a digital survey and its content, such as the questions that will collect data relevant to the solution. Notably, the meetings to codesign the survey questions will also focus on gathering qualitative input on safety and comfort from different gender groups. Particular attention will be paid to spreading and communicating the survey in a cost-effective and environmentally friendly way to reach as many people as possible. Consequently, this stage will also focus on

	establishing new points of contact to ensure the best possible outreach. Thus, meetings with the LTF are expected. Once the survey has been designed, it will be reviewed and tested with the help of **Uppsala University** and **Region Gotland**. This will ensure that the survey clearly targets travel habits, preferences, and interest in demand-responsive transportation and connections to public transportation. The evaluation of users' willingness to carpool will be a priority, with the goal of integrating it with a flexible and on-demand transportation system. Finally, all existing survey distribution networks will be contacted. Similarly, a QR code, newsletter, and social media posts will be used to encourage survey participation. To incentivize locals to participate and engage, networking activities will be carried out in order to generate interest and engagement with the solution such as a multifaceted promotional strategy, encompassing press releases, social media engagement, and electronic newsletters, in combination with the Region Gotland's network. **3. Visualization of Transport Needs** The analysis of survey results is an essential component of the design process of the solution. As a result, the analysis and survey results will be shared with Region Gotland. Importantly, the results will also be used to develop visualizations and maps of transport needs in a workshop setting, collaborating with the LTF and Region Gotland. To that end, a workshop will be arranged to map transportation needs using visualization tools. Consequently, stakeholders will obtain a more precise understanding of the mobility landscape on Gotland. **4. Marketing** Development of marketing materials in connection with Region Gotland's pilot of on-demand transportation. Once the feasibility study has been completed and reviewed, there will be a launch campaign for flexible transport (ride-sharing and public transport on demand). Similarly, we will participate in two annual mobility weeks to share information and create dialogues in relation to on-demand and ride sharing.
Targets	**1. Networking with Mobility Activities** • Set a recurring meeting schedule (e.g., biweekly or monthly) for the duration of the pre-study.

	• At the conclusion of the solution, a minimum of five (5) meetings should have been held (between LTF and Region Gotland). **2. Develop a Flexible Transport Needs Survey** • Review of the survey: ensure that the questions address at least three (3) key themes: current travel behaviour, needs/preferences, and openness to new solutions. • Dissemination of the survey: • Create and send out two (2) newsletters announcing the survey. • Visit three (3) stores to raise awareness, generate interest, and collect responses to the survey. • Publish at least two (2) social media posts (on different platforms) promoting the survey within the first week of launch. • Survey analysis: Achieve a response from at least 50 people. **3. Visualization of Transport Needs** • Develop at least two (2) visualizations. • Organize at least one (1) workshop to analyse the responses. **4. Marketing** • Publish two (2) posts in SoMe. • Interviews and separate posts, with representant from each (3) parishes. • Article on Region Gotlan's webpage and newsletter. • Article on Energicentrum's website. • Participate in two (2) mobility week events held on Gotland.
Location of implementation	Rural areas, likely at three (3) different locations on Gotland
Geography and territorial context	Island Flat
Integration of relevant crosscutting	**Biodiversity** We will invite environmental strategists or conservation experts to the meetings to ensure that the planning takes ecosystems and sensitive natural areas into account. **Social Justice and Inclusion** To make sure the solution integrates well, we will make use of images and stories that reflect the diversity of the population. Similarly, all informational materials will be accessible visually, linguistically, and technically. It is also planned to collaborate with local associations and community champions to reach a wider audience.

	Climate adaption and mitigation Likewise, it is planned that our meetings will include experts on climate adaptation and climate impact. To this end, meetings will be held digitally whenever practical to reduce emissions associated with travel to meetings.
Forms of Innovation considered	**Digital innovation** We will investigate different types of mobile apps and web platforms where travellers can book trips in real time or in advance via an app, website, or phone. Similarly, we will consider AI-based route planning algorithms that optimize trips based on demand, minimize empty runs, and suggest carpooling. **Sustainable multi-modal mobility innovation** It is planned to develop integrations with public transport. Specifically, carpooling will be integrated with public transportation to ensure synchronization with bus schedules for smooth transfers.
Gender Sensitive Planning aspects	**Women and other gender minorities may have specific needs regarding safety and access to transportation, particularly during evenings or in remote areas.** • By involving women and vulnerable groups in the development of the survey questions, we ensure that the survey includes questions capable of identifying risks of various forms of discrimination. • By exploring ways to improve access to transportation, women in rural areas can more easily access employment, education, and social activities—contributing to greater economic independence and social inclusion. This, in turn, can help reduce gender discrimination in the labour market by increasing women's mobility and participation in the workforce. • On-demand public transport can also promote a more equitable society where everyone has equal opportunities to participate, regardless of gender or economic background. • We will also investigate the potential for integrating safety features into a future booking app—for example, the ability to share rides with family or friends—so that safer and more accessible transport options can be created for women. • Track the percentage of women, men, and others expressing interest in the on-demand transport service.
Resources/Capitals needed	**Personnel** • Project manager or researcher

	• Analyst or statistical support • Field staff for distribution/interviews • Communications officer / marketer • Graphic designer • Informers / local ambassadors • Digital specialist in social media and digital marketing **Technology & Tools** • Digital survey platform • Printed surveys (for target groups with limited internet access) **Interpretation and analysis tools** • Materials and Channels: • Printed materials • Digital media • Local media • Information meetings • Video content
Main stakeholders involved and their contribution	• **Region Gotland** – Responsible for public transport on Gotland. • **Henrik Jörgensen**, Strategist for Public Transport, Region Gotland – Responsible for the external study on demand-responsive public transport. • **Energicentrum** – In charge of surveys, video production, informational meetings for residents in the test areas, and marketing efforts. • **Local Heritage Associations (Hembygdsföreningar)** in rural areas – Provided information and hosted venues for parish-level informational meetings. • **Greta's Gamlingar** – Help spread information in one of the test areas in southern Gotland. • **The Church of Sweden** – Distribute information to its members residing in the test areas. • **Libraries, grocery stores, and other local services** – Assist with handling and distributing surveys in the test regions. • **GIS team at Region Gotland** –Developer of GIS-maps
Main and other Beneficiaries	People living in rural areas Region Gotland
Target groups at risk of exclusion	• Women • Young people • Older people • People with disabilities • Migrants and minorities

	• Long-term unemployed • LGBTQA+ • People without access to the internet • General public • Other specific groups not listed above
Timeframe (M to M)	**August 2025 – September 2027**: Planning and Networking activities with LTF and Region Gotland. Collection of qualitative insights on local needs, etc. Establishment of networks for smooth distribution of the digital survey. **January 2026 – June 2026**: Co-design of survey, meetings with LTF, survey tests. **July 2026 – December 2026**: Distribution of survey, social media support, collection of data. **April 2026 – December 2026**: Workshops to analyse data and create visualizations. **January 2027 – June 2027**: Workshops to map transportation needs. **Throughout 2026-2027**: Marketing activities.
Indicative cost	Paper and print service for surveys: EUR 500 Transport to information meetings and distribution of surveys, coffee, venues: EUR 1,000 Postage cost: EUR 300 Development of GIS-maps: EUR 4,700 **Total: EUR 6,500** Time (personal costs)
Indicative funding sources	RURACTIVE place-based-solution budget
Long Term Impact Assessment	• Economic - The planned mobility activities contribute to long-term economic sustainability by ensuring that resources are allocated based on real local needs. Through early coordination, data-driven planning, and low-cost outreach methods, the project reduces the risk of misallocation of capital. • Environmental - The mobility activities promote long-term environmental sustainability by encouraging shared and flexible transport solutions that reduce car dependency and emissions. • Social - The mobility activities strengthen long-term social sustainability by promoting inclusive, accessible, and needs-based transport solutions.
Communication and Engagement	The communication and engagement strategy will prioritize collaboration with stakeholders through regular meetings and workshops to align mobility solutions with community needs to make the most of their contacts and networks. Similarly, we will develop marketing materials for

	Region Gotland's on-demand transportation. Additionally, we will use social media, newsletters, and QR codes to promote the co-creative workshops and surveys, such as Energicentrum's social media and website. Finally, our participation in the annual mobility weeks will also facilitate sharing information about ridesharing and on-demand transport initiatives.
Sustainability consideration	Environmental Sustainability • Reduced private car travel • Lower carbon emissions • Resource-efficient traffic planning • Less noise and road wear Social Sustainability • Improved accessibility for all • Enables rural living • Digital inclusion • Strengthened social cohesion Economic Sustainability • More efficient use of resources • Potential for coordination with other transport services • Supports the local economy • Long-term cost-effectiveness.
Synergies with other solutions	Sockeneffekt: By leveraging synergies with the Sockeneffekt initiative, we aim to foster engagement in rural areas and establish a channel for the distribution of the feasibility study survey.
Synergies with local policies	Gotlands Klimat- och Energiöversyn (Climate and Energy Review) Gotlands regionala utvecklingsstrategi (Regional Development Strategy) Gotlands strategi för hållbara transporter (Sustainable Transport Strategy) Gotlands policy för social inkludering och tillgänglighet (Social Inclusion and Accessibility Policy) Gotlands Strategi för Hållbar Turism (Sustainable Tourism Strategy)
Synergies with EU policies when relevant	EU:s Green Deal (European Green Deal) EU:s strategi för hållbara och intelligenta transporter (Sustainable and Smart Mobility Strategy) EU:s Sociala rättvisa och inklusionspolitik (EU Social Rights and Inclusion Policy) EU:s Initiativ för grön rörlighet (European Mobility Package) EU:s Digitala Agenda för Europa (Digital Agenda for Europe)