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National pilot project implementation report

Austria Solar

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1 Introduction

The Austrian Pilot Implementation Report shall reflect the first year of the roll out of the Label Pack A+ Project in Austria.

The LabelPackA+-Project ist part and financed by the Horizon 2020 strategy of the European Commission.

The background are the Ecodesign and Energy Labelling Directives, legislation from the European Commission which intends to reduce the energy consumed by products at the design and manufacture stage (Ecodesign) and at the operation stage (Energy Labelling).

The Ecodesign and Energy Labelling Directives are established to amongst others to support consumers' decisions concerning energy consuming products. The focus of the decision shall be drawn towards more energy efficiency. The long term aim of Horizon 2020 is a general reduction of the energy consumption within the borders of the European Union.

The LabelPackA+-Project, established by the ESTIF is a tool to put the focus of consumers, installers and other relevant target groups on the energy label in a pilot project with concret national partners in six European countries (Austria, France, Germany, Great Britain, Italy, Portugal).

The National Pilot Plan (NPP) of each national partner was developed by the national project organisation to show the planned structure of the roll out of the project. The National Implementation Report reflects the implementation of the NPP within the first report period of the project.

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2 National Stakeholders Platform

2.1 Goal (MoU)

The Austrian National Stakeholders Platform (NSP) is composed by the most relevant stakeholders in the Austrian heating market.

The main goal of the Austrian NSP is still to engage the most relevant actors in the heating market in the successful deployment of the energy labelling directive for heating appliances. The NSP is responsible for validating the National Pilot Project (NPP) and assisting/facilitating its successful implementation throughout the project's timeframe. The whole NSP is to physically meet one to two times per year during the NPP implementation and, during the whole project timeline, exchange experiences in order to promote the constant revision and improvement of the programme. The subgroups will come together for quarterly meetings.

1. Participation in the NSP

The participation in the NSP requires the participation in one to two meetings per year along the project duration and the contribution to the validation of the documents presented by the Austrian consortium. The meeting has, as main goal, to present and validate the NPP in order to match activities proposed within the Label Pack A+ and external activities already established by other agents in the market.

The first meeting of the NSP (kick off meeting) took place on November, 26th 2015 in Salzburg. Due to time restrictions at the stake holders it was not possible to generate an earlier date before roll out of the directive in September 2015.

2. Evaluation of the online platform and tools

NSP participants were and are still invited to contribute, comment and evaluate the online platform, given their different perspectives and roles in the market. Participants were and are still invited to validate the platform contents, from the point of view of their responsibilities in the market chain, and test the package energy labelling tool for its usability.

3 Communication and Dissemination of the Label Pack A+

NSP participants were and are still invited to disseminate the Label Pack A+ project through their media and via their network of partners, in particular the industry associations. The communication should be general, presenting the new regulations and the project goals, and specifically focusing on the training sessions, especially aimed at professionals: installers and project designers.

The communication towards the final user is also aimed via the display of short articles in the entity's webpage and direct link to the Label Pack A+ website.

The participating entities are also entitled to indicate and participate in the training actions, according to their technician's needs.

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Finally, the NSP participants were and are still invited to report to the Label Pack A+ Austrian team on relevant market interactions and make use of the team's technical capacity regarding questions or doubts received by the market using the project's helpdesk.

2.2 Composition

The Austrian National Stakeholders Platform is composed as:

- Austria Solar members
(Association with about 100 companies and installers)
- EEÖ – Erneuerbare Energie Österreich
(Umbrella group of all lobbying organisations of the renewable energies in Austria)
- DVEK – Dachverband Energie Klima der Wirtschaftskammer Österreich
(Umbrella group of industry and craft of energy and climate of the Chamber of Economy Austria)
- AIT – Austrian Institute of Technology
(research institution of energy topics)
- Innung der Installateure
(Plumbers and installers guild)
- Steuerungsgruppe Roadmap Solare Wärme
(Steering Group Solar Heating, including participants of the Ministry of Economy, the Ministry of Environment and the Ministry of Technology)
- Initiative Sonnenhaus Österreich
(Lobbying organisation of primary solar heated buildings)

The invitation to join the National Stakeholders Plattform was directed to other organisations as well.

Public and governmental organisations refused to join the NSP officially due to several reasons, such as lack of time or conflicts with their specific aims and strategies or simple no interest. Consumers' organisations asked only to be informed of the output of the project due to restricted personal capacity.

Some organisations representatives were willing to take part in the NSP but refused to join the kick off meeting and did not react on information being given. Thus Austria Solar decided to contact these organisations, mainly public and governmental, in separate meetings and involve them into negotiations in small and more focused meetings.

2.3 Specific Activities

3 Online Platform

3.1 Managing the platform at the national level

Due to technical problems it was not possible to launch the online platform before November 2016.

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3.2 Helpdesk

Austria Solar established a mail based helpdesk but also offers the main phone number of organisation for contact. The number of requests was smaller than expected. The requests concerned mainly concrete components and how to deal with them. Those requests were forwarded to members of Austria Solar as experts in the field.

4 Training/Information Activities

4.1 Market stakeholders (ongoing/planned) activities

The training activities were supported by Initiative Sonnenhaus and Austrian Institute of Technology as strong partners in the roll out of the project. Due to serious health problems of the trainer of Sonnenhaus it was not possible to reach the number of trainings set in the National Pilot Plan in time. Another problem was a vast lack of interest in partner's training offers at stakeholders in the first half of 2016.

At 8 workshops in total 193 professionals were reached. Training sessions for installers were organized in cooperation with Initiative Sonnenhaus (4 workshops from April 2015 to January 2016), AIT (2 workshops from March to October 2015) and Gasokol (2 workshops in August and September 2015). At the workshops the training and information material of Austria Solar was used as well as the LabelPack flyer. Also personal contact at the Energiesparmesse Wels 2016 (Feb 2016) and the Bauen & Energie/Aquatech Vienna 2016 (Jan 2016) was used to inform installers regarding energy label and distribution of LabelPack folder.

Audience reached at the workshops and personal contacts to:

- System and project designers
- Installers
- Sellers / Distributors and Wholesalers
- Construction workers / builders
- Energy Technicians
- Manufacturer

4.2 Information Material

4.2.1 Brochure of Initiative Sonnenhaus

The brochure based on the LabelPackA+ information was distributed as part of the instruction material in the trainings (see 4.1) and is also offered at the Initiative Sonnenhaus – Homepage as download, as well as on the project's national website. It is only available in German.

4.2.2 Endconsumers' Flyer

The flyer was generated and designed by Austria Solar in September/October 2015. The circulation is 5.000 copies. The flyer was distributed at fairs and offered at several meetings, workshops and conventions Austria Solar or its members took part.

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Type of dissemination activity	Type of audience reached	Estimated number of persons reached
Energiesparmesse/Energy Saving Fair, Wels, February 2016	Installers, retailers, consumers	Hundreds by flyer, dozens personal
Bauen & Energie/Aquatech, Vienna, January 2016	Installers, retailers, consumers	Hundreds by flyer, dozens personal
Gleisdorf Solar, June 2016	Experts, Producer, Planner, Technicians	300

4.2.3 Installers' Brochure

The installers brochure was not printed and distributed yet as it is only available in English. The distribution is planned and will start as soon as possible.

5 Monitoring activities

An evaluation was planned for the fourth quarter 2015 but was cancelled due to lack of capacity and support. As a monitoring is an essential part to reflect the effect of a project it is still in the focus to be rolled out.

5.1 Targets

Activity	Nr.° Actions realised	Participants reached
Policy Professionals	3	100
Installers and project designers	8	193 (including other professionals)
Sellers (at retail)	2	Hundreds by flyer, dozens personal
Consumers (direct)	2	Hundreds by flyer, dozens personal

Package Labels simulated/emitted in the LPA+ platform	No number available
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5.2 KPIs

Activity	Direct KPI	Indirect KPI
Policy Professionals	<ul style="list-style-type: none"> Presence of representatives of ministries and climate and energy 	<ul style="list-style-type: none"> Distribution of link to Austrian

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	regional managers at information session	LPA+ webpage
System Designers	<ul style="list-style-type: none"> • Presence of dozens at training session • Hardly no contacts with the Austrian LPA+ helpdesk 	
Installers	<ul style="list-style-type: none"> • Presence of dozens at training session • Only few contacts with the Austrian LPA+ helpdesk 	<ul style="list-style-type: none"> • Distribution of link to Austrian LPA+ webpage
Sellers (at retail)	<ul style="list-style-type: none"> • Consulting at fair booth of Association on LPA+ • Only few contacts with the Austrian LPA+ helpdesk 	
Consumers (direct)	<ul style="list-style-type: none"> • Consulting at fair booth of Association on LPA+ • Almost no contacts with the Austrian LPA+ helpdesk or VKloffices 	<ul style="list-style-type: none"> • Distribution of link to Austrian LPA+ webpage

6 SWOT Analysis

Threats

- fee for manufacturers to access the platform
 - ➔ Manufacturers which are part of coporations based e.g. in France or Gemany are obligatory using the platform due to their mother companies
 - ➔ Most of the national manufacturers refuse to use the LPA+ platform and prefer company based platforms direct linked to products they deal with
- training materials not finished fully so the final model of the trainings and number of actions possible could be delayed
 - ➔ As Initiative Sonnenhaus partly used self produced material based on the information given by LPA+ this threat did not realise
- manufacturers are already developing a lot of trainings and that may compromise the presence/interest of installers
 - ➔ Not only international manufacturers but also other organisation, mainly regional freelancers and consulting firms offered individual workshops without relation to the LabelPackA+ project. This lowered interest of installers and planers in the project's training offers as well.

Strengths

- addressing the whole market value chain

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- ➔ Due to the lack of interest in governmental, public and consumers organisations it was not possible to reach this target.

Weakness

- aiming at all the actors may imply smaller budgets for each target group and compromise the actions, namely in terms of printing of materials
 - ➔ The roll out showed that the printing budget caused no conflicts
- Communications tools, namely with users are still not defined (best communication models)
 - ➔ With the installers' brochure and the end consumers' flyer, but also via project web side those tools are available.

Opportunities

- possibility to include the energy label in the Austria Solar Gütesiegel as a tool guaranteeing a high efficient Energy Label in the standards of public sponsoring.
 - ➔ This target is still work in progress.