



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 649905

First National Pilot Implementation Report



D3.6 – Germany
National Pilot Project
27/05/2016



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1 Introduction

This document reports the activities of the German National Pilot Plan which were to be conducted in Germany within the Label Pack A+ project during the reporting period March 2015 up to March 2016.

The objectives of the pilot projects are to roll out information on the project on the label and the calculation tool as well as an information campaign to installers and later consumers.

In the context of dissemination of an online calculation tool, which for Germany is found at www.heizungslabel.de and to offer various training activities, a large number of market actors offering training activities were interviewed by telephone in the beginning of 2016 to inform about the project, and at the same time to get an understanding about the package label awareness in the market. The main purpose of these calls was to promote further LPA + training sessions. Based on this, details are provided about the activities on the promotion of the package label at the various market levels: manufacturers, installers, national associations, end consumers, market surveillance agencies, public institutions, consumer representatives and end-consumers.

In the following, experiences gained thereby will be documented for the fine-tuning of the German pilot project implementation.



2 National Stakeholders Platform

The German National Stakeholders Platform (NSP) (Deutsche Akteursplattform zur Einführung der EU Energieeffizienzlabels im Warmwasser und Heizungssektor) was found to involve the most relevant stakeholders in the German heating market identified during the first phase of the project.

The main goal of the German NSP is to identify missing activities and actors to be involved in the successful deployment of the energy labelling directive for heating appliances. The focus in Germany of the NSP and the NPP is the package label and here in particular the solar thermal sector, since this is the most complicated and also least informed / trained element, especially since it takes place in a market environment, which has been suffering from steady decrease since 2009.

The NSP is responsible for counselling and providing feedback on the road map to organize communication and information material and the execution of training – herewith called National Pilot Project (NPP) and assisting / facilitating its successful implementation throughout the project's timeframe.

The NSP is to physically meet at least once a year during the NPP implementation and, during the whole project timeline, review and contribute experiences of different stakeholders in order to promote the constant revision and improvement of the program.

2.1 Kick-Off meeting of the NSP on 6 July 2015 at Frankfurt

For the first meeting, around 300 potential stakeholders had been invited including companies, associations in the heating, building and wholesale sector, market surveillance organizations, consumer agency representatives and federal and regional bodies.

The first meeting had, as main goal, to collect information on activities taking place in Germany with regards to the introduction of the energy label for heating and hot water devices with focus on the package label calculations and to present those steps to be undertaken within the project. The idea is to assure the complementarities between the activities proposed within the Label Pack A+ project and external activities already established by other agents.

Of the invitees, 27 participated in the sessions and all in all 131 expressed their interest in being further informed on the project. During its initial meeting (kick off) on at Frankfurt, representatives of Bundesanstalt für Materialforschung, (BAM), the federal institution for the implantation and guidance for the European Directives, namely the Eco-design and Energy Labelling Directives participated. In addition, relevant representatives of the supervising bodies, the heating industry,



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wholesale, craftsmen and installers as well as consumer representatives were involved in the kick-off event, partly in presentations, partly in discussions. The kick-off meetings participants included:

Public Authorities

BAM - Bundesanstalt für Materialforschung und –prüfung
Landesamt für Natur, Umwelt und Verbraucherschutz NRW
Landesamtes für Mess- und Eichwesen Rheinland-Pfalz (LME RLP)
Ministerium für Wirtschaft, Klimaschutz, Energie und Landesplanung Rheinland-Pfalz
Hessische Eichdirektion

Associations

BSW - Bundesverband Solarwirtschaft e.V.
Deutscher Großhandelsverband Haustechnik e.V.
DGS - LV Hamburg/ Schleswig-Holstein e.V.
Fachverband SHK Hessen e.V. (FVSHK)
VdZ - Forum für Energieeffizienz in der Gebäudetechnik e.V.
ZVSHK - Zentralverband Sanitär Heizung Klima

Consumer Representatives

Energieagentur Rheinland-Pfalz
Verbraucherzentrale Rheinland-Pfalz

Company Representatives

Fraunhofer Institut für Solare Energiesysteme ISE
GASOKOL GmbH
Holtzmann & Sohn GmbH
mah Mittelstands-Allianz Haustechnik GmbH & Co. KG
Oventrop GmbH & Co. KG
Richter+Frenzel GmbH + Co. KG
Ritter Energie- und Umwelttechnik GmbH & Co. KG
Roth Werke GmbH
Sailer GmbH
TÜV Rheinland Energie und Umwelt GmbH

A second NSP meeting was agreed to take place in September 2016.



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2.2 NSP Activities

During the kick off meeting the NSP participants were invited to disseminate the Label Pack A+ project through their media and via their network of associates, in particular the industry associations. In cooperation with VdZ, DG Haustechnik and ZVSHK installers had been and will be addressed at wholesale sites, starting in mid-August, peaking in early September 2015. In addition, it was agreed to participate in a campaign by VdZ to promote the platform www.heizungslabel.de and the solution with DG Haustechnik and ZVSHK to focus on the information of installers at the site of wholesalers. The activity was accompanied by press-information. A few of the manufacturers present at the NSP placed information on the label and the project on their websites to inform the consumers. Examples are: www.resol.de, www.orientrop.de

It was agreed with the consumer agency representative to continue the information exchange since consumer agencies could not be involved in the promotion of the label since not considering it as helpful.

The communication towards the final user was also aimed namely via the display of short articles in the entity's webpage and direct link to the LabelPack A+ website. In addition, within the NSP cooperation with consumer organizations is sought to coordinate communication activities. The communication activities had been started in late August 2015.

Other activities included oriented at installers and the end user included a press release on 23. / 24. September 2015 oriented towards the two groups.

The named organisations, but also other participating entities in the NSP were also entitled to indicate and participate in the training actions, according to their own needs or needs seen in the market as well as requesting presentations and materials. Finally, the NSP participants were invited to report to the German Label Pack A+ office relevant market interactions.



3 Online Platform

3.1 Managing the platform at the national level

The VdZ e.V. is the entity to develop and run the online platform www.heizunglabel.de, which is the most acknowledged platform to store and insert data of the different products and components relevant for the package label. By end of 2015 more than 70 companies in Germany had signed the agreement to provide and update their data for the calculation of the package label and partially stored their data as well as paying for this service. The solution had been developed as industry initiative and offers more convenient data insertion, handling and interfaces to commercial software than the solution developed for the other countries of the consortium. In addition, it was ready earlier and tested by many manufacturers.

VdZ provides technical and user support. This includes tutorials and step by step manual and videos on “how to operate the platform and use the calculation tool”. Nevertheless, the online tool is not meant to be for the end customers, since it requires expert knowledge on system design and compilation.

3.2 Helpdesk

A helpdesk service for companies at BSW-Solar went operational in June 2015. Highly technical questions sometimes had to be answered with the help of companies or technical experts. A guidebook with FAQs had been published earlier in April 2015 and was continuously updated with upcoming questions as well as with information provided by other institutions such as VdZ, ZVSHK, BDH etc. Since the beginning until March 2016, much of the expert information regarding specialized information, some of it still has to be acquired through external experts and compiled in FAQ, which could be gathered and published in LPA+ guideline in German.



4 Training/Information Activities

In order to further implement the package label in Germany and to create awareness of its importance, educating and further training courses are to be offered. On the one hand, they have the purpose of highlighting the meaning and the significance of the label, on the other hand they shall explain to installers the various platforms available for the creation of the label.

The trainings should include information about the LabelPack A+ project itself, on the online-tool “Heizunglabel”, on the labelling requirements, and additional information about using the different calculation methods and about the labels for different application.

4.1 Market stakeholders ongoing/planned activities

In 2015 information events with in-depth information were organized at two internal BSW events (working group meetings) with 43 participants, trainings included workshops covering around 58 participants, the National Stakeholder Platform meeting with 23 participants as well as presentations among different stakeholder groups and three external events with between 10 and 150 participants. Until March 2016 one more BSW-Solar work group meeting was carried out with 19 participants informing on updates on the topic (compare Table 1).

Table 1: Completed and planned activities - Market stakeholders

2015		
Event	Participants	Date/Place
ISH tradefair - Presentation of the Heizunglabel platform together with VdZ	Approx. 40	12th March – Frankfurt
OTTI – Symposium Thermische Solarenergie Presentation of the LabelPack A+ project	Approx. 150	6th May – Bad Staffelstein
BSW – Solar expert group - Introduction of the Label	21	12th June – Frankfurt
Intersolar Trainings for the labelling	25	23th June – Munich
NSP Kick-off-Meeting	27	6th July - Frankfurt
DGS – German society for solar power - Workshop for experts	30	9th September – Hamburg
BAM – Workshop	10	9th September – Berlin
Workshop for craftsmen	5	6th October – Frankfurt
Update on the BSW – Solar expert group	23	12th October – Berlin

2016		
Event	Participants	Date/Place
VASE Workshop by Fraunhofer / VdZ Discussion on improvements on the label	Approx. 20	18th February – Berlin
Update on the BSW – Solar expert group	19	04th March – Berlin



The following audience was reached during these events:

- Manufacturers
- Installers
- Associations
- Research institutions
- End-consumers
- Market surveillance agencies
- Public institutions (Ministries, BAM)
- Consumer representatives
- Consumers

For the period of April to December 2016 at minimum three more events are planned: two more presentations among different stakeholder groups with about 50 participants and one external event.

4.2 Summary to the completed market stakeholder activities

Many stakeholders in Germany have initiated training and information activities. Most notably are the following ones:

The **BAM** has provided information on the federal level to the implementing bodies at level of the different federal states in Germany. Supervisory bodies have been informed by BAM.

As already mentioned above, **VdZ e.V.**, supported by BSW-Solar and the heat pump association BWP have initiated the online platform 'HEIZUNGLabel'. The platform gathers all relevant product data of companies willing to provide those and facilitates the calculation of the energy efficiency package label for hot water and space heating. VdZ closely cooperates with commercial software providers to calculate and enable commercial software, covering approximately 95 % of the market to have the appropriate interface and transport protocol to the software in use.

BdH: The heating association has conducted three specialized trainings on EcoDesign and the labelling focussing at the industry representatives, but only at members of BdH. Many members of BdH are providers of entire packages though some specialists are also involved.

DG Haustechnik and ZVSHK: The wholesalers' association and the installers association also provide information material and training to their regional bodies.

4.3 Trainings material

Training material used was the Labelling Guide including FAQs. In addition, power point presentations were used for the onsite training. A project brochure is scheduled to be ready in early April and installer and end consumer brochures are to be ready in the next months.



5 Monitoring activities

In order to initiate more trainings in 2016 by initiating further collaborations beyond the NSP partners, a telephone survey was conducted between February and March 2016 among various relevant organizations such as regional associations of plumbers, regional chambers of installers and local educational centres.

5.1 Targets

The aim of the survey was to filter out a picture to what extent the label finds a proper implementation in Germany so far and which events are to be selected for providing training sessions. Moreover, the different organizations should be used as multipliers in order to host the trainings and to serve as a platform.

5.2 Results

Figure 1 gives an overview of the numerical division of the surveyed organizations. A total of 60 national associations, chambers, guilds, vocational training providers and other such as local energy agencies, local initiatives etc. were interviewed by telephone.

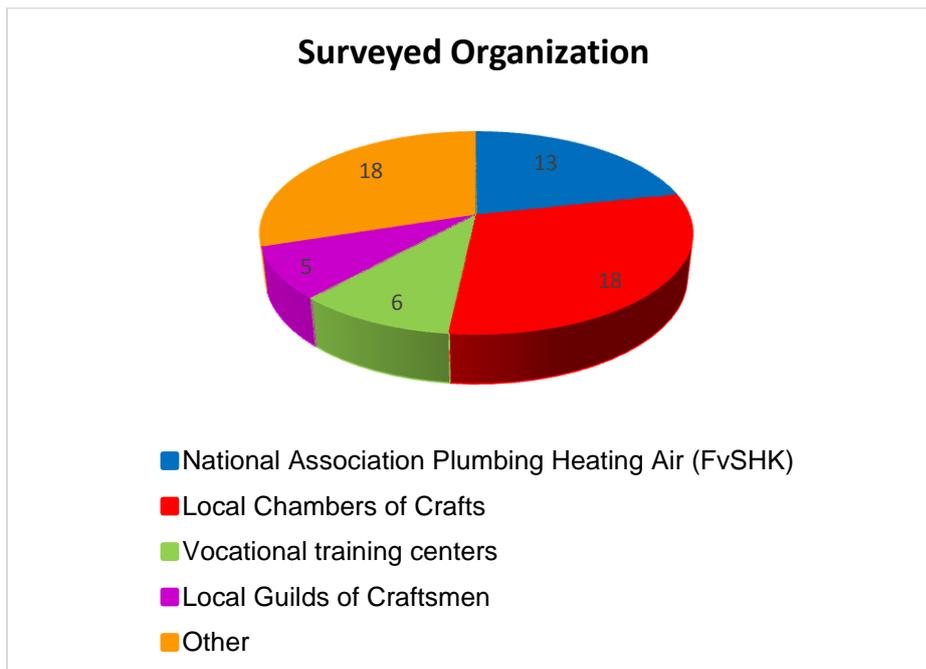


Figure 1: Training for market actors – surveyed organizations



Contrary to the first expectation, the resonance of the survey was very low. Six months after the introduction of the label, only 11 out of 60 organizations surveyed saw the need to clarify the new regulations concerning the package label. Their customers were enlightened in the form of trainings, information materials, press releases, magazines or newsletters. Eight of these organizations do not see any need for support from the BSW-Solar or feel that an extra effort would not be worth it.

Only 10 out of the surveyed organizations asked for support in the form of trainings, seminars or information materials for their customers. Table 2 gives a detailed overview about the surveyed organisations and their interest in trainings or other events to inform their customers about the new label pack.

Table 2: Surveyed organizations - Effort in LabelPack promotion

Surveyed Organization	Trainings / Information events offered	Wants input / help / support for trainings and information events
Baden-Württembergischer Handwerkstag e. V.		
BBA - Akademie der Immobilienwirtschaft e.V.		
Berufsakademie Hamburg GmbH		
BID Bundesarbeitsgemeinschaft Immobilienwirtschaft e.V.		
Bundesministerium für Umwelt, Naturschutz, Bau und Reaktorsicherheit		
Bundesverband Gebäudeenergieberater Ingenieur Handwerk e.V.		
CO2-online gGmbH	X	X
ELBCAMPUS Zentrum für Energie-, Wasser- und Umwelttechnik	X	X
Energie 2000 e.V.		
Energieagentur Nordbayern e.V.		X
FvSHK Sachsen		
FvSHK Schleswig-Holstein	X	X
FvSHK Thüringen		
FvSHK Land Brandenburg		
FvSHK Mecklenburg-Vorpommern		
FvSHK Bayern		
FvSHK Rheinland/Rheinessen	X	
FvSHK Niedersachsen		
FvSHK Sachsen-Anhalt	X	
FvSHK Baden-Württemberg	X	
FvSHK Hessen	X	
FvSHK Nordrhein-Westfalen		
FvSHK Meck-Pomm	X	
HWK Region Stuttgart		
HWK Reutlingen		X



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Surveyed Organization	Trainings / Information events offered	Wants input / help / support for trainings and information events
HWK Rheinhessen		
HWK Schwerin		
HWK Südthüringen		
HWK Südwestfalen		
HWK Trier		
HWK Ulm		
HWK Wiesbaden	X	
HWK Köln		
HWK Erfurt		
HWK Lübeck		X
HWK Berlin		X
Handwerkszentrum Ruhr - Zentrum für Umwelt und Energie		
hessenENERGIE Gesellschaft für rationelle Energienutzung mbH		
IGH (Intressen-Gemeinschaft-Haustechnik)	X	
Innung Sanitär Heizung Klima Berlin		
Innung Sanitär Heizung Klima Bremen		
KEA Klimaschutz- und Energieagentur		
Klimaschutz- und Energie-Beratungsagentur		
Service- und Kompetenzzentrum Kommunaler Klimaschutz		
Umweltberatung der HWK Freiburg		
Umweltzentrum des Handwerks Thüringen		
Umweltzentrum für Energie und Nachhaltigkeit der HWK Trier		
Umweltzentrum Trebsen der HWK Leipzig		
Verband Privater Bauherren e.V.		
Verband Wohneigentum e.V.		
ZEBAU - Zentrum für Energie, Bauen, Architektur und Umwelt GmbH		X
Zukunft Altbau		
Landesinnungsverband für Sanitär- und Heizungstechnik Hamburg		
Landesinnung Saarland Sanitär-, Heizungs- und Klempnertechnik		
Handwerksblatt/Verlagsanstalt Handwerk		
Bildungszentrum Dresden	X	
Bildungszentrum Berlin		X
Bildungszentrum Reutlingen		
Bildungszentrum Schwerin		X
Bildungszentrum Hamburg		



One-sixth of the organizations interviewed still have never heard of the new label. After a brief explanation and mentioning that the label has been mandatory for already half a year, partly information was requested by email and partly the inquiry was refused.

However, the number of those who in fact knew the label and yet showed absolutely no interest in trainings and further support (14) caused concerns. Even the offer of free trainings was rejected as superfluous in almost all cases. Here the reasons for the rejection of the label are widely divided. As a very serious reason the extra effort for all parties concerned was mentioned. Specially because the meaningfulness of the label is not clearly seen. Since the label is widely accepted badly, information about it as well as trainings for clarification would not be noticed at all and simple be superfluous. Some of the respondents also stated that they had to observe the market situation for a longer time before it was possible to assess whether and in what form the support of members and customers was necessary.

Figure 2 highlights the different points of opinions relating to the interest in support and training for the label pack:



Figure 2: Acceptance of the label in Germany – Picture of opinions

As already mentioned eight organizations already offer trainings and do not need any kind of support. Another 10 organizations are interested in trainings, information material or other support. Only two more trainings could be arranged for 2016 so far, one planned on 2 July in Lübeck and one planned on 29 November in Hamburg (see chapter 0).