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German pilot project implementation strategy

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CONTENTS

1	Introduction.....	3
2	National Stakeholders Platform.....	4
2.1	Goal (MoU).....	4
2.2	Participation in the NSP	4
2.3	Communication and Dissemination of the Label Pack A+	5
2.4	Composition	5
2.5	Specific Activities	7
3	Online Platform.....	7
3.1	Managing the platform at the national level	7
3.2	Helpdesk	8
4	Training/Information Activities	8
4.1	Market stakeholders ongoing/planned activities	8
4.2	Label Pack A+ specific.....	9
4.2.1	For the whole market value chain.....	10
4.2.2	Policy and market surveillance actors	10
4.2.3	Manufacturers	11
4.2.4	Distributors and Wholesalers.....	11
4.2.5	Project Developers.....	11
4.2.6	Installers and Integrator Installers.....	12
4.2.7	End-consumers.....	12
4.3	Past activities within the projekt in Germany	13
4.4	Milestones	14



Introduction

The German National Pilot Project (NPP) describes the activities to be conducted in Germany within the Label Pack A+ project.

It presents the National Stakeholders Platform consortium (Deutsche Akteursplattform) and its main goal, the activities developed for the market, from the policy actors, to the installers, system designers and front-end sellers, and the communication activities, focused on the end-consumer. It also presents some external activities, though not exhaustive, developed by other market agents, considered synergetic to those developed within LPA+.

The NSP involves some of the most relevant entities in the heating market. It aims to function as a consultancy forum, which validates and evaluates the activities developed within the LPA+ auspices. The activities foreseen within this group refer to the validation and evaluation of the activities proposed, benefiting from the various stakeholders competences, as well as for the participation and cooperation with dissemination and communication activities.

The activities are distinguished in training and communication activities, training for professionals and communication mainly focussing at the end-consumer.

Professionals are targeted at different levels and involvements:

- Professionals in political and executing and supervising bodies organizations and entities are to be included in information activities
- Professionals in wholesale, sales and installations are to be informed via materials and guidelines as well as online and on site trainings

Consumers are addressed via the consumer associations and with dedicated actions via media, public events and communication workshops.

This draft of the German National Pilot Project is to be revised upon the feedback of the relevant stakeholders and depending on the success and impact of the proposed activities.



National Stakeholders Platform

The German National Stakeholders Platform (NSP) (Deutsche Akteursplattform zur Einführung der EU Energieeffizienzlabels im Warmwasser und Heizungssektor) is supposed to involve the most relevant stakeholders in the German heating market.

The main goal of the German NSP is to **identify missing activities, to optimize them and to involve crucial actors** 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 seven years. The NSP is responsible for counselling 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 programme.

Goal (MoU)

The goal of the foundation of the German National Stakeholders Platform is to gather a advisory group that critically analyses, comments and contributes to the National Pilot Project. For this advisory group, BSW-Solar invited relevant agents in the German heating appliances market.

The contributions requested from each participant can summarily be systematized into:

1. Participation in the NSP
2. Communication and Dissemination of the Label Pack A+ materials and information

Participation in the NSP

The participation in the NSP requires the participation in meetings along the project duration and the contribution to the validation of the documents presented by the BSW-Solar.

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 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.



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The second meeting is expected to be an evaluation of the activities already developed and the identification of barriers and opportunities to revise the action plan for the forthcoming period.

The last meeting is the presentation of the final activities report and the collection of inputs and critical feedback that can be systematized and presented already in the context of WP4 and the policy recommendations to be provided as feedback for the implementation of the dispositions relating to the package label.

The NSP is only one channel to collect feed back to the online tool “VdZ-Plattform” www.heizungslabel.de , which will be the main source for data collection and data supply on the package label in Germany. Therefore the online tool will be promoted and supported, but it was not borne by the project.

Communication and Dissemination of the Label Pack A+ information

NSP participants are invited to disseminate the Label Pack A+ project through their media and via their network of associates, 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 to much minor extend project designers. In cooperation with VdZ, DG Haustechnik and ZVSHK installers will be addressed at wholesale sites, starting in mid August, peaking in early September 2015.

The communication towards the final user is also aimed namely via the display of short articles in the entity's webpage and direct link to the LabelPackA+ website. In addition, within the NSP cooperation with consumer organizations is sought to coordinate communication activities. The communication activities are to be started in early / mid September. The European Communication and Replication Plan (D5.1) lists all the activities in which the NSP stakeholders shall be involved for sharing messages among

The named organisations, but also other participating entities in the NSP are also entitled to indicate and participate in the training actions, according to their own needs or needs seen in the market.

Finally, the NSP participants are invited to report to the German Label Pack A+ office relevant market interactions.

Composition

During its initial meeting (kick off), representatives of the Bundesanstalt für Materialforschung (BAM), the federal institution for the implementation implantation and guidance for the European



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Directives, namely the Eco-design and Energy Labelling Directives participated in the meeting. In addition, relevant representatives of the supervising bodies, the heating industry, wholesale, craftsmen and installers as well as consumer representatives were involved in the kick-off event. Though only a few Memorandums of Understanding have been signed so far, interest in the NSP was provided by the following organisations (below).

German National Stakeholders Platform kick-off meetings participants included:

Public Authorities

BAM - Bundesanstalt für Materialforschung und –prüfung (Federal Institute for Materials Research and Testing)

Landesamt für Natur, Umwelt und Verbraucherschutz Northrhine Westphalia (State Agency for Nature, Environment and Consumer Protection)

Landesamt für Mess- und Eichwesen Rheinland-Pfalz (LME RLP) (State Agency for Measuring and Control-Technologies)

Ministerium für Wirtschaft, Klimaschutz, Energie und Landesplanung Rheinland-Pfalz, Ministry for the economy, climate protection and planning

Hessische Eichdirektion, State Agency for Measuring, Hesse

Associations

BSW - Bundesverband Solarwirtschaft e.V., German Solar Association

Deutscher Großhandelsverband Haustechnik e.V., German Wholesale Association,

DGS - LV Hamburg/ Schleswig-Holstein e.V., German chapter of ISES

Fachverband SHK Hessen e.V. (FVSHK), Hesse chapter of Installers Association

VdZ - Forum für Energieeffizienz in der Gebäudetechnik e.V., Association for Energy Efficiency and Building Technologies

ZVSHK - Zentralverband Sanitär Heizung Klima, Association of Sanitary, Heating and Air conditioning installers



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Consumer Representatives

Energieagentur Rheinland-Pfalz, Energy Agency of Rheinland Pfalz

Verbraucherzentrale Rheinland-Pfalz, Consumer Representation of Rheinland Pfalz

Companies / Institutes

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

Specific Activities

The first activity of the NSP will be support of actions for installers (marketing information) and consumer information. As many institutions have been informed already, the focus should be oriented towards the information of installers and consumers and here, again, special attention should be drawn towards the introduction of the package label in combination with solar.

Online Platform

Managing the platform at the national level

Responsibilities



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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 July 2015 as many as 70 companies in Germany have signed the agreement to provide and update their data for the calculation of the package label and partially stored their data already.

Helpdesk

A helpdesk service for companies at BSW-Solar is already operational. At the moment 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. BSW-Solar also collaborates with other institutions to gather further input for FAQs. With regards to the HEIZUNGLabel -platform itself, VdZ will provide technical and user support. This should also include 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.

Training/Information Activities

Market stakeholders ongoing/planned 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.

VdZ e.V., supported by BSW-Solar and the heat pump association BWP have initiated the online platform HEIZUNGLabel. The platform gathers all relevant information 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.



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

Companies partially provide information on the label to affiliated installation companies.

Consumer associations plan press releases and information on the label.

These include the activities foreseen by the manufactures and training centres, essentially aimed at installers and system designers.

Label Pack A+ specific activities

The German NPP has two main target groups: installers and consumers. These activities are to be partially coordinated with other institutions. Trainings and consumer oriented actions are free of charge.

To address **installers**, BSW-Solar organizes trainings together with other actors (associations, training institutes, regional chapters of trade associations etc.) all around the country. Within LabelPackA+ BSW-Solar also develops or translates training materials to be provided to NSP member organizations. The training sessions conducted by BSW-Solar will occur between the end of 2015 and 2016, focusing on geographical areas less approached by manufacturers or by contribution to training activities by other actors, otherwise not to be realized. A total of a minimum of 500 installers are aimed at, trainings are partially to be conducted online to increase participation and efforts for organisation and coordination.

Actions aiming at **new professionals**, namely solar thermal installers and system designers will also be established. These actions will be organized in partnerships with existing training centres, integrated in the courses curricula. To this end, BSW-Solar will work together with Deutsche Gesellschaft für Sonnenenergie e.V. (DGS) as well as regional chapters of ZVSHK and provide training material to all those organizations, interested in distribution of information / training on the directives and energy labelling.



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The training for installers will focus on a theoretical part on the Directives and Delegated Regulations, a practical part focusing on the package label and the use of the online tool and a commercial part, focusing on the contact with consumers in particular the use of the label for marketing activities.

Several trainings have already taken place at major events of the industry aiming at installers and companies in the course of 2015, with a focus on companies and installers, working in the solar thermal energy sector in Germany.

Sellers, the closest agents to the consumer at the decision acquisition stage, are also aimed at in the Label Pack A+ activities. Nevertheless in Germany, wholesalers will be provided with information material since they act as distributors. Their customers (installers) will be the ones in contact with the final customer, thus training on-site is not necessarily needed. The focus of the activities will be from September 2015 onwards.

To address **consumers**, BSW-Solar will elaborate information material together with consumer organisations, such as Verbraucherzentrale Bundesverband and the different regional chapters in the federal states of Germany. Common topics are still to be identified and information has to be provided to the general public via common news channels to give a fair and unbiased picture of the labels and their capacities for consumer information. Focus of the actions will be in September 2015 and the months afterwards. These actions are also thoroughly detailed in the communication plan and will, exceptionally encompass participation at workshops, presence in fairs. The overall focus will be on press releases though several media.

For the whole market value chain

Currently, no comprehensive activity with the German section of LPA is planned for the entire market chain, but a series of modules for different parts of the value chain with strong concentration on installers and consumers, since other actors cover some of the relevant market aspects.

Heizunglabel.de is the platform for companies, trade and installers and information is provided on the platform. Beyond that, industry actors are either fulfilling their obligations by informing their respective focus groups or mass and specialized media communication seem to be the appropriate channel of information provision. In addition to this different groups will be involved in the project's activities.

Policy and market surveillance actors

The implementation of the heating appliances energy labelling scheme needs to be thoroughly understood by all the market agents, namely the institutional professionals with responsibilities in the regulations' implementation and revision, in the market surveillance process and directly interacting with the final consumer, providing assistance and clarification.



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In order to assure a coherent message and the use of homogenous information materials, BSW-Solar will interact with BAM, Umweltbundesamt (UBA) (Federal Environmental Agency) and Deutsche Energieagentur (DENA) (German Energy Agency), as well as with their regional representative or delegated bodies. All had been invited to the kick-off meeting of the NSP. On a case to case level, technical questions can be considered and answered by affiliated experts of the LPA project consortium.

Regional Energy Agencies are also to be invited to participate in these actions.

Manufacturers

Large heating appliances manufacturers are not the focus of Label Pack A+ training campaign. Nevertheless, smaller manufacturers, namely working at the national solar thermal market scale will be targeted, both via material as well as via training. BSW-Solar as well as other selected actors in the German market will be communicating basic content on the Energy Labelling Directive as well as on the project. Manufacturers are also asked to participate in the training sessions aimed at installers.

Distributors and Wholesalers

The contact with large wholesalers is essential, aiming at providing specific training for the selling points that are the direct contact with the consumer.

Within the Label Pack A+ project specific brochures will be developed for installers, explaining the purpose and information available through the energy label. Nevertheless, the distributors will only serve as multipliers towards to the installer.

At the moment, together with VdZ an information campaign is being developed to target up 1500 wholesalers with up to 100 copies of information materials each.

Project Developers

According to first enquiries with their representatives, project developers or designers lack of information on energy label. Nevertheless, most heating systems that involve project developers will be bigger than 70 kWp. Therefore this segment of the market can be considered to be rather small.

Although system designers do not have the responsibility for issuing package labels, they are responsible for proposing solutions which should be evaluated though the label simulation. This information is afterwards passed on to the installer who should meet the solution designed and assure the compliance with the expected heating energy class.



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BSW-Solar will provide information for system developers as part of the whole information package, though not developing separate information for this focus group.

Installers and Integrator Installers

BSW-Solar will organize a number of training sessions according to Label Pack A+ objectives and the size and location of the target groups together with VdZ, ZVSHK and DG Haustechnik. A training plan will be developed which will specify the number of sessions, their locations, duration, number of participants and responsible trainer for the training sessions (also attending to the feedback from the professionals and their associations.)

Trainings are planned both in synergy with existing events, e.g. specific Trade Fairs like BAU Essen or IFH Intherm in Nuremberg in March / April 2016 where it is more likely to gather with success the segment professionals, and individually geographically distributed according to installer representation and coordinated with actions developed by other players in the market so that we do not overlap existing activities, although ensuring that the information is not trade biased.

Some workshops and/or webinars will take place during September 2015 before the deployment of Package Label, addressing the main questions about the process of labelling, but are reliant on theoretical and technical information about the labelling process and tools to be available within LPA+.

The training sessions will be partly conducted by BSW-Solar.

Actions aimed at new professionals, namely solar thermal installers and renewable energies technicians, will also be promoted in cooperation with training centres, via the introduction of specific content in their programmes curricula.

Communication about the trainings will be provided throughout the final quarter of 2015 and first semester of 2016. Communication actions will take place via direct-mailings and web-page and coordinated with the partners and stakeholders communication activities.

Other actions are planned throughout the project tenure with the purpose of engaging professionals' via media (specific publications), newsletters, social media and promotional material (e.g. brochures and flyers) will be placed locally in trade associations, construction associations and municipalities (construction and licensing departments). A press release will be coordinated with special actors among the multipliers identified, depending on the focus group.

End-consumers



BSW-Solar will try to closely coordinate the communication with the relevant consumer organizations in particular with Verbraucherzentrale Bundesverband e.V. and some regional institutions. A downloadable flyer for the end consumer to be distributed by the installer is still to be developed.

So far no activities have taken place beyond the foundation of the NSP.

Past activities within the projekt in Germany

So far energy labelling as well as the LPA project were presented at the following events

- OTTI-Symposium Thermische Solarenergie – April 2015, approximately 300 participants
- Berliner Energietage, April 2015, approx. 50 participants
- Workshop at Intersolar Europe Trade Fair – 2 hour workshop and training, Munich, June 2015, 30 participants
- Solar thermal work group meeting, Frankfurt, June 2015, 30 participants

The documentation of the events can be found online, currently still at www.solarwirtschaft.de .

List of planned activities for 2015 / I 2016

Date	Activity
August 2015	Development of Information material for wholesalers / installers together with VdZ / other actors Distribution of material to wholesalers Brochure for final consumers (pdf for download by consumers / installers), together with representatives of consumer organisations focussing mainly at the package label Development of drafts for press releases for different stakeholder groups in preparation of 26 September 2015
September 2015	Preparation of training material Execution of trainings / presentations <ul style="list-style-type: none"> • 09.09.2015, DGS Expert work shop, Hamburg • 09.09.2015, BAM information work shop, Berlin • N.N., HVSHK, expert work shop Hessen Press release activities prior to 26. September 2015
October / November / December 2015	Further trainings for experts or installers upon request



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January 2016	Further trainings for experts or installers upon request First evaluation of the introduction of the label and related events
February / March / April 2016	Work shops / Side events at trade fairs in Munich (IHM), Essen (BAU) and Nuremberg (ISF Intherm)

Milestones

The proposed activities plan will be evaluated in October 2016, roughly one year after the plan as start to be implemented, and training and dissemination needs will be reassessed and redefined according to the analysis.