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French pilot project implementation strategy

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LABEL PACK A+

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1 Introduction

The French National Pilot Plan systematizes the activities to be conducted in France within the Label Pack A+ project.

It presents the National Stakeholders Platform consortium and its main goal, the activities developed for all market actors: training, information, communication.

The NSP is constituted by the most relevant entities in the heating market and as a consultancy forum, who validates and evaluated the activities developed in France within the LPA+ project.

Activities foreseen within this group refer to the validation and evaluation of those proposed, benefiting from the various stakeholders competences, as well as for the participation and cooperation with dissemination and communication activities.

The activities are distinguished as training and communication field, mainly training for professionals and communication for the end-consumer.

This is a first version of the French National Pilot Project. It will be revised during the project implementation upon the feedback of the relevant stakeholders and depending on the success and impact of the proposed activities.

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2 National Stakeholders Platform

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

The main goal of the French NSP is to engage these 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 NSP is planned to physically meet four times during the NPP implementation and, exchange experiences during the whole project timeline, in order to promote the constant revision and improvement of the programme.

2.1 Goal (MoU)

The goal of the French National Stakeholders Platform is to:

- Gather a consultancy group, composed on relevant stakeholders
- Validate the national pilot project strategy
- Bring all expertise needed to run activities defined in the national strategy

Involved stakeholders are invited to critically analyse, comment and contribute to the National Pilot Project.

The contributions requested from each participant can be summarized into:

1. Participation in the NSP
2. Evaluation of the online platform and tools
3. Communication and Dissemination of the Label Pack A+

1. Participation in the NSP

The participation in the NSP requires the participation in four meetings along the project duration and the contribution to the validation of the documents presented by the French pilot project team.

Meetings planning:

1. 7th of July 2015: presentation of the LPA+ project and the French application, validation of the national strategy, identification of synergies with other organizations. As first goal, this meeting has to present and validate the NPP in order to assure its consistency between the activities proposed within the Label Pack A+ and realities and needs of the French market.
2. End of 1st semester 2016: evaluation of realized activities, adjustment of the strategy (if needed), validation of activities that have to be continued or reinforced, and preparation of those that have to be launched linked with the 2nd phase of the energy labelling (September 2017). The second meeting is expected to be an evaluation of the activities already developed and the identification of barriers and opportunities to pre-revise the action plan for the forthcoming period.
3. 1st semester 2017: final definition and validation of actions that will be launched ahead of the 2nd application phase. The third meeting is expected to be a validation of activities needed for the last period of the LPA+ project.

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4. 4th quarter 2017: results presentation and analyse on the full action plan, global synthesis. The last meeting is the presentation of the final activities report and the collection of inputs and critical feedback for the implementation of the package label.

Additional meetings or consultations could be set at any time during the project, depending on activities progresses. These additional meeting could be on-site or via conference call, webmeetings or written contributions on communication documents proposals.

2. Evaluation of the online platform and tools

NSP participants, as different market actors' representatives, are invited to contribute, comment and evaluate the online platform, given their different perspectives and roles in the market.

Each NSP member will have access, ahead its official publication, to the online platform and tools in order to:

- Evaluate content and information accessibility. Accuracy will also be evaluated.
- Testing the calculation tool (which will allow to edit energy labels)
- Express any recommendation regarding the development of this platform

3 Communication and Dissemination of the Label Pack A+

NSP members are invited to promote LPA+ project and all national activities through their network and media (written, or conference/workshop).

Following communication activities have to be made:

- General communication on Eco-design and Energy Labelling regulation, and on Label Pack A+.
- For the general public, activities will be based on short articles on NSP member websites, with a link to the LPA+ website.
- Targeted communication on training and online tool for installers and purchasing advisors.
- Deliver information on the energy labelling through all communication activities that are usually made by NSP members.

NSP members are also entitled to indicate and participate in the training actions, according to their technician's needs.

2.2 Composition

This NSP gather the French pilot project members: Enerplan (French solar professional syndicate), Uniclimate (French labour union of the thermal, air and refrigerated industries) and Qualit'EnR (French association for the quality of renewable energy systems installations) and the following organizations:

- ADEME, French Environment and Energy Efficiency Agency.
- FNAS, French sanitary and heating dealers federation.
- BELENOS, French solar thermal laboratory test.
- End-consumer associations will be further included in this NSP, when the end-consumer communication strategy will be draft (End 2015). Following organizations have been identified: UFC

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Que Choisir (Consumer association), CLCV (Consumer association), Confédération Nationale du Logement (Housing and tenant association).

- Others laboratories / material certification organizations, will be invited to join, if they have any interest on the topic (CSTB, CERTITA).

Government authorities have been invited to join this NSP:

- Ministry of Energy (DGEC / MEDDE)
- Ministry of Economy (DGCCRF, market surveillance)

Both have declined, arguing that they don't interfere in professional actions and working groups. MEDDE advise us to involve ADEME in our work.

2.3 Specific Activities

The first activity of the NSP will be the validation and consensus on the French NPP.

Then, the NPP will be rolled out, with the support of the NSP, addressing the overall value chain, from industry to installers and consumers. Each category will be addressed with dedicated actions, as the national online platform, professional training or specific information campaigns.

Finally, the NSP should also contribute to the monitoring of the NPP implementation and suggest actions to increase its impact.

3 Online Platform

3.1 Managing the platform at the national level

Enerplan is the entity in charge of the French platform.

Common procedures among the consortium are still to be defined depending on the level of independence grant to national organisations to manage the platform at the national level.

3.2 Helpdesk

A FAQ will be further developed and available on the online platform. However, a contact via email will be proposed when the online platform will be operational. This email contact will be the main entry for actors needing help. The service will be managed by Enerplan, in cooperation with NSP members, who will be called to contribute whenever questions asked are in their expertises. Additionally the Label Pack A+ consortium will also be contacted when the national resources are unable to answer.

4 Training/Information Activities

4.1 Training scheme for installers, dealers and all purchasing advisor

Managed by Qualit EnR, MOOC sessions will be set, with interactive background. These MOOC will be structure as follow in order to deliver the most detailed information to market actors:

- 1/ General knowledge on the Energy labelling

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- 1-1/ Ability to put the energy label in its European directive context
- 1-2/ Knowing key elements of the Energy labelling
- 2/ Solar thermal packages features
 - 2-1/ Knowing the general context linked to solar thermal solutions
 - 2-2/ Knowing labels which applied to solar thermal solutions
 - 2-3/ Be able to explain the energy label to a final customer
- 3/ Methodology to edit solar thermal package energy label

MOOC sessions, which need final content and video clips, will be launched when those two requirements will be fulfilled. This could be done, in all probability by the end of October, maybe during the Interclima fair (2-6th November).

They will be accessible to all installers registered in Qualit'EnR. As national tax incentives are linked to a label that Qualit'EnR is delivering, almost all installers active on the French market will be informed and will have the possibility to be trained.

The initial target for installers is set to 3000 companies, with at least one person trained per company.

The MOOC interface will allow knowing exactly how many installers have registered to different training sessions. A questionnaire will be sent at the end of the final session in order to gather feedbacks from participants.

For those few who are not registered in Qualit'EnR, as for example purchasing advisors, distributors, a PowerPoint presentation, including the full MOOC content will be available and disseminate to other training centers.

MOOC videos will also be available without the MOOC frame, in order to be disseminating through partners' networks.

Regarding professional aimed outside the Qualit'EnR network, the target is for the moment not assessable, but the action will mainly rely on the ADEME network of 450 Energy and Renovation information offices and on the FNAS network (at least 60 distributors).

4.2 Communication material

4.2.1 Energy labelling leaflet

A 4 pages leaflet will present, in a simple way, the energy labelling regulation and its application to solar thermal solutions. It will be composed of informative pictures and content. The target will be the largest as possible, from professionals to end-consumers.

This leaflet will be disseminated under digital and printed (amount to be defined) versions in order to inform professionals and purchasing advisors on the regulation and invite them to use this document when they have to inform end-consumers.

Digital version will be available for dissemination through partners' websites and networks.

Printed version will disseminate at fairs, professional meetings, on-site sessions and to the 450 Energy and Renovation information offices (see ADEME network).

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Deadline: end September 2015

4.2.2 Brochure on the energy labelling: detailed information

This more detailed document will explain generalities of eco-design and energy labelling regulations. Solar thermal special features will also be addressed with technical details.

Professional actors (Installers, distributors, purchasing advisors) are the target for this brochure.

The dissemination of this document will be made, as a 1st step, on an electronic version through partners' website and network, and also the online platform. Then, if needed, and if there is budget available, a printed version could be considered.

Deadline for the electronic version: September 2015

4.2.3 End consumer video and brochure

End-consumer brochure content has to be defined by the NSP, if needed and if the 4 pages leaflet is not adapted to this target. The main objective will be to present heater and water heater energy labelling in an informative way, with a strong focus on solar thermal solutions. The purpose will be to raise end-consumers awareness of the energy label and helping them to compare different heating solutions.

This action has to be discussed with ADEME (needs, budget) as a print document could be plan in the frame of their 2016 action strategy.

A video or animated clip could be base on short parts of MOOC videos, and will be available on NSP members' websites. NSP members will have to decide if this is needed and feasible.

All other printed information will be disseminate through the network of 450 Energy and Renovation information offices.

Deadline: Video: when MOOC will be ready; brochure: to be defined.

4.3 Communication activities

4.3.1 Workshops / Conferences

This action plan is set only until end 2015. Other event will be added as soon as they will be identified.

24/09/15: Lyon, Meeting Enerplan with his ST members

Aim: general information on the energy labelling and LPA+ expectations.

20/10/15: Nantes, Etats Généraux de la Chaleur Solaire.

Event of the ST sector. During this day of conferences, one session will be dedicated to energy labeling, ST special features and tools under development.

2 to 6/11/15: Paris, Interclima fair

Global event (fair and workshops, conferences) for all building actors. An Enerplan/Uniclimate workshop will be set, aiming mainly installers and distributors.

4.3.2 Press activities

In terms of press activities, from now on, we have set actions only for the regulation entry in force period.

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4.3.2.1 General media

24/09/15: Press release on the coming energy labelling

Press pack on solar thermal solutions in the energy labelling, highlighting solar thermal advantages. Aim: general information on the energy labelling and LPA+ expectations.

October/November: press conference the week before or at the beginning of Interclima fair

This press conference will be led with French partners in order to present and promote our national action plan and all associated tools or actions (training, information materials...).

4.3.2.2 Professional media

September / October: communication in the Qualit'EnR Infos and FNAS Infos

These two internal publications from Qualit'EnR and FNAS, sent to their network, are offering a possibility to insert a two pages article on the energy labelling of ST systems and the LPA+ project.

5 Monitoring activities

Monitoring activities will be further developed by the NSP when actions will have been on the edge to be launched.

Progresses of the proposed activities plan will be evaluated for the 1st time when the 1st semester of 2016 will be ended.

Regarding the number of trained professionals, the MOOC interface will allow to know exactly how many installers have registered to different training sessions. A questionnaire will be sent at the end of the final session in order to gather feedbacks from participants. The Qualit'EnR contact database is about 3000 installers' entries. This is our basis target, one person trained per installer company.

5.1 Targets

Solar assisted Water heaters package Labels simulated/emitted in the LPA+ platform	4100
Solar assisted combination heaters	200

5.2 KPIs

Activity	Direct KPI	Indirect KPI
Policy Professionals		<ul style="list-style-type: none">Meeting with them to inform about entry in force of the new regulation
System Designers	<ul style="list-style-type: none">Nr. of participants at MOOC sessionsNr. of contacts with the French LPA+ helpdesk	<ul style="list-style-type: none">Nr of system designers invited to follow MOOC sessions
Installers	<ul style="list-style-type: none">Nr. of participants at MOOC sessions	<ul style="list-style-type: none">Assesses to ENERPLAN's

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	<ul style="list-style-type: none"> Nr. of contacts with the French LPA+ helpdesk 	LPA+ webpage <ul style="list-style-type: none"> Assesses to Qualit'EnR's MOOC webpage
Sellers	<ul style="list-style-type: none"> Nr. of participants at MOOC session Nr. of contacts with the French LPA+ helpdesk 	<ul style="list-style-type: none"> Nr. of contacts received through FNAS network
Consumers (direct)	<ul style="list-style-type: none"> Contacts in fairs and consumer events Nr. of contacts with the French LPA+ helpdesk Nr. of contacts with the DCG offices (on this subject) 	<ul style="list-style-type: none"> Nr. of brochures disseminated through ADEME's network
General	<ul style="list-style-type: none"> Nr. of accesses to the French LPA+ webpage Nr. of attendees at dedicated conferences or workshop 	

6 SWOT Analysis

Threats

- Possible lack of installer interest on labelling as they mainly use package directly made by manufacturers or distributors.
- Access the platform, if fees are asked to manufacturers.
- Some manufacturers have already developed their own training schemes and may compromise the presence/interest of installers to our LPA+ actions.

Strengths

- Action plan allow informing the entire French market chain with all main actors through a wide panel of tools.

Weakness

- Small and medium solar thermal manufacturers bring lot of technical questions to the discussion: How to answer them? Or where orienting them?
- Market surveillance actors: How to address them information on the case of solar thermal solution in the labeling? Without teach them their work? The best approach seems to ask them what manufacturers will have to produce and justify when they will be under a control on energy labeling.

Opportunities

- A global and efficient communication to end-user could be possible if ADEME and other end-consumers associations give their support (budget and network for dissemination).