



Italian pilot project implementation strategy

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CONTENTS

1	Introduction.....	4
2	National Stakeholders Platform.....	5
2.1	Goal (MoU).....	5
2.2	Composition	7
3	Online Platform.....	8
3.1	Managing the platform at the national level	8
3.2	Helpdesk	8
4	Training/Information Activities	8
4.1	Market stakeholders ongoing/planned activities	8
5	Monitoring activities.....	10
5.1	Targets	10
5.2	KPIs.....	11
5.3	Milestones	11
6	SWOT Analysis	11

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1 Introduction

The Italian National Pilot Plan systematizes the activities planned for the Label Pack A+ project in Italy.

In the present document, the National Stakeholders Platform composition and its main goal are presented. Moreover, external activities, developed by other market agents, considered synergetic to those developed within LPA+ are described.

The most relevant stakeholders in the heating and DHW sector have been invited to the NSP to constitute a consultancy forum, which validates and evaluated the activities developed within the LPA+ project. The activities foreseen within this group refer to the validation and evaluation of the activities proposed, benefiting from the various competences. Moreover, the NSP will lay the basis for the cooperation among different entities to dissemination and communication activities.

Details will be provided about the activities focused on the promotion of the package labelling at the various market levels: manufacturers, public authorities, installers, system designers, front-end sellers and end-consumers.

Each category will be addressed with dedicated activities: training for professionals and communication for the end-consumer.

This document has to be intended as a draft, to be revised 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 main goal of the NSP is to involve the most relevant actors in the heating and DHW market in the LabelPack A+ project with the purpose of successfully deploy the energy labelling directive for heating systems.

The NSP is responsible for validating the National Pilot Project (NPP) and assisting/facilitating its successful implementation throughout the project's timeframe.

At the beginning of the LabelPack A+ project, a similar initiative was already ongoing, promoted by some of the most relevant Italian stakeholder of the heating and DHW sector. This project is called ThermoEvolution and involved:

- Assotermica, the national association of manufacturer of heating and cooling system;
- Angaisa, the association of dealers of thermal and hydraulic equipment;
- Assistal, the national association of system installers;
- MCE, the international exposition of heating and cooling systems;

To make the best use of the action already put in place within ThermoEvolution and avoid replications, the first target of the NPP was the involvement of the actors of ThermoEvolution in the LabelPack A+ NSP.

However, ThermoEvolution project was stopped (reasons are not clear) and cooperating with it was obviously not possible. Nevertheless, the Italian project consortium managed to involve Assotermica in the first NSP meeting.

At present, efforts are being done in order to contact Assistal, which is considered a strategic partner for reaching a higher number of installers.

Apart from ThermoEvolution and its partners, the NSP has been officially launched in January, 2016. More details in the following paragraphs.

2.1 Goal (MoU)

The goal of the Italian National Stakeholders Platform is to gather a consultancy group that critically analyses, comments and contributes to the National Pilot Project.

The contributions requested from each participant can be briefly synthetized into four main actions:

1. Participation to the NSP;
2. Evaluation of the online platform and tools;
3. Promotion of project activities and deliverables;
4. Sharing dissemination effort on the package labelling.

The activities are better described hereafter.

1. Participation to the NSP

No formal commitment has been required from the potential members, in order to simplify their participation: this choice seems to have enabled lots of actors to join the platform.

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In principle, the participation at at least two physical meetings along the project duration will be required. Moreover, the NSP members will be required to contribute to the validation of the documents presented by the Italian consortium.

The first meeting (report available separately) had the goal of agreeing on the NPP strategy and coordinating the activities carried out under the project framework and the complementary activities developed autonomously by the stakeholders. Moreover, a detailed description of the labelling regulation, of critical issues and of perception by the NSP members have been provided.

Closed to the first meeting, those NSP members which are more technical oriented have been involved in the first pilot training.

In the second meeting, to be scheduled around the beginning of 2017, the main mid-term results of the project will be presented and discussed. Moreover, comments and suggestions will be collected and systematized in order to improve the strategy for the last year.

A last meeting shall take place around the end of the project and give the opportunity of validating the final results of the project and summarize the state of the art of Energy Labelling in Italy.

Between the physical meetings, the project progresses will be evaluated under the light of the developed activities and achieved results. This will help the identification of existing barriers and opportunities, providing information for the revision of the NPP implementation strategy. This evaluation will be coordinated by Assolterm and will take place both as conference calls with all the NSP members and dedicated calls for specific topics.

2. Evaluation of the online platform and tools

NSP participants were invited to contribute, comment and evaluate the online platform, given their different perspectives and roles in the market. In particular, research institutions (Politecnico di Milano, CNR) and manufacturers from Assolterm contributed to the test phase of the platform, providing feedbacks both in terms of completeness of the content and usability. Installers also validated the platform during the several training courses held so far. Dealers are currently not represented in the project (as involving ThermoEvolution project – where ANGAISA was represented – was not possible).

The opinion from different users, with different interests will provide complete evaluation and validation of the platform.

3. Promotion of project activities and deliverables

NSP participant are invited to disseminate the major deliverables developed within the LabelPack A+ project, on the basis of their own perspectives and roles in the market.

Particular emphasis has been put on the on-line tool as an independent and reliable tool for creating the energy labelling of Packages: the tool results to be attractive for dealers and installers because it allows the comparison among packages of different brands or the creation of packages from products of different manufacturers. The same can be said for the end-users, which will also benefit from the increased reliability of results coming from a product developed under an EU project. Manufacturers can also benefit from a competition on a fair ground defined by the common database at the basis of the on-line tool.

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On the basis of these considerations it is expected that the NSP members can promote the on-line tool in different manners and with different purposes. As soon as the final version of the tool (optimized “2.0” version) is ready, special effort will be asked to the NSP members in order to widespread its use.

Another relevant activity of promotion of the on-line platform is by means of training courses dedicated to installers and dealers. As anticipated, some of the NSP members are already working on training session on the energy labelling. For this issue, the aim of the NSP is to integrate the efforts carried out under different frameworks.

4. Sharing dissemination effort on the package labelling

NSP participants are invited to disseminate the Label Pack A+ project through their own channels and via their network of associates, in particular the industry associations. Thanks to diversity of NSP members, all crucial categories can be reached (installers, manufacturers, end-users, research bodies, environmental associations). The communication should be general, presenting, among others:

- the new regulations
- the project goals
- the training sessions
- project brochure
- press releases

At present, dissemination turned out to be the major strength of the NSP: as reported separately, it was possible to publish several articles and press releases through dissemination channels of NSP members.

2.2 Composition

The Italian National Stakeholders Platform is currently composed by:

Associations:

- Assolterm (solar thermal industry association)
- Assotermica (heating and cooling appliances association)
- Legambiente (environmental association)
- Kyoto Club (environmental policy association)

Research bodies:

- Politecnico di Milano (technical University of Milano)
- CNR (national research center)

Certification bodies:

- ENEA (division responsible for solar thermal collector certification)
- CTI (national standardization committee)

Citizen protection entities:

- Movimento Difesa del Cittadino (www.difesadelcittadino.it)
- Altroconsumo (www.altroconsumo.it)

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Specialized press:

- Casa e Clima (www.casaclima.com)
- Qualenergia (www.qualenergia.it)

Other stakeholders are currently being sought, namely the ENEA division responsible for market surveillance, Assistal (www.assistal.it) and AICARR (association of HVAC planners).

3 Online Platform

3.1 Managing the platform at the national level

The online platform is being managed by Assolterm and promoted through the NSP. Detailed description of the platform is available separately (Project Deliverable 3.3). The amount of information available on the platform is satisfactory, and will be further extended with dissemination material developed during the project.

3.2 Helpdesk

A helpdesk service via email is available, managed by Assolterm, in cooperation with Legambiente, who deals with questions related to its field of competence. Additionally the Label Pack A+ consortium can be contacted when the national resources are unable to respond. A detailed description of the helpdesk is reported separately (Project Deliverable 3.3).

A step-by-step tutorial on “how to operate the platform and use the calculation tool” is available on the platform.

A short FAQ section – Frequently asked questions – identified in WP2 has been translated in Italian and adapted to the national context. Further FAQs are under preparation.

4 Training/Information Activities

4.1 Market stakeholders ongoing/planned activities

Training activities are currently addressing **installers**, which are supposed to be the main stakeholder involved in package labelling. Each Assolterm member is organising approximately two trainings, with the aim of a total of at least 12 training courses on energy labelling and use of online tool.

Contact are ongoing with Assistal, the national association of plant constructors: through Assistal more installers could be reached, among them also those who deal with larger systems.

From the **system designers** side, one event for **architects** took place in Mantova in February, 2016 and one event for **engineers** will take place in Bari in November 2016.

Further contacts are ongoing with AICARR, a national association of HAC planners.

With regard to policy professionals, efforts are being made to involve in the NSP the national **market surveillance** authority, that is a dedicated department of ENEA (national public institution for energy and environment). Actually, ENEA is already member of the NSP, but through the division working on solar thermal

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collectors certification. It is worthwhile to mention that to Italian project partners best knowledge, market surveillance is almost completely missing in Italy: although ENEA has been appointed for this, no specific activity has yet been realised.

Large manufacturers of heating equipment are not the main goal of the project training activity: on the one hand, they are usually already prepared on the subject and often have started training activities for their personnel and customers. On the other hand, many of them have already developed a tool for calculating the energy label of systems. On the contrary, small manufacturer and solar specialist may be addressed by the training and information campaign, since they don't have a structure for easily dealing with the subject nor to develop a tool for internal use or for the installers. Nevertheless, the involvement of Assotermica in the NSP is an added value, as they can explain the "political" position of large manufacturers.

So far it was not possible to involve a significant amount of **sellers** (e.g. through an association): initially efforts have been made to involve ThermoEvolution project (where ANGAISA was represented), but soon it was clear that, for some reason, the project had stopped.

As anticipated, one of the scopes of the Italian NPP is to involve distributors and wholesalers through of the manufacturer, promoting the LabelPack A+ tool for energy labelling within training courses.

Moreover, the cooperation with ThermoEvolution may guarantee a profitable cooperation with Angaisa and largely extend the potential audience for LabelPack A+ contents.

End consumers are the focus of Legambiente activities, Legambiente being highly experienced with information campaigns. A high quality brochure has already been developed (3.000 copies), printed and distributed at events.

The brochure has been used, together with the international project brochure in different awareness campaign and meeting. Specifically the project brochure was hosted during two important awareness campaigns:

- Green Train from 26 February to 9 April 2016- a real train travelling in all the Italian Country. A specific carriage on energy efficiency was organised and project brochure was at disposition of all persons visiting the train. In total has been organised 10 stops all over the Italian Country and 30.000 persons (citizens, students, local administrator, journalist) visited the train.
- Goletta Verde 2016 from 18 June 2016 to 15 August 2016. A real ship sailing the Italian coast informing citizens and tourist about marine pollution, soil erosion and separate waste collection. Project brochure was at disposition of citizens' tourist and local administrator. In total were organised 30 stops all over the Italian coast and we estimate 6.000 persons visiting the Goletta Verde.

During these campaigns, Legambiente distributed 2.500 project leaflet.

The brochure is currently being updated and will be further printed (5.000 copies). Moreover, Legambiente is produced 2 informative roll – up to be used during next dissemination activities scheduled. A video about energy labelling is being commissioned on the half of the consortium, and will be used for dissemination purpose

Next dissemination activities scheduled are:

- Participation with a specific corner to the Fair Ecomondo (8-11 November 2016), the most complete showcase in the Mediterranean addressing the most advanced technology and sustainable solutions for the proper management and recovery of waste, the management and

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exploitation of water, wastewater and polluted sites; efficient use and processing of raw and secondary materials and the use of renewable raw materials.

- The social campaign (on the most important social media Facebook, twitter, Instagram) will start on December 7, 2016. Legambiente has prepared, with the support of a graphic designer, six postcards containing a specific and clear message addressed to end-consumers on the theme of the energy label and the efficiency of heating systems. Postcards will be posted on the Legambiente social media wall according to a specific timetable. The goal of the campaign is to encourage people to visit the website and get information on what they can do regarding energy efficiency and to save money.

3 press releases to a network of journalists from the most important newspaper and specialized magazines were prepared.

5 Monitoring activities

5.1 Targets

Activity	Number of actions realized	Total number of actions planned	Participants to date	Total participants planned	Comments
Installers	10	15	200	300-400	
System Designers	2	2	25	30	
Manufacturers	1	1	16	15	Pilot training for Assolterm members
Sellers	2	1	12	25	
Policy professionals	-	-	-	-	Involvement of ENEA in the NSP
Consumers (direct)	2	2	In 2016: 30.000 persons (citizens, students, local administrator, journalist) visited the Green Train and 6.000 persons visiting the Goletta Verde. During these campaigns,	Based on the last year we expect: 30.000 persons at Green Train and 6.000 persons visiting the Goletta Verde.	

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Following targets in terms of produced labels have been defined in the contract. It is still too early to evaluate if they are realistic, such evaluation will be done in the near future, as soon as the final version of the online tool is operative.

Solar assisted Water Heaters package labels simulated/emitted in the Italian LPA+ platform	11800
Solar assisted Combination heaters package labels simulated/emitted in the Italian LPA+ platform	400

5.2 KPIs

Activity	KPI
Installers	<ul style="list-style-type: none"> • Participants at training courses • Number of requests to the helpdesk
System Designers	<ul style="list-style-type: none"> • Participants at training courses • Number of requests to the helpdesk
Manufacturers	<ul style="list-style-type: none"> • Participants at training courses • Participation at NSP • Number of training courses given to installers
Sellers	<ul style="list-style-type: none"> • Participants at training courses • Number of requests to the helpdesk • Involvement in NSP
Policy Professionals	<ul style="list-style-type: none"> • Involvement in NSP
Consumers	<ul style="list-style-type: none"> • Number of Italian visitors to website • Number of brochure
General	<ul style="list-style-type: none"> • Number of requests to the helpdesk • Number of Italian visitors to website

5.3 Milestones

The current version of the NPP implementation strategy is the result of a revision of the first version (delivered in September, 2015). A second (and probably final) revision will be done around the mid of 2017.

6 SWOT Analysis

Strengths

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- Almost all market chain stakeholders are addressed by the project (either through the NSP, or through specific training/information activities).
- The Italian NSP is well established.

Weakness

- Out of the market chain stakeholders, dealers are only partially represented.
- Market surveillance is not represented in the NSP.
- Aiming at all the actors implies smaller effort for each target group.

Opportunities

- Synergies with all relevant stakeholders participating in the NSP can be exploited (partly this has already happened).
- Opportunity to share the effort with already existing training initiatives.

Threats

- Italian NPP is relying significantly on the on-line platform. Delays may compromise the timing of the action.
- Market surveillance is almost missing in Italy.
- Large manufacturers/providers of HVAC systems have their own calculation tool.