



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



## French pilot project implementation report

15<sup>th</sup> December 2016

# LABEL PACK A+

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## 1 Summary

This French pilot implementation report is aimed at setting a first assessment of the French National Pilot Plan implementation defined at the beginning of the Label Pack A+ project.

Over the first year of the project, national actions deviate a lot from the initial strategic plan, for the following reasons:

- When the project was launch, all large manufacturers have already integrated the new regulation and informed their networks;
- Small and medium manufacturers, active only on solar thermal solutions, were not really prepared to the labelling regulation;
- As the French solar thermal market is shrinking since some years, installers mainly sell and install packages provide by manufacturers, so their interests on the Label Pack A+ actions were quite low.
- The choice made to provide installers training through a MOOC with Qualit'EnR took much more time than expected. So, lot of communication activities have been delayed and postponed.

This report will mainly be structured as the French National Pilot Plan was, in each section, information about progresses, changes or delays will be mentioned.

## 2 National Stakeholders Platform

The French National Stakeholders Platform (NSP) was composed in June 2015 as foreseen by the most relevant stakeholders in the French heating market.

Goals of this French NSP have not changed:

- Engage relevant actors in the heating market in the successful deployment of the energy labelling directive for heating appliances.
- Responsible for validating the National Pilot Project (NPP) and assisting/facilitating its successful implementation throughout the project's timeframe.
- Meeting planning set with four physical meeting 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 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 training activities will begin (2016 fall). Following organizations have been identified: UFC Que Choisir (Consumer association), CLCV (Consumer association), Confédération Nationale du Logement (Housing and tenant association).
- Others laboratories / material certification organizations, could be further invited to join, if they have any interest on the topic (CSTB, CERTITA).

Invited for the kick-off meeting of the NSP, Government authorities (Ministry of Energy and Ministry of Economy) have declined their participation, arguing that they don't interfere in professional actions and working groups.

### 2.2 Goal (MoU)

Goals of the French National Stakeholders Platform were to:

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

This has been clearly explained to all stakeholders at the 1<sup>st</sup> NSP meeting on the 7<sup>th</sup> of July 2015. Everyone agreed to all goals.

Involved stakeholders have already contributed, commented and criticized actions taken in the frame of the National Pilot Project.

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Contributions requested from each participant are 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:

- 7<sup>th</sup> 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.
  - The meeting took place as foreseen on the 7<sup>th</sup> of July 2015. 7 main stakeholders have participated, joined by some solar thermal manufacturers. For more information about this kick-off meeting, please refer to the kick-off meeting report.
- End of 1<sup>st</sup> 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 2<sup>nd</sup> 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.
  - For the time being, this meeting is not made due to delay on major action at the national level, especially regarding training activities. This meeting will be planned for the beginning of 2017, as a new staff member was hired to replace Sylvain Roland.
- Two other meeting, on 1<sup>st</sup> semester 2017 and 4<sup>th</sup> quarter 2017 are still planned.

Many bilateral phone or webmeeting were made during 2015 and 2016, mainly between Enerplan, Uniclimate, Qualit'EnR and Belenos. Those meetings often aimed in MOOC progress evaluation and also answering technical questions received from solar thermal manufacturers.

## 2. Evaluation of the online platform and tools

Some of the NSP participants strongly contribute to the evaluation and testing phase of the online platform. Uniclimate, Belenos, Clipsol and Heliofrance could be mentioned as regular participants on this task.

They have:

- Evaluated content and information accessibility.
- Tested the calculation tool and also edit energy labels.
- Expressed some recommendation regarding the translation of the tool and the way information was presented.

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## 3 Communication and Dissemination of the Label Pack A+

NSP members have supported national communication actions launched in 2015 fall, which were the following:

- General communication on Eco-design and Energy Labelling regulation, and on Label Pack A+
  - Press release on the 24<sup>th</sup> September
  - Edition and dissemination of a 4-pages leaflet
- Three workshops or conferences:
  - 24/09/15: Lyon, Meeting Enerplan with his ST members
  - 20/10/15: Nantes, Etats Généraux de la Chaleur Solaire.
  - 2 to 6/11/15: Paris, Interclima fair

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

## 3 Online Platform

### 3.1 Managing the platform at the national level

Enerplan remains the entity in charge of the French platform. Content of the national part of the website was finished few days before the 24<sup>th</sup> September 2015.

### 3.2 Helpdesk

The FAQ is still not really developed or available on the website as we don't see it as a priority during the 1<sup>st</sup> year of the project. Indeed training activities (MOOC) have been delayed, so we don't receive much question on the labelling. The ones received are often technical, coming from manufacturers and related to ecodesign regulation.

However, a contact via email is proposed on the national part of the website. This email directly goes to Enerplan and is the main entry for actors needing help. NSP members are of great help when questions asked are in their expertises. Additionally the Label Pack A+ consortium was also 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, with interactive background, have been designed and are currently being soon finished. These MOOC has the following structure:

- 1/ General presentation of the LPA+ project
- 2/ General knowledge on the Energy labelling
  - 2-1/ Ability to put the energy label in its European directive context
  - 2-2/ Knowing key elements of the Energy labelling

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3/ Solar thermal packages features

3-1/ Knowing the general context linked to solar thermal solutions

3-2/ Knowing labels which applied to solar thermal solutions

3-3/ Be able to explain the energy label to a final customer

4/ Methodology to edit solar thermal package energy label

MOOC sessions, which need final content and video clips, were supposed to be launched when those two requirements will be fulfilled, in all probability by the end of October 2015, during the Interclima fair (2-6<sup>th</sup> November).

But the consortium common training content definition lasted until end 2016. In consequence, French adaptation could not begin before the 1<sup>st</sup> quarter of 2016. By its side, Qualit'EnR experienced some difficulties with their MOOC platform designer and provider.

In parallel, the French adaptation took some weeks, with many exchanges between Enerplan, Uniclimate and Qualit'EnR. The aim was to provide a convenient deliverable for video clips. This target was reached at end May 2016. Then Qualit'EnR worked with a trainer in order to realize the required video clips amount in order the MOOC was on an accurate time format. Video release was expected by end July 2016, but was delayed to mid-September due to technical constraints.

In October 2016, Qualit'EnR announced at the Etats Généraux de la Chaleur Solaire 2016 (the annual national event for solar thermal) that the MOOC will be ready soon, and operational by December 2016. But further delays reconducted the first session of the MOOC to February 2017. Much communication is expected to be done by end-2016/beginning of 2017.

MOOC 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 (over 10 000 identified by qualit'EnR), 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 or distributors, a PowerPoint presentation, including the full MOOC content is available and will be disseminated to other training centers.

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

This is foreseen only when the MOOC will be launched.

Regarding professional aimed outside the Qualit'EnR network, the target is currently 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).

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## 4.2 Communication material

### 4.2.1 Energy labelling leaflet

A 4 pages leaflet presenting the energy labelling regulation and its application to solar thermal solutions was realised in September 2015. 20 000 copies were printed. It is composed of informative pictures and content. The target is the largest as possible, from professionals to end-consumers.

It has been disseminated under digital and printed versions through partners' websites and networks 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.

Up to now printed version was disseminated at:

- 20/10/15: Nantes, Etats Généraux de la Chaleur Solaire.
- 2 to 6/11/15: Paris, Interclima fair

A mailing campaign was addressed to the 450 Energy and Renovation information offices involved in ADEME network. Each of them received in October 2015 around 20 copies of the leaflet.

### 4.2.2 Brochure on the energy labelling: detailed information

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

Professional actors (Installers, distributors, purchasing advisors) have been informed in September 2015 on the availability of this brochure under an electronic format.

Unfortunately, we are not able to quantify how many time this document has been download.

### 4.2.3 End consumer video and brochure

The opportunity of a brochure for end-consumer was planned to be evaluated by the NSP.

At the kick-off meeting, it was agreed by all partners that the 4 pages leaflet will be enough at the beginning of the project, as the content is general and as the purpose also address end-consumers awareness of the energy label and helping them to compare different heating solutions.

It was also included in the initial action plan that a video or animated clip could be base on short parts of MOOC videos. This video could be available on NSP members' websites. Until now, as the MOOC is delayed, NSP members have not decide if this special action for end-consumer is needed and feasible.

## 4.3 Communication activities

### 4.3.1 Workshops / Conferences

The initial action plan was set only until end 2015. It has been fully deployed.

*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.



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*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.

Until September 2016, no other workshop or conference has been added as no national or regional fair or event has been identified. Moreover, the fact that the MOOC was delayed doesn't allow us to propose interesting content to exhibition organizers.

*25/10/16: Paris, Etats Généraux de la Chaleur Solaire*

Mr Thomas Fourmessol, who works on Labelpack A+ for Qualit'EnR presented to the participants the state of the European legislation regarding energy labelling, a quick overview of the project, and announced the upcoming launch of the MOOC.

*01/12/16: Paris, Meeting between Enerplan and its ST members*

Aim: general information and update on the training availability.

## **4.3.2 Press activities**

In terms of press activities, actions have been made only for the regulation entry in force period, fall 2015.

Other press activities will be planned as the MOOC will be launched in early 2017.

### **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.

- This action was fully done.

*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...).

- This action could not be done as the MOOC's launch was postponed.

### **4.3.2.2 Professional media**

*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.

- This action was fully done.

## **5 Monitoring activities**

Monitoring activities could not have been led until now as the main activities, i.e. training sessions, have been delayed.

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Nevertheless, this monitoring will be soon developed by the NSP as the core of the implementation will come true: MOOC launched communication activities to installers, advisors and distributors.

Regarding the number of trained professionals, the MOOC interface is set in order 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.

## 6 SWOT Analysis

The SWOT analysis set at the beginning of the project is confirmed by this 1<sup>st</sup> project year. Here below, in green, some new elements identified over past months that complete the 1<sup>st</sup> analysis.

### Threats

- Possible lack of installer interest on labelling as they mainly use package directly made by manufacturers or distributors.
- **Solar thermal market shrinking.**
- Access to 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

- **Delay in setting up major activities at the national level are lowering the impact of our national action plan.**
- 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).