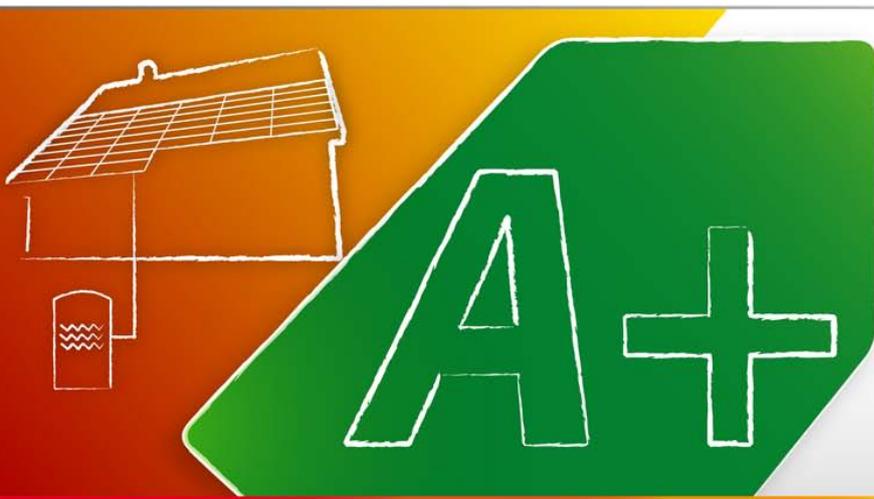




This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 649905



**National Communication and  
Replication Plan (D5.4)**

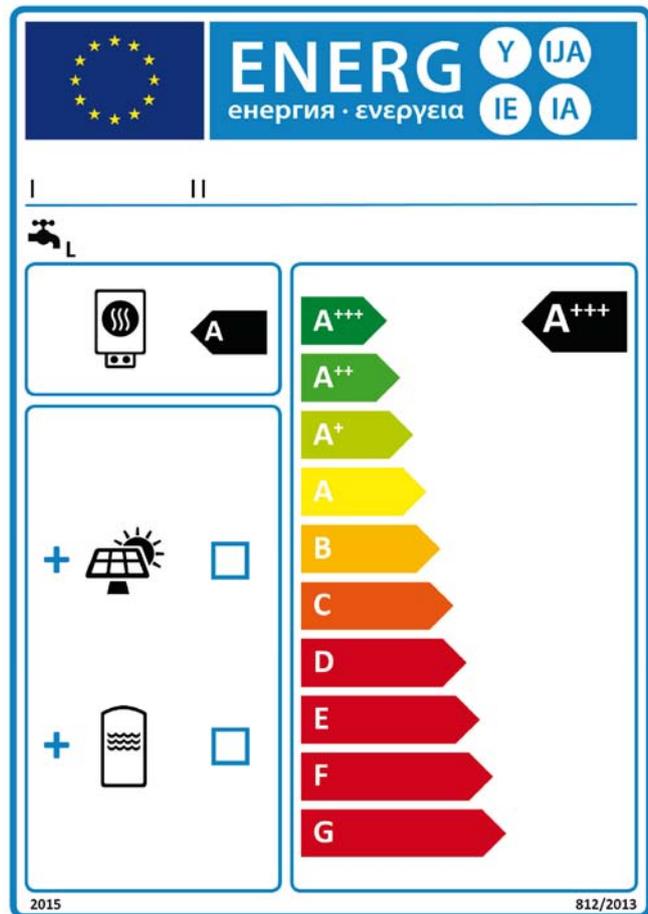
**UK**



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# LABEL PACK A+

## National Communication and Replication Plan (D5.4)



29/09/2015

Deliverable 5.4



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Work Package leader: BSW-Solar

Authors: Solar Trade Association



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# LABEL PACK A+

## National Communication and Replication Plan for Country

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## Introduction

The UK's national activities will focus on common actions with a European dimension and also actions targeting non-participating countries. These are considered to have high replication potential due to their heating & cooling markets and background activities in these areas. The overall objective is to transfer knowledge and training to individuals affected by the new legislation within the UK.

The main priority of this action lies on adaptation and transfer activities as well as implementation into the local structures of replication partners. These will be achieved through dissemination workshops and conferences. Our objective is to attend the relevant trade fairs, events, conferences, media, etc. in order to reach the identified targets. The UK national activities will provide a coherent framework for communication, to promote the tools and materials provided by the project.

## Dissemination in the UK

### Objectives

The communication at national level will have as an objective to ensure the right involvement of all the relevant players in the market along the chain. Those actors will be particularly needed to constitute and test the online application on product fiche information and calculation tool. It will also serve to promote the outcome and deliverables at national level amongst all the target groups.

### Target groups

The communication strategy will take into account that the project is addressing different target groups. The project aims to reach the following groups as critical for the success of the package label:

- Experts who can contribute to the development of databases and publication materials through their technology or industry knowledge
- Installers of solar thermal systems as experienced intermediaries as well as installers of heating systems who not regularly use solar thermal products
- Multiplier organizations, energy consultants who interact with producers, distributors or end consumers
- Commerce chambers, who interact with foreign companies, namely working in the heating market, that will enter the market and should be invited to use the Label Pack A+ platform
- Municipalities and public institutions dealing with energy related issues
- Media representatives
- National associations of heating industry, energy efficiency and buildings & construction
- Other companies than installers
- End consumers via consumer protection agencies, energy agencies and other market stakeholders



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For the UK the following target groups will have to be taken under close consideration:

The participating countries have indicated the following stakeholders:

<b>Experts</b>	Chris Roberts Stuart Elmes STA Solar Thermal Working Group
<b>MULTIPLIER Organisations, Energy Consultants</b>	SEA REA HHIC MCS RECC Training providers
<b>MULTIPLIER Media</b>	Solar Power Portal Business Green Renewable Energy Installer other Media
<b>MULTIPLIER Fairs, Events</b>	SEUK Ecobuild Ideal Home Show Grand Designs Live Building shows
<b>Companies</b>	STA Member-ship HHIC member-ship
<b>Installers</b>	STA Member-ship MCS Solar Thermal member-ship RECC Membership
<b>End consumers</b>	Which? EST
<b>Others</b>	DECC



If the communication has general relevance for all target groups, a newsletter distribution can help to reach them efficiently; otherwise specific newsletters / mailings have to be sent out.

Municipalities, namely the signatories of the Covenant of mayors, should also be aware of the project's existence. They can provide important links to the community and deliver guidance to the end-consumers. Moreover, they can act by example and by including the reference to the heating equipment energy efficiency class in public procurement processes.

### Communication channels

The dissemination concept is a multiplier approach. The project results will be communicated amongst the target groups in order to stimulate further dissemination. Channels to be used are:

- Direct marketing: Newsletters, twitter news and prepared texts for external newsletters (rather included in a mailing)
- Background and promotional material: flyers, reports, roll-ups
- Press relations: releases, articles. (Limited due to budget: tv and radio)
- Centralized online communication: internet, online-videos
- Personal communication: Workshops, talks, lectures / conferences, webinars, presentations

Using these channels either means to address specific target groups specifically via personal communication or direct marketing or to provide communication with general interest for all target groups such as online communication or newsletters.

For the UK the following communication channels target groups will have to be taken under close consideration:

<b>Experts</b>	Directly via email Meetings
<b>MULTIPLIER Organisations, Energy Consultants</b>	Directly via email Meetings
<b>MULTIPLIER Media</b>	Write articles/blogs for them
<b>MULTIPLIER Fairs, Events</b>	Directly via email to speak at events
<b>Companies</b>	Mailing lists (send initial email, then follow up)
<b>Installers</b>	Mailing lists (send initial email, then follow up)
<b>End consumers</b>	Mailing list and website content
<b>Others</b>	Directly via email



## Messaging

The communication strategy respects the criteria of maximum reach, efficiency and channel adequacy for the target group. The messaging shall follow the principles of attractiveness and relevance for the audience as well as the general news value. Consequently, communication events are mainly triggered by project results and milestones (push communication), as well as surfing on external occasions such as predetermined conferences and trade fairs (pull communication). For push communication, it is indispensable to have a coherent set of messages that are used in all channels. Indispensable elements of this set of messages are in hierarchical order (from general to project specific):

- The implementation of the package label can be eased up
- The package label is important for consumers, as it will improve information on options
- The package label tools provided by LPA are important for installers – it helps them comply with obligation and better serve customers
- The tools and trainings of labelpackA+ help every market player to be more successful
- Solar thermal should always be part of a heating system
- Solar thermal technology gives an ecologic upgrade to the energy label

Those milestones should be bundled in active communication events that are managed or even prepared centrally and executed either centrally or locally. The communication shall follow a regular scheme for conveying the idea of continuity and relevance for the reader. The events shall be at least done quarterly. Twitter shall always be part of the formats. The communication events shall be executed according to the following news plan. Contents and formats may be enhanced due to national needs. In order to increase the attractiveness of contents, other news on markets, policy and technology may be included in the newsletters and the other content driven formats.

Communication event ("news")	Due	Contents	Formats	Responsible
National kick off	26 <sup>th</sup> Sept 2015	National Websites (D5.5., 7) National Label Pack Brochures (D5.6., 7) Online web platform (D2.2., 8) incl. handbook Event calendar	Press releases LPA newsletter prepared text for external newsletters Prepared articles Online-videos Webinar	National partners
Support available	End of Jan. 2016	National Help desks (D3.3., 10) National Training and information material (D3.5., 11) Event calendar	Press releases LPA newsletter prepared text for external newsletters Webinar	National partners



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Communication event ("news")	Due	Contents	Formats	Responsible
National learnings	End of March 2017	Report on national roadmaps (D3.8., 25)	LPA newsletter Press release Prepared articles prepared text for external newsletters	National partners

### Special focus groups: Focus on installers and consumers

For the project, installers and consumers communication is vital. Due to this special attention is provided to those two groups:

#### Installers

Communication channels: Installers will be approached via the following channels.

Material available: The following material appears to be important for the consumer

#### Consumers

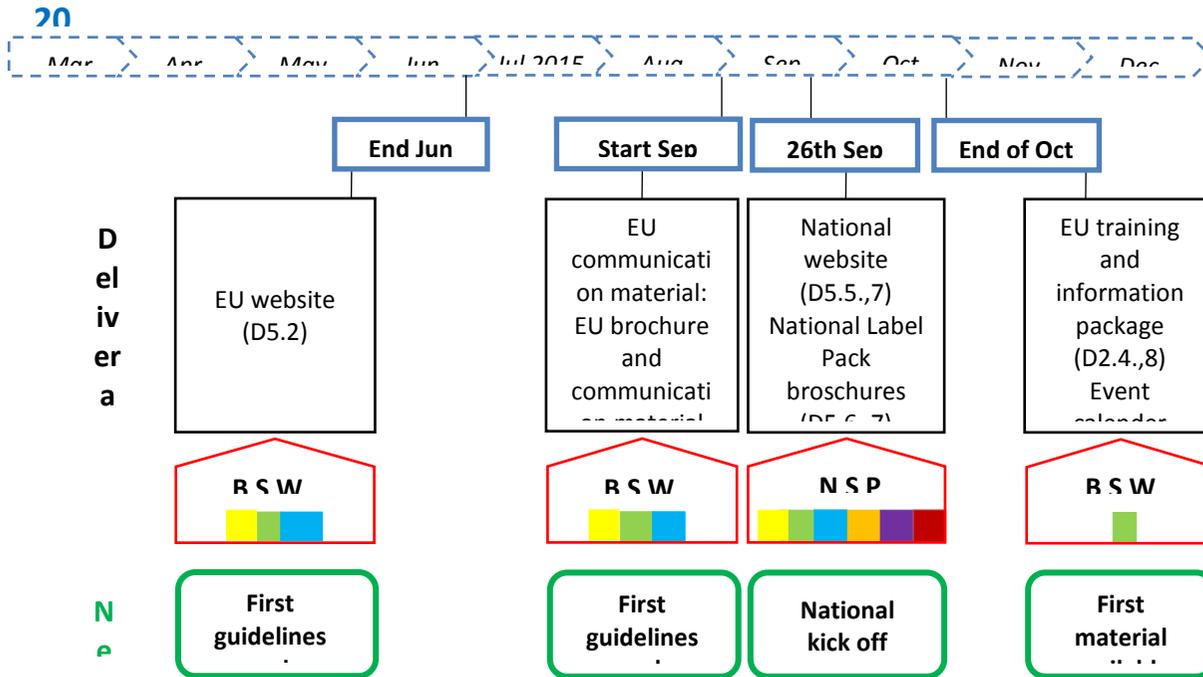
Communication channels: Consumers will be approached via the following channels.

Material available: The following material is important for the consumer and has to be produced.



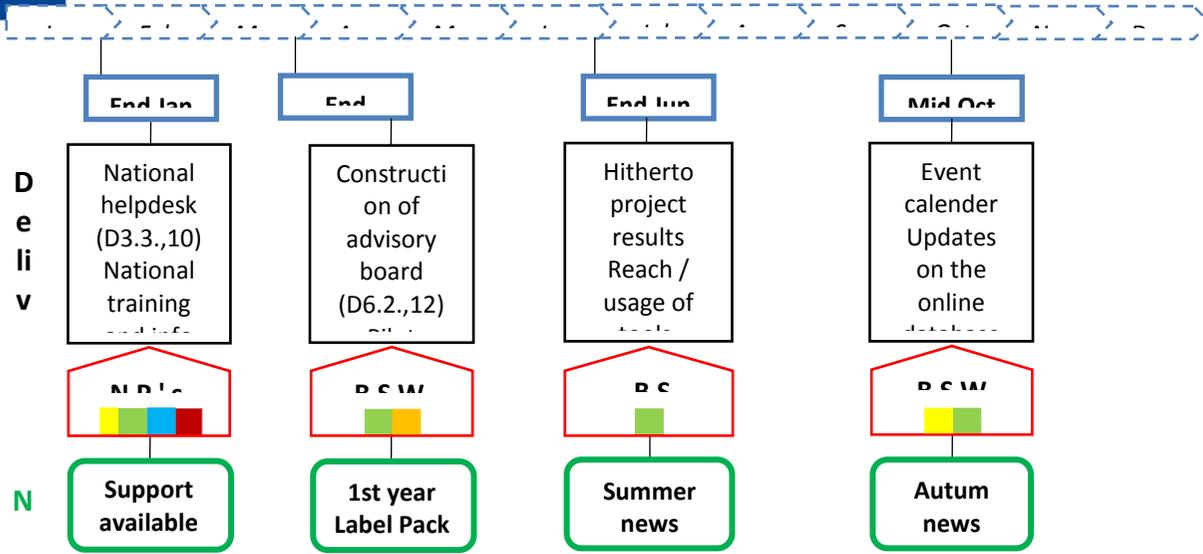
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## Overview of deliverables and communication events



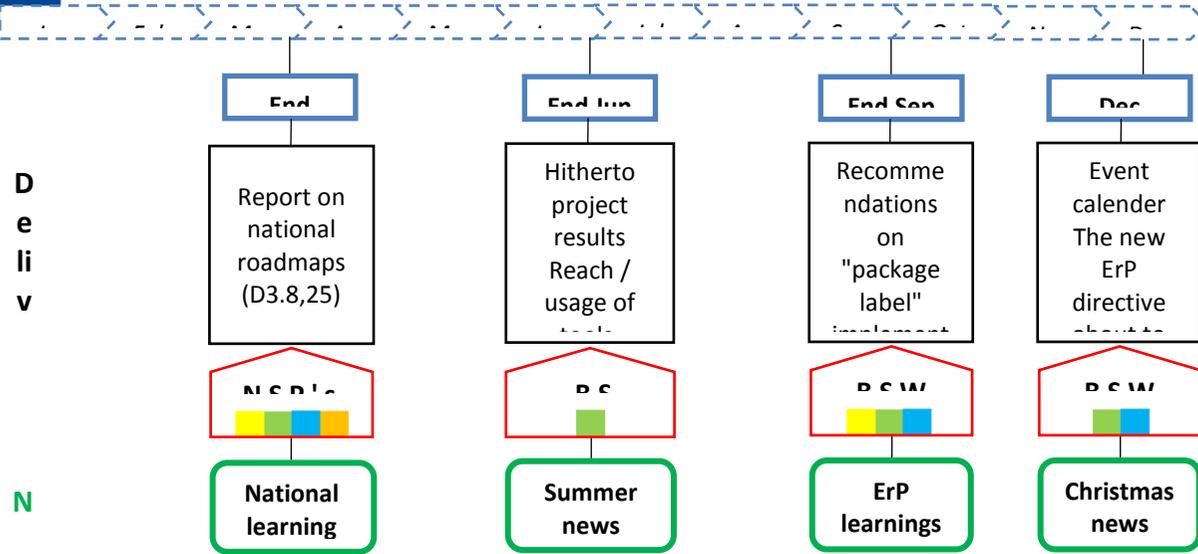


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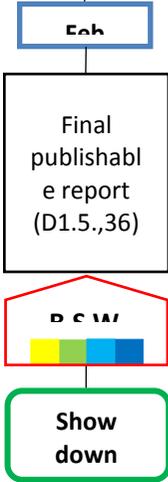




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Legend:

-  Press release
-  LPA newsletter
-  Prepared text for external newsletter
-  Prepared articles
-  Online Videos

**N**



## Planning

Planning is two-fold, based on “push” and “pull”: For preparing the push-communication, messaging has to be thoroughly prepared for the moment of distribution. With regard to the above communication events (“news”), the according planning process should respect the following steps:

- Establishment of distribution lists the level of national partners, including address integration by newsletter registration from the LPA-website(s)
- Regular updating of distribution lists
- Establishment of social media formats such as twitter channel(s)
- Preparation of templates in accordance with the CD in order to execute newsletter and press activities consistently and efficiently
- Preparation of promotional material which summarizes the project results
- Extraction of key insights from the deliverables for public usage at the moment of finalization
- Setting of exact timing of communication event
- Execution of messages according the above “news” plan
- Monitoring of reach and feedback

In the field of pull communication, it is essential to identify the most relevant events for the target groups and to get involved in those occasions with the LPA-messages. The corresponding planning process should respect the following steps:

- Preparation of presentation masters and regular update of the charts in accordance with the project progress
- Identification of relevant events such as trade fairs and conferences
- Contacting the program organizers at least 5 months before the event
- If necessary, participation in the “call for papers” for the event
- Agreement on title, speaker, travel costs and promotional material (roll-up, brochures) during the event
- Insertion into the LPA event calendar (website / newsletter)
- Other direct marketing which promotes the event through the partner’s channel
- Usage of latest presentation contents
- Collection of business cards and direct contacts for enhancing the distribution list



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The following national events have been identified for integration of LPA outcomes and activating participants

	2015	2016	2017	2018
DE	March: ISH May: ST-Otti-Symposium June: Intersolar Europe June: Week of the Sun October: RENEXPO November: Forum Solarpraxis  Other: ZVSHK general assembly Intl: SHC Conference Istanbul	Feb: Internationale Handwerkermesse Munich April: E-world energy & water April: Berliner Energietage May: ST-Otti-Symposium June: Intersolar Europe June: Week of the Sun October: RENEXPO November: Forum Solarpraxis  Other: ZVSHK general assembly	Feb: Internationale Handwerkermesse March: ISH April: E-world energy & water April: Berliner Energietage May: ST-Otti-Symposium June: Intersolar Europe June: Week of the Sun October: RENEXPO November: Forum Solarpraxis  Other: ZVSHK general assembly	Feb: Internationale Handwerkermesse May: ST-Otti-Symposium June: Intersolar Europe
PT	October: SIL (Real state fair in Lisbon) November: Concreta (Porto) October Green Fest (Estoril)	March: Green Business Week March: Feira do Ambiente e Energia de Ponte de Lima May: Tectónica May: Fórum de Energias Renováveis (Moura) October: SIL (Real state fair in Lisbon) November: Concreta (Porto)	March: Green Business Week March: Feira do Ambiente e Energia de Ponte de Lima May: Tectónica May: Fórum de Energias Renováveis (Moura) October: SIL (Real state fair in Lisbon) November: Concreta (Porto)	
FR	National plan : October: Etats Généraux de la Chaleur Solaire November 2015: Interclima+Elec  Regional plan : No relevant event identified at the moment	National plan : No relevant event identified at the moment  Regional plan : No relevant event identified at the moment	National plan : No relevant event identified at the moment  Regional plan : No relevant event identified at the moment	National plan : No relevant event identified at the moment  Regional plan : No relevant event identified at the moment



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	2015	2016	2017	2018
IT	October 14 – 17: saie energia November: ecomondo	Jan: 28 – 31: klimahouse March 16-18: mostra convegno expocomfort April: solarexpò October: saie energia November: ecomondo	Jan: klimahouse April: solarexpò November: ecomondo March: Klimaenergy October: saie energia	Jan: klimahouse April: solarexpò November: ecomondo March 16-18: mostra convegno expocomfort October: saie energia
UK	September: Heating & Renewables Roadshow October: Solar Energy UK November: PHEX	April: Ecobuild April: The Green Building Roadshow ecoSHOWCASE May: Installer 2016 June: ECO TECHNOLOGY SHOW 2016 September: Heating & Renewables Roadshow October: Solar Energy UK November: PHEX	April: Ecobuild April: The Green Building Roadshow ecoSHOWCASE May: Installer 2016 June: ECO TECHNOLOGY SHOW 2016 September: Heating & Renewables Roadshow October: Solar Energy UK November: PHEX	April: Ecobuild April: The Green Building Roadshow ecoSHOWCASE May: Installer 2016 June: ECO TECHNOLOGY SHOW 2016 September: Heating & Renewables Roadshow October: Solar Energy UK November: PHEX
AT	Energiesparmesse Wels 1st information ASTTP Workshop Steuerungsgruppe RMSW25 Training WKÖ Training AIT ARGE EBA GV AS Tag der Sonne e5 Gemeinden Kllima- Energie Modell Regionen	Energiesparmesse ASTTP Workshop Steuerungsgruppe RMSW25 Training WKÖ Training AIT ARGE EBA Tag d Sonne Hauselbauermesse KLU Architektur u Bau VIE Fachkongress (anhängen) e5 Gemeinden Kllima- Energie Modell Regionen	Energiesparmesse Wels 1st information ASTTP Workshop Steuerungsgruppe RMSW25 Training WKÖ Training AIT ARGE EBA Tag d Sonne Hauselbauermesse KLU Architektur u Bau VIE Fachkongress (anhängen) e5 Gemeinden Kllima- Energie Modell Regionen	Energiesparmesse Wels ASTTP Workshop Steuerungsgruppe RMSW25 Training WKÖ Training AIT ARGE EBA Tag d Sonne Hauselbauermesse KLU Architektur u Bau VIE Fachkongress (anhängen) e5 Gemeinden Kllima- Energie Modell Regionen

Both, for push and for pull communication, promotional material is required that describes the project including objectives, forms of participation and benefits.

This material has to be produced centrally and to be adapted locally. The corresponding work packages are:

- National Label Pack Brochures (D5.6., end of September 2015)
- Update of the brochures after national roadmaps are finished (months 25)

The communication material - which is not equivalent to the training material produced in WP 3 - should showcase the LPA-project in a compact manner, resulting in the following formats:

1. Project flyer with the project outline (objectives, form of participation, available communication channels, benefits). Purpose: activating stakeholders to participate in the project, to register for newsletter and to use the project services.
2. Roll-up for trade-fairs and conferences
3. Update of project flyer with project outlines and – new - results.  
Due date: March 2017

## Budget

For all communication activities such as messaging, material production and translation of websites the grant agreement foresees direct costs that can be spent to implement the above formats. Each partner has to ensure that the minimum of these 3 formats can be financed by the according budget:

In EURO	ESTIF	BSW	ADENE	ENER-PLAN	ASSOL-TERM	STA	Austria Solar	API-SOLAR	DECO	Legambiente
Dissemination and communication (rollups, flyers)	8.000	12.000		6.000	7.500	7.500	7.500	2.000	5.000	2.000
Translation of website	0	3.000	3.000	3.000	3.000	0	3.000	0	0	0
Promotion & Advertising	0	7.000	0	5.000	5.000	5.000	5.000	3.000	0	0

## **Monitoring the communication and dissemination achievements**

To assure the effective implementation of the communication plan at the different levels, European and National, it's essential to monitor the quality and number of the dissemination initiatives.

Quantitative monitoring will be based on the following data:

- Analysis of general and national project website statistics, including download of relevant project documents;
- Number of participants at the Label Pack A+ communication actions;
- Number of stakeholders (relevant entities) at Label Pack A+ local communication actions;
- Number of articles published in journals.

Qualitative monitoring will be carried out as follows:

- Satisfaction questionnaires for the events directly organized by the project partners;
  - Satisfaction assessments to the stakeholders involved, namely in the NSP;
  - Feed-back loop through Label Pack A+ website and social networks.
-