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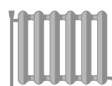
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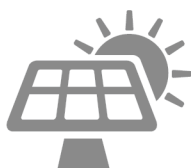
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LabelPack A+

Implementing the package label for space and water heaters

Implementing the package label for space and water heaters

The 'LabelPackA+' project aimed at supporting the implementation of the energy labelling of heating appliances while furthering its impact, the focus being on the "package label" and its potential to push for the uptake of renewable technologies, in particular solar thermal, in combination with more efficient conventional technologies.

The project addressed one of the main challenges related to the energy labelling process of this group of products (and systems) in relation to other products covered

by Energy Labelling and Ecodesign requirements: the issuing of the package label by installers.

This challenge involved the preparation of tools and materials directed at relevant stakeholders, as well as carrying out training and information sessions, among other actions. The LabelPackA+ activities focused on six European countries: Austria, France, Italy, Germany, Portugal and the United Kingdom, though the outputs of the project are also applicable in other Members States.

The project also included the monitoring of the package label implementation. As this implementation was, in overall terms, more trying than originally expected, the consortium also focused on the future of the package label, assessing options and issuing recommendations that can support public authorities in enhancing the roll out of the package label in the market.

Consortium Partners



Disclaimer



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1 Labelling & the Package Label

The Ecodesign and Energy Labelling frameworks reflect the European Commission's goal towards reducing energy consumption, by assisting consumers in choosing more energy-efficient products and by promoting the introduction of more efficient products in the market.

The Ecodesign Directive established the framework for setting mandatory requirements for energy-related products. The Directive targets equipment manufacturers, establishing minimum performance criteria for placing new products on the market.

The Energy Labelling Directive aims at providing consumers with more information regarding the products' energy performance, in order to empower them to take a better-informed decision. It establishes the obligation for energy labelling to make available standard product information on the consumption of energy by selected groups of products.

The technical specifications for each of the products covered by these regulations are set via Delegated Regulations covering a product group. The regulations for space, water and combination heaters, Commission Delegated Regulation (EU) No 811/2013, 812/2013, 813/2013 and 814/2013 were published in 2013 and entered in force on the 26th of September 2015.

These regulations were extremely relevant, as the gains in efficiency on space and water heating would be by far the largest of any product group covered by Energy Efficiency requirements. On top of this, it covers a challenging group of products, using different energy sources, where gains of efficiency could also be enhanced by the option to use renewable heating solutions.

Furthermore, in combination with the well-known product label, it introduced the package label, a label aiming at indicating the energy



Figure 1: Common understanding of the heating energy labelling concept: key elements (Deliverable 2.1).

efficiency of space and water heating systems, i.e., a combination of components installed at the consumer's residence.

Supporting the introduction of this new package label was the Labelpack A+ project's goal. The starting point was to generate a "Common understanding of the energy labelling concept: key elements" among partners, with the contribution of experts, that could establish an agreed common basis for communication and the production of several materials (training, information, technical, etc).

2 Online Platform

In order to facilitate the access to information, tools and materials supporting the implementation of a common energy labelling system for Space, Combi Heaters and Water Heaters, a common online platform was required. This multilingual platform is covering the national languages of the countries represented in the consortium.

One of the main elements of this platform is to host a tool allowing the calculation of the package label for any combination of products covered in the space and water heating regulations, be it for water heating, space heating or even a combination system (providing both space and water heating). Any

user, with basic understanding of the package label can use this tool. Still, there are tutorials available to guide over such calculation. The tool also includes a user area where their favourite products can be saved to ease the calculation of new combinations.

The online platform comprises a resource centre, including varied materials, regulations, promotional materials, and trainings. Besides being available for any user, tailored information and resources are organised by target groups, ranging from manufactures to public authorities, comprising installers and consumers.

Resources Center

Stakeholders

- Suppliers
- Dealers
- System Designers
- Installers
- End-users
- Policy-makers & Energy Agencies
- Media outlets

Resources

- Training materials
- Promotional/information videos
- Guides
- Tools
- Regulations
- Technical data
- Graphical elements
- Reports

3 National Pilot Projects

A fundamental dimension of the work carried out within Label Pack A+ was based on National Pilot Projects (NPP). Each of the countries covered by the project implemented their own NPP: Austria, France, Germany, Italy, Portugal and the United Kingdom. These are relevant solar thermal markets and therefore constituted priorities for the support of the roll out of the package label and the overall implementation of the ErP Lot 1 and Lot 2 regulations.

Starting from the same ground, in terms of understanding the main challenges and aspects of the package label implementation as well as on how to use common resources (materials, trainings, etc), each national pilot project had to adapt to the national context in order to achieve the best results with the resources available.

The competences of the consortium partners were complemented with National Stakeholders' Platforms, gathering relevant players that were able to provide input and support

to the work being done. Naturally, the common online platform was also adapted to each country, including resources in the native language but also information specific to the country. In each country, a helpdesk was available to assist those wanting to know more about the package label, or about the entire regulation on energy labelling of space and water heaters.

Particularly relevant were the training and information sessions carried out in each country, having as main target group installers but also addressing other stakeholders, such as industry or public authorities.

NPPs also played an important role in terms of communication, raising awareness about the energy labelling of space and water heaters, in general, and the package label. These actions included providing content for media, dissemination of information materials (including videos) and social media campaigns.

More information about the national pilot projects, their activities and available resources can be found in the national pages, accessible via the main Labelpack A+ page, under the section "National Projects".



Figure 2: Countries participating in the Labelpack A+ project.



Figure 3: Sample of the #CheckYourHeating Campaign aiming at raising awareness on the energy label among consumers and installers.

4 Monitoring the Package Label Implementation

As part of its work supporting the implementation of the package label, the Labelpack A+ project included also monitoring the roll-out of the Package Label in the market. This meant going beyond the project implementation *per se*. And going beyond the countries represented in the consortium. This monitoring included gathering information, experiences from different stakeholders, as well as debating how the implementation process was unfolding in different countries.

The analysis was initially done for the countries part of the consortium. It included a SWOT analysis of each country's National Pilot Project implementation performance, outlining barriers and solutions encountered, as well as opportunities which were identified during the process. This assessment was mainly intended to understand which adjustments could be needed on the resources and actions carried out by the project. It also provided an overview of how the roll-out process was developing.

In mid-2016, it became evident that the implementation of the package label, or even the energy labelling for space and water heaters, was not as effective as it had been expected by different stakeholders, namely industry and policy makers. Therefore, the Labelpack A+ partners strived to collect additional information to

better understand the main barriers preventing a smoother transitioning in several countries. This additional information was also aiming at better identifying the perspective of different stakeholders. This assessment is part of the resources made available online: *Report on Package label implementation (Deliverable D4.1)*.

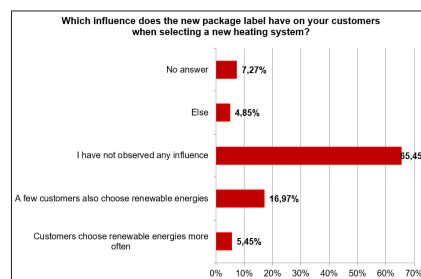


Figure 4: Example of survey results, monitoring the package label implementation in Germany - extract from report (D4.1).

In order to complement the referred report, an analysis on the implementation was carried out in ten other EU Members States: *Analysis of the implementation of the "package label" in several European countries* (Deliverable 4.6). Furthermore, representatives from trade associations from several countries were invited to Labelpack A+ Advisory meetings, in order to provide an account of their experience as well as to discuss the overall implementation of the package label.

Some of the feedback received included some remarks on the performance of the calculation methods included in the regulations and how it could affect the consumer choices. Remarks went

from general questions, such as how the progression towards better classes reflected the performance gains of the system, to specific concerns related to the estimated contribution of solar thermal. In order to assess some of these questions, a sensitivity analysis on the package label energy efficiency calculation was carried out. This analysis identified some points of concern, that could be taken into account by those using the label (installers) but also for those playing a role in future reviews of the package label regulations. This analysis (Deliverable D4.7) is also publicly available online.

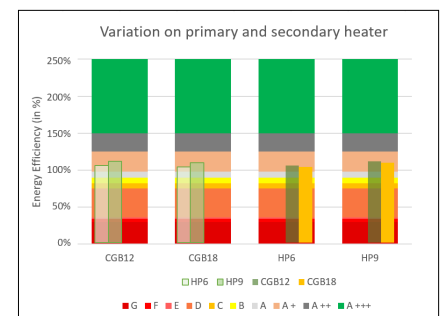


Figure 5: Example of sensitivity analysis - extract from study (D4.7).

5 Future of the package label

Complementing the process of monitoring the implementation of the package label and assessing the main barriers to its implementation, the Labelpack A+ partners strived to provide some insights on improvements that could be sought and an overview of the potential implications of several measures.

This process included an analysis of different comments and proposals for improving the regulations or the implementation process related to the package label. This analysis considered several perspectives: Consumers, Installers, Dealers, Manufacturers (comprising distributors), and Public authorities (market surveillance and energy agencies).

This was an important step, as several measures can have contradicting results or generate conflicting opinions in different

stakeholder groups. These points are reported: Recommendations on “package label” implementation (Deliverable D4.3). This document also includes a set of proposals from the project consortium, based on the information and inputs gathered, their experiences in activities supporting the implementation of the package label and countless discussions on the topic at national and European level.

Another analysis addressed the potential scenarios for the package label. This analysis takes into account different options, evaluating what could be the implications of several of these combinations. This document is also public and part of the online resources: Analysis of opposing scenarios for the “package label” (Deliverable D4.8).

Finally, the continuation of the Labelpack A+ online platform was

not forgotten. The discussion on the future of this platform included a study on “*Management and business models for Labelpack A+*” (Deliverable D4.4). The consortium has also addressed this topic and some options were taken in this regard, considering the results of the study on business models and the development of partnerships during the project execution. Therefore, those interested in using the Labelpack A+ tools and resources can rest assure that these will continue to be available.

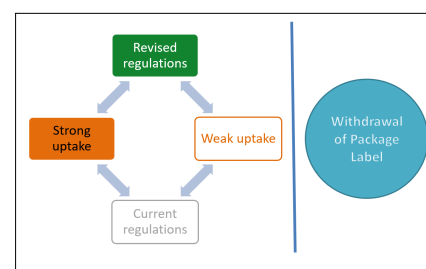


Figure 6: Scenarios for the package label - extract from report (D4.8).

Interested in knowing more about the LabelPack A+ project?



Please find on the LabelPack A+ website, an extended version of this report: <http://www.label-pack-a-plus.eu/home/resources/>