



## Updated Pilot implementation report

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# **LABEL PACK A+**

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## **1 Introduction**

The report provides an intermediate assessment of the planned and developed activities 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 were the basis for the cooperation among different entities to dissemination and communication activities.

Details are 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.

## **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;

In order to optimize the action developed within ThermoEvolution and to 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 and the cooperation was not possible. Nevertheless, the Italian project consortium managed to involve Assotermica in the first NSP meeting.

Efforts have been done in order to contact Assistal, which was considered a strategic partner for reaching a higher number of installer, unfortunately the collaboration did not start.

Apart from ThermoEvolution and its partners, the NSP has been officially launched in January, 2016. The NSP met three times over the project period in order to share and implement the close, planned and future activities.

### **2.1 Composition**

The NSP members represented different actors heating and the production of domestic hot water market: 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](http://www.difesadelcittadino.it))
- Altroconsumo ([www.altroconsumo.it](http://www.altroconsumo.it))

Specialized press:

- Casa e Clima ([www.casaclima.com](http://www.casaclima.com))
- Qualenergia ([www.qualenergia.it](http://www.qualenergia.it))

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- Tecniche Nuove

Expert in training

- Dott. Valeria Verga

Manufacturers

- Sonnenkraft
- Super Solar
- Hitec
- CMG solar

Supplier

- Pleion
- Kloben

Expert in solar thermal and PV energy

- Ambiente Italia

The public authority, responsible for market surveillance, is not represented. The division of ENEA member of NSP is the division responsible for solar thermal collector certification.

Politecnico di Milano is part of the NSP both as member of Assolterm and as expert on solar technology and heating system certification.

## **2.2 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. It was decided that no Memorandum of understanding MoU will be signed.

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.

### **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.

The Italian NSP met three times over the project period. The first NSP meeting took place on the 13th of January 2016 at Politecnico di Milano. The meeting agenda regarded the presentation of the project, its legal context and the goals, as well as the activities to deploy at the national level.

The second meeting of the Italian NSP took place on the 2nd of February 2017 at Politecnico di Milano. This second meeting aimed to present the state of the art and next steps for LabelPackA+ project in Italy, two years after the project beginning. The meeting agenda regarded the presentation of the deployed activities, future acts and a comparison with stakeholders on these issues.

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The third meeting of the Italian NSP took place on the 20th September 2017 at the premises of Politecnico di Milano. The meeting aimed to present the activities, carried out and planned, and share the proposals for “package label” implementation.

## **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 contents and usability. Installers also validated the platform during the several training courses.

## **3. Promotion of project activities and deliverables**

NSP participants 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.

Another relevant activity for the promotion of the on-line platform were the training courses dedicated to installers and dealers.

## **4. Sharing dissemination effort on the package labelling**

NSP members contributed to disseminate the LabelPack A+ project through their own channels and networks. The developed activities were:

- Two social media campaigns. The first one started in December 2017 and the second one in May 2018 on Facebook, Twitter and LinkedIn. The first campaign was coordinated by Legambiente, the second one, namely “Check your heating”, was managed by SHE.
- Five press release:
- Leaflets for installer and end-users
- Events promotion: workshop for Policy Maker in Rome, 25<sup>th</sup> October 2017
- Participation to external events:
  - ✓ conference in Bari “Edificio 4.0 Convegno su Progettazione, Costruzione e Impianti Innovativi”,
  - ✓ workshop in Messina, Task 53 “New generation of solar cooling and heating system driven by photovoltaic or solar thermal energy”
  - ✓ conference at EnergyMed, March 2017”
- Articles on specialized magazine and online press

## **3 Online Platform**

### **3.1 Managing the platform at the national level**

The online platform was managed by Assolterm and promoted through the NSP. The platform has been continuously updated until the end of the project, in order to create an easy accessible and current version, as well as being a complete reference for energy labelling.

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## **3.2 Social media campaign**

In January 2017 the consortium launched a social campaign through social platforms like Facebook and Twitter. The material was developed by Legambiente.

In May 2018 a second campaign namely “Check your heating”, managed by SHE, it was held on social media with 2 promotional videos, ten online press articles and posts on social media as Twitter and Facebook. The campaign aimed to raise awareness on the Energy Efficiency labels, providing the necessary information related to these labels to consumers and installers.

## **3.3 Helpdesk**

A helpdesk service via email was available, managed by Assolterm, in cooperation with Legambiente, who dealt with questions related to its field of competence.

A short FAQ section – Frequently asked questions – identified in WP2 has been translated in Italian and uploaded to the Italian webpages in order to provide some technical and general information about labelling.

# **4 Training/Information Activities**

## **4.1 Label Pack A+ specific**

### **4.1.1 Policy makers and market surveillance actors**

Several efforts have been made to involve the national market surveillance authority, almost completely missing, in the NSP. The dedicated department of ENEA (national public institution for energy and environment) never participated to the national platform. In November 2016 Polimi had an informal contact with the person in charge of market surveillance within the Ministry for Development, but there were no further developments.

#### Workshop

An event for Policy Maker has been organized on 25th October 2017, in Rome, in order to involve the Italian policy maker however no members of MISE (Ministero dello Sviluppo Economico) participated to the event. The focus of the Conference “L'etichetta energetica: lo strumento per un'Italia in Classe A” was to discuss the results obtained both at European and Italian level since the introduction of this new energy label, minding the benefits, but also the weaknesses of its application. The event, anyway, can be considered successful story, twenty four people attended the event. The conference took place in Spazio Europa, managed by the European Parliament and the European Commission. It was organized by Legambiente Onlus, Assolterm and Politecnico di Milano and involved several stakeholders, among the invited guests: Stephane Arditi (EEB), Stefano Lambertucci (ESTIF), Ermete Realacci, IT Parliament's ENVI Committee Chairman, Edoardo Zanchini, Vice President of Legambiente, Federico Musazzi, Assotermica Secretary General, senator Gianni Giroto, Sergio D'Alessandris, President of Assolterm, Marco Calderoni (Politecnico di Milano), Marco Imparato by CECED Italia.

The Italian partners in collaboration with ANCE Emilia Romagna (Associazione Nazionale Comuni Italiani, namely the association of municipalities in Emilia Romagna region) have been submitted four newsletters about the project LabelPack A+ and package labelling with the purpose of promoting project LabelPack A+ and package labelling.

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## **4.1.2 Manufacturers and distributors**

Large manufacturers of heating equipment were not the main goal of the 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 was an added value, as they can explain the "political" position of large manufacturers.

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 and ANGAISA did not participate to NSP.

The Assolterm member organized a training for manufacturers in Milan, 14th March 2016 promoting the LabelPackA+ tool for energy labelling, sixteen people attended the course.

## **4.1.3 Project Designers**

Project designer (system designer and thermal engineering) represented a key player in the diffusion of energy labelling for systems. In fact, even if they are not responsible for issuing the package label, they are often involved in the choices related to the heating system, especially in complex systems and in systems with components from different manufacturers.

For this reason, it is considered crucial that heating engineers become aware of the tool developed within the project Label Pack A+. With this purpose, it is planned three courses to involve professionals, two in Mantova in 2016 and one in Napoli, at the *"EnergyMed Conference Exhibition of Renewable Sources and Energy Efficiency in the Mediterranean 2017"*, for a total amount of sixty-four participants. Moreover, Politecnico di Milano held a speech titled *"L'etichettatura energetica per sistemi di riscaldamento e solare termico"* in order to provide an overview about LabelPackA+ project, the labelling and the calculation tool.

In addition, member of the national stakeholder platform participated at a conference in Bari and at a workshop in Messina. At the conference in Bari *"Edificio 4.0 Convegno su Progettazione, Costruzione e Impianti Innovativi"* 10<sup>th</sup> November 2016, he gave a speech to inform about labelling, the calculation tool and the trainings. In April 2017 a member of NSP took part as speaker in a workshop for experts in Messina: Task 53 *"New generation of solar cooling and heating system driven by fotovoltaic or solar thermal energy"*. The speech aimed to provide an overview on energy package labelling, LabelpackA+ tool and contribution of solar thermal panels at package energy classes *"Solar thermal and energy package labelling"*

## **4.1.4 Installers and dealers**

Installers were the main actors involved in the package label and their involvement represents a key factor for the success of this project. Moreover, installers properly trained on the labelling issues will be more confident in proposing efficient systems to their customers. On the contrary, if installers will not be able to issue the energy label for package by themselves or if this will be too time consuming for them, they will probably be tempted to take the easy way, choosing simple but less efficient packages or packages assembled by a single producer which is providing them a pre-issued label. In order to prevent this situation NSP members organized eleven training courses on energy labelling and use of online tool, for a total amount of two hundred and five participants.



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## **4.1.5 End consumers**

End consumers are the focus of Legambiente activities. In order to reach the final consumers Legambiente developed: 2 information brochures and promotional video. A high quality brochure has already been developed (8000 copies), printed and distributed at events as:

- **TRENO VERDE:** A real train travelling in all the Italian Country. In 2016 and 2017 a specific carriage on energy efficiency was organised and project brochure was at disposition of all persons visiting the train. In 2018 all the carriages covered about renewable energy and efficiency and in the exhibition have been the video of the project. In total, during this last 3 years, has been organised 32 stops all over the Italian Country. In this same period the presence of at least 30 thousand visitors for each year was estimated, between adults and children.
- **GOLETTA VERDE** A real ship sailing the Italian coast informing citizens and tourist about marine pollution, soil erosion and separate waste collection. In total were organised 30 stops all over the Italian coast, meeting about 6000 visitors. These were made available to visitors during visits on board, but also during various public events, such as press conferences and awareness initiatives.
- **ECOMONDO** is among the most important fairs of the green and circular economy in the Euro-Mediterranean area. An international event that brings together all sectors of the circular economy: from the recovery of materials and energy to sustainable development. Thanks to a collaboration between Legambiente and the Fair, the association could be present with its own stand in which all the issues related to efficiency were brought, both in construction and in appliances and heating systems.
- **ENERGYMED** a fair organized by ANEA, Neapolitan Energy and Environment Agency with the aim of acting as a link between the various operators in the energy sector and energy efficiency.

## **4.2 Communication material**

### **4.2.1 Energy Labelling leaflet**

Two energy labelling leaflet have been printed during the project, one version for installer and a second one for end users. The installers version, 4 pages in A4 and A3 format, was printed in five hundred copies, more or less, three hundred copies were distributed during NSP meetings and two hundred during the exhibition at the “EnergyMed Conference Exhibition of Renewable Sources and Energy Efficiency in the Mediterranean 2017”. The leaflet aimed to present the main issues about energy labelling and its application. For the end user versions of the leaflet, Legambiente printed 8000 copies. The brochures (8 and 12 pages) were distributed during trade fairs, national travelling campaigns and local offices of Legambiente.

### **4.2.2 Promotional video**

Two promotional video have been developed at national level. The first one for end users and the second one for professionals and installers.

The video for end user was launched in October 2017 and May 2018 during the campaign “CheckYourHeating” on Facebook, Twitter and Youtube.

The video for professionals has been produced by BSW-German Solar Association- and it was translated in Italian. It was promoted during the campaign “CheckYourHeating” through social network like Facebook, Twitter and Youtube. The entire video has divided in three shorter parts in order to facilitate the promotion through social media. The purpose of the video was to inform about package label: general framework, calculation tool and advantages brought by labelling for comparing different heating solutions.

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## **4.2.3 Shopping bags**

In order to maximize the dissemination during the exhibition “EnergyMed Conference Exhibition of Renewable Sources and Energy Efficiency in the Mediterranean 2017”, two thousand shopping bags have been distributed among 31st March and 1st April. The shopping bag are green with the italian text “*LabelPackA+, L’etichetta di sistema facile, rapida e precisa. E gratis. <http://www.label-pack-a-plus.eu/italia/>*”. The purpose was to increase visitors curiosity about labelling and the visit on Italian website.

## **4.2.4 Roll up**

Legambiente made two roll-up for explaining the project during events

## **4.3 Communication activities**

### **4.3.1 Press release**

During the project period five press release have been distributed to a network of journalists from the most important newspaper and specialized magazines:

1. 25th September 2015: “Al via da domani l’etichetta energetica sul riscaldamento domestico”
2. 19th January 2016: “Nasce la piattaforma degli stakeholders di Labelpack A+”
3. 26th September 2017: “Valutazioni contrastanti sull’etichettatura energetica per i sistemi di riscaldamento a due anni dalla sua introduzione”
4. 2nd May 2018. “Il progetto Horizon 2020 LabelPackA+ lancia una campagna di informazione sull’efficienza energetica dei sistemi di riscaldamento”
5. 30th July 2018: “Termina il progetto Europeo Horizon-2020 LabelPack A+”

### **4.3.2 Articles on specialized magazine and online press**

In order to promote the package label the italian partner in collaboration with the member of the italian NSP members published 14 articles on newspaper and online pages.

- 8 articles on specialized magazine
- 41 articles online press

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## 5 Monitoring activities

### 5.1 Targets

Attività	N° azioni realizzate	N° azioni pianificate	N° effettivo partecip.	N° previsto partecip.	Commenti
Installatori	11	15	205	300-400	
Professionisti	3	2	64	30	
Produttori	1	1	16	15	Pilot training per i membri Assolterm
Sellers	1	1	12	25	
Policy makers			24	30	No policy makers participated Roma il 25 <sup>th</sup> Ottobre 2017
Consumatori	2	2	Each year 30.000 persons (citizens, students, local administrator, journalist) visited the Green Train and in 2016 6.000 persons visiting the Goletta Verde. During these campaigns, were distributed 4.500 project leaflet.	Based on the last year we expect: 30.000 persons at Green Train and 6.000 persons visiting the Goletta Verde.	

## 6 SWOT Analysis

### Strengths

- 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.
- Low request to helpdesk

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## Opportunities

- Synergies with all relevant stakeholders participating in the NSP can be exploited (partly this has already happened).

## Threats

- Market surveillance is almost missing in Italy.
- Large manufacturers/providers of HVAC systems have their own calculation tool.