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D3.9 – Updated Pilot Implementation Report French National Pilot Project

September 21st, 2018



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1 Summary

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

If, over the first year of the project, national actions have deviated a lot from the initial strategic plan (for more details, please refer to the first edition of this Report), we've caught up on the delay, mainly in the launch of the online training.

In spite of the good conduct of planned actions, and the addition of new actions (namely a video campaign to inform on the benefits of solar thermal regarding energy efficiency and energy labelling), the targets set in the strategic plan will probably not be met, for various reasons

- When the project was launched, all large manufacturers have already integrated the new regulation and informed their networks; and developed their own trainings on the matter
- The energy label is not perceived to have any marketing value by most market actors, and it is widely perfectible
- As the French solar thermal market has been shrinking for the past few years, installers mainly sell and install packages provide by manufacturers, so their interests in the LabelPack A+ actions are still low.

This report is structured as the French National Pilot Plan is, 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 meetings during the NPP implementation and, exchange experiences during the duration of the project, in order to promote the constant revision and improvement of the program.

2.1 Composition

This NSP gathers the French pilot project members : ENERPLAN (French solar trade association), Uniclimate (French association 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, which activities were taken over by CETIAT
- End-consumer organizations were supposed to be included towards the second half of the project, after the beginning of training activities. The following had been identified: UFC Que Choisir, CLCV, Confédération Nationale du Logement. Sadly, the topic of this NSP was, according to them, too far away from their short term priorities (compared to other more visible topics), and none of them designated a participant for the LabelPack A+ project.
- Other laboratories/material certification organizations would have been invited to join, had they expressed any interest on the topic (CSTB, CERTITA)

Governmental authorities (Ministries of Energy and of Economy) were invited to all our NSP meetings, but declined their participation, arguing they don't interfere in professional actions and working groups.

2.2 Goal (*Memorandum of Understanding*)

Goals of the French National Stakeholders Platform were to

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

These goals were clearly explained to all stakeholders at the first NSP meeting in July 2015. All agreed to all goals.

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



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 LabelPack 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:

- 7th 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.
 - o The meeting took place as foreseen on the 7th 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 1st semester 2016: evaluation of realized, 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 2nd 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.
 - o This meeting took place on January 20th, 2017, due to major delays in the action to develop at the national level, especially regarding training activities. 5 stakeholders took part to the meeting. For more information, please refer to the second meeting report.
- September 5th, 2017: assessment of all activities for the first half of the project, developments to take into account (political and otherwise), structuring of actions for the remaining of the project.
 - o This meeting took place as expected, with 8 participants (representing 6 stakeholders). For more information, please refer to the third meeting report.
- One last meeting should have been organized in 2018 to summarize the activities led over the 3 years of the project. Due to difficulties to schedule this meeting and other obligations, this meeting was cancelled.

Many bilateral phone or webmeeting were made over the course of the project, mainly between Enerplan, Uniclimate, and Qualit'EnR. 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 members of the NSP contribute to the evaluation and testing phase of the online platform. Uniclimate, Belenos (now CETIAT), Clipsol and Heliofrance could be mentioned as regular participants on this task. They have:

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

3. Communication and dissemination of the LabelPack A+



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

- General communication on Eco-design and Energy Labelling regulation, and on LabelPack A+
 - o Press release on September 24th,
 - o Edition and dissemination of a 4-page leaflet
- Three workshops or conferences
 - o 24/09/15: Lyon, Meeting (Enerplan with its ST members)
 - o 20/10/15: Nantes, Etats Généraux de la Chaleur Solaire
 - o 2 to 6/11/15 : Paris, Interclima fair

These actions were then completed in 2016-2017-2018 with

- General communication around the project, namely the online training
 - o Press release on February 21st 2017
 - o Edition and upload of communication materials designed for installers (flyer) and market actors (Specs on End-consumer communication)
 - o Edition and upload of deliverables
 - o Twitter communication campaign
 - o Organization of a dedicated training session to energy advisors
 - o Press release on post-2020 amendments, June 14th 2017
 - o Press release on 2nd anniversary of energy labelling for solar thermal, September 26th, 2017
 - o Press release on the video launch, February 7th, 2018
 - o Press release on social media campaign, May 2nd, 2018
 - o Press release on end of project, July 31st, 2018
- Participation to various events
 - o 25/10/16: Presentation of the online training, Etats Généraux de la Chaleur Solaire 2016, Paris
 - o From 8 to 10/03/17 : BePositive fair, Lyon
 - o From 6 to 10/11/17 : Interclima fair, Paris
 - o March 26th, 2018 : Journée technique énergie solaire, presentation of energy labelling applied to solar thermal, and advantages of the technology

Members of the NSP are also entitled to indicate and participate in 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 September 24th, 2015, and regularly updated since then.

3.2 Helpdesk

A FAQ is available in PDF format on the website www.label-pack-a-plus.eu/france, because of the delay in training sessions and the low interest for energy labelling in general. Questions mostly received are mainly technical, coming from manufacturers and related to eco-design regulation.

However, a contact via email is offered on the national part of the website. This email directly goes to ENERPLAN, and is the main entr for actors in need of help. NSP members are of a great help when questions asked are in their expertise. Additionally the LabelPack A+ consortium was also contacted when national resources were unable to answer.

4 Training/Information Activities

4.1 Training scheme for installers, dealers and all purchasing advisors.

Managed by Qualit'EnR, SPOC sessions with interactive background, have been designed. These SPOCs are structured as following:

- 1/ General presentation of the LabelPack A+ 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
- 3/ Solar thermal packages features
 - 3-1/ Knowing the general context linked to solar thermal solutions
 - 3-2/ knowing labels applying to solar thermal solutions
 - 3-3/ Being able to explain the energy label to an end-consumer
- 4/ Methodology to edit solar thermal package energy label

SPOC sessions, which required final content and video clips, were supposed to be launched when those two requirements would be fulfilled, originally planned by the end of October 2015 (for a launch initially planned during the Interclima fair, the week from November 2nd to 6th 2015).

However, the definition of common training content at the consortium level took longer than expected (final common grounds agreed end 2015). In consequence, French adaptation could not begin before the first quarter of 2016. Qualit'EnR also experienced difficulties with their SPOC 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 by the end of May 2016. Then Qualit'EnR worked with a trainer in order to realize the required video clips amount in order to make sure the SPOC was on an accurate time format. Video



release was expected by the end of 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* (annual event of the branch), that the SPOC would soon be ready and operational (December 2016). Some additional delays re-conducted the first training session to February 2017. More communication was expected around this date, and was effectuated.

The sessions are accessible to all installers registered in Qualit'EnR's network. As national tax incentives are linked to a label delivered by Qualit'EnR, almost all installers active on the French market were informed and now have the possibility to be trained.

The initial target for installers was 3 000 companies (over 10 000 identified by Qualit'EnR), with at least one trainee per company. The SPOC interface allows us to know exactly how many installers did sign up for the trainings. A questionnaire will be sent to participants after the final session, to gather feedbacks.

For those professionals non registered on Qualit'EnR, such as energy advisors, distributors, a PowerPoint presentation, including the SPOC content, is available on the LabelPack A+ website (target is mainly composed of ADEME's 450 Energy Info-Points and FNAS's network).

SPOC videos will also be made public outside of the interface, in order to spread them via our partners' networks, once the project ends.

End 2017, 107 people (all targets combined) manifested their interest for the training. 37 of them fully completed the training.

4.2 Communication material

4.2.1 Energy labelling leaflet

A 4-page leaflet presenting the energy labelling regulation and its application to solar thermal solutions was realized in September 2015. 20 000 copies were printed. It is composed of informative pictures and content. The target is the largest 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.

Printed version was disseminated at

- 20/10/15: Nantes, Etats Généraux de la Chaleur Solaire 2015
- 2 to 6/11/15 : Paris, Interclima fair
- 25/10/16 : Paris, Etats Généraux de la Chaleur Solaire 2016
- 6 to 8/03/17 : Lyon, BePositive fair
- 6 to 10/11/17 : Paris, Interclima fair

A mailing campaign has been organized to reach energy advisors (450). Each of the offices received at least 20 leaflets.

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 of the availability of this brochure under electronic format.



Unfortunately, we are not able to quantify how many times this document has been downloaded.

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-page leaflet would be enough at the beginning of the project, as the content is general and as the purpose also addresses 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 based 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 decided if this special action for end-consumer is needed and feasible.

At the second and third NSP meeting, a small video campaign composed of clients testimonials on the energy efficiency of their installations has been integrated to the strategic plan. These videos were shot at the end of October 2017, and should soon be published on ENERPLAN's networks and on the LabelPack A+ website.

4.3 Communication activities

4.3.1 Workshops / Conferences

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

24/09/15: Lyon, Meeting (ENERPLAN with its ST members)

Aim: general information on the energy labelling and LPA+ expectations

20/10/15: Nantes, Etats Généraux de la Chaleur Solaire 2015

Annual event of the branch. During this day of conferences, one session was dedicated to energy labelling, ST special features and tools under development.

2 to 6/11/15: Paris, Interclima fair

Global event (fair, workshops, conferences) for all building actors. An ENERPLAN/Uniclimate workshop was set, targeting mainly installers and distributors

Until September 2016, no other workshop or conference has been added, due to the fact that no regional or national fair has been identified. Moreover, the delay in the setting up of the trainings didn't allow us to offer any new and/or interesting content to event or exhibition planners.

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

Mr Thomas Fourmessel, Training officer at Qualit'EnR and person in charge of the LabelPack A+ project, presented to all participants the state of European legislation on energy labelling, an update on the project, and announced the upcoming launch of the online training.

1/12/16: Paris, ENERPLAN Meeting with its ST members

Aim: general information and soon-to-be-available training.

6 to 8/03/17: Lyon, BePositive fair

European fair on renewable energies. General information of interested visitors at ENERPLAN's booth. The 4-page leaflet was available both on ENERPLAN's and Qualit'EnR's booths.

6 to 10/11/17: Paris, Interclima fair



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Global event (fair, workshops, conferences) for all building actors. The 4-page leaflet was available both on ENERPLAN's and Qualit'EnR's booths.

Match 26th, 2018: Douai, Journée technique du solaire en Hauts de France

Regional event, focusing on Solar PV and solar thermal, in the framework of self-consumption of energy. 150 professionals attended, expected to foster the dynamic in this region. A presentation of the LPA+ project and tools developed in its framework to help the market integrate the new regulations was done.

4.3.2 Press activities

In terms of press activities, actions have been made for the entry into force of the regulation, fall 2015. Other actions were planned once the SPOC was launched, early 2017.

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 should have been 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 due to the SPOC's postponed launch.

21/02/17 : Press release on the online training's launch

Press pack on the tool offered by the French national pilot project, and the free availability of the online training, via Qualit'EnR. This action was fully done.

14/06/17: Press release on post-2020 amendments

Aim: general information on the rescaling of energy efficiency classes from A to G, voted by European Parliament. Press pack uploaded to the national LabelPack A+ website.

26/09/17: Press release on the second anniversary of Energy Labelling for ST

Aim: general information on the project's first breakthroughs and constataions, and warning against the mitigated results recovered from field experience. Press pack uploaded to the national LabelPack A+ website.

7/02/18: Press release to announce the videos' launch online

Aim: inform that the NSP developed videos promoting solar thermal, with its energy labelling; co-written with Qualit'EnR and Uniclimate. This action was fully done

02/05/18: Press release to launch social media campaign on labelling awareness

Aim: general information on the project's social media campaign to raise awareness around energy labelling and solar thermal. This press release was launch via Enerplan's network as well as Uniclimate's and Qualit'EnR's. This action was fully done.

31/07/18: Press release to announce project's closure



Aim: general information on the upcoming end of the project and a global assessment of results. This action was fully done.

Professional media

October 2015 : communication in the Qualit'EnR Infos and FNAS Infos

These two internal publications from Qualit'EnR and FNAS, sent to their networks, are offering a possibility to insert a two-page article on the energy labelling of ST systems and the LPA+ project. This action was fully done.

The lack of interest for the topic, shown by all market actors, led to the fact that the project's media presence has been limited.

In 2017, two online magazines (Actu Environnement & L'Echo du Solaire) featured a small article on the online training, mentioning the project.

5 Monitoring activities

Monitoring activities started in March 2017, after the launch of the training. The project's team has contacted people in charge (namely at ADEME) to pilot the Energy and Renovation information offices network, to coordinate the organization of a session dedicated to energy advisors. The information of professionals was done via our networks (mainly ENERPLAN, Qualit'EnR, Uniclimate).

The number of trained professionals, provided by the SPOC interface, indicates the number of people who signed up for the training, as well as the number of people who completed it (video viewing, validation of several MCQs).

The lack of time at Qualit'EnR and the various priorities of the partners didn't allow us to animate the platform as much as we wished.

6 SWOT analysis

6.1 Comité de pilotage

Our National Stakeholders Platform is composed of the most relevant actors from the French heating market to the project. The main objective of the NSP is to engage these market actors in the successful deployment of the Energy Labelling Directive and regulations for heating devices. The Platform is in charge of the validation of the National Pilot Project and of easing and assisting its successful rollout throughout the duration of the project. For more information, please refer to the meetings' minutes.

Strengths:

- composed of the most relevant market actors in France for the elaboration of the training content, the elaboration and validation of the national action plan.
- We've had regular contacts throughout the duration of the project so far, with very responsive and efficient partners.
- Although no Memorandum of Understanding has been signed, Qualit'EnR and FNAS were both active communication-wise.

Weaknesses:

- no Memorandum of Understanding signed so far.



- We lack the presence of government or public authorities, which expressed their interest only in the results of the project, and not the deployment of it.
- No consumer organisation present so far, which poses a threat (see threats)

Opportunities:

- a global and efficient communication, especially towards the consumer, can be done, if ADEME and consumer organisations are to support our actions more clearly (mainly through their network, but also through budget for instance).

Threats:

- the lack of interest expressed by governmental bodies could be a tell of how they perceive the label themselves, which would not be good.
- Also, the lack of consumer organisations' representative so far can become a problem in the near future.

6.2 Training activities

March 2017: As our online training was delayed, we only had 1 training session so far. 72 people signed up for the online training. Out of them, 48 didn't start the training, 12 started the online training, and 6 completed their training and received the attestation.

Out of the 72 people registered for the first session: 15 were trainers/training bodies, 6 were advisors, and 51 installers. Out of the 6 people that "graduated", 4 are installers, 1 is a trainer, and 1 is a purchase advisor (EIE).

By the end of 2017, we count 107 trainees who signed up for the SPOC, and 37 of them graduated.

Strengths:

- the SPOC (semi-private online course) has interested 72 people, with a large spectrum of identities (from purchasing advisors to installers and trainers).
- The quick questionnaire allows us to make sure that the trainees retain the most important information.
- The biggest advantage of a SPOC (compared to a MOOC) is that if the trainee views the first video section and answers the quick questionnaire we set up at the end of viewing automatically unlocks the next section. As opposed to a MOOC, which is more "temporized" (meaning: there is a similar amount of time between section 1 and section 2, regardless of if the trainee has completed the section or not). This temporization of the training often causes a loss of interest on the trainees' part.
- The other important strength of our training is that it is free of charges and can be accessed from anywhere with an internet connexion.

Weaknesses: several weaknesses were identified.

- One related to the communication around the online training, which was effectuated too early, explaining partly the loss of interest in the session that occurred.
- Another one is the "weight" of the videos used for the training: the bigger the weight, the better the internet connexion has to be, otherwise it causes troubles and bugs in viewing.
- Other weaknesses are common for all online trainings, such as the lack of animation of the session, that can explain the low finishing rate of candidates.
- One weakness is also the delay that occurred because of the setting up of the online training.



Opportunities:

- the issue identified regarding the weight of the video can be easily lifted to avoid any disruption during viewing, via a "Youtube-like" system: the quality of the video could automatically decline as the connexion slows down. The low-definition version of our videos remains of pretty good quality in any case.
- A huge opportunity to reach as many purchasing advisors as we can will be the organisation of a dedicated SPOC session: several regional coordinators of this network (network coordinated by ADEME) have expressed an interest in training all of their advisors (for instance, for Bretagne, it represents a potential target of 30 trainees). This session is set up to be opened mid-May or beginning of June.
- And now that we identified weaknesses in our trainees' animation online, we can correct them: animation of online forum, manual reminders of the training, animation of the modules... the SPOC gives us a wide range of possibilities to make the training sessions appealing.
- The delay due to the setting up of the training can be rectified by the large availability of our training sessions.
- The content of Eclareon's comments on our training content will be thoroughly reviewed, so we can assess the feasibility of every action they suggested.

Threats:

- a lot of companies have developed their own training materials and sessions (DeDietrich for instance),
- and a lot of installers rely on their supplier to have the label; hence they don't develop any interest in the label
- They (the installers) do not instrument the label (see poll from Qualit'EnR on the matter of energy labelling attached), they do not present it to the end consumer.

6.3 Online tool

Strengths:

- calculations and results are in conformity with the regulations, and the tool is easy to use

Weaknesses:

- the online translation option does not work (for French at least).
- Not many labels were generated/downloaded in regard to our initial goals set out in the Grant Agreement. (Goal for Water heaters was 4 100 systems labelled in France based on the project, statistics indicate 57 labels visualized, 52 labels downloaded. Goal for solar assisted combination heaters was 200, statistics show 36 labels visualized and downloaded from beginning of project to the end of March 2017).

Opportunities:

- to indicate the unit into which the data entered on the tool has to be entered could make the tool even more easy to use.
- There could also be a remark about the risk of calculating a performance without the needs being covered such as "The performance is calculated provided that the system allows to cover annual needs in domestic hot water".
- The SolCal method should be integrated to the online tool to make it easier for professionals to use the tool.

Threats:



- a mathematical error in the formula used in the Directive has been identified, which leads to an overestimation of results for most cases, without necessarily gaining an energy class. The calculation of value III (auxiliary electricity consumed) is a hundred times superior to the one calculated as a system designer in application of the Directive's formula.

6.4 Helpdesk

ENERPLAN is in charge of managing the helpdesk for the LabelPack A+ project, and all matters related to the energy labelling of solar thermal solutions. This helps to inform all market actors properly. Main targets are manufacturers, sellers, installers and purchasing advisors. The general public could also find information on the label, but all materials are not fit for them.

Strengths:

- the French helpdesk can be contacted through multiple entries (contact form on the LPA+ website or direct contact to ENERPLAN via phone or email as the association is identified as relevant information source on energy labelling and efficiency topics by solar thermal market actors).
- Most contacts have been received through direct email to ENERPLAN, which is clearly identified at the national level as an entry point regarding solar thermal, mostly from ENERPLAN members, or first contact level.
- Among the most frequently asked questions from manufacturers or distributors: load profile calculation, norms to be used, determining technical data for energy label calculation (solar irradiation, water temperature, losses, Q_{onsol}, Q_{aux}, heater output), explanation of specific terms in the directive (backup, solar system), clarification of calculation method for different products (solar water heater with electrical backup, different from thermosiphon, water heater with instant electrical heating,), reminder of which products are concerned by the directive (regarding solar, solar thermal only, not PV mixed with ST, power output range, biomass...), questions on the LPA+ website, materials available. From purchasing advisors: training session planning or interest in participating, needs for materials to give a presentation on energy labelling topic (presentation, leaflets, sample of energy label), questions on calculation tool/method.
- As we haven't received any questions in a while, we can assume that either: people don't know of the project or they have no remaining questions for us.
- A FAQ has been made available for download on our website.

Weaknesses:

- up to now, no contact has been received through the online contact form. And only a few via direct contacts: 35 contacts from 8 manufacturers or distributors, and 6 contacts from 6 purchasing advisors or stakeholders.

Opportunities:

- make the helpdesk more visible via communication campaigns such as Twitter, but also via consumers' organisations
- the FAQ, the guidelines and the specifications for end consumer's communication (D2.1 & D2.5) have been translated into national language and are available for download on the French website, to give more material to all market actors (very few installers speak fluent English for instance, and it is deemed discouraging for end-consumers to have to read clarifications and information in English, especially if they only are looking for 1 specific point).

Threats:



- lack of interest for energy labelling from most market actors (installers: ST packages usually come with a label already for instance).

7 SWOT to the communication activities

Most of our communication materials target the whole market chain. The SWOT do not contain an analysis of our emailing campaign, which was very effective: ENERPLAN and Qualit'EnR cover the entire installer community in France, and several "push" actions have been executed (when our online training was available, or when the regulation came into force for instance). We inform our members on a regular basis on every topic that is of concern to them, including the label, through our exclusive newsletter for instance.

General SWOT analysis:

Strengths:

- most of the materials target all target groups (from system designers to end consumers).
- The brochure has been largely distributed to Energy Information Points, and some of them reached out to us regarding the online training.
- We are lucky to have a huge contributor to our social media campaign, that help us to reach more than our own network.
- Our network (ENERPLAN + Qualit'EnR) covers almost all the installers in France.

Weaknesses:

- not a lot of media outfalls were noted (4 articles),
- no mention of the project in general media.
- Very few opportunities to present the label (conferences, fairs, etc.),
- and lack of positive communication towards the end consumer.

Opportunities:

- a global and efficient communication towards the end consumer is possible if ADEME and consumer organisations support us in our activities.
- An opportunity to make the project more visible and to link the project to energy labelling and solar thermal has been identified (video campaign, if budget shift approved by EASME).

Threats:

- lack of interest in energy labelling from many actors.
- No way of reaching the installers through interactive campaigns (Twitter for instance).
- Lack of communication on energy labelling and efficiency towards end consumers in general.