



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

National Implementation Strategy



**United Kingdom
National Pilot Project**

21/09/2018



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Introduction

The United Kingdom National Pilot Plan organises the activities to be conducted in the UK within the LabelPack A+ project. In the first year of the project's implementation, an analysis has been carried out to track the activities so far, as well as goals and targets that have already been completed or are to be completed in the following months of the project. During the last year the UK's NSP was created and an initial meeting was held in July 2015. The project launched the online tool on the 26th September 2015 and the UK started to train the relevant actors. As part of the communication plan two press releases were sent out and there has been coverage in trade press on the new heating energy label and the UK's role as part of the project. So far the main focus has been training the installers through trade shows and webinars. The first installer training session was held in Scotland and future activities involved similar sessions in London, the Midlands and Northern Ireland.

In the last two years, 2017 and 2018 the STA's activities surrounding Label Pack A+ have been largely promotional. These activities included promoting at events, sending out relevant press releases and via our social channel. We have also produced original content with a specific report around LabelPack A+ and Solar Thermal, 'Solar Thermal Now', which was promoted and launched at an event at PHEX plumbing and heating show which we hosted.



National Stakeholders Platform

Purpose and responsibilities

The purpose of the National Stakeholders Platform (NSP) was to provide oversight and guidance to the National Pilot Project (NPP). The responsibilities of each of the stakeholders were to attend quarterly meetings (in person or through teleconferencing), to share knowledge on energy labelling, to provide feedback and guidance on the activities planned in the NPP, and to disseminate project outputs to their networks.

Composition

The NSP was composed of bodies from different spheres within the heating industry, government and consumer bodies. This was intended to give a broad view of the industry, and enable the NPP to impact all aspects of the industry. The NSP was comprised of:

Organisation	Description of Organisation	Organisation Type	Acronym
Energy Saving Trust	Consumer body funded by government	Consumer	EST
Institute of Domestic Heating & Environmental Engineers	Trade body for heating engineers	Installer	IDHEE
Department of Energy and Climate Change	Government body in charge of energy	Government	DECC
The Chartered Institution of Building Services Engineers	Standards and professional body for building service engineers	Installer	CIBSE
New and Renewable Energy Centre	Training and testing body	Training	NAREC
Regen SW	Regional renewables trade body for SW England	Industry	RSW
Action Renewables (NI)	Northern Irish Renewables body	Industry	ARNI



Specific Activities

The NSP participants were asked to contribute to evaluating of the online platform and tools. So far the NSP has tested the online labelling tool. We received some valuable contributions regarding the usability of the tool.

The NSP participants also contributed to the FAQs and the list of events. The last NSP meeting will be in November 2016 where we hope to plan some more specific activities for the NSP participants.

Online Platform

A major part of the NPP was the online platform, a website built at European level but managed at UK level, containing information and tools for energy labelling, as well as a helpdesk to provide information to consumers and installers.

Managing the platform at the national level

The NPP coordinator, Solar Trade Association (STA) managed the UK online platform, relying on the NSP to provide content and feedback on the content and tools in the online platform.

The NSP provided such feedback and testing on the online platform, as well as helped to shape the content for the website through sharing existing FAQs or other content that they have already developed for their own stakeholders.

We then used this website whenever we posted content online or included the URL in print.

Helpdesk

The UK helpdesk has been in operation since September 2016. It originally started on Zendesk to allow NSP members to contribute to an online community forum. However due to no questions or interaction the helpdesk was moved back to the website. A selection of FAQ's have been provided and an email address for any additional questions: labelpackplus@solar-trade.org.uk

In the first 10 months of operation the helpdesk has received 3 inquires, mostly from suppliers and installers.

The website displays a list of 6 FAQs – Frequently asked questions. These were intended to be revised periodically, namely integrating some of the questions posed to the helpdesk. However, no subsequent questions were asked so this section has stayed relatively static.



Training/Information Activities

Label Pack A+ specific

The UK NPP mainly focused on training installers and consumers.

TARGETS	UK
Policy Makers	10
Designers	10
Facility Managers	0
Manufacturers	0
Installers	50
Salesman	50
Consumers	60

2015		
Event		Location
Heating and Renewables Roadshow 2015	10 th September	Coventry
Heating and Renewables Roadshow 2015	15 th September	Exeter
The Renewables Event	15 th & 16 th September	Birmingham
Heating and Renewables Roadshow 2015	17 th September	Farnborough
Heating and Renewables Roadshow 2015	22 nd September	Edinburgh
Heating and Renewables Roadshow 2015	24 th September	Manchester
Renewable UK 2015	6 th October	Liverpool
Energy 2015	6 th October	Birmingham
Solar Energy UK	13 th October	Birmingham
PHEx	14 th -15 th October	Manchester
PHEx	18 th -19 th November	London
Renewable Futures and Green Energy Awards	25 th November	Bath
2016-2018		
Ecobuild	8 th -10 th March	London
The Green Building Roadshow ecoSHOWCASE	April	London
All Energy	15 th -16 th May 2016	Glasgow
Installer 2016	12 th -14 th May	Coventry
ECO TECHNOLOGY SHOW 2016	11 th -12 th June	Brighton
Plumbing & Heating Trade Event	September 2016	Belfast
Heating & Renewables Roadshow	September	London
Solar and Storage Live	October 2017	Birmingham
PHEx	November 2017	London
All Energy	2 nd – 3 rd May 2018	Glasgow



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The project intended to add valuable training/informative activities in addition to the existing activities described above. These are described below. In addition to these events regional seminars were planned to be being set up to provide training, however due to lack of interest these never materialised.

Manufacturers

Manufacturers are not the focus of the Label Pack A+ training campaign. Nevertheless, smaller manufacturers, namely working at the national solar thermal market scale, who do not have a cooperative message regarding the new legislation on the energy labelling of heating appliances are targeted, via direct contact from Solar Trade Association. Through the Solar Trade Association Solar Thermal working group manufacturers have been targeted. In addition, information from the Solar Trade Association's newsletter was sent out updating members on the LPA+ project.

Distributors

Solar Trade Association sent information to their distributor members.

Installers

Three training sessions have been held for installers. The first training was held on the 4th and 5th of May 2016 and on the 18th May 2016. A total of 14 professionals registered attended the trainings.



First Name	Surname	Company / Organisation	Signature
Jason	Lowey	Campbell & Kennedy	
Mark	Fazzini	Campbell & Kennedy	<i>Mark Fazzini</i>
Chris	Bratherton	Ecolution	<i>Chris Bratherton</i>
Chris	Clark	Emtec Energy	
Steve	Scott	Forster Group	<i>Steve Scott</i>
Shona	Anderson	Forster Group	
John	Forster	Forster Group	<i>John Forster</i>
Alistair	Roberts	iPower Energy Ltd	
Jon	Cape	iPower Energy Ltd	<i>Jonathan Cape</i>
Andrew	Dempster	Lark Energy	<i>A. Dempster</i>
Peter	Banks	Lark Energy	
Laura	Brown	Narec Distributed Energy	<i>L. Brown</i>
Shirley	Paterson	Next G Energy	<i>S. Paterson</i>
Euan	Anson	Rexel Energy Solutions	<i>Euan Anson</i>
Thomas	McMillan	Sevills	
Peter	Randall	Solar Kingdom Ltd	<i>Peter Randall</i>
Peter	Vamplew	Solarcentury	



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ATTENDEES

First Name	Surname	Company / Organisation	Signature
Peter	Randall	Solar Kingdom	
Stuart	Elmes	Viridian Solar	
Jamie	Di Sotto	AES Solar	



Book to Exhibit

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[Home](#) > [What's On](#) > [Associated events](#) > [Everoze solar trade ass](#), [EU labelpack](#) > [LabelPack A+](#)

LabelPack A+

Come along to stand E38 to hear about the EU LabelPack A+ project and receive a training session for professionals in the heating market. From 26 September 2015 on, all newly installed space heating and water heating systems have to be supplied with energy efficiency labels in all EU-member states. Learn about your responsibilities within this legal framework and help the end-consumer to get the most out of the energy labelling and to make more efficient choices.

- The Solar Trade Association held two workshops on LabelPackA+, informing installers about new EU labelling requirements for solar thermal combined with heating and hot water systems. "We trained groups of installers on how to use the LabelPack tool, and Grant Feasey from AES Solar provided technical training on the products the energy labelling applies to. It's part of a wider workstream of ours informing the UK industry about the new energy labelling regulations, which are an EU initiative - we're disseminating knowledge about it in the UK as the lead UK trade association on the subject and members of the European Solar Thermal Industry Federation."



End-consumers

End consumers have been educated through the media and at trade shows. Consumer leaflets have been handed out at 4 different trade shows.

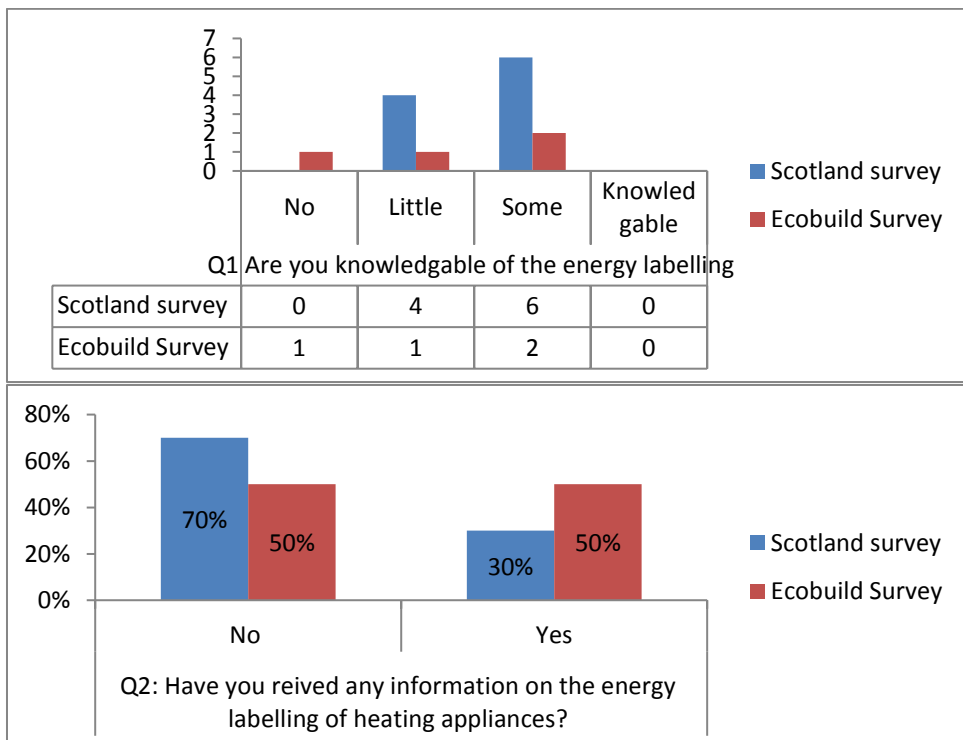
External Events

As mentioned above, there are external events to the project, many of which will be well-attended. The NSP will engage with these to aim to run seminars within these events, rather than running events specifically for the project. This will be a more effective way of engaging the right audience.

Monitoring activities

Targets

The Solar Trade Association plans to carry out a market survey to see how well the project has been disseminated. After each training session a survey has been carried out to understand the knowledge in the industry.





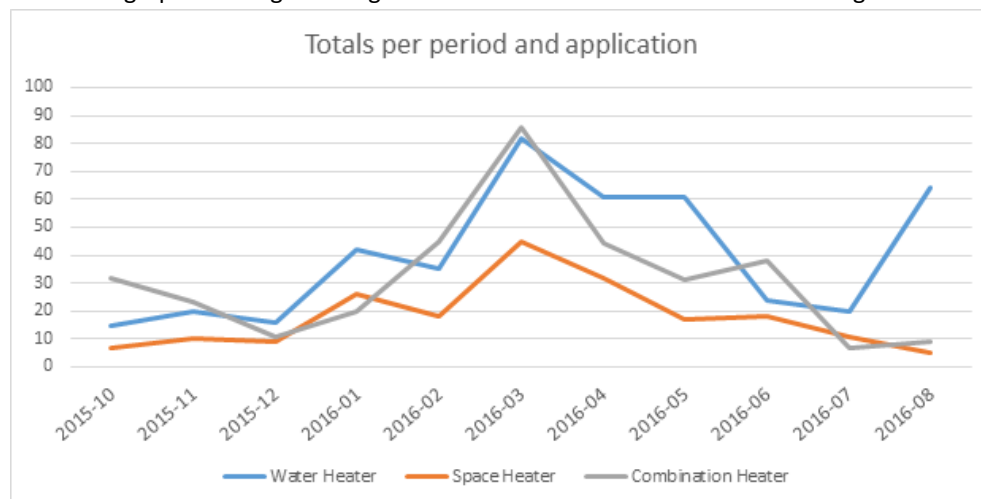
The critical targets for the project were:

- Number of professionals trained

So far through professional training sessions 14 out of the UK target of 50 installers have been trained. This number is low due to the difficult conditions in the UK market with government policy proposing to remove support for solar thermal. We aim to increase the number of consumer participants with an event next year. So far it has been difficult to measure the number due to the nature of trade shows.

- Number of labels generated

Below is a graph showing the usage of the tool between October 2015 and August 2016.



KPIs

There were other, subsidiary, indicators that were also be reported on to enable a full understanding of the success of the project:

- Media impressions
- Website hits on different informative pages

TARGETS	UK
Policy Makers	10
Designers	10
Facility Managers	0
Manufacturers	0
Installers	50
Salesman	50
Consumers	60



Communication Activities

Below is the press coverage from over the LabelPack A+ project.

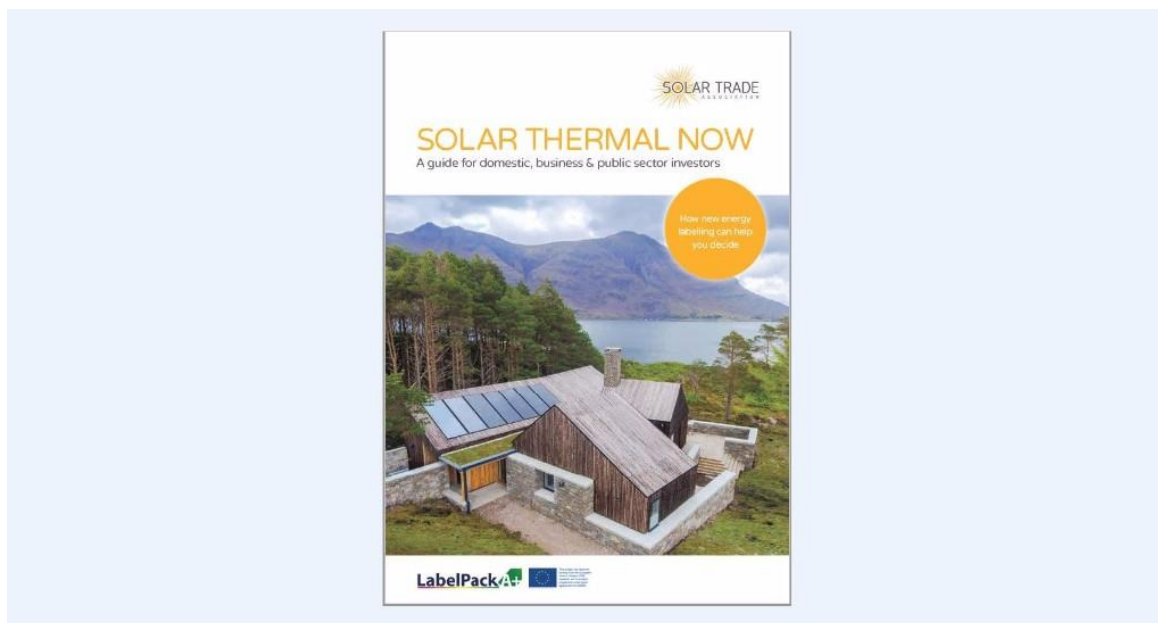
Source	Title	Date	Link
Renewable Energy Magazine	New energy efficiency labels in force in the UK	25/09/15	Link
Business Green	New heating and hot water energy label rules could boost renewables market	28/09/15	Link
Edie	New energy efficiency labels come into force	29/09/15	Link
Sun & Wind Energy	Energy labelling for heating devices – an opportunity for the consumer	27/09/15	Link
Heating and Ventilating	Ideal Boilers: making ErP simple	28/09/15	Link
Sun & Wind Energy	Things you need to know about the new heating label	30/09/2015	Link
Blue and Green Tomorrow	Labels need extending beyond fridges and washing machines to heaters	11/10/2016	Link
PV Magazine	Manufacturers and Installers urged to label heaters	11/10/2016	Link
Installer	STA Encourage installers to label heaters	11/10/2016	Link
Building Products	Solar Thermal helps reach highest savings categories	13/12/2016	Link
Heating and Ventilation	Changes to EU energy labelling coming for heating devices	25/07/2017	Link
Renewable Energy Magazine	Mixed reviews for EU energy efficiency label for heating systems	26/09/2018	Link

In addition to press releases we launched a report called [Solar Thermal Now](#). The report dispels common misconceptions of solar thermal, showcase it's flexibility and broad application, while highlighting it's enormous potential for cost and carbon savings. The report also looked at how LabelPack A+ is relevant to solar thermal systems and can even incentivise solar thermal installations for house builders.

We launched the report at the PHEX show in November 2017, we offered to send copies to every member of the solar thermal working group as well as the NSP members and sent almost 100 copies by mail. We continue to display copies at events and working groups.



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Solar Thermal Now is our main promotional tool for the solar thermal industry, and it gives a clear explanation of the advantages of the LabelPack scheme in the document. A number of our member companies use it in their promotional work. More recently we have used it in our communications with local authorities, including exhibition at the national Local Government Association conference in 2018.

Specific LabelPack A+ event

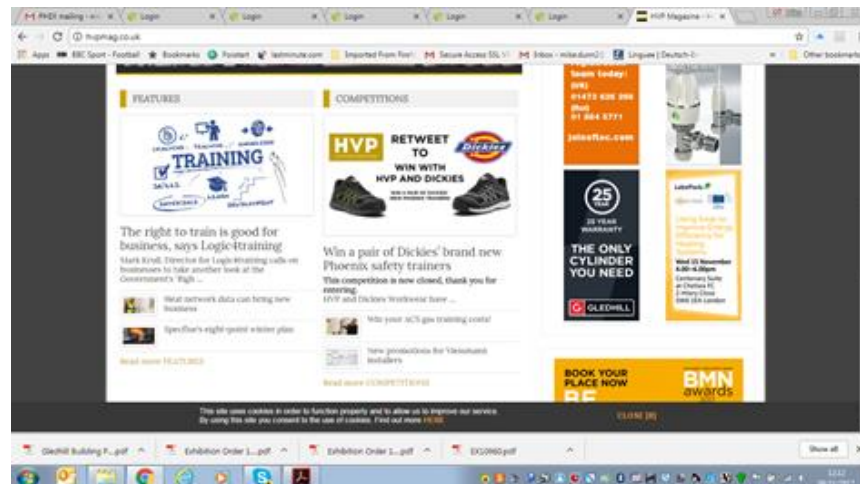
PHEX Event, November 2017

In conjunction with the Plumbing and Heating Exhibition (PHEX) show we hosted a solar thermal Label Pack A+ event and drinks reception at Chelsea Football Club. We thought the PHEX audience of mainly plumbing organisations, solar thermal installers and energy efficiency specialists would be a great place to host a LabelPack A+ event. With speakers from the Department of Business Energy and Industrial Strategy, Coolsky and AES Solar the event explained what the LabelPackA+ meant, the process for issuing it and highlighted how the use of solar thermal technology as part of the system will enable the highest efficiency rating to be offered to the consumer, saving them money and reducing environmental impact.

In the lead up to the event we promoted it via our social media, twitter (7000 followers) and LinkedIn (1,000 followers) we also send emails to all our members (over 300) and our stakeholder newsletter subscribers (over 1,000). We also created and posted an advert in PHEX's sister publication, heating and ventilation magazine (see below). PHEX also included our event in an e-shot which was sent to all pre-registered PHEX Chelsea visitors, as well as the wider PHEX database.



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Attendee's

First Name	Surname	Company
Grant	Feasey	AES Solar
George	Goudsmit	AES Solar
Sean	Bingham	Barilla Ltd
Rupert	Graham	BEIS
Bradley	Longson	Bradley and Malvina Property
Christian	Koch	BRE
Robert	Melcioiu	Clarion Housing
Kathy	McVeigh	Cool Sky
Laura	Bailey	BEIS
Jamie	Hepburn	EPH
Prince	Lyke	lytec Services Ltd
Stefano	Girolami	Photon Energy Ltd
Joe	Fahmy	Regulatory Delivery
Rabah	Gaad	RG design
Paul	Hind	Secon Solar Ltd
Daniel	Ntwatwa	SM Electrical
Giles	Hanford	SSC Solar
Steven	Maxwell	Telford Cylinders
Holly	Stower	The Solar Trade Association
Chris	Hewett	The Solar Trade Association
Muzammil	Waziri	University Of Nottingham
Sahar	Hajizeinalibioki	university of surrey



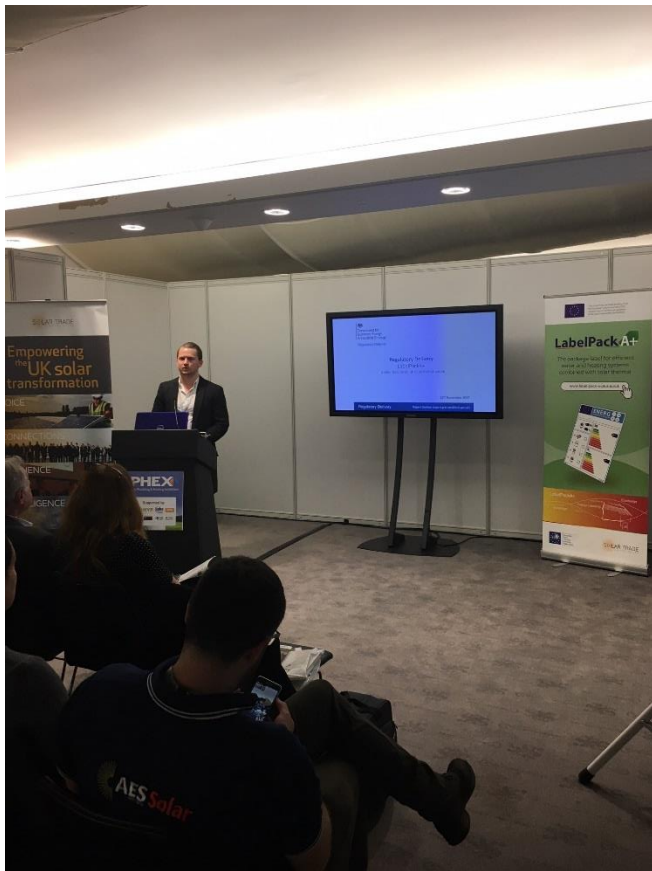
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We had around 15 people in attendance of those who registered, 6 of these were speakers or staff. We had an additional 5 attendees who we recruited by handing leaflets out at the show. People were also led to the event via adverts we displayed on the shows maps.

The event sparked numerous discussions on the future of LabelPackA+, Solar Thermal and the RHI. Slides from the event can be [downloaded here](#).

Despite considerable promotion and support from the organisers of PHEX heating exhibition, the only people who attended were already engaged with solar thermal. This is indicative of the very low levels of interest we have encountered for the LabelPack A+ scheme amongst the mainstream heating installation industry.

PHEX Event photos





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Trade Fair Photographs

EcoBuild 2016





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All Energy 2016



Solar and Storage Live 2017

