



## National Action Plan GERMANY

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## 1 INTRODUCTION

This National Action Plan systematises the activities carried out in Germany within the HARP project, detailing the activities to organize within the first heating campaign, from November 2020 to April 2021.

It presents the National Experts Forum (NEF) for the country and its main goal, the activities developed for the market, from the policy actors, to the installers, system designers and front-end sellers, as well as the communication activities, focused on professionals and end-consumers. External activities developed by other market agents, considered synergetic to those developed within HARP, are also presented.

The NEF constitutes a consultancy forum, which validates and evaluates the activities developed within the HARP framework. The activities foreseen within this group refer to the validation and evaluation of the activities proposed, benefiting from the stakeholders' expertise, as well as to the participation and cooperation with dissemination and communication activities.

The activities taking place are twofold: training for professionals, and communication towards the end-consumer. Professionals-oriented activities, as a multiplier agent that has direct contacts with consumers, will highlight the role of the ambassadors to the efficient heating cause such as systems designers, installers, retailers, among others. Consumers are addressed via the consumer associations and with dedicated actions via media, public events and communication workshops.

This is a first draft of the German National Action Plan, to be revised upon the feedback of the relevant stakeholders and depending on the success and impact of the proposed activities.

## 2 NATIONAL EXPERT FORUM

The NEF is a supporting network, involving the most relevant stakeholders in the heating market and consumer-oriented agencies. Each NEF is supposed to involve an average of 10 entities, creating a European Network of 50 organisations within the project. Three meetings are to be scheduled with the aim:

- i. HARP strategy at the national level, activities and cooperation definition & HARP tools presentation and validation;
- ii. 1st results, feedback, best practices and update of the national action plan;
- iii. Policy integration scenarios for the national follow up and business models.



## 2.1 COMPOSITION

The German NEF is composed by:

Table 1 – NEF entities

Entity	Target Group	Website	Representative
Bundesministerium für Wirtschaft und Energie (BMWi)	Policy makers	<a href="http://www.bmwi.de">www.bmwi.de</a>	Moritz-Caspar Schlegel
Umweltbundesamt (UBA)	Policy makers	<a href="http://www.umweltbundesamt.de">www.umweltbundesamt.de</a>	Jens Schuberth
Bundesverband der Deutschen Heizungsindustrie (BDH)	National association	<a href="http://www.bdh-koeln.de">www.bdh-koeln.de</a>	Dr. Lothar Breidenbach
Bundesverband Solarwirtschaft (BSW)	National association	<a href="http://www.solarwirtschaft.de">www.solarwirtschaft.de</a>	Charlotte Brauns
Deutscher Energieholz- und Pelletverband (DEPV)	National association	<a href="https://depv.de/">https://depv.de/</a>	Jens Dörschel
Bundesverband Wärmepumpe (bwp)	National association	<a href="http://www.waermepumpe.de">www.waermepumpe.de</a>	Dr. Björn Schreinermacher
Zentralverband des deutschen Handwerks (ZDH)	National association	<a href="http://www.zdh.de">www.zdh.de</a>	Michel Durieux
Spitzenverband der Gebäudetechnik (VdZ)	National association	<a href="http://www.vdzev.de">www.vdzev.de</a>	Kerstin Vogt
Bundesverband des Schornsteinfegerhandwerks – Zentralinnungsverband (ZIV)	National association	<a href="https://www.schornsteinfeger.de/">https://www.schornsteinfeger.de/</a>	Alexis Gula
Verbraucherzentrale Bundesverband (vzbv)	Consumer association	<a href="http://www.vzbv.de">www.vzbv.de</a>	Peter Kafke
Bundesverband der Energie- und Klimaschutzagenturen Deutschlands e.V. (eaD)	National association	<a href="https://energieagenturen.de/">https://energieagenturen.de/</a>	Dr. Oliver Bätz
Deutsches Energieberater-Netzwerk (DEN)	Professional actors	<a href="http://www.deutsches-energieberaternetzwerk.de">www.deutsches-energieberaternetzwerk.de</a>	Marita Klempnow
Gebäudeenergieberater Ingenieure Handwerker – Bundesverband (GIH)	Professional actors	<a href="http://www.gih.de">www.gih.de</a>	Benjamin Weismann
Haus & Grund Deutschland	Housing association	<a href="http://www.hausundgrund.de">www.hausundgrund.de</a>	Corinna Kodim
Verband privater Bauherren (VPB)	Housing association	<a href="http://www.vpb.de">www.vpb.de</a>	Corinna Merzyn
co2online	Consumers	<a href="https://www.co2online.de/">https://www.co2online.de/</a>	Moritz Steinbeck
Institut für Energie- und Umweltforschung Heidelberg (ifeu)	Research institute	<a href="https://www.ifeu.de/">https://www.ifeu.de/</a>	Uta Weiss



## 2.2 HARP COOPERATION WITH NEF/SPECIFIC ACTIVITIES

The HARP National Experts Forum comprehends the most relevant national stakeholders when dealing with the heating sector. Several of these stakeholders have a dynamic presence in the energy sector and periodically organize activities, from training actions with professionals to conferences and workshops and communication activities in the media. Benefiting from the resources already in place and to the extent possible, dena will organize some activities with these stakeholders.

Table 2 – Cooperation activities with NEF

Entity	Target Group	Action
ZIV	professionals	training action
GIH	professionals	training action
ZDH	professionals	training action
VDZ	professionals	training action
co2online	consumers	communication to consumers (cooperation via HACKS)
vzbv	consumers	communication to consumers
eaD	professional	communication to the regional energy agencies and potential bilateral initiatives with some agencies
all others	different	communication to the associates about the HARP and the resources available, namely the online application

Furthermore, the information about HARP can potentially be disseminated via the NEF stakeholders channels namely via sending out news on the project and inviting visitors to use the HARP online application and consult the available resources. The communication can also be supported via the “replication”/share of the social media campaign the HARP partners will endorse at the national level to target both consumers and professionals.

Additional to these specific activities the NEF members participation in the mid and final term workshop is also foreseen depending on the agenda and the relevant topics to communicate at the time.



## 3 ONLINE PLATFORM

### 3.1 MANAGING THE PLATFORM AT THE NATIONAL LEVEL

dena is responsible for website-management.

- HARP national website: <https://www.zukunft-haus.info> (sub site to be installed in autumn 2020)
- Supporting website: <https://www.dena.de>
- Existing websites will display a direct link to the “national HARP website”:
  - Possibly <https://www.febs.de> (to be clarified)
  - Others from institutions in the NEF (esp. CO2-online)

### 3.2 AVAILABLE CONTENT

#### 3.2.1 CONSUMERS

The website will display a general text about energy efficient heating with a call to action to use the online application and calculate the energy class of the installed heating appliance.

The HARP resources developed for the consumer will be available: factsheets on the available heating solutions, serious game, videos.

We will provide a range of publication material from the HARP project, various publishers and institutions or links to these, e.g.:

- dena-brochure “Modernisierungsratgeber Energie”
- dena-brochure: „Machen Sie dicht: Energiesparen in Gebäuden“
- dena-checklists: Effizienzhaus-Lotse (5 Phasen)
- BMWi-brochure: „Heizen mit Erneuerbaren“
- BMWi-brochure: „Bringen Sie Ihr Haus in Bestform“

#### Flyers

- BMWi-flyer: Neues Energielabel für alte Heizungen
- BMWi-flyer: Bringen Sie Ihre Heizung auf den neuesten Stand
- vzbv-flyer: UNSER ANGEBOT - Energieberatung der Verbraucherzentrale, Unabhängig, kompetent und nah
- vzbv-flyer: ERNEUERBARE ENERGIEN - Solarthermie, Photovoltaik, Wärmepumpen und Heizen mit Holz
- vzbv-flyer: Moderne Heiztechnik

#### Video

- BMU: Video – Heizen mit Holz



#### Interactive material

- HARP-online-app
- Serious games

#### Useful links:

- Selection of online checks on heating
- Link to Caritas “Stromsparcheck” (<https://www.stromspar-check.de/>)

### 3.2.2 PROFESSIONALS

The professionals’ section in the German energy efficient heating initiative website will display the materials prepared for the professionals, namely the guide to use the online application, as well as the articles that will be prepared and published periodically addressing the heating professionals.

#### Additional training material

- BMWi-brochure: iSFP-Kurzanleitung - In 7 Schritten zum Sanierungsfahrplan
- BMWi-brochure: iSFP- Checkliste - Persönliches Gespräch und Datenaufnahme beim ersten Vor-Ort-Termin
- BAFA brochure: Merkblatt zu den förderfähigen Kosten - Heizen mit Erneuerbaren Energien
- BAFA brochure: Entscheidungshilfe zur Wahl der beihilferechtlichen Fördergrundlage im Förderprogramm „Heizen mit erneuerbaren Energien“
- ASUE-brochure: Wirtschaftliches Sanieren mit Brennstoffzelle - Das Einfamilienhaus

## 3.3 SUPPORT FOR TECHNICAL QUESTIONS

Contact for technical doubts: [harp@adene.pt](mailto:harp@adene.pt)

## 4 NATIONAL TOOLBOX

The materials from WP4/Task 4.2 and Task 4.3 that will be customized/adapted to the national context to use in the national activities are listed below. Annex 8.1 includes the “cover/print screen” and the link, when available, of the materials produced.

- Articles will be translated and adapted to German context
- Translation of the infographics and factsheets
- Video in German (subtitles or voice over)
- Game in German version
- Social media contents and posts
- Digital banners





## 5 ENGAGEMENT ACTIVITIES

### 5.1 PROFESSIONALS

#### 5.1.1 MANUFACTURERS

No dedicated initiatives will be organized for manufacturers.

Table 3 – Engagement activities for manufacturers

Action description	Partner responsible	Timeline
Information on HARP project, its tools and activities via the associations in the NEF, possibly news articles for websites or newsletters of the associations	dena	autumn 2020 + next NEF meeting

#### 5.1.2 RETAILERS

No dedicated initiatives will be organized for retailers.

Table 4 – Engagement activities for retailers

Action description	Partner responsible	Timeline
Information on HARP project, its tools and activities via the associations in the NEF, possibly news articles for websites or newsletters of the associations	dena	autumn 2020 + next NEF meeting

#### 5.1.3 INSTALLERS

No dedicated initiatives will be organized for installers.

Table 5 – Engagement activities for installers

Action description	Partner responsible	Timeline
Information on HARP project, its tools and activities via the ZIV in the NEF, possibly news articles for websites or newsletters of the ZIV	dena	autumn 2020 + next NEF meeting



#### 5.1.4 ENERGY ADVISORS/EXPERTS (WITHIN THE EPBD CONTEXT)

Energy experts who advise consumers will receive information about HARP and equipped with the information material for use in their daily work with consumers.

Table 6 – Engagement activities for energy advisors/experts

Action description	Partner responsible	Timeline
Information on the HARP materials to use for the regional and local energy agencies via eaD	dena	Nov-20 to Apr-21
Listed Energy experts: newsletter with articles on available information materials plus additional newsletter for different building experts (zukunftHaus)	dena	Nov-20 to Apr-21

#### 5.1.5 PUBLIC AUTHORITIES

The HARP resources are to be presented to stakeholders responsible for the definition of public policies aiming for the resources and results achieved to be considered in new national legislation and new energy efficiency promotion support schemes.

Meetings with the following entities are to take place:

Municipalities: zukunft-haus newsletter

Table 7 – Engagement activities for public authorities

Action description	Partner responsible	Timeline
Defining public legislation – meeting with BMWi	dena	November 2020 – April 2021
Defining and managing public fund to support energy efficiency actions (third party investors) – information of BAFA/KfW	dena	November 2020 – April 2021
Implementation of international and national climate actions at local level - articles in zukunft-haus newsletter aiming at municipalities	dena	November 2020 – April 2021



## 5.2 CONSUMERS

### 5.2.1 GENERAL PUBLIC

Activities for the public (example: press releases, social-media campaigns, conferences, fairs, online activities, etc.).

Table 8 – Engagement activities for general public

Action description	Partner responsible	Timeline
Information of consumers through chimney sweepers (via ZIV)	dena	Nov-20 to Apr-21
Information of consumers through established online information service (co2online)	dena	Nov-20 to Apr-21

## 5.3 COOPERATION WITH THE HACKS PROJECT AT NATIONAL LEVEL

Activities planned in cooperation with the national HACKS (Heating and Cooling Knowledge and Solutions) partner/consortium.

Table 9 – Activities in cooperation with the HACKS project

Action description	Partner responsible	Timeline
cross link the national websites (dena and co2online)	dena	Q4 2020
prepare joint communication articles about energy efficient heating	dena	H1 2021

## 5.4 OVERALL TIMELINE FOR THE PLANNED ACTIVITIES

Table 10 – Timeline for the planned activities

Target Group	Nov 2020	Dec 2020	Jan 2021	Feb 2021	Mar 2021	April 2021
Manufacturers	X			X		
Retailers	X			X		
Installers	X			X		
Energy advisors/experts	X		X		X	
Public authorities			X			X
General public	X		X			



## 5.5 SUMMARY

Table 11 – Summary of the planned activities

Target Group	Task	Responsible	Due Date	Resources
Manufacturers, retailers, installers	Information on HARP project, its tools and activities via the associations in the NEF, possibly news articles for websites or newsletters of the associations	dena	autumn 2020 + next NEF meeting	E-mail / Meeting
Energy advisors / experts	Information on the HARP materials to use for the regional and local energy agencies via eaD	dena	Nov-20	E-mail
Energy advisors / experts	Listed Energy experts: newsletter with articles on available information materials plus additional newsletter for different building experts (zukunft-haus)	dena	Nov-20	E-mail
Public authorities	Defining public legislation – meeting with BMWi	dena	Jan-21 + Apr-21	Meeting
Public authorities	Defining and managing public fund to support energy efficiency actions (third party investors) – information of BAFA/KfW	dena	Apr-21	E-mail
Public authorities	Implementation of international and national climate actions at local level - articles in zukunft-haus newsletter aiming at municipalities	dena	Apr-21	Newsletter
General public	Information of consumers through chimney sweepers (via ZIV)	dena	Nov-20 + Jan-21	Newsletter
General public	Information of consumers through established online information service (co2online)	dena / co2online	Nov-20 + Jan-21	Website + newsletter



## 6 MONITORING ACTIVITIES

### 6.1 TARGETS

The targets presented in the following table are the targets aimed for the whole project duration, encompassing the efforts of the first and second heating season campaigns.

As for professionals, in the first heating season campaign, the goal is to organize two to three webinars (this goal will necessarily be adjusted to the pandemics evolution).

Table 12 – Targets for the whole project duration

Target Group	# Actions	# Participants
professionals	5	250
consumers	10-20	464,122

Table 13 – HARPa targets

Labels simulated/emitted of installed systems through the support decision tool for consumers	13,700
Journeys completed through the HARP (1 <sup>st</sup> to the 6 <sup>th</sup> steps)	3,300



## 6.2 KEY PERFORMANCE INDICATORS

Table 14 – KPIs

Target Group	Direct KPI	Indirect KPI
Professionals	participants in the training activities	<ul style="list-style-type: none"> <li>- accesses to the HARPa professional version</li> <li>- of downloads of professionals' resources in dena's webpages</li> <li>- followers of dena's social media</li> <li>- readers of professionals' magazines where HARP articles are published</li> </ul>
Consumers reached	<ul style="list-style-type: none"> <li>- accesses to the national HARP webpage</li> <li>- accesses to the HARPa consumer version</li> <li>- downloads of consumers resources in dena's webpages</li> <li>- readers of consumer's magazines where HARP articles are published</li> <li>- media coverage pieces of HARP project (written online, written in paper, radio and TV)</li> <li>- local organisations involved in project dissemination and exploitation (e.g., schools, local authorities, NGO, etc.)</li> </ul>	consumers targeted with activities not directly organized by dena, e.g. articles in non-directly addressed consumer media, etc.)
Consumers motivated to replace their heating system	- labels simulated/emitted of installed systems through the support decision tool for consumers	
Consumers replacing their heating system	- complete journeys in the HARPa in both professional and consumer version	



## 7 NATIONAL ACTION PLAN SWOT ANALYSIS

### Strengths:

- Diverse participants in the Expert forum as basis to reach many participants
- High quality and extensive material for different target groups is available

### Weaknesses:

- Using mostly and almost exclusively online/digital means due to the covid 19 pandemics
- Scope of the project is limited

### Threats:

- Economic crisis due to the covid 19 pandemics and lack of consumer interest in replacing still functional heating equipment's
- Already existing mandatory efficiency label for heating appliances and different existing tools and campaigns in Germany
- Possible lack of engagement of the stakeholders / multipliers

### Opportunities:

- Opportunity to use the members of the Expert Forum as multipliers
- Variety of communication channels can be used
- Strategy plan can be adjusted by means of two heating periods

