



National Action Plan FRANCE

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1 INTRODUCTION

This national action plan systematizes the activities to be conducted in France within the HARP project. It will present all of the forums and concrete actions and activities taken toward the consumers and the National experts or key stakeholders for France.

In the forums section the National expert's forum already held and upcoming national expert forum will be detailed and explained in a dedicated section.

The engaging communication activities dedicated to the consumers and professionals are detailed in separate parts external activities to be developed by the energy experts and installers are also presented. All of these activities are dedicated to different targets but also for different project integration such as policy integration.

The NEF (national experts forum) is constituted of a consultancy of national experts specialized in the energy savings and consumers approach that validates and evaluates the activities proposed and developed within the HARP project dedicated to the professionals and consumers. The activities foreseen within this group of key stakeholders refer to evaluating and validating the national activities proposed thanks to their expertise, moreover the use of their network and notoriety to communicate and disseminate about the HARP project at a national level will be done.

These activities are essentially addressed to the professionals and the consumers. (the professionals being the indirect targets that will recommend, legitimate and disseminate the tool to the consumers. The consumers being the main and final target that will proceed to an exchange of heating appliances if their heating appliance isn't efficient enough. Professionals-oriented activities will highlight the role of the ambassadors to the efficient heating cause such as energy experts, systems designers, installers, retailers and policy makers. Consumers are addressed via the consumer associations with dedicated actions via media, public events and communication workshops. For the first campaign for consumers we do not foresee any face-to-face component due to covid19.

This first version of the French national action plan, to be revised upon the feedbacks of the relevant stakeholders and depending on the success and impact of the proposed activities regarding the events fluctuation.

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 organizations within the project. Three meetings are to be scheduled with the aim of discussing and approving:

- i. The HARP strategy at a national level, activities and cooperation definition and harp tools presentation and validation.
- ii. The first results and feedbacks, best practice and updates of the national action plan.
- iii. Policy integration scenarios for the national follow up and business models.



Constant and occasional contact with the NEF partners is also to be planned and established in order to keep them updated about the HARP progress and actions, and to have a validation and feedbacks from the national experts and partners about the HARP activities developed on different media.

2.1 COMPOSITION

The French NEF is composed by:

Table 1 – NEF entities

Entity	Target Group	Website	Representative
UMGCCP	Heating appliance installers	https://www.umgccp.fr/	Bruno Lanaree
CAPEB	SME and craft company association.	https://www.capeb.fr/	Hervé Nav
SYNASAV	Maintenance and installers in the energy efficiency.	https://www.synasav.fr/	Vincent Devos
ADEME	Consumers and professionals concerned by the global energy actions	https://www.ademe.fr/	---
CFBP	Energy providers	https://www.cfbp.fr/	Joel Pedessac
Evolis	Dedicated to the professionals working with heating components.	https://evolis.org/	Renaud Buronfosse
AFG	Gaz installers suppliers and	https://www.afgaz.fr/	Patrice Cencig
FNAS	Retailers	https://www.fnas.fr/	Jean-Pascal chirat
FF3C	Fuel and heating Installers and professionals	http://www.ff3c.org/	Gregoire cavrois
FEDENE	Energy suppliers and professionals	https://www.fedene.fr/	Hugo guillaume -



Entity	Target Group	Website	Representative
ACR regulation	Manufacturers	https://acr-regulation.com/	Florent Trochu

2.2 HARP COOPERATION WITH NEF/SPECIFIC ACTIVITIES

The HARP NEF comprehends the most relevant national stakeholders when dealing with the heating sector. Several of these stakeholders have a dynamic and interesting presence in the energy sector that is interesting for the HARP project communication and dissemination. Those activities from the NEF partners are mostly dedicated to some training actions for the professionals such as (Retailers, installers or manufacturers) such as conferences, workshops, direct reach out to the national organizations or consumers and some additional communication activities via different media (digital, print or physical) benefiting from the resources already in place.

The HARP project can benefit from the already existing resources of our national (French) NEF partners. Those Partners have a strong network with some communication channels that has for direct target their members representing the most of the French relevant heating professional. Those have a real impact on the replacement rate of heating appliances by recommending and analyzing the consumer's needs and communicate through media such as: direct emailing, special newsletter, website banners, or even workshops and pitch etc.

Table 2 – Cooperation activities with NEF

Entity	Target Group	Action
CAPEB	SME and craft company installers and professionals.	Participate to the congress as HARP partners to present the project its initiatives, the tool how it works and how is it beneficial to the CAPEB installers and members.
UMGCCP	Heating installers	Participation to the UMGCCP congress in Nice with a presentation of the project the partners the tool and its initiatives.
SYNASAV	Maintenance professionals and installers	Publishing of special newsletter or article specially dedicated to the SYNASAV members with an availability to download the full project presentation (webinar) powerpoint.
FNAS	Retailers and other heating selling professionals.	Conception of special email or brochure to be sent to the retailers of the FNAS explaining the benefits of the tool for the consumers, for the heating professionals and to the retailers.



3 ONLINE PLATFORM

3.1 MANAGING THE PLATFORM AT THE NATIONAL LEVEL

HARP website: with a fully French translated page: <https://heating-retrofit.eu/fr/>

Partners and other websites pages dedicated to the HARP project

Uniclimate publishes on two different sites.

One that is specially dedicated to its members and the other one being the public website

The information's are for the moment published in the "actualité" (news) section of the site because we cannot dedicate a special segment of the website to the project until it is voted by the administrative comity.

Uniclimate's website:

https://www.uniclimate.fr/actu_334_presentation-du-webinar-harp-france.html

https://www.uniclimate.fr/actu_226_presentation-du-projet-harp.html

Energies et AVENIR

Website under construction – once published this site will be dedicated to the Energies et Avenir news and activity, HARP being a part of those, some content about the project description and purpose will be shared on this media.

Uniclimate publishes on two different sites.

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The information's are for the moment published in the "actualité" (news) section of the site because we cannot dedicate a special segment of the website to the project until it is voted by the administrative comity.

ENERGIES2050

Has published multiple times on their website and has created a full page dedicated to the HARP project with some full explanation and some CTA (call to action) leading to:

- HARP Newsletter
- HARP website
- HARP Flyer
- HARP survey

<https://energies2050.org/harp-heating-appliances-retrofit-planning/>



We will also try to share some HARP news on our partners website such as:

COENOVE's website (Coenove is part of the French initiative and tool, so also involved in the heating appliances labelling initiatives on the French sector)

FNAS's website – (the FNAS organization is a member of Energies et Avenir)

Some other professional organizations will be determined along the upcoming year.

3.2 AVAILABLE CONTENT

3.2.1 CONSUMERS

The HARP website will display global and general information on the project, energy efficiency heating initiatives and tools, with some call to action to use the project online Application to calculate the energy class of the heating appliances installed.

Some complementary resources will be developed for the consumers to help them understand the energy efficiency thanks to the project tools, its objectives and how can the consumers save energy: Factsheets, the available heating solutions, serious games, videos (motion design...).

3.2.2 PROFESSIONALS

The initiatives dedicated to the professionals for the French sector during 2020/2021 and the 2021/2022 campaigns will have materials such as the online app with some special information for the professionals, as well the articles that will be published periodically directly addressing the professional sector of energy on the use of the tool and the actual energy saving subjects.

3.3 SUPPORT FOR TECHNICAL QUESTIONS

Contact for technical doubts: Uniclimate, uniclima@uniclima.fr

4 NATIONAL TOOLBOX

The general project materials from WP4/task 4.2 and Task 4.3 will be customized and adapted to the national context for the national activities listed below.

- Newsletter translated in French
- Articles translated and adapted to the French context
- Translation of the infographics and factsheets
- Video in French (motion design with a French voiceover)
- Serious games (French version)
- Different social media content and posts
- Digital banner diffused in multiple websites
- French brochure (mostly dedicated to the installers) to explain the use of the tool and the benefits for all of the stakeholders.



5 ENGAGEMENT ACTIVITIES

5.1 PROFESSIONALS

5.1.1 MANUFACTURERS

The French manufacturers of heating appliances, mostly all being members of Uniclimate had some project information and actions shared and sent to them via Uniclimate’s communication channels and media. Some of the big manufacturers (such as: Bosch, Daikin, Samsung, Boostheat, LG) participated in the past months in the first project webinar in July. Some specific actions such as direct reach out and detailed explanation of the project and how it can benefit to the manufacturers and the industrials will be done through different channels and media (print: Flyers or ppt, Online: mail, articles, posts). the cooperation with other associations can also benefit our manufacturers reach out for the upcoming years although Uniclimate’s network is already representative enough of part of the French heating production sector.

Table 3 – Engagement activities for Manufacturers

Action description	Partner responsible	Timeline
Communication to the associates about the HARP and the resources available, namely the online application (targeting the most relevant suppliers corresponding to the project initiatives)	Uniclimate	November 2020 December

5.1.2 RETAILERS

The retailers will be targeted via one of the French NEF partners (also a member of Energies et Avenir) the FNAS association.

The retailers being a wide and very segmented sector to approach in France the French HARP partners will target those professionals via one major association (FNAS) which is very representative of the French heating retailers’ sector and has a large overtake on the heat pump and boilers retail sector in France.

The first initiative will be a small article sent in the form of a newsletter or shared on the FNAS social media and website (to be determined) in order to present the project to the retailers and highlight the major assets of the HARP project that can benefit both retailers (additional advices and a tool that can guide the consumer in their appliance choice) and the costumers/ consumers (by giving them an additional and neutral recommendation (advice) according to their heating/ household consumption and criteria’s). some additional content such as some display of the HARP “digital banner” in the heating sector and the retailer association’s website (FNAS...).



The following initiative will be an information webinar (Covid-19 temporary measures) organized in partnership between FNAS and the French HARP partners (Uniclima, Energies et avenir, ENERGIES2050). This webinar will be dedicated to the FNAS partners and other retailers to discover the HARP project and the resources being developed to support the promotion of planned replacement of heating appliances.

The training activities will be hard to develop and make it doable in France due two major factors:

- The difficulty to reach out and reunite a relevant number of heating retailing professionals for one tool(project) that isn't obligatory to the selling of heating appliances.
- The additional complications and restriction for any kind of event due to the Covid-19 virus.

However, the initiatives mentioned previously will be used as some tools for the training of the retailers and additional videos or fact sheets could take into account in the upcoming months as a solution to train the professionals.

The **training activities** will provide a brief contextualization of the energy labelling regulations and overall retailers responsibilities, the heating energy label, the HARP resources for professionals and consumers and the HARPa online application use.

These initiatives will be organized depending on the retailers' interest and capacity to receive and co-organize the activities in the provisional timeline from November 2020 to April 2021. Given the challenges brought to the sector by the worldwide COVID 19 pandemics, as well as the responsibilities retailers assume in the soon to enter in force energy label rescaling process, the expectations to work with this target group have to be proportional to their response capacity. Potentially some of these activities will only take place in the second heating campaign, from October 2021 to March 2022 or will be adapted in a more relevant format for the moment.

Table 4 – Engagement activities for Retailers

Action description	Partner responsible	Timeline
Communication to the associates about the HARP and the resources available, namely the online application (targeting most relevant retailers associations)	Energies et Avenir	October 20 (TBC)
Webinar with the FNAS association	Uniclima	October 21/April 22 (TBC)
Direct contacts with retailers	Energies et avenir	October 21/April 22 (TBC)

5.1.3 INSTALLERS

Multiples initiatives dedicated to the installers will take place in France due to the credibility they bring to the project and thanks to the appreciation that the customers/consumers give to their professional expertise and recommendations. In addition to that the maintenance (partially done by the installers)



of the heating appliances is a service that has been recently supported and enhanced by the French government, being mandatory since 2009 and has been recently updated this year (arrêté du 24 juillet 2020) This article also supports the French tool based on heating labelling.

Approximatively 90 % of the heating installations are done by installers or other heating professionals.

Our actions regarding the installers will take place mostly online with some HARP project webinars, press conferences, and conference where the installers associations will be invited to discover the project and its objectives regarding all of the stakeholders.

Most of our reach out will be in partnership with UMGCCP who represents the French heating installers, UMGCCP also being a member of Energies et Avenir.

Some online actions will be done for the installers reach out with some digital tools on their usually frequented channels. (website, social media, and other sites). The project presentation and updates will be shared the Energies et avenir's website just like the UMGCCP website. Will develop a special newsletter content to raise awareness about our project and the mandatory rules in France, how it can benefit the French installers and the consumers to use this tool during their maintenance and their installation of heating appliances in the French households.

The general communication tool of the harp project such as the leaflet, the articles etc... will be shared to the installers a full brochure (French initiative) dedicated to the heating professional sector with a full explanation of the project, its calculating method, its initiatives, partners, and its objectives.

All the actions will be followed and completed with some webinar and conferences in the same format as the ones dedicated to the manufacturers but with an adapted content directly targeting the installers needs.

Table 5 – Engagement activities for Installers

Action description	Partner responsible	Timeline
Contacts with gas installation certification companies	Energies et avenir/ uniclima	October 20/April 21
Webinars and conferences on the use of the tool	Uniclima	October 20/April 21
Communication reach out (mostly digital) to some relevant installer organizations about the HARP and the resources available.	Energies et Avenir	October 20 / April 21
Making and diffusion of the brochure to the French installers.	Uniclima / energies et avenir.	Juillet – Novembre 2020
Contacts with gas installation certification companies	Energies et avenir/ uniclima	October 20/April 21



5.1.4 ENERGY ADVISORS/EXPERTS (WITHIN THE EPBD CONTEXT)

For the French sector we haven't planned any particular action due to the fact that the DPE (energetic performance diagnostic) is taken care of by the DHUP (direction de habitat de urbanism et des paysages). If we were to integrate our initiative it would only be voluntary, but knowing that the calculation already integrates a heating appliance energy calculation and has already been revised by the DHUP our tool would act as double function to the DEP already revised. We will try to have a synergy and keep contact with the DHUP so that depending on the project results, they may consider updating the calculation presently in force and also include the indicative labelling of installed heating appliances.

Table 6 – Engagement activities for Energy Advisors/Experts

Action description	Partner responsible	Timeline
Reach out to the French energy advisors to present the project and its initiatives. These reachout will be followed by some official meetings and presentation to present the project and its benefits to the professionals and consumers.	Uniclima	November 2020

5.1.5 PUBLIC AUTHORITIES

The HARP resources are to be presented to the public authorities. Three reach out to our French general direction of the climate and the energy (DGEC) have already been done in the past year to present the French project and the HARP project and do a parallelism on how can they both integrate the French energy control program without overlapping each other's objective and method.

Since the project has already been introduced to the French authorities in global way and every single one of those reach out were share with the presentation of the French heating labeling tool, we will from now focus on some single initiatives reach out to highlight the HARP project's technical aspect (method of calculation, cobenefits...).

We have planned to send a full brochure that explains all of the project's initiatives, objectives method and cobenefits for the French government, all the professionals and concerned by the project. This 4rth reach out can be followed by some personal RDV with the person in charge at the DGEC (Mr Doziere).



Table 7 – Engagement activities for Public Authorities

Activity for defining public legislation	Partner responsible	Timeline
1st meeting with the DGEC	Uniclimate - energies et avenir	November 2019
Meeting with the advisor of the DGEC to present the project and integrate those in the update of the appliance maintenance mandatory. Sending of a full PT presentation of both tools presentation and calculating methods	Uniclimate	July 2020
Sending of a full brochure dedicated to the professionals on HARP's project, its short/long term plan, and how to benefit from that project's tool as professional.	Uniclimate - energies et avenir	November 2020

5.2 CONSUMERS

5.2.1 GENERAL PUBLIC

Activities for the general public are press releases, social-media campaigns, conferences, fairs, online activities, workshops, etc.

Table 8 – Engagement activities for the general public

Action description	Partner responsible	Timeline
<p>Joint Press Release, previously sent before our autumn_ winter Press conference (Online and undefined date for the moment due to the COVID-19 measures) ENERGIES 2050, energies et avenir, & Uniclimate.</p> <p>It will have two purposes: raise awareness for the consumers on the potential gains of planned replacement of heating systems and on the HARP app, raising site visits and app downloads.</p> <p>It is expected to give origin to 5 written articles in national and regional newspapers, 2 radio coverages and 1 TV mention, reaching a total of 10.000 persons.</p>	<p>ENERGIES 2050, energies et avenir, & Uniclimate.</p>	<p>November december</p>



Action description	Partner responsible	Timeline
<p>The press conference will help us to reach a part of our objectives and to dedicate two radio session (interview) on Batiradio to the HARP project.</p>		
<p>Media collaborations: Making news and giving interviews to within media collaborations (over 150 protocols by June 2020): implementation from national to local level, focusing on digital.</p> <p>In media collaborations, ENERGIES2050 is mainly responsible for producing the digital content dedicated to the consumers and will try to give interview. All of the French HARP partners have a good credibility and image regarding the French consumers, public authorities or Heating professionals.</p> <p>This action and information component is, in fact, the most appreciated and that is why the number of collaborations is growing and is so regular. With the start of autumn and winter, the availability of consumers/listeners to think about energy and their acquisitions is higher and that will be the opportunity to be seized.</p> <ul style="list-style-type: none"> The professional aspect in France is well received by the consumers that's why a lot of the reach out were done by the installers and professional channels ENERGIES 2050 with its credibility and its global work around the consumers had the chance to reach out to the consumers via different channels and important events such as the past Madrid COP25, They will be participating in local events and at least in one national and international event (probably next COP26 postponed in 2021 due to COVID19) We will introduce HARP with NGO working on Air Quality (partnership with Atmosud and hopefully with AtmoFrance and ARS – South French Agency on Health) and will propose them to use HARP materials to illustrate indoor air quality concerns (https://www.atmosud.org/) and to host a Webinar 	<p>Energies et avenir, ENERGIES2050, Uniclima</p>	<p>November20/April21</p>



Action description	Partner responsible	Timeline
<p>Out of the 150 protocols, ENERGIES2050 expect to dedicate a minimum of 15 interviews/shows/articles, will be done. Even if provisory, here a list of media where our efforts will be bigger to assure wideness in coverage:</p> <ul style="list-style-type: none"> • Local citizen fair – ENERGIES 2050* • 2 Radio session – Energies et avenir and Uniclimate • 1 digital press conference – all French partners • School's ecological and energy days to raise awareness – ENERGIES 2050. • Digital post dedicated to the consumers (twitter & LinkedIn) – all partners • Journals and article – all partners • Newsletter and email articles – ENERGIES 2050 • Publication/display on public website (about energy and heating) and the project partners website. • Diffusion of factsheets about the appliances • Sharing of the serious games to consumer associations 		
<p>ENERGIES 2050 Website resource page: Integration of all materials and information in the relevant sections: areas of intervention + resource section.</p> <p>The ENERGIES 2050 has already dedicated a full website page to the project with many CTA redirecting to the harp websites and other tools. It is available in French for every website visitor. The project is also highlighted in the news section every time a significant project action is done. (those news articles are redirecting to the full HARP page of ENERGIES2050 website.)</p> <p>The materials are shown in 2 ways: inside the project presentation section and inside the energy / news section.</p>	ENERGIES 2050	November2020 - April 2021



Action description	Partner responsible	Timeline
Uniclimate and Energies et Avenir's public websites that directly target consumers visit with news segment dedicated to the HARP project activity	Uniclimate / Energies et Avenir	November 2020 - April 2021
<p>Social media: sharing the communication materials and project tools in the different social networks of ENERGIES2050, after adaptation to the target / public, with emphasis on infographics, APP and game:</p> <ul style="list-style-type: none"> Facebook/ youtube: Launching posts with fact and concrete information that calls the attention of consumers to the need of thinking, checking and maybe changing their home appliances. The starting point will be highlights of the articles and factsheets, as well as video and serious game and the ending point the download/usage of HARP. <p>Linkedin ENERGIES 2050 and Uniclimate (starting November 2020)</p> <p>Publishing posts about learning and sustainable consumption opportunities by reading and applying the project materials and resources, in particular factsheets and articles. Publishing news about the project's evolution and free usable tools. (Flyers).</p> <p>The idea is to lead to serious game and HARP.</p>	ENERGIES 2050 – Uniclimate	November 20/April 21

5.2.2 YOUNG CONSUMERS

Some of the activities already planned for young consumers are listed below.

Table 9 – Engagement activities for young consumers

Action description	Partner responsible	Timeline
ENERGIES 2050: Intervention with scholars : Partnership with Maison MFR (large network of https://www.mfr.asso.fr/ 450 MFR in France and 1000 worldwide) and intervention in Lycée du Parc Imperial to discuss with	ENERGIES 2050	Nov 20/April 21



Action description	Partner responsible	Timeline
schools about the raising awareness of young French citizens and consumers to be.		
<p>promotion of the serious games about the HARP project (to be confirmed if this activity will happen and if the game is adequate to youngsters: fun, dynamic and challenging)</p> <p>those activities to raise young consumers awareness will be completed and synchronized with some digital actions.</p>	ENERGIES 2050	Mar-Apr-21

5.2.3 VULNERABLE CONSUMERS

Some of the Activities for the vulnerable consumers are listed below the rest will still have to be determined threw out this upcoming year.

Table 10 – Engagement activities for vulnerable consumers

Action description	Partner responsible	Timeline
<p>We will disseminate “consumer” Task 4.2 material to a selection of 50 dedicated NGOs asking them to be Ambassadors and proposing them to endorse material by adding their logo and distribute digital material.</p> <p>When possible, we will propose to intervene remotely to their events (Webinars) and we will interview them to post in our social medias. We expect at least 10 NGOs to agree being involved</p> <p>Going local: Disseminate the project to local authorities (municipalities) and to local events such as the regional fair ENERGIES 2050 have participated (Nice’s citizen fair etc...)</p> <p>The involvement of the local authorities is to be thought and negotiated in order for this possibility do happen, especially because of COVID constraints on the action possibilities. However, will try to involve actively some of the cooperation protocols active with in spreading project</p>	Energies 2050	Nov 20/April21



Action description	Partner responsible	Timeline
<p>information and in their social media and activities related to energy or social support to vulnerable consumers.</p> <p>The total number of vulnerable consumers to be reached cannot be estimated at this point but the capacity of some of the events will help us determine the number of consumers to be reached when they will be determined.</p>		
<p>Newsletter: Disseminate the project to other types of regular partners in activities and projects that can replicate the HARP results. With ENERGIES 2050's newsletter</p> <p>Again, this is an uncertain possibility in terms of implementation, but using newsletters and direct email, we expect some partners to invite their communities to explore HARP materials. An important starting point will be the factsheets to raise the awareness of the importance of evaluation and planning heating systems.</p>	ENERGIES 2050	November20 /April21

5.3 COOPERATION WITH THE HACKS PROJECT AT THE NATIONAL LEVEL

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

Table 11 – Engagement activities with HACKS

Action description	Partner responsible	Timeline
Meeting to cross and share advices on our national methods and analysis.	Uniclimate	Oct20
Invitation to participate to some of the HARP events such as (consumers and professional webinars etc...)	All French partners	Oct20/April21

5.4 PARTNERSHIPS WITH MARKET STAKEHOLDERS

The French HARP also partially MEC partners (MEC - Mon etiquette Chaudière - French labelling tool)

This tool is already well established with multiple ongoing market events this year. Those following ones are an opportunity for the HARP project to develop partnerships with French market Stakeholders.



Table 12 – Engagement activities with market stakeholders

Action description	Partner responsible	Timeline
HARP -MEC conjoined digital article	Uniclimate – Energies et avenir	December 2020

Only one common action between the HARP project and a national market stakeholder is planned for the moment.

5.5 OVERALL TIMELINE FOR THE PLANNED ACTIVITIES

Table 13 – Timeline for planned activities

Target Group	2020		2021			
	Nov	Dec	Jan	Feb	Mar	Apr
Suppliers	x					
Retailers	x	x				
Installers	x	x	x	x	x	x
Energy Advisors	x	x				
Public Authorities	x	x	x	x	x	x
Consumer	x	x	x	x	x	x
HACKS cooperation		x		x	x	x



5.6 SUMMARY

Table 14 – Summary of the activities planned – professionals

Target Group	Task	Responsible	Due Date	Resources
Suppliers	Communication to the associates about the HARP and the resources available (HARPa, other tools)	Uniclimate.	Oct20	Email Professional brochure Website
Retailers	Communication to the retailer's association (FNAS).	Uniclimate, energies et avenir.	Oct20	Email/meeting FNAS website Professional brochure online actions and newsletter actions
Installers	Contacts with installers association UMGCCP	Energies et avenir	April21	Email/meeting Online application Professional brochure
Energy Experts	Reach out to the DHUP	Uniclimate	April 21	Mail Brochure
Public Authorities	Meeting with DGEC	Uniclimate	November 20	Meeting
	Email to the DGEC to share a full brochure only dedicated to the HARP project.	Uniclimate, Energies et avenir.	October 20	French HARP brochure for professionals



Table 15 – Summary of the activities planned – consumers

Target Group	Task	Responsible	Due Date	Resources	#consumers
General Public	Joint Press Release ENERGIES et AVENIR, Uniclimate, ENERGIES2050 : autumn kick off (the 1 st autumn day)	ENERGIES2050	Sep20	Press release	5,000
	Media collaborations: Writing articles and talking in radio/ focusing on digital	All french partners	Nov20/Apr21	Articles / Interviews	20 000
	ENERGIES2050 Website resource page: full page on the HARP project with CTA leading to available HARP promotional tools + News section HARP articles	ENERGIES2050	Nov20 /Apr21	Online resources	1500
	Uniclimate & Energies et avenir's public websites that directly target consumer	Uniclimate & Energies et avenir	Nov20 /Apr21	Online resources	1000
	Social media: sharing the communication materials and project tools in the	ENERGIES 2050	Nov20 /Apr21	Social media Campaign	7,000



Target Group	Task	Responsible	Due Date	Resources	#consumers
	different social networks of ENERGIES 2050: Facebook, LinkedIn, youtube				
Young consumers	ENERGIES2050 intervention in schools and association with maison MFR	ENERGIES2050	Nov20 /Apr21	Direct reach out and presentation	500 students directly the MFR program
Vulnerable consumers	Going local: Disseminate the material to a selection of 50 dedicated NGO's.	ENERGIES2050	Nov20 /Apr21	Online resources mail	50 NGO's
	Going local: Disseminate the project to other types of regular partners.	ENERGIES2050	Nov 20/Apr21	Online resources	X
Total: (without the NGO members and the MFR student being taken into account)					35,000



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 campaigns.

As for professionals, in the first heating campaign the goal is to organize three actions: two webinars and one conference to train those following ones on the use of the HARPa labelling tool, and (these goals will necessarily be adjusted to the pandemics evolution and attending to all safety measures imposed, namely in the presential actions).

Table 16 – Targets for the whole project duration

Target Group	# Actions	# Participants
Professionals	9	250
Consumers	10+	37675

Table 17 – HARPa targets

Labels simulated/emitted of installed systems through the support decision tool for consumers	111,000
Journeys completed through the HARP (1 st to the 6 th steps)	2,664

6.2 KEY PERFORMANCE INDICATORS

Table 18 – KPIs

Target Group	Direct KPI	Indirect KPI
Professionals	<p># participants in the training activities, and professionals sharing or opening the HARPa content.</p> $\text{Engagement Rate (ER)} = \left(\frac{\text{Total Engagements}}{\text{Total Impressions}} \right) \times 100$ <p>30 -40 professionals</p>	<p># accesses to the HARPa professional version</p> <p># of downloads of professionals' resources in Uniclimate's webpages</p> <p># followers of French partners social media</p> <p># readers of professionals' magazines where HARPa articles are published</p>



Target Group	Direct KPI	Indirect KPI
Consumers reached	<ul style="list-style-type: none"> # accesses to the national HARP webpage # accesses to the HARPa consumer version # of downloads of consumers resources in French partners HARP webpages # followers of ENERGIES2050 diverse social media networks # readers of consumer’s magazines where HARP articles are published # of media coverage pieces of HARP project (written online, written in paper, radio.) # of local organizations involved in project dissemination and exploitation (e.g., schools, local authorities, NGO, School organizations and other HARP partners. 	# consumers targeted with activities not directly organized by ENERGIES2050 (eg. TV and radio participation, articles in non-directly addressed consumer media, etc.)
Consumers motivated to replace their heating system	# of labels simulated/emitted of installed systems through the support decision tool for consumers.	
Consumers replacing their heating system	# of complete journeys in the HARPa in both professional and consumer version.	

7 NATIONAL ACTION PLAN SWOT ANALYSIS

Table 19 – SWOT analysis

	Strength	Weakness
The project/ and the partners / context	The project has a large coverage among the European sector with more 5 countries involved and 18 partners.	The actual COVID-19 context is slowing down our reach out to both of our targets.



	<p>All of the French partners have a good credibility and a strong brand image that certifies the project qualitative incentives among the French sector (both professional and consumer targets).</p> <p>The 3 partners have complementary and synchronized communication actions that enhanced the project's dissemination plan. This efficiency is helped by the large network coverage that ENERGIES2050, Energies et Avenir & Uniclimate represent.</p> <p>The HARP project already has an operation French homolog that help the European project dissemination starts and will give credibility the project incentives in the future without overlapping its method nor objectives.</p>	<p>The project represents both professionals and consumers point of view and this can bring conflict in the decision making of the tool, so it can slow down the launch process of it.</p>
<p>Distribution and dissemination</p>	<p>The dissemination plan of the project has a (360°) complete approach on both of our targets using multiple Communication tools that are adapted to each and everyone of the targets mentioned.</p> <p>The project's dissemination initiatives mostly rely on the Authority and official image of the project's partners/ stakeholders which is seen as real convincing statement in France, it is an essential element for the buying decision for the French consumers.</p>	<p>Most of the actions are digital (covid-19 measures); Due to the overload of digital content available nowadays, the impact might be less efficient than physical (fairs) events on our targets.</p>
<p>Official and policy impact</p>	<p>The French partners have already worked with policy representant such as DGEC and ADEME, those previous reach out and the</p>	<p>The project partners do not have easy access/or reach out to all of</p>



	<p>credibility of those stakeholders will favorize the project integration into the French policies.</p> <p>The French DGEC have updated the mandatory rules about the heating appliance maintenance, which considers the heating appliance labelling in the maintenance program.</p>	<p>the French policy sectors mentioned.</p> <p>Ex: DHUP – professionals</p> <p>And some Deliverables might not attend their full expected KPI's results.</p>
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	Opportunities	Threats
<p>French heating market/ context</p>	<p>The heating market in France is wide: the climate conditions and the energy sources used are diverse, so the possibility to propose a large range of accessible appliances is doable.</p> <p>More than 90 % of the heating installation in France are done by heating professionals which justifies our use of the professional network to raise awareness about the tool use. (with consumers)</p> <p>Crisis implies a higher awareness on savings opportunities and the HARP resources are relevant to this and may also take the opportunity to communicate best practices in the use of heating appliances promoting energy efficient practices and real savings.</p>	<p>A national heating appliances recommendation may not take into account the regional and location criteria's that might impact the appliance variation choices.</p> <p>Economic crisis and lack of consumer interest in replacing still functional heating equipment's;</p> <p>The 1st heating season campaign is to be organized during a critical time regarding the implementation of the energy labelling rescaling process first campaigns and this may hinder retailers interest in this topic and also confuse the consumers since the heating label is still the "old" label and the idea of a label for installed appliances can also cause some confusion.</p>



<p>Targets</p>	<p>The French consumers already are used to the energy label of their appliances which is a positive point for the project's development and use.</p> <p>The new generation of consumer becomes more and more aware of their ecological /economical savings and consumption.</p>	<p>The French consumers are not aware of their consumption (both energetic and economical), raising awareness around that subject isn't that evident.</p>
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