



## National Action Plan PORTUGAL

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## 1 INTRODUCTION

This National Action Plan systematizes the activities to be conducted in Portugal within the HARP project in this first interaction, 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 address essentially consumers and professionals: communication/information campaign and training for professionals, and interaction/communication campaign 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 energy experts, systems designers, installers, retailers and policymakers. 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. In the second campaign it will have to be reevaluated.

This is a first draft of the Portugal 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 organizations within the project. Three meetings are to be scheduled with the aim of discussing and approving:

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

Periodical contact with the NEF is also to be established, informing about the activities, requesting support to validate the resources and endorse the HARP activities and resources via their own networks and media.



## 2.1 COMPOSITION

The Portuguese NEF is composed by:

Table 1 – NEF entities

Entity	Target Group	Website	Representative
AFIQ	Heating appliances supplier's association	<a href="http://www.afiq.pt">www.afiq.pt</a>	Artur Varanda (Administration)
AGEFE	Heating appliances supplier's association (electric heaters)	<a href="http://www.agefe.pt">www.agefe.pt</a>	Daniel Ribeiro
APED	Retailers association	<a href="http://www.aped.pt">www.aped.pt</a>	Cristina Câmara
ANPQ	EPBD national experts	<a href="http://www.anpq.pt">www.anpq.pt</a>	Carlos Oliveira
APIRAC	Acclimatization equipment supplier's association	<a href="http://www.apirac.pt">www.apirac.pt</a>	Nuno Roque
CASA POR ITM	Retailer	<a href="http://www.mosqueteiros.com">www.mosqueteiros.com</a>	Jorge Matias
CLASSE +	Volunteer labelling for construction products	<a href="https://www.classemais.pt">https://www.classemais.pt</a>	Paulo Santos
DCG	Consumer's national direction	<a href="http://www.dgc.pt">www.dgc.pt</a>	Sónia Passos
DGEG	National energy and geology direction	<a href="http://www.dgge.pt">www.dgge.pt</a>	Paula Gomes
EFRIARC	Professionals association	<a href="http://www.efriarc.pt">www.efriarc.pt</a>	Maria Odete Almeida
iisBE	Non-profit organization for sustainable development	<a href="https://www.iisbe.org">https://www.iisbe.org</a>	Luis Bragança
LNEG	National energy and geology laboratory	<a href="http://www.lneg.pt">www.lneg.pt</a>	Jorge Falcão (TBC)
RNAE	National network of energy agencies	<a href="http://www.rnae.pt">www.rnae.pt</a>	Nuno Ferreira Orlando Paraíba
QUERCUS	Non-profit environmental association	<a href="http://www.quercus.pt">www.quercus.pt</a>	Laura Carvalho



## 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 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 the HARP Portuguese consortium will organize some initiatives with these stakeholders.

Table 2 – Cooperation activities with NEF

Entity	Target Group	Action
AFIQ	Heating appliances suppliers	Communication to the associates about the HARP and the resources available, namely the online application
ANPQ	EPBD national experts	Training action
EFRIARC	System designers and energy experts	Training action
RNAE	Network of energy agencies	Communication to the national energy agencies and potential bilateral initiatives with some agencies

Also, the HARP can potentially be disseminated via the NEF stakeholders' media channels namely via the display of a digital banner on their website, inviting visitors to use the HARP online application and consult the available resources, as well as 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

HARP national website: <https://heating-retrofit.eu/pt/>

(in a second step: <https://www.aquecimentoeficiente.adene.pt>)

- Supporting website: <https://www.adene.pt/>
- Existing websites will display a direct link to the "national HARP website":
  - <https://www.cinergia.pt/pt/>
  - <https://poupaenergia.pt/>



- <https://www.classemais.pt/>
- Website DECO (under construction)
- Website DECO Proteste [www.deco.proteste.pt](http://www.deco.proteste.pt) (Logo is already on the homepage – other direct links to be confirmed)
- DECO Jovem website [www.decojovem.pt](http://www.decojovem.pt) (if the contents available, namely the HARP serious game are adequate to a younger audience)
- DECO Forma [www.decoforma.pt](http://www.decoforma.pt) (link to the game as a new learning tool and to infographics as a learning useful information) – until November, as it will be integrated with DECO’s website)

## 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.

### 3.2.2 PROFESSIONALS

The professionals’ section in the Portuguese 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.

## 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 **Error! Reference source not found.** includes the “cover/print screen” and the link, when available, of the materials produced.

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



## 5 ENGAGEMENT ACTIVITIES

### 5.1 PROFESSIONALS

#### 5.1.1 MANUFACTURERS

There are no known Portuguese manufacturers of heating appliances. In this sense, no specific action will be organized to this target group. The cooperation with AFIQ, the national heating suppliers' association, will target this group with punctual communication/information initiatives.

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 10 heating suppliers)	ADENE	November 20

#### 5.1.2 RETAILERS

Retailers will be targeted via its national association, APED, and via direct communication activities with retailers.

The first initiative will be an **information seminar** organized in cooperation with APED where its associates are invited to know more about the HARP project and the resources being developed to support the promotion of the planned replacement of heating appliances.

The information seminar aims at introducing the HARP project and inviting retailers to organize bilateral initiatives with the HARP consortium. The bilateral initiatives can cover dedicated training activities for the sales professionals and joint promotional initiatives about efficient heating for online and physical shops.

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.

Joint **promotional activities**:

- Display of the HARP “digital banner” in the heating sector online shop inviting consumers to calculate the energy efficiency class of their actual heating solution and know more about the available heating solutions in the market;
- Include HARP information and a call to action to use the HARPa in promotional brochures about energy-efficient heating;
- Organize “energy-efficient heating days” at the shop with a team of energy advisors available to inform the consumer about energy-efficient heating solutions and support in the use of the HARPa to calculate the energy class of their existing heating appliance.





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 November 2021 to April 2022.

**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 10 heating retailers)	ADENE	November 20 (TBC)
Seminar with APED	ADENE	November 21/April 22 (TBC)
Direct contacts with retailers	ADENE	November 21/April 22 (TBC)

### 5.1.3 INSTALLERS

No dedicated initiatives will be organized for installers. Nevertheless, contacts will be endorsed with gas installation certification companies to present the HARP project and identify potential synergies between the HARP resources and the service provided by these companies.

**Table 5 – Engagement activities for Installers**

Action description	Partner responsible	Timeline
Contacts with gas installation certification companies	ADENE	November 20/April 21

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

One of the goals of the Portuguese Action Plan is for the National Building Certification System to integrate the HARP energy classification of existing heating appliances so that this classification is presented in the building energy certificate to the house owner. Presently the energy certification methodology is being revised, in line with the EPBD revision transposition to the Portuguese regulations. This process is to be concluded still in 2020 and the new regulations are expected to enter into force in 2021.

To accommodate this expected development, training initiatives are to be organized in cooperation with some of the NEF members, namely with EFRIARC and ANPQ, targeting the energy experts responsible for the emission of the building energy certificates, opening the training to other interest energy experts as well.



Furthermore, once the new regulation enters in force, a training module about the heating energy labelling methodologies for existing appliances will be introduced in the overall training programme for new energy experts as well as in the knowledge update training that will take place for already operational energy experts.

Additionally, ADENE will promote the HARP resources via the social media campaigns planned, taking into consideration the professionals that usually follow ADENE's media channels. This will be done using ADENE's Facebook, LinkedIn and YouTube channel. Regular media are also to be used, namely promoting the press releases prepared for professionals using ADENE's common network of media.

**Table 6 – Engagement activities for Energy Advisors/Experts**

Action description	Partner responsible	Timeline
Dedicated webpage at ADENE's websites (with online application and professionals' resources)	ADENE	November 20/April 21
Training action with EFRIARC and ANPQ (Oporto and Lisbon) (targeting 50 professionals)	ADENE	November 20/April 21
Social media campaign in ADENE's channels	ADENE	November 20/April 21
Media campaign aiming professionals	ADENE	November 20/April 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:

**Table 7 – Engagement activities for Public Authorities**

Activity for defining public legislation	Partner responsible	Timeline
Meeting with DGEG and ADENE, the team responsible for the ELPRE (Long term renovation strategy for buildings)	ADENE	Jan20/April20
Meeting with the team responsible for the EPBD transposition to the Portuguese regulation	ADENE	May20/Dec20



Table 8 – Engagement activities for Public Funds

Activity for defining and managing the public fund to support energy efficiency actions (third party investors)	Partner responsible	Timeline
Meeting with the team responsible for the Energy Efficiency Fund	ADENE	Oct20/June21
Meeting with the team responsible for the POSEUR sustainability incentives programme	ADENE	Oct20/June21

## 5.2 CONSUMERS

### 5.2.1 GENERAL PUBLIC

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

Table 9 – Engagement activities for the general public

Action description	Partner responsible	Timeline
<p><b>Joint Press Release DECO-ADENE:</b> autumn kick-off (the 1<sup>st</sup> autumn day)A joint press release will have enough strength to reach the society in general and to mainstream the project message, as ADENE and DECO have a positive image, national intervention and technical credibility.</p> <p>It will have two purposes: raise awareness on the potential gains of the 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>	DECO + ADENE	November 20
<p><b>Media collaborations:</b> Making news and giving interviews to within media collaborations (over 150 protocols by June 2020): implementation from national to the local level, focusing on digital.</p> <p>In media collaborations, DECO is the main responsible for the contents transmitted and can choose to introduce energy issues, project presentations and suggestions of solutions actions by consumers.</p> <p>This action and information component are, in fact, the most appreciated and that is why the number of collaborations is growing</p>	DECO	Nov20/April21



Action description	Partner responsible	Timeline
<p>and is so regular (in some cases weekly). 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> <p>Out of the 150 protocols, we expect to dedicate a minimum of 20 interviews/shows/articles, reaching a minimum of 60.000 consumers. 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"> <li>• Minho: Jornal Diário do Minho; Semanário Minho Digital</li> <li>• Norte: Porto Canal TV</li> <li>• Centro: Diário de Coimbra; Diário de Leiria; Diário de Viseu; Diário Regional de Aveiro</li> <li>• Ribatejo e Oeste: Correio do Ribatejo e Rádio Iris FM</li> <li>• Alentejo: O Digital e Rádio Portalegre</li> <li>• Algarve: Jornal online PlanetAlgarve e Lagoa Informa</li> <li>• Sede: RDP - ANTENA 1 Direto ao consumidor, RDP Internacional - os meus direitos, TVI + TVI 24- rubrica ECONOMIA 24, Site Sapo e Público online</li> </ul> <p>Madeira: Económico Madeira e RTP Madeira</p>		
<p><b>DECOCorporate TV:</b> Exhibitions of banners and video in DECO TV in the headquarters and the 7 regional offices (national level).</p> <p>In the reception/waiting rooms of the 8 face to face consumer support, there is a Corporate TV where the project videos can be included to be shown every 2 hours. Considering an average of 100 persons received daily, we can expect to be reached 2.800 consumers (20 persons per day x 7 months).</p> <p>Reaching this public is very important as they are facing consumption problems and conflicts and hence open-minded to think critically and to adopt new solutions. It is important to highlight that fragile publics will also be reached as over-indebted person service is held also in the national and regional headquarters.</p>	DECO	Nov20/April21



Action description	Partner responsible	Timeline
<p><b>DECO's Website resource page:</b> Integration of all materials and information in the relevant sections: areas of intervention + resource section.</p> <p>Being the website under construction is it difficult at this moment to have a very clear insight into the number of visits and of the possibilities of highlight to HARP materials.</p> <p>According to the plan, materials will be shown in 2 ways: inside the project presentation section and inside the energy/heating thematic section. It is expected to reach, during the 7 months, 1.000 consumers, as it will be a starting phase and reach is being built.</p>	DECO	Nov20/April21
<p><b>ADENE's website and associate websites that directly target consumer</b></p>	ADENE	Nov20/April21
<p><b>Social media:</b> sharing the communication materials and project tools in the different social networks of DECO, after adaptation to the target/public, with emphasis on infographics, APP and game:</p> <ul style="list-style-type: none"> <li>• Facebook DECO: 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 HARPa.</li> <li>• LinkedInDECO + LinkedIn DECO Forma (until November 2020) Publishing posts about learning and sustainable consumption opportunities by reading and applying the project materials and resources, in particular, factsheets and articles</li> <li>• Instagram DECO: Making posts with attractive graphics and challenging questions that direct consumers to the site and to the app. For instance: Do you know the consumption of your heating appliances? Find the energy label of your heating appliances?.</li> </ul> <p>The idea is to lead to serious game and HARPa.</p>	DECO	Nov20/April21



Action description	Partner responsible	Timeline
<p><b>Fatura Amiga Project Communication Channels:</b> using the Site, Facebook, Instagram, Newsletter to spread information to motivated persons and keep them engaged.</p> <p>Fatura Amiga was an important project that besides the social networks, have registered 7.000 consumers that receive the project newsletter. These consumers are highly motivated to energy consumption issues, as this project helped in understanding energy bills and defining strategies to reduce them.</p> <p>The idea is to use both the social media and the follow-up newsletters.</p>	DECO	Nov20/April21

## 5.2.2 YOUNG CONSUMERS

Activities for young consumers are listed below.

Table 10 – Engagement activities for young consumers

Action description	Partner responsible	Timeline
<p><b>DECO Jovem:</b> creating social media challenges for schools related to project</p> <p>Reaching more than 3.400 schools, DECOJovem is well known in schools for the attractive pedagogic content and Infotainment activities it proposes. Concrete ideas are to be developed after having HARP materials ready.</p> <p>The strategy will be to create challenges for the teacher to develop with students and/or for students to develop with their family. It can consist, for instance, of making the energy label of 1 appliance at home and share results in school in social networks or in class. This will serve as a ladder for greater exploitation of the app and all the information it contains.</p> <p>The total reach besides the 3.400 schools is of more than 8.250 followers in social media. A total of 2.000 persons from schools' communities can be reached directly and indirectly.</p>	DECO	Nov20/April21



Action description	Partner responsible	Timeline
<p><b>Young Consumer Week / Semana do Jovem Consumidor</b> promotion of the game (to be confirmed if this activity will happen and if the game is adequate to youngsters: fun, dynamic and challenging)</p> <p>Every year DECO promotes with school's activities to educate and reinforce the mindset of youngsters as consumers that make choices, that have opinions and need and that have rights and duties.</p> <p>Within these activities are debates organized within classes by the teachers and proposal of activities, among which energy and heating appliances can have a dedicated day. In 2019, only the debate involved 1.903 students, 12 teachers and 11 schools. For this reason, we can expect to reach, in spite of the COVID pandemic, 1.000 students and 5 schools, at least.</p>	DECO	Mar21

### 5.2.3 VULNERABLE CONSUMERS

Activities for vulnerable consumers are listed below.

Table 11 – Engagement activities for vulnerable consumers

Action description	Partner responsible	Timeline
<p><b>Going local:</b> Disseminate the project to <b>local authorities</b> (municipalities) to improve their support to the consumer. With newsletter DECO Forma.</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 within spreading project 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.</p>	DECO	Nov20/April21
<p><b>Going local:</b> Disseminate the project to <b>280 social organisations</b> (IPSS) with whom DECO cooperates regularly. With newsletter DECO Forma.</p>	DECO	Nov20/April21



Action description	Partner responsible	Timeline
<p>The same logic of local authorities applies to social organisations, as face to face activities and working capacity is still quite unknown. Possibilities go from sharing information to the dynamization of informative sessions to their publics.</p> <p>A total of 100 persons at least can be reached here.</p>		
<p><b>Going local:</b> Disseminate the project <b>to other types of regular partners</b> in activities and projects that can replicate the HARP results. With newsletter DECO Forma.</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> <p>A total of 100 persons at least can be reached here.</p>	DECO	Nov20/April21
<p><b>Disseminate “Energy-efficient heating days” organized by ADENE</b> with the partners of the region where they will happen so that consumers are informed and can participate to learn and clarify doubts. With newsletter DECO Forma.</p> <p>This activity will consist of strategic and targeted sending of information to partners operating in the neighbourhood where the info days will take place.</p> <p>No estimations can be made here for the time being.</p>	DECO	Nov20/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 12 – Engagement activities with HACKS

Action description	Partner responsible	Timeline
Crosslink the national websites (ADENE and QUERCUS)	ADENE	Nov20/April21x





Action description	Partner responsible	Timeline
Prepare joint communication articles about energy-efficient heating	ADENE and QUERCUS	Nov20/April21

## 5.4 PARTNERSHIPS WITH MARKET STAKEHOLDERS

External activities to the HARP project relevant to the energy-efficient heating topic. Partners should endeavour efforts to try to cooperate with ongoing/established activities.

Table 13 – Engagement activities with market stakeholders

Action description	Partner responsible	Timeline
TBD	x	x

## 5.5 OVERALL TIMELINE FOR THE PLANNED ACTIVITIES

Table 14 – Timeline for planned activities

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



## 5.6 SUMMARY

Table 15 – Summary of the activities planned – professionalsTarget Group	Task	Responsible	Due Date	Resources
Suppliers	Communication to the associates about the HARP and the resources available, namely the online application	ADENE	Nov 20	Email
Retailers	Communication to the associates about the HARP and the resources available, namely the online application	ADENE	Nov 20	Email
Installers	Contacts with gas installation certification companies	ADENE	April 21	Email/meeting Online application Professionals brochure
Energy Experts	A dedicated webpage at ADENE’s websites (with online application and professionals’ resources)	ADENE	April 21	Webpage (online resources)
	Training action with EFRIARC and ANPQ (Oporto and Lisbon)	ADENE	April 21	Webinar Training materials
	A social media campaign in ADENE’s channels	ADENE	April 21	Social media campaign
	Media campaign aiming professionals	ADENE	April 21	Press releases and articles
Public Authorities	Meeting with DGEG and ADENE, the team responsible for the ELPRE (Long term	ADENE	March 20	Meeting



Table 15 – Summary of the activities planned – professionals Target Group	Task	Responsible	Due Date	Resources
	renovation strategy for buildings)			
	Meeting with the team responsible for the EPBD transposition to the Portuguese regulation Meeting with the team responsible for the EPBD transposition to the Portuguese regulation	ADENE	Nov20	Labelling methodologies for existing heaters
	Meeting with the team responsible for the Energy Efficiency Fund	ADENE	June 21	Online application Professionals brochure Consumers brochure
	Meeting with the team responsible for the POSEUR sustainability incentives programme	ADENE	June 21	Online application Professionals brochure Consumers brochure

Table 16 – Summary of the activities planned – consumers

Target Group	Task	Responsible	Due Date	Resources	#consumers
General Public	<b>Joint Press Release</b> <b>ADENE:</b> DECO- autumn	ADENE&DECO	Sep20	Press release	10,000



Target Group	Task	Responsible	Due Date	Resources	#consumers
	kick-off (the 1 <sup>st</sup> autumn day)				
	<b>Media collaborations:</b> Writing articles and talking in radio/TV from national to the local level, focusing on digital	DECO	Nov20/Apr21	Articles / Interviews	60,000
	<b>DECO Corporate TV:</b> Exhibitions of banners and video in DECO TV in the headquarters and the 7 regional offices (national level)	DECO	Nov20/Apr21	Videos, digital banner	2,800
	<b>DECO's Website resource page:</b> Integration of all materials and information in the relevant sections: areas of intervention + resource section	DECO	Nov20/Apr21	Online resources	1,000
	<b>ADENE's CINERGIA and Poupa Energia</b> websites that directly target consumer	ADENE	Nov20/Apr21	Online resources	
	<b>Social media:</b> sharing the	DECO	Nov20/Apr21	Social media campaign	7,000



Target Group	Task	Responsible	Due Date	Resources	#consumers
	communication materials and project tools in the different social networks of DECO: Facebook, LinkedIn and Instagram				
	<b>Fatura Amiga:</b> using project Communication channels to spread information to motivated persons and keep them engaged	DECO	Nov20/Apr21	Articles, online resources and social media campaign	500
Young consumers	<b>DECO Jovem:</b> creating social media challenges for schools	DECO	Nov20/Apr21	Social media campaign	2,000
	<b>Young Consumer Week / Semana do Consumidor:</b> promotion of the game (expecting it is fun)	DECO	Nov20/Apr21	Video, Game	1,000
Vulnerable consumers	<b>Going local:</b> Disseminate the project to <b>local authorities</b> within their consumer support activities.	DECO	Nov20/Apr21	Online resources	100



Target Group	Task	Responsible	Due Date	Resources	#consumers
	<b>Going local:</b> Disseminate the project to <b>social organisations</b> with whom DECO cooperates regularly.	DECO	Nov20/Apr21	Online resources	100
	<b>Going local:</b> Disseminate the project to <b>other types of regular partners.</b>	DECO	Nov20/Apr21	Online resources	100
	Disseminate “Energy-efficient heating days” organized by ADENE with the partners of the region where they will happen.	DECO	Nov20/Apr21	Project news/information	n.a.
Total					84,600



## 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: one webinar and two presential training targeting 50 professionals (these goals will necessarily be adjusted to the pandemics evolution and attending to all safety measures imposed, namely in the presential actions).

Table 17 – Targets for the whole project duration

Target Group	# Actions	# Participants
Professionals	5	100
Consumers	13	58,863

Table 18 – HARPa targets

Labels simulated/emitted of installed systems through the support decision tool for consumers	1,750
Journeys completed through the HARP (1 <sup>st</sup> to the 6 <sup>th</sup> steps)	420

### 6.2 KEY PERFORMANCE INDICATORS

Table 19 – 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 ADENE's webpages</li> <li># followers of ADENE's social media</li> <li># readers of professionals' magazines where HARP articles are published</li> </ul>
Consumers reached	# accesses to the national HARP webpage	# consumers targeted with activities not directly organized by DECO or ADENE (eg. TV and radio participation, articles



Target Group	Direct KPI	Indirect KPI
	# accesses to the HARPa consumer version # of downloads of consumers resources in ADENE's webpages # followers of DECO's 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 and TV) # of local organisations involved in project dissemination and exploitation (e.g., schools, local authorities, NGO, etc.)	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

### Strengths:

- Very complete and addressing a wide range of targets;
- A strong network of partnerships, based on previous cooperation initiatives in this area.

### Weaknesses:

- Using mostly and almost exclusively online/digital means due to the covid 19 pandemics.





**Threats:**

- Economic crisis and lack of consumer interest in replacing still functional heating equipment's;
- The 1<sup>st</sup> 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.

**Opportunities:**

- 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.

