



HARP

Heating Appliances Retrofit Planning

National Action Plan Italy

September 2020



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 847049. The sole responsibility for this content lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EASME nor the European Commission are responsible for any use that may be made of the information contained therein.



TABLE OF CONTENTS

1 INTRODUCTION	3
2 NATIONAL EXPERT FORUM	3
2.1 Composition	4
2.2 HARP Cooperation with NEF/Specific Activities	5
3 ONLINE PLATFORM	6
3.1 Managing the platform at the national level.....	6
3.2 AVAILABLE CONTENT	7
3.3 SUPPORT FOR TECHNICAL QUESTIONS.....	7
4 NATIONAL TOOLBOX.....	7
5 ENGAGEMENT ACTIVITIES	8
5.1 Professionals	8
5.2 CONSUMERS	11
5.3 cooperation with THE hacks PROJECT at national level	12
5.4 partnerships with Market stakeholders	13
5.5 overall TIMELINE for the planned activities.....	13
5.6 Summary.....	14
6 MONITORING ACTIVITIES.....	17
6.1 Targets	17
6.2 Key Performance Indicators.....	17
7 NATIONAL ACTION PLAN SWOT ANALYSIS	18

TABLE OF TABLES

Table 1 – NEF entities.....	4
Table 2 – Cooperation activities with NEF	5
Table 3 – Engagement activities for Manufacturers.....	8
Table 4 – Engagement activities for Retailers.....	8



Table 5 – Engagement activities for Installers 9

Table 6 – Engagement activities for Energy Advisors/Experts..... 9



1 INTRODUCTION

This National Action Plan systematizes the activities to be conducted in Italy within the HARP project.

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 to be held 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 ENEA, ASSOCLIMA and the consumer associations and with dedicated actions via media, public events and communication workshops.

This is a first draft of the Italian 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:

- 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 Italian NEF is composed by:

Table 1 – NEF entities

Entity	Target Group	Website	Representative
ACC (Agenzia CasaClima Alto Adige)	Energy experts	https://www.agenziacasaclima.it/it/home-1.html	Ulrich Klammsteiner
AICARR	Energy experts	www.aicarr.org	Luca Alberto Piterà
AIMSEA	Energy experts (University)	http://www.aimsea.it/	Gianni Bidini
ANGAISA	Retailers	https://www.angaisa.it/	Corrado Oppizzi
ALTROCONSUMO	Consumers	https://www.altroconsumo.it/#	Stefano Casiraghi Cristina Lombardo Luisa Crisigiovanni
ASSISTAL	Energy experts	http://www.assistal.it/	Mariangela Merrone
CIG	Energy experts	https://www.cig.it/	Enrico Aceto Cristiano Fiameni
CNA SHV Bolzano	Installers	http://www.shv.cnabz.com/index.php/it/	Gianni Sarti
CONFARTIGIANATO	Installers	https://www.confartigianato.it/	Giacomo De Nicolò Volpe



Entity	Target Group	Website	Representative
Comitato Termotecnico Italiano (CTI)	Energy experts	https://www.cti2000.it/	Antonio Panvini
Eliante	Partner of HACKS	http://www.eliante.it/	Fabio Tognetti
Green Building Council Italia (GBC Italia)	Energy experts	https://www.gbitalia.org/	Giuliano Dall'Ò
MCE	International exhibition	https://www.mcexpocomfort.it/	Gloria Gualdi
Movimento Difesa del Cittadino (MDC)	Consumers	http://www2.difesadelcittadino.it/	Francesco Luongo
NOI (ex IDM)	Installers	https://www.idm-suedtirol.com/it/home.html	Stefano Dal Savio
Polytechnic of Milan	Partner of HACKS	https://www.polimi.it/	Andrea Roscetti
SOS DIFESA LEGALITÀ	Consumers	https://www.sosdifesalegalita.it/	Paolo Schiona

2.2 HARP COOPERATION WITH NEF/SPECIFIC ACTIVITIES

The HARP National Experts Forum comprehends the most relevant Italian stakeholders in 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, ASSOTERMICA and ENEA will organize some initiatives with these stakeholders.

Table 2 – Cooperation activities with NEF

Entity	Target Group	Action
AiCARR	Energy experts	Training session for professionals Communication about HARP Project
ANGAISA	Retailers	Training session Training session for professionals



Entity	Target Group	Action
		Communication about HARP Project (Social media, newspapers, Angaisa General Assembly*)
ALTROCONSUMO	Consumers	Communication about HARP Project (in line with the Belt Project)
ASSISTAL	Energy experts	Communication about HARP activities and tools
CIG	Energy experts	Communication about HARP activities (web National GAS Forum, 16 July 2020)
MCE	International exhibition - professionals	Communication about HARP Project (Social media, newspapers)
Movimento Difesa del Cittadino (MDC)	Consumers	Communication about HARP activities and tools
Confartigianato	Installers	Training session for professionals with use of HARP tools Communication about HARP activities
SOS DIFESA LEGALITÀ	Consumers	Communication about HARP activities and tools

* due to the covid pandemic, it will be confirmed.

3 ONLINE PLATFORM

3.1 MANAGING THE PLATFORM AT THE NATIONAL LEVEL

- HARP national website will be the Assotermica website:
<https://www.anima.it/associazioni/elenco/assotermica/>
- Supporting websites:
 - <https://www.anima.it> (visitors: 30.000/month; 2/3 professionals)
 - <https://www.energiaenergetica.enea.it> (visitors: 130.000/month; 2/3 professionals, 1/3 consumers)
 - <http://www.eurac.edu/it/research/technologies/renewableenergy/projects/Pages/default.aspx>



- Existing websites which will display a direct link to the “national HARP website”:
 - <http://italiainclassea.enea.it> (visitors: 1/2 professionals, 1/2 consumers)
 - <https://www.assoclima.it> (visitors: 14.000/month, majority consumers).
- Assotermica and Assoclima companies' websites (to be confirmed).

3.2 AVAILABLE CONTENT

3.2.1 CONSUMERS

The idea is that the websites will display a box about HARP. The box will include a very short text to describe the relevant aspects of the most recent HARP updates. The box will also provide consistent links to the HARP website and direct links to download HARP material (Italian version) dedicated to consumers.

In addition to the consumer material finalized in the T4.2, Assotermica and Enea will evaluate the chance to make a further video in order to involve the most important National Consumer Associations, members of NEF. This action has to be confirmed and it will depend on the contents of the videos made in T4.2.

3.2.2 PROFESSIONALS

The idea is that the websites will display a box about HARP. The box will include a very short text to describe the relevant aspects of the most recent HARP updates. The box will also provide consistent links to the HARP website and direct links to download HARP material (Italian version) dedicated to professionals.

3.3 SUPPORT FOR TECHNICAL QUESTIONS

Contact for technical doubts: assotermica@anima.it

4 NATIONAL TOOLBOX

Which materials from WP4/Task 4.2 and Task 4.3 will be customized/adapted to the national context to use in the national activities?

(in annex **Error! Reference source not found.** include the “cover/print screen” and the link if available of the materials produced)

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 Italian context
- Translation of the infographics and factsheets



- Video in IT (subtitles or voice voice-over)
- Game in IT version
- Social media contents and posts
- Digital banners

5 ENGAGEMENT ACTIVITIES

5.1 PROFESSIONALS

5.1.1 MANUFACTURERS

Table 3 – Engagement activities for Manufacturers

Action description	Partner responsible	Timeline
Presentation of the HARP project and the resources available, namely the online application within the Assotermica and Assoclimate Committees	Assotermica	November – April
Communication of the HARP project and its strategies within the seminars/web meetings concerning energy efficiency of buildings.		November - April

5.1.2 RETAILERS

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

Table 4 – Engagement activities for Retailers

Action description	Partner responsible	Timeline
Communication of the HARP project and its strategies within the seminars/web meetings concerning energy efficiency of buildings.	Assotermica	November-April
Communication of the HARP project and its market impacts during the ANGAISA General Assembly (to be confirmed)		
Communication activities (technical newspapers, social media campaigns, etc..)		



5.1.3 INSTALLERS

Table 5 – Engagement activities for Installers

Action description	Partner responsible	Timeline
Overview of the HARP online tool within courses/seminars concerning the energy refurbishment of existing buildings.	ENEA	November-March of each campaign (at least 1 event per campaign; others during the remaining months of the year)
Two HARP training sessions (1 per campaign, held alone or combined with the above mentioned seminars), around 50 installers involved.	ENEA	November (end of October)

5.1.4 ENERGY ADVISORS/EXPERTS (WITHIN THE EPBD CONTEXT)

Table 6 – Engagement activities for Energy Advisors/Experts

Action description	Partner responsible	Timeline
Overview of the HARP online tool within courses/seminars concerning national deductions for the energy refurbishment of existing buildings (dedicated to architects, engineers, surveyors)	ENEA	November-March of each campaign (at least 1 event per campaign; one already done on 26 th May 2020)
Social campaign supported by “Italia in Classe A”	ENEA	November-March



5.1.5 PUBLIC AUTHORITIES

Table 7 – Engagement activities for Public Authorities

Action description	Partner responsible	Timeline
Description of HARP project, its ongoing activities and its result by means of a short article (around 450 words) in the ENEA Annual Report on Fiscal Deductions for the energy improvement of buildings. According to the law, ENEA presents its report to the Italian Ministry of Economic Development, the Italian Ministry of the Economy, the Regions and the Autonomous Provinces of Trento and Bolzano.	ENEA	June-August
Meetings with the Deputies in the context of the consultation of the National Action Plan of Energy and Climate.	ASSOTERMICA	November 2020 – April 2021
Meetings with the technical departments of the Minister for Economic Development and of the Minister of the Environment in the context of the transposition of the EPB directive (844/2018).	ASSOTERMICA	November 2020 – April 2021
Meetings with local Authorities to start with a pilot project in a restricted area (Regione Piemonte, Regione Lombardia, ANCI - National association of the Italian municipalities)	ASSOTERMICA	November 2020 – April 2021



5.2 CONSUMERS

5.2.1 GENERAL PUBLIC

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

Table 8 – Engagement activities for general public

Action description	Partner responsible	Timeline
News about HARP activities (around 450 words) in the ENEA Annual Report on Fiscal Deductions for the energy improvement of buildings (the report is available on ENEA's website)	ENEA	June-August (see 5.1.5)
Overview of the HARP online tool within courses/seminars concerning national deductions for the energy refurbishment of existing buildings (seminars for building managers)	ENEA	November-March (at least 1 event per campaign)
Two seminars for homeowners (the Italian association of homeowners UPPI, <i>Unione dei Piccoli Proprietari Immobiliari</i> , declared its interest in the activities of HARP)	ENEA	January-March (1 event per campaign)
News about HARP activities in the Assoclimate Consumers website – to be confirmed	ASSOTERMICA	November 2020/ April 2021
Assotermica website and social network – sponsored campaigns to promote HARP project	ASSOTERMICA	November 2020/ April 2021
Media collaborations: interviews and news at national level (with focus on digital media)	ASSOTERMICA	November 2020/ April 2021



5.2.2 YOUNG CONSUMERS

Activities for the young consumers (example: actions with schools).

Table 9 – Engagement activities for young consumers

Action description	Partner responsible	Timeline
One or more initiatives (communication, Italian version of pedagogic material by HARP) dedicated to school students and their teachers.	ENEA	November-March

5.2.3 VULNERABLE CONSUMERS

Activities for the vulnerable consumers (elderly and social economic disadvantaged)

Table 10 – Engagement activities for vulnerable consumers

Action description	Partner responsible	Timeline
Overview of the HARP online tool within courses/seminars concerning national deductions for the energy refurbishment of existing buildings	ENEA	November-March (the events are the same of 5.1.4 and of 5.2.1 and will be counted once)

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 11 – Engagement activities with HACKS

Action description	Partner responsible	Timeline
TBD	Eliante	TBD, it will depend on the development and contents of the project
TBD	Polytechnic of Milan	TBD, it will depend on the development and



Action description	Partner responsible	Timeline
		contents of the project

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 12 – Engagement activities with market stakeholders

Action description	Partner responsible	Timeline
TBD	ASSOTERMICA	November 2020 – April 2021
TBD	ASSOTERMICA	November 2020 – April 2021

5.5 OVERALL TIMELINE FOR THE PLANNED ACTIVITIES

Table 13 – Timeline of planned activities

Target Group	2020		2021			
	Nov	Dec	Jan	Feb	Mar	Apr
Manufacturers	x	x	x	x	x	x
Retailers	x	x	x	x	x	x
Installers	x					
Energy Advisors	x	x	x	x	x	x
Public Authorities	x	x	x	x	x	x
Consumers	x	x	x	x	x	x
Market stakeholders	x	x	x	x	x	x



5.6 SUMMARY

Table 14 – Summary of the activities planned (professionals and consumers)

Target Group	Task	Responsible	Due Date	Resources
Manufacturers	Presentation of the HARP project and the resources available	ASSOTERMICA	September 2020	Email Webmeeting HARP material
	Communication of the HARP project and its strategies within the seminars/web meetings concerning energy efficiency of buildings.	ASSOTERMICA	November 2020	Email Webmeeting HARP material
Retailers	Communication of the HARP Project and its strategies within the seminars/web meetings concerning energy efficiency of buildings.	ASSOTERMICA	November 2020	Email Webmeeting HARP material Newspapers social media caimpagns
Installers	Seminar (HARP within the energy refurbishment of buildings) and training session of HARPa	ENEA	End of October 2020	Online platform
Energy experts (building technicians)	Overview of HARP tool within seminars on fiscal deductions for the energy refurbishment of existing buildings.	ENEA	One held on 26 th May (surveyors) One-two in Nov20-Feb21	Webinar



	Dissemination of HARP material through “Italia in Classe A”	ENEA	Start in November 2020 <i>(it depends on the availability of HARP material)</i>	Website and social
Public authorities	Short article in the ENEA Annual Report on Fiscal Deductions for the energy improvement of buildings	ENEA	To be published soon	Presented to national and local institutions, available on ENEA website
Public authorities	Meetings with National and local Authorities	ASSOTERMICA	Nov 2020 – Apr 2021	webmeeting

Target Group	Task	Responsible	Due Date	Resources	#consumers
Consumers	Overview of HARP tool within seminars on fiscal deductions for the energy refurbishment of existing buildings.	ENEA	Nov 2020 – Mar 2021	Webinar	500
	Seminar about building energy refurbishment and HARP for homeowners	ENEA	<i>(to be confirmed)</i>	Webinar	100
	Communication about HARP Project	ASSOTERMICA - MCE	Nov 2020	(Social media, newspapers)	>10000



Target Group	Task	Responsible	Due Date	Resources	#consumers
	Communication about HARP Project	ASSOTERMICA – MDC, SOS LEGALITA', ALTROCONSUMO		(Social media, newspapers)	>400000
Young consumers	Dissemination of HARP material (to be confirmed and defined according to the HARP material, when available)	ENEA	<i>(it depends on the HARP material, when available)</i>	<i>(it depends on the HARP material, when available)</i>	Some thousands



6 MONITORING ACTIVITIES

6.1 TARGETS

Table 15 – Targets for the whole project duration

Target Group	# Actions	# Participants
Professionals	8	250
Consumers	5	339668

Table 16 – HARPa targets

Labels simulated/emitted of installed systems through the support decision tool for consumers	10020
Journeys completed through the HARP (1 st to the 6 th steps)	2405

6.2 KEY PERFORMANCE INDICATORS

Table 17 – KPIs

Target Group	Direct KPI	Indirect KPI
Professionals	# participants in the training activities	# accesses to the HARPa professional version # downloads of professionals' resources in ASSOTERMICA/ENEA's webpages # readers of professionals' magazines where HARP articles are published
Consumers reached	# accesses to the national HARP webpage # accesses to the HARPa consumer version	# consumers targeted with activities not directly organized by ASSOTERMICA or ENEA (eg. TV and radio participation, articles in non-directly addressed consumer media, etc.)



Target Group	Direct KPI	Indirect KPI
	# downloads of consumers resources in ENEA/ASSOCLIMA's webpages # readers of consumer's magazines where HARP articles are published # media coverage pieces of HARP project (written online, written in paper, radio and TV) # local organisations involved in project dissemination and exploitation (e.g., schools, local authorities, NGO, 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:

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

Weaknesses/Threats:

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

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 energy-efficient practices and real savings.
- National incentives for the energy renovation of buildings (e.g. Superbonus 110%)

