



D7.2 – Project conference



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HACKS coordinator: ADEME – www.ademe.fr

European portal www.topten.eu/hacks

Project partners and websites

Austria, AEA
www.topprodukte.at

Belgium, GoodPlanet
www.topten.be

Czech Republic, SEVEN
www.uspornospotrebnice.cz

France, Guide Topten
www.guidetopten.fr

Germany, co2online
www.co2online.de

Italy, Eliante
www.topten.it

Lithuania, LNCF
www.ecotopten.lt/

Luxembourg, Oeko-Zenter
www.oekotopten.lu

Norway, Naturvernforbund
www.energismart.no/

Poland, FEWE
www.topten.info.pl

Portugal, Quercus
www.topten.pt

Spain, ECODES
www.eurotopten.es/

Sweden, SSNC
www.toptensverige.se

Switzerland, Bush Energie
www.topten.ch

UK, EST
www.toptenuk.org

Politecnico di Milano
www.eerg.polimi.it



About HACKS

The objective of the Heating and Cooling Knowhow and Solutions (HACKS) project is to achieve market transformation for heating and cooling (HAC) appliances and improve comfort and health of European citizens.

Across the EU almost half of all buildings have individual boilers that were installed before 1992 with efficiency of 60% or less. The expected energy savings from a speedy replacement are immense.

To achieve this goal, 17 HACKS partners in 15 countries worked together, thanks to the financial support of the European Horizon 2020 programme.

After scanning market actors, current policies and most commonly used products in each country, starting from April 2020 the HACKS partners have implemented involvement campaigns to raise awareness of the economic and environmental benefits brought by good HAC products and solutions:

1. HACKS has motivated households equipped with old and inefficient devices – boilers, water heaters, air conditioners, certain types of boilers and stoves, etc. – to replace them with new super-efficient equipment.
2. In each country, partners have set-up dedicated on-line platforms to assist consumers in their purchasing process. The platforms propose: tools to assess households' needs and provide customised information; best product lists with technical specifications; direct links to suppliers of most efficient products; and advice on how to use and maintain equipment.
3. For those households who need to improve their situation because they feel too hot, too cold, or too humid but who cannot invest in new equipment or can avoid getting equipped, HACKS proposed simple and low costs solutions. It is possible to reduce energy consumption and energy bills while improving winter and summer comfort, air quality and health conditions through the installation of shading devices, thermostats, water saving taps and showerheads, etc.

Beyond households, HACKS has targeted all relevant stakeholders (“multipliers”) that participate in the decision-making process of consumers by setting up strategic partnerships to facilitate the purchase of energy efficient appliances. HACKS placed a strong emphasis on installers but also retailers and consumer organisations because of their proximity to consumers, their capacity to involve them and bring them guidance on energy efficient equipment.

More information on the HACKS project can be found at www.topten.eu/hacks. Most national HACKS website will remain active after the end of the project.

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Project conference

The HACKS project is to a great extent a communication project within which each of the 15 partners managing a Topten/HACKS website communicated at the national level, in their own language, about their national internet platform and content (an overview of these national activities is provided in the HACKS Final report on the consumer involvement campaign (D4.5) and in the Final report on the multiplier involvement campaign (D5.3)).

However, the HACKS team also communicated on the project itself, in order to disseminate key project results at the European level. It used its news section on the Topten.eu website, the “central” twitter account (@topten_eu), the “Topten Focus” newsletter, presented the project at international conferences (papers are gathered in D7.3), was interviewed for the Cordis information pack and organized a final conference.

This conference was held on-line on February 14th, 2023.

An invitation to register was disseminated at the national level by the 17 partners in their respective network and through the “Topten Focus” newsletter. A specific page was created on the European platform Topten.eu to present the detailed programme and lead to the Webex registration page. The conference gathered 82 participants, which is a positive result considering that most of the HACKS stakeholders are national ones.

The conference programme was built in order to cover both methodology and policy issues, and to showcase as many as possible concrete actions and impacts of the national HACKS teams.

In a first session, the Topten methodology, observations on the evolution of heating and cooling products’ performances and input from the European Commission (DGENER) on coming regulations for these products were discussed.

Welcome & Introduction	French Agency for Ecological Transition (ADEME) and European Climate, Infrastructure and Environment Executive Agency (CINEA)
The HACKS approach and impacts	Guide Topten – France
Market Analysis – Topten Products benchmarks: how do most energy efficient heating and cooling products evolve	Bush Energie – Switzerland
How do policy makers view heating and cooling product evolution?	Directorate-General for Energy Buildings and Products (DG ENER)
Supporting citizens willing to improve their heating and cooling comfort, including with low and no cost measures	Eliante – Italy

The second session presented the main aggregated results in terms of communication and partnerships - HACKS in practice - and several specific actions.

HACKS in practice: Reaching different target groups: citizens, manufacturers, installers, retailers, multipliers and the media	Austrian Energy Agency (AEA) - Austria
Winter energy saving campaign in Czech Republic	SEVEn The Energy Efficiency Center – Czech Republic
Promoting our products on Facebook	Energy Saving Trust (EST) – United Kingdom
Seminar for consumers: Heat pumps for energy independence	co2online – Germany
Awareness raising among teenagers	The Swedish Society for Nature Conservation and Friends of the Earth Norway
Partnership with installers	ECODES – Spain
Competition for efficient windows in Poland	Polish Foundation for Energy Efficiency (FEWE) – Poland
Rebate programmes in Luxemburg	Oekozenner Pafendall – Luxemburg
Transforming the European comfort fan market	Bush Energie - Switzerland
Wrap-up and conclusion	

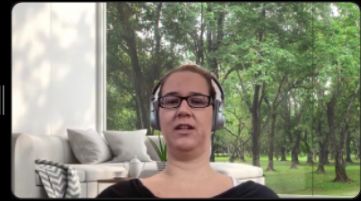
The presentations are gathered in Appendix 1. They can be downloaded from the European portal <https://www.topten.eu/private/page/hacks-conference>. It is also possible to download the recording of the full conference.

What is an efficient fan?

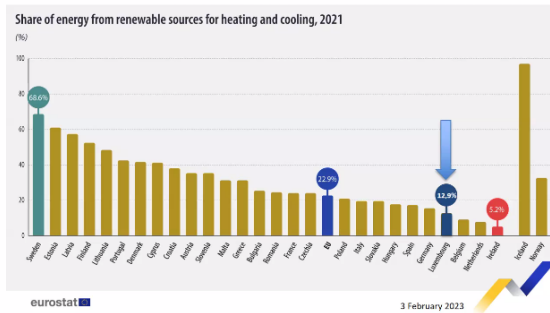


- Appliances that are designed to create air movement around or on part of a human body for personal cooling comfort.
- Over 52 million units sold in the European Union in 2020. High correlation with heat waves. Potential savings: 1-2 TWh by 2030
- Fan efficiency is measured with the Service Value (the higher, the better)

$$- \text{Service Value} = \frac{m^3}{min W}$$



Heating and cooling from renewables Fourth-last place for Luxembourg

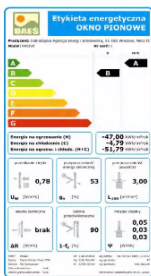


According to Eurostat, Luxembourg scores particularly poorly in terms of energy efficiency in residential buildings.

Around **1.6 tonnes** of greenhouse gases were produced per capita in Luxembourg in 2021 to heat or cool private households.



Window energy label



The energy labels of the products were drawn up in the "Window Energy Label" programme, an in-house programme created by the DAEiS to calculate the energy efficiency of doors and windows.

HEAT TRANSFER COEFFICIENT FOR WINDOWS AND DOORS - UW
The basic parameter most often used to characterise the thermal properties of windows and doors.

SOLAR ENERGY TRANSMITTANCE - G
When selecting the glazing, the g value should be as high as possible, but then provision should be made for the use of solar shading.

WINDOW AIR PERMEABILITY - L100
The air permeability of a window (infiltration) determines how airtight the joinery is.

<https://topten.info.pl/private/selection-criteria/okna-drzwi>



The role of installers as multipliers to help their customers save on energy bills

- Who is the stakeholder best positioned to advise consumers on how to become more efficient and save on bills?

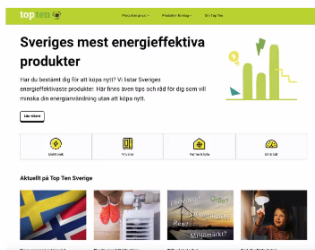
– In Spain the **installers** play a very important role, normally **people consult installers and technicians about which system to choose. They are real energy advisors.**

We established a synergy with a National Confederation of Installers.



School Material - Purpose

- Spreading awareness regarding energy efficiency
 - Requested by The SSNC and teachers
- Spreading awareness regarding HACKS
 - The Topten Sweden website



Background

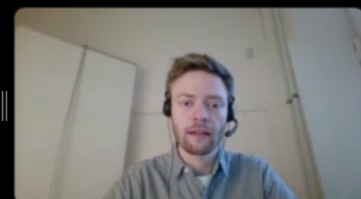
- High demand on information about heat pumps since war in Ukraine and energy crisis
- Consumer inform themselves on their own



Google Search Volume on heat pumps 2017 - 2022



Page views of heat pump content on co2online.de 2021 - 2022

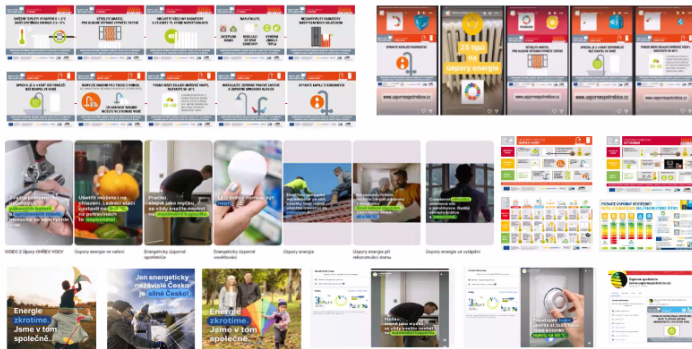


Our winter audiences

- Wood-fuelled Stoves Interests: Fireplace & Sustainable Energy
- Heat Pumps Interests
- Ground Source Interests: Heat Pumps & Environmental Technology
- Biomass Boilers Interests: Boilers & Biomass/Bioenergy
- Generic Interests: Home & Efficient Energy Use
- Generic Interests: Sustainable Energy & Home
- Generic Interests: Air Source Heat Pumps
- Generic Interests: Environmental Technology Interests
- Generic Interests: Home Appliances + Environmental Health

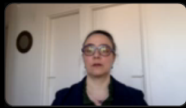


Extensive Energy Savings Campaign - Autumn 2022 / Winter 2023 (1/3)



Variety of communication channels:

- Social media: Twitter, Facebook, Instagram, LinkedIn (posts/stories)
- Infographics



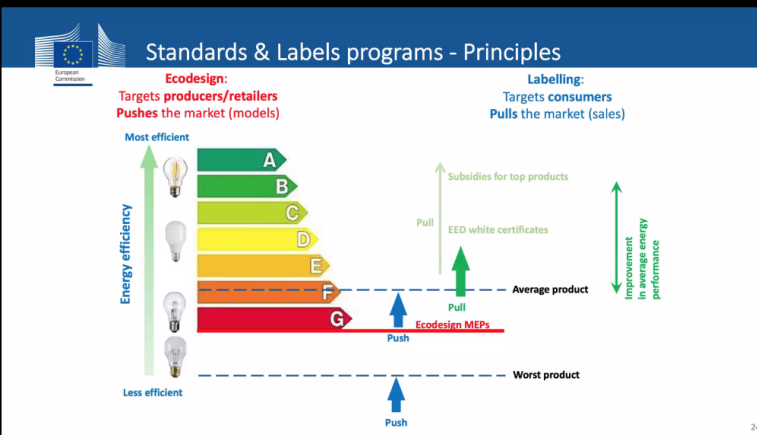
Steffen Hepp Topten

Layout

Participants (70)

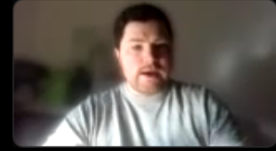
Chat

Viewing Sophie Attali's application(s) - 69% +



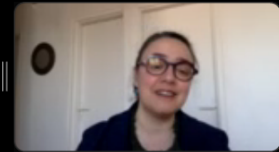
Topten at forefront of market development

- Topten always strives to be at the forefront when it comes to new technology.
- We scan the markets and find new products, that are trending. Such an example are **Plug & Play solar panels** for your balcony (topten.eu/solar)
- **Typical steps:** We study them. Understand them. Determine selection criteria. Publish market overview. Inform authorities / regulators about potential issues and aspects to consider.
- Currently: No EU-wide regulations for Plug & Play solar systems.
- **Policy-making:** If then needed, Topten can provide these market data and benchmarks to assist in data-driven policy making.



What is Topten


- More market transparency:
 - Show the efficiency benchmarks → EU level → Useful for policy makers
 - Show the technical issues → EU level → Different experts in the Topten network
 - Show which products are available in which country → National level → Theoretically: 1 single EU market, in practice: 27 markets
- Topten's 2 pillars:
 - Technical information
 - Dissemination and partnerships so that our concrete content is used
 - Various stakeholders: governments, manufacturers, retailers, cities, utilities, schools, consumer and environmental NGOs, the media, etc.
 - Various activities: product lists, advice for different target groups, guidelines for professional buyers, simplified calculators for heating and cooling, raffles and competitions, labelling in shops/catalogues, rebate programmes based on Topten, etc.






Viewing Sophie Attali's application(s) - 69% +

Layout

HEATING AND COOLING
KNOWHOW AND SOLUTIONS



Maxime Pasquier
Head of the Building Department
French agency for ecological transition - ADEME




Viewing Sophie Attali's application(s) - 69% +

Layout




Estefania Solar (Host...)

Juraj Krivosik

HEATING AND COOLING
KNOWHOW AND SOLUTIONS



Stamatis Sivitos
European Climate, Infrastructure and Environment Executive Agency
CINEA



Appendix 1 presentations used for the HACKS final conference

The most relevant tasks performed consisted of: