



Project

Promotion of efficient heat pumps for heating
(ProHeatPump)

EIE/06/072 / S12.444283

Deliverable N° 23

Report on results of questionnaires & telephone inquiries

swb

Netze Bremerhaven GmbH & Co. KG

Work Package 1
Management

Intelligent Energy  **Europe**

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Intention of the deliverable according to Annex 1 of the project application

Assessment of overall project performance

- a) The actual impact of the project will be assessed via short questionnaires / telephone inquiries. People who have attended workshops/seminars or have asked for information from the website will be asked if the workshop / seminar / information etc was helpful and if/how they were able to actually use it. swb will provide a template for these inquiries.
- b) The answers to the questionnaires / inquiries will be reviewed and a first evaluation of it will be content of the Interim Report. The results of the inquiries will show if the target of the performance indicator “useful information was provided and applied by the recipients” is achieved.
- c) “Successful stories” will be displayed on the project website.

Introducing remarks

A questionnaire had been developed and translated to all project languages. It was available in German and English in August 2008. Translations to the other project languages had been added until November 2008. The Bulgarian partner had prepared an Excel work map to transfer the results of the evaluation of the questionnaires in graphs.

The use of the questionnaire has been subject of different Chats and was introduced also during the project meetings in Boras in November 2008 and Varna in March 2008. It has been agreed that the questionnaire should be used to gather direct participant responses after public events like seminars, information stands at exhibitions and consumer fairs, workshops and conferences as well as for *ex post* evaluation of bigger events as a guideline for telephone inquiries.

The questionnaire was designed to be simple to be used for readers as well as for evaluators. It had to be short so that users were not deterred from completing it; ease of use was therefore the main criterion for the development of the tool. As well as being user friendly, however, it should at the same time deliver sufficient information for measuring the project performance.

The questionnaire was used only by two partners (see also Dissemination Report D15/D16), the lead partner swb Netze and the Bulgarian DLAEM. The other partners did not use the questionnaire and mentioned that they have gathered the feedback from the events by own means.

The UK partner reported that rather than ask participants to complete a questionnaire immediately after the GSHP Scotland event, the UK team chose to contact participants a few months later, to examine what activity and involvement the event had led to over a longer period. This was in retrospect not a wise decision, as the response rate was low, and in the context of a rapidly growing level of interest and activity it was difficult to attribute the variety of developments the respondents mentioned directly to the event. The common feature of the responses was that people noted the growing level of interest, and their own inclination towards, air-source HPs rather than the ground-source options the project and the event had focussed on, particularly given the improvements in this technology, its cost advantages, and its favourable treatment in several government reports and support initiatives.

Further results anyhow have not been reported. It was surely a problem that the questionnaire was available quite late in the project. Therefore at least for events which had been carried out

before the release of the questionnaire it would be excusable if the questionnaire was not used.

Hence results of the feed-back evaluations are only available from Germany and Bulgaria.

Evaluation Report Germany (Osterholz & Bremen)

In Germany the questionnaire was used in three events. The first was an information event with end users which was organised in cooperation with the local utility in Osterholz-Scharmbeck and the guild of electricians. The event had been announced in the local newspaper and was visited by 21 participants. The feed back questionnaire was filled in by 16 visitors. The evaluation led to the following results:

- ⇒ The article in the local newspaper brought 75% of the visitors. 25% decided spontaneously to participate in the evening event during their visit in the exhibition in the afternoon.
- ⇒ 7% of the participants declared the information received as very useful, 80 % as useful and 13 % found that no new information had been provided to them.
- ⇒ The practical applicability of the information was seen by 63% of the participants, 31% thought that the information was partly applicable for them and 6% did not see any practical applicability with the explanation that the investment cost for ground source heat pumps would be too high.
- ⇒ 94% of the participants were end users, 6% installers.
- ⇒ As the motivation to participate in the event 69% declared that they were interested in general information on ground source heat pumps. 13% mentioned the marketing advices for heat pump installers and 18% the international know how transfer.
- ⇒ 62 % of the participants declared that they would be interested in further information on heat pumps against 28% without further going interest.

The 2nd event was dedicated to company owners and leading staff from local SMEs as end users. The meeting prepared in cooperation with ProArbeit, a County owned structure which offers qualification for company staff in the area in close cooperation with the business development department of the County. It was attended by 14 participants of whom 5 were installers or energy advisors. The rest were owners or leading staff from SMEs. An evaluation of the event was done based on the feed back questionnaire which was filled in by 14 visitors and led to the following results:

- ⇒ The mailing in the “OHZ power” scheme brought 2/3 of the visitors. 1/3 came by information given by friends or colleagues.
- ⇒ 8% of the participants declared the information received as very useful, 75 % as useful and 17 % found that no new information had been provided to them.
- ⇒ The practical applicability of the information was seen by 75% of the participants, 17% thought that the information was partly applicable for them and 8% did not see any practical applicability.
- ⇒ 64% of the participants were end users from local industries, 36% installers.
- ⇒ As the motivation to participate in the event 83% declared that they were interested in general information on ground source heat pumps. 8,5% mentioned the marketing advices for heat pump installers and 8,5% the international know how transfer.

- ⇒ 73 % of the participants declared that they would be interested in further information on heat pumps against 27% without further going interest.

The 3rd application of the evaluation questionnaire was done in Bremen. It was an event for installers which had been prepared in cooperation with Bremer Energiekonsens, a well established Agency for Climate protection in Bremen. The event had only 9 visitors of which 4 filled in the questionnaire with following results:

- ⇒ The mailing by Energiekonsens brought 3 from 4 answering visitors. 1 came by information given by friends or colleagues.
- ⇒ All answering participants declared the information received as useful.
- ⇒ The practical applicability of the information was seen by 3 of the participants. 1 participant did not answer on this item.
- ⇒ 3 participants were installers, 1 was energy advisor.
- ⇒ As the motivation to participate in the event 3 participants declared that they were interested in general information on ground source heat pumps. 1 mentioned the marketing advices for heat pump installers as motive to come.
- ⇒ 3 of the participants declared that they would be interested in further information on heat pumps against 1 without further going interest.

Evaluation Report Bulgaria

Also in Bulgaria the questionnaire was used in three events. The first was an information day which was arranged on 12.12.2008. The event had attracted more then 200 participants of which 128 filled in the questionnaire. The evaluation of the event based on the feed back questionnaire led to the following results:

- ⇒ 21% of the participants came on information by friends and colleagues. 10% came based on information in the exhibition. Media information was relevant for 23%. Most important was information via internet which attracted 47% of the visitors.
- ⇒ As most relevant information source Seminars (35%) and conferences (38%) were mentioned.
- ⇒ From all information material the participants had seen about ProHeatPump the general report on the policy and marketing mechanisms was mentioned with 42%
- ⇒ 40% of the participants declared the information received as very useful, 60 % as useful.
- ⇒ The practical applicability of the information was seen by 79% of the participants, 21% thought that the information was partly applicable for them.
- ⇒ 67% of the participants were end users, 18% installers, 5% producers, 8% traders and 2% politicians.
- ⇒ As the motivation to participate in the event 35% declared that they were interested in general information on ground source heat pumps. 20% mentioned the marketing advices for heat pump installers and 45% the international know how transfer.
- ⇒ All the participants declared that they would be interested in further information on heat pumps.

The 2nd evaluated event in Bulgaria was the European Conference on heat pumps on 26.3.2009 in Varna. For this event 86 from 101 visitors used the questionnaire. The evaluation led to following results:

- ⇒ 83% of the participants came on information by friends and colleagues. 5% came based on information in the exhibition. Media information was relevant for 33%. Also relevant important was information via internet which attracted 27% of the visitors.
- ⇒ As most relevant information source Seminars (29%), seminars (74%), Downloads from Internet (5%) and conferences (43%) were mentioned.
- ⇒ From all information material the participants had seen about ProHeatPump the general report on the policy and marketing mechanisms was mentioned with 66%, Manual end users 73% and Cost Calculator 28%, RES & Heat Pumps 10%
- ⇒ 51% of the participants declared the information received as very useful, 52 % as useful.
- ⇒ The practical applicability of the information was seen by 85% of the participants, 14% thought that the information was partly applicable for them.
- ⇒ 80% of the participants were end users, 33% installers, 7% producers, 38% traders and 24% politicians.
- ⇒ As the motivation to participate in the event 86% declared that they were interested in general information on ground source heat pumps. 2% mentioned the marketing advices for heat pump installers and 45% the international know how transfer.
- ⇒ All the participants declared that they would be interested in further information on heat pumps.

The 3rd event was the ProHeatPump Training Course on 27.3.2009 in Varna. The participants list shows 21 participants who all made use of the feed back questionnaire. The result of the evaluation looks like follows:

- ⇒ 40% of the participants came on information by friends and colleagues. Media information was relevant for 45%. Not so important was information via internet which attracted 10% of the visitors. Other information was mentioned by 5%.
- ⇒ 60% of the participants declared the information received as very useful, 40 % as useful.
- ⇒ The practical applicability of the information was seen by 85% of the participants, 15% thought that the information was partly applicable for them.
- ⇒ 55% of the participants were end users, 35% installers, 5% producers, 26% traders and 3% politicians.
- ⇒ As the motivation to participate in the event 55% declared that they were interested in general information on ground source heat pumps. 20% mentioned the marketing advices for heat pump installers and 45% the international know how transfer.
- ⇒ All the participants declared that they would be interested in further information on heat pumps.

Conclusions

From the above given results the following conclusions can be drawn:

Information about the event

In Germany the majority of the participants were attracted to the event by the means which have been expected to be the most successful. Professionals had been informed by specific mailing lists. Private end users were addressed by a newspaper article with similar success. About 25 % of the participants came on information by friends and colleagues respectively decided spontaneously as visitors in an exhibition to attend the end customer meeting. The latter result indicates that word to mouth information seems to be quite relevant for end consumers as well as for professionals in relation to the heat pump subject. This also indicates, that heat pumps are an issue which is discussed.

In Bulgaria the pattern of receiving information was different. Information from friends and colleagues had a very high relevance (up to 85%) as well as the use of the internet. Both results indicate, that informal information channels are of much higher interest in Bulgaria than in Germany.

Usually used information source

This item was not used in the German evaluation since the required input had been misunderstood by the participants. It cannot be excluded that there were differences in the transcription of the English text to German and Bulgarian language. The item was used in two of the three Bulgarian events. The result was that seminars and conferences have a very high relevance as source of information in that country.

Knowledge about PHP documents and information used

Also this item was not used by German participants of events. Answers were available on some questionnaires. The answers in these cases had clearly shown that the participants have misunderstood the questions. In Bulgaria the item was assessed for the two first events. The result was that the report on policy and market mechanisms as well as the manual for end users attracted the highest attention.

Usefulness of participation in the event

The participation in the events was seen as very useful or at least useful by nearly all participants in the different meetings in both countries.

Applicability of information received

The practical applicability of the gathered information also got very high scores. The results in Bulgaria had a variance from 79% to 85%. In Germany the scores were a bit lower with a variance between 63% and 75%.

Relation of participants to heat pumps

In Germany the majority of the participants belonged to the addressed target groups. Unclear is the interpretation of the participant's structure in 2 of three events in Bulgaria. The following results exceed the 100% which indicates that the answers were given by ticking several boxes of the questionnaire according to different roles and interests the participants had.

Interest on additional information on HP

A clear vote was given by the participants in both countries on wishing further information on heat pumps in the future. Anyhow the scores were significantly lower in Germany (between 62% for end users and about 75% for professionals) than in Bulgaria with 100%.

Annex: Feed back questionnaire english

For the evaluation of our work it is important to know if the activities we organise and the information we provide are useful to you. Please take 5 minutes of your time to provide feedback to help us improve them.

I heard about ProHeatPump via:

- recommendation by friends or colleagues visit to an exhibition or conference
internet search media announcement or article direct contact by the project
other _____

I am interested in ground source heat pumps as

- user or potential user installer manufacturer
wholesaler or retailer energy adviser or consultant energy provider
policy or regulatory official researcher or student other _____

I have attended the following activities or used the following information provided by ProHeatPump:

- information event seminar/workshop conference
general information on PHP website documents downloaded from PHP website

The ProHeatPump project is of interest to me because of its

- technical information on ground source heat pumps guidance on marketing of ground source heat pumps
international comparisons of ground source heat pump markets or policies
other _____

I have read the following project reports or used the following facilities:

- Consolidated report on industry structures, policies, support mechanisms and promotion campaigns
Guidelines for users Guidelines for installers Reports on renewables and heatpumps
Proposals for policy interventions Marketing analysis
Cost calculator Online forum

The information has:

- been very useful has been reasonably useful has provided nothing new for me has not been interesting
Please tick the most appropriate answer

The information is practically applicable for me

- Yes No Partly To what extent? _____

I am interested in further information on ground source heat pumps

- Yes No