



Project

Promotion of efficient heat pumps for heating
(ProHeatPump)

EIE/06/072 / S12.444283

Deliverable N° 7

Template for questionnaires & telephone inquiries
Version 2 : March 2009

swb

Netze Bremerhaven GmbH & Co. KG

Work Package 1
Management

Intelligent Energy  **Europe**

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The intention of this deliverable is described in Annex 1 of the project application as follows:

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 / inquires will be review 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.

The following questionnaire will be available in all project partner languages. With this updated version of the deliverable the questionnaire is available in all project languages.

For the evaluation of results an Excel template has been developed by the Bulgarian Partner.

The questionnaire is designed to be used in all activities in the project that require feedback:

1. It will be used for direct participant responses after public events like seminars, information stands at exhibitions and consumer fairs, workshops and conferences.
2. A downloadable version will be made available which enables e-mail feedback after download of project documents.
3. For *ex post* evaluation of bigger events the tool will be used as a guideline for telephone inquiries.
4. The idea of a web-based version available via the internal communication platform has not been realised due to an unacceptable cost benefit ratio.
5. Due to the fact, that the ProHeatPump forum was not frequented by a broader public the questionnaire has not been posted as a feedback option in the ProHeatPump Forum on the public project website.

These multiple purposes lead to some requirements for the questionnaire. 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.

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 <input type="checkbox"/> | visit to an exhibition or conference <input type="checkbox"/> |
| internet search <input type="checkbox"/> | media announcement or article <input type="checkbox"/> |
| other <input type="checkbox"/> _____ | direct contact by the project <input type="checkbox"/> |

I am interested in ground source heat pumps as

- | | | |
|--|---|--|
| user or potential user <input type="checkbox"/> | installer <input type="checkbox"/> | manufacturer <input type="checkbox"/> |
| wholesaler or retailer <input type="checkbox"/> | energy adviser or consultant <input type="checkbox"/> | energy provider <input type="checkbox"/> |
| policy or regulatory official <input type="checkbox"/> | researcher or student <input type="checkbox"/> | other <input type="checkbox"/> _____ |

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

- | | | |
|---|---|--|
| information event <input type="checkbox"/> | seminar/workshop <input type="checkbox"/> | conference <input type="checkbox"/> |
| general information on PHP website <input type="checkbox"/> | | documents downloaded from PHP website <input type="checkbox"/> |

The ProHeatPump project is of interest to me because of its

- | | |
|---|--|
| technical information on ground source heat pumps <input type="checkbox"/> | guidance on marketing of ground source heat pumps <input type="checkbox"/> |
| international comparisons of ground source heat pump markets or policies <input type="checkbox"/> | |
| other <input type="checkbox"/> _____ | |

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

- | | | |
|---|--|--|
| Consolidated report on industry structures, policies, support mechanisms and promotion campaigns <input type="checkbox"/> | | |
| Guidelines for users <input type="checkbox"/> | Guidelines for installers <input type="checkbox"/> | Reports on renewables and heatpumps <input type="checkbox"/> |
| Proposals for policy interventions <input type="checkbox"/> | | Marketing analysis <input type="checkbox"/> |
| Cost calculator <input type="checkbox"/> | | Online forum <input type="checkbox"/> |

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

Sie haben die Gelegenheit genutzt, sich über unser ProHeatPump Projekt zu informieren. Für die Arbeit unseres Projekts ist es wichtig zu wissen, ob unsere Angebote Ihnen geholfen haben, Ihre Fragen zu unserem Projekt und über Erdwärmepumpen angemessen zu beantworten. Bitte nehmen Sie sich 5 Minuten Zeit für eine Rückmeldung die uns helfen kann unser Informationsangebot weiter zu verbessern.

Ich habe auf folgende Weise vom ProHeatPump Projekt erfahren:

- Empfehlung durch Bekannte oder Kollegen Besuch einer Ausstellung oder Messe
 Ankündigung durch Presse Internet Recherche
 Sonstige Welche _____
 Bitte die am besten zutreffende Antwort ankreuzen

Ich habe folgende ProHeatPump Informationsangebote nutzen können:

- Informationsveranstaltung Seminar Konferenz
 Allgemeine Information von der WEB Seite Dokumentendownload
 Hier können mehrer Antworten angekreuzt werden

Ich habe folgende Ergebnisberichte des Projekts gelesen

- Consolidated Report on Policies and Market Mechanisms Cost Calculator
 Leitfaden für Endverbraucher Leitfaden für Installateure
 Reports on Renewables and Heatpumps Marketing Analysis Report
 Proposals for Policy Intervention
 Hier können mehrer Antworten angekreuzt werden

Die Information war für mich nützlich

- Sehr nützlich Nützlich Neutral, kein Erkenntnisgewinn Uninteressant
 Bitte die am besten zutreffende Antwort ankreuzen

Die Information lässt sich für mich praktisch weiterverwenden

- Ja Nein Mit Einschränkungen Welche? _____

Ich interessiere mich für das Thema Erdwärmepumpe als

- Als Endverbraucher Als Installateur Als Hersteller
 Als Händler Als politischer Entscheidungsträger

Im ProHeatPump Projekt interessiert mich besonders

- Allgemeine Informationen über Erdwärmepumpen Hinweise zur Vermarktung von Erdwärmepumpen
 Der internationale Vergleich des Themas Wärmepumpe
 Hier können mehrer Antworten angekreuzt werden

Ich bin an weiteren Informationen zum Thema Erdwärmepumpen interessiert

- Ja Nein

Vous avez eu l'opportunité d'avoir accès aux services rendus par le projet ProHeatPump. Pour l'évaluation de notre travail, il nous est important de savoir si notre offre vous a été utile pour trouver des réponses sur les pompes à chaleur géothermiques. Pouvez-vous prendre 5 minutes de votre temps pour remplir ce questionnaire qui nous permettra d'améliorer notre offre.

Vous avez eu connaissance du projet ProHeatPump par :

- L'avis d'un collègue ou d'un ami La visite d'une exposition ou d'une foire
 Une annonce dans la presse Une veille sur internet
 Autre Préciser _____
 Veuillez cocher la case la plus appropriée

J'ai eu la possibilité d'accéder aux services offert par le projet ProHeatPump :

- Journée d'information Séminaire Conférence
 Information générale sur le site WEB du projet Téléchargement de documents
 Vous pouvez cocher plusieurs cases

J'ai lu les livrables du projet ProHeatPump :

- Rapport de synthèse sur les politiques et l'état du marché Le calculateur de coût
 Le guide de l'utilisateur Le guide de l'installateur
 Le rapport sur les pompes à chaleur et les énergies renouvelables Le rapport sur l'analyse du marché
 Les propositions sur les politiques de soutiens
 Vous pouvez cocher plusieurs cases

Les informations m'ont été :

- Très utile Utile Pas de nouvelle connaissance Peu intéressante
 Veuillez cocher la case la plus appropriée

Les informations me sont applicables :

- Oui Non Partiellement De combien? _____

Je suis intéressé par les pompes à chaleur géothermique en tant que :

- Utilisateur Installateur Fabricant
 Revendeur Pouvoir public

Le projet ProHeatPump m'est d'un intérêt particulier en tant que :

- Source d'information sur les pompes à chaleur Les indications sur la commercialisation des pompes à chaleur
 La comparaison au niveau international des marchés des pompes à chaleur
 Vous pouvez cocher plusieurs cases

Je suis intéressé par recevoir plus d'informations sur le projet ProHeatPump

- Oui Non

Вие имате възможността да се информирате за проекта ProHeatPump. За оценка на работата ни е много важно да знаем дали публикуваната информация за земносвързаните термopомпени инсталации Ви е била от полза. Моля отделите 5 минути от своето време и попълнете въпросника така Вие ще ни помогнете да подобрим качеството на бъдещите ни информационни пакети.

Научих за ProHeatPump от:

- Приятели или колеги Изложения или панаири
 Публикации в медиите Интернет
 Други Какви? _____
 Моля отбележете най-подходящия отговор!

Кои от следните информационни оферти са полезни за Вас:

- Информационно събитие Семинар Конференция
 Информация от WEB Site Теглене на документи от Интернет
 Можете да отбележите повече от един отговор!

С кои документи по проекта сте се запознали:

- Общ доклад за политиката и маркетинговите механизми Ценови калкулатор
 Ръководство за крайните ползватели Ръководство за инсталатори
 Доклади за ВЕИ и Термopомпи Доклад за маркетингов анализ
 Предложения за промени в политиката
 Можете да отбележите повече от един отговор!

До колко полезна, беше информацията за Вас:

- Много полезна Полезна Няма нова информация Не е интересна
 Моля отбележете най-подходящия отговор!

Има ли според Вас практическо приложение информацията:

- Да Не Частично В каква степен ? _____

Какъв е интересът Ви към термopомпените инсталации:

- Краен ползвател Инсталатор Производител
 Търговец Политик

Проектът ProHeatPump е интересен за Вас поради:

- Общата информация за земните термopомпи Съветите за маркетинга на земните термopомпи
 Сравнението на световния пазар на земните термopомпи
 Можете да отбележите различни отговори!

Бихте ли желали да получавате допълнителна информация за термopомпени системи:

- Да Не

Du har tagit del av arbetet och resultaten från ProHeatPump projektet. För att kunna utvärdera och förbättra vårt arbete är det viktigt för oss att veta vad du tyckte om materialet, och om du har fått svar på dina frågor om GSHP (berg-, sjö- och jordvärme) genom det. Var snäll och lägg 5 minuter på att ge oss feedback genom att fylla i detta formulär.

Jag har hört talas om ProHeatPump genom

Rekommendation av vän eller kollega

Besök på en utställning eller mäsas

Annonsering I tryckt media

Internetökning

Annat Vad? _____

Fyll endast i den ruta som passar bäst

Jag har använt följande information som proheatpump har att erbjuda:

Informationsträff

Seminarie

Konferens

Generell information på WEBBEN

Nedladdning av dokument

Du kan fylla i flera rutor

Jag har läst följande rapporter

Konsoliderad rapport om marknadsmekanismer och policies

Kostnadsberäkningsverktyget

Guideline för slutanvändare

Guideline för installatörer

Rapporter om Förnybara bränslen och värmepumpar

Rapport om analys av marknadsföring

Förslag till hur man skall utforma policies

Du kan fylla i flera rutor

Informationen har varit värdefull för mig

Mycket värdefull

Värdefull

Inte gett något nytt

Inte värdefull

Fyll i det alternative som passer bäst

Informationen är praktiskt användbar för mig

Ja

Nej

Delvis

Hur? _____

Jag är intresserad av GSHP I egenskap av:

Slutkund

Installatör

Tillverkare

Försäljare

Politiker

ProHeatPump projektet är speciellt intressant för mig därför att det har information om:

Generell information om GSHP (Berg- mark- sjövärme)

Tips på hur man kan marknadsföra ground source heat pumps

En internationell jämförelse av marknader för GSHP

Du kan fylla i flera rutor

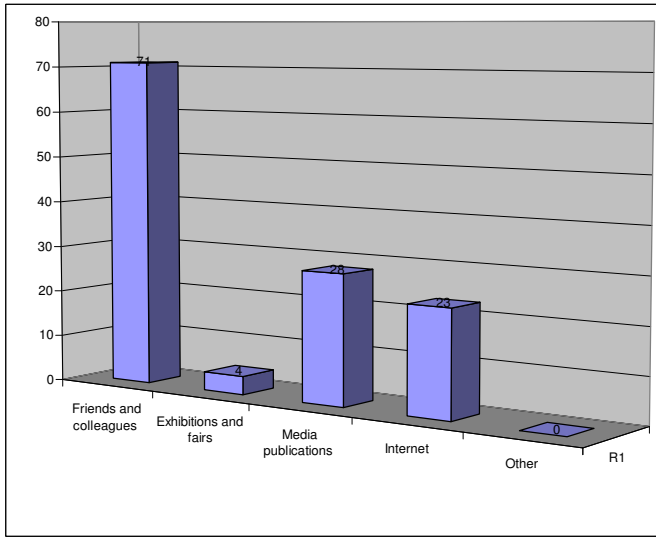
Jag är intresserad av mer information om GSHP

Ja

Nej

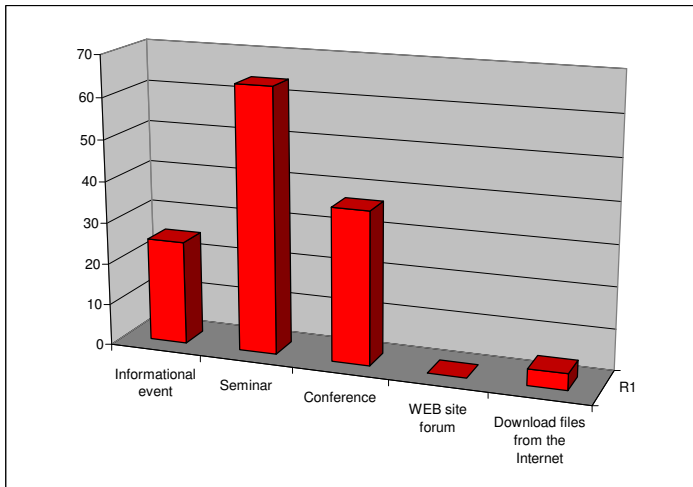
Source of Information about event

Friends and colleagues	Exhibitions and fairs	Media publications	Internet	Other
71	4	28	23	0



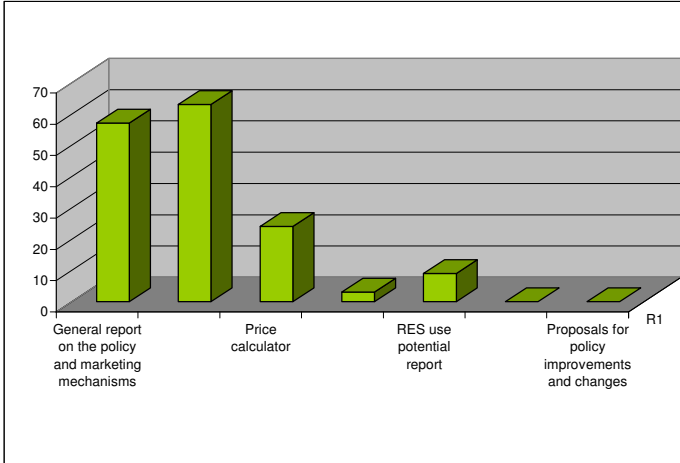
Type of event

Informational event	Seminar	Conference	WEB site forum	Download files from the Internet
25	64	37	0	4



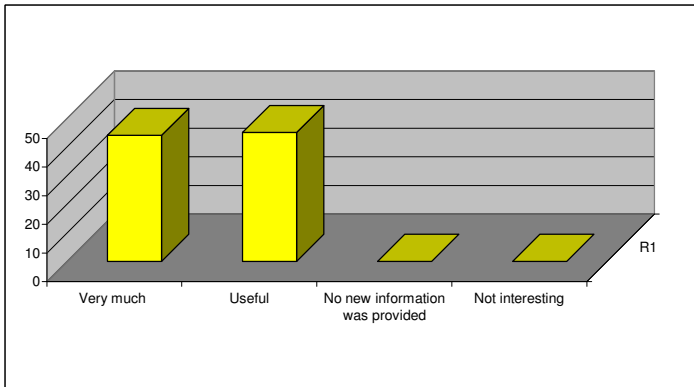
Documents read

General report on the policy and marketing mechanisms	Manual for the end users	Price calculator	Manual for the installers	RES use potential report	Marketing analysis report	Proposals for policy improvements and changes
57	63	24	3	9	0	0



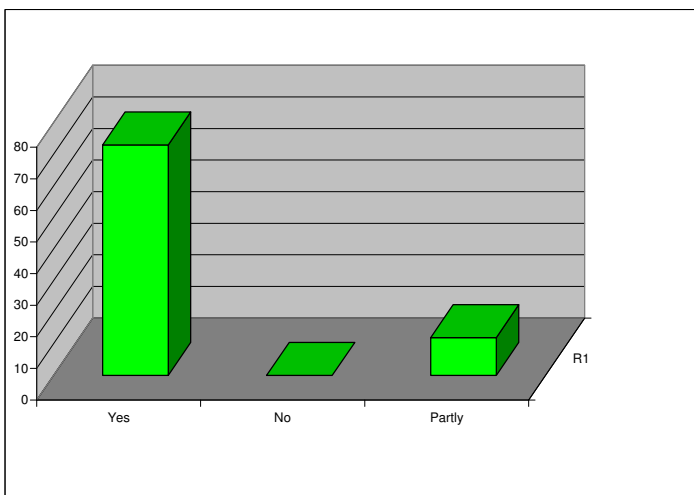
Usefulness of document

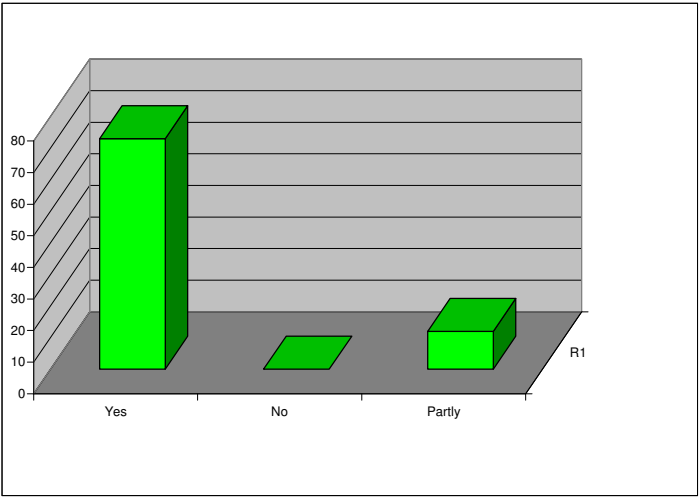
Very much	Useful	No new information was provided	Not interesting
44	45	0	0



Practical applicability

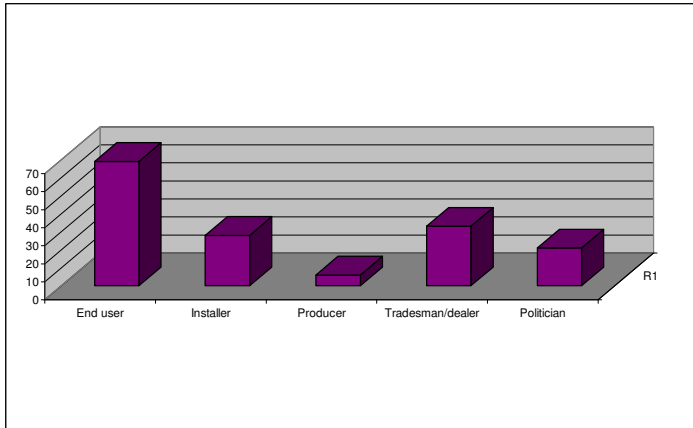
Yes	No	Partly
73	0	12





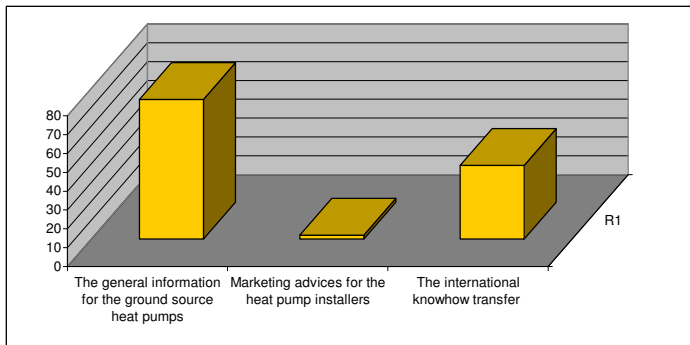
Type of user

End user	Installer	Producer	Tradesman/dealer	Politician
69	28	6	33	21



Users motivation

The general information for the ground source heat pumps	Marketing advices for the heat pump installers	The international knowhow transfer
74	2	39



Interest in further information

Yes	No
86	0

