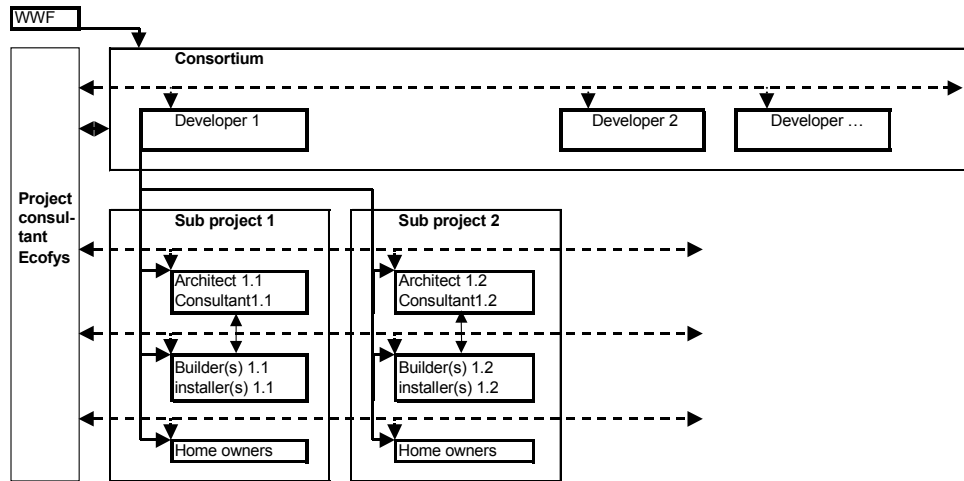


Projects



1 General information

Project Title	WWF market introduction solar dwellings
Target country / region / city	The Netherlands
Initiator , and the role that the initiator has in the action / campaign	<ul style="list-style-type: none"> • Slokker (property developer): proposal applicant to national programme • Ecofys (consultant): project co-ordinator
Other important parties and their roles	<ul style="list-style-type: none"> • A consortium of 18 property developers intending to build 1500 WWF solar dwellings in the period 2002-2004 (the buyer group). • WWF: promotion and PR for the project • SKW: the solar dwellings certification institute •
Organisation of the campaign / action (Organisation chart)	
Goals	Introduce the WWF Solar House Certificate in the market by the implementation of 1500 WWF Solar Houses.
Tendering	<p>A tender procedure has been conducted involving all major manufacturers/suppliers of solar water heaters. Within the EU journal the tender has been announced on an international level.</p> <p>The selection of suppliers and products is based on the following criteria: quality, price, product specs, delivery conditions (a.o. guarantee), delivery capacity. Only systems with proven quality can be selected. The quality assessment is based on national/EU standards as well as on practical project references during some years.</p> <p>Based on the first tender round a selection of products and suppliers will be made that will be put forward to developers and builders within the project.</p>
Project Timeline	The project was initiated in 2001 and will end in 2004.

Type of solar heating products promoted <i>(SWH / space heating, single-family / collective etc.)</i>	<p>In order to get the WWF Solar House Certificate the dwellings need to be equipped with 2 out of 4 means of renewable energy (SWH, PV, heat pump, passive solar). Beside these demands other demands concerning energy savings and environment have to be met. Concerning Solar Water Heating a system is required with a minimum yearly DST-production of 3 GJ. This may either be a solar hot water system or a combined solar hot water and space heating system.</p>												
General description of the campaign / action	<p>In order to get the WWF Solar House Certificate 8 demands have to be met:</p> <ol style="list-style-type: none"> 1) A well insulated low energy dwelling with a max. Energy Performance Coefficient of 0,75 and additional demands to insulation values. 2) Min. 2 out of 4 means of renewable energy: SWH (min 3GJ/year), PV (>35 Wp), heat pump, passive solar (min. 33% of heat demand covered). 3) All fixed measures from the National package on environmentally friendly building materials. 4) Measures to prevent overheating in summer. 5) Optimal use of daylighting 6) Use of FSC-certified wood ((Forest Stewardship Council) 7) The delivery of a clear instruction manual for the home owner 8) Final design and commissioning checks to ensure the practical implementation of the WWF certificate. <p>During the whole design and building process the developers and architects are assisted periodic checks. Furthermore a hardware tender for the renewable energy systems is implemented and information concerning the availability of FSC-wood products is compiled and distributed.</p>												
Project Strategy <i>(f.i. strategy chart)</i>	<ul style="list-style-type: none"> • High PR value for developers due to WWF promotion • Supervision from planning to commissioning • Quality control throughout the whole chain • Cost control due to renewable energy system tender • 												
Results of the project	<p>The project started in 2002. Currently 800 of the dwellings are in the planning phase, for 700 dwelling building locations still need to be found.</p>												
Target Group(s) <i>(check all that apply)</i>	<table border="0"> <tr> <td style="padding-right: 10px;"><input type="radio"/></td> <td>Private house-owners (existing dwellings)</td> </tr> <tr> <td style="padding-right: 10px;"><input checked="" type="checkbox"/></td> <td>developers / builders of new dwellings</td> </tr> <tr> <td style="padding-right: 10px;"><input checked="" type="checkbox"/></td> <td>Housing associations</td> </tr> <tr> <td style="padding-right: 10px;"><input type="radio"/></td> <td>Installers</td> </tr> <tr> <td style="padding-right: 10px;"><input checked="" type="checkbox"/></td> <td>Architects</td> </tr> <tr> <td style="padding-right: 10px;"><input type="radio"/></td> <td>.....</td> </tr> </table>	<input type="radio"/>	Private house-owners (existing dwellings)	<input checked="" type="checkbox"/>	developers / builders of new dwellings	<input checked="" type="checkbox"/>	Housing associations	<input type="radio"/>	Installers	<input checked="" type="checkbox"/>	Architects	<input type="radio"/>
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<input checked="" type="checkbox"/>	Architects												
<input type="radio"/>												

Actions on demand side (<i>check all that apply</i>)	X	General information / publicity to consumers (sales brochures, WWF promotion)
	X	Subsidy / incentive (National subsidy scheme for home owners)
	X	Promotion of specific products (to developers/builders)
	O	Sales of products (as part of the project)
	O	Leasing of products (as part of the project)
	O	Solar contracting (as part of the project)
	O	Installation of products (as part of the project)
	O	Supervision from planning to commissioning
Media, publicity and promotion actions used in the campaign (demand side)	X	Press releases
	X	Brochures
	X	Internet marketing / Web site www.wwf.nl
	X	Event marketing / Promotion events (conferences, workshops)
Actions on supply side (<i>check all that apply</i>)	O	Information to installers
	O	Education of installers (basis for tender qualification)
	X	Procurement / tendering of products
	O	Procurement / tendering of installation services
	X	Quality control on products (in tender)
	O	Quality control on installers
	O	Checks on commissioning / delivery
Information sources about the campaign	X	brochures
	X	WWF PR kit
Contact person and contact data, for more info:	Roy Kramer, Ecofys	

2 Analysis of strong / weak points, success / failure factors

2.1 INTERNAL success factors / strong points

Please give an analysis of the **internal** success factors (strong points concerning the campaign set-up, communication, execution, ...) of the campaign / action. Why did it work?

- WWF promotion
- Efficient project approach
- Good price / quality ratio through large scale tender
- Free consultancy/supervision during planning and construction (based on subsidy form national programme)

2.2 INTERNAL failure factors / weak points

Please give an analysis of the **internal** failure factors (weak points / bottlenecks concerning the project set-up, communication, execution, decision makers who should have been involved,...) of the project. What caused major problems / weak points?

- The project subsidy is linked to dwellings realised. As a lot of the preparation and co-ordination work is done in advance the financial risk for the co-ordinator is high.

2.3 EXTERNAL success factors / strong points

Please give an analysis of the **external** conditions (critical factors in the environment in which the project was executed). Why did it work?

- Subsidy for project co-ordination and supervision form National programme

2.4 EXTERNAL failure factors / weak points

Please give an analysis of the **external** conditions (critical factors / bottlenecks in the environment in which the project was executed). What caused major problems? What action could be taken to influence these factors? What would you change in a similar campaign / action?

- The property developers did not sign for the investment beforehand.
- Changing government policies and subsidies during the project.
- The new housing market is very dependent on the economy in general. Currently the market is slowed down a lot due to lowered economic perspectives of consumers.
- Perceived low availability and high price of FSC-certified wood (products). Low acceptance of 100% requirement by developers.

2.5 Which recommendations would you give other parties who want to imitate the project? (lessons learned)

2.6 What other parties could act as initiator for a project like this?

- Local/regional energy agencies.