



Solar district heating marketing strategy

Tools for communication

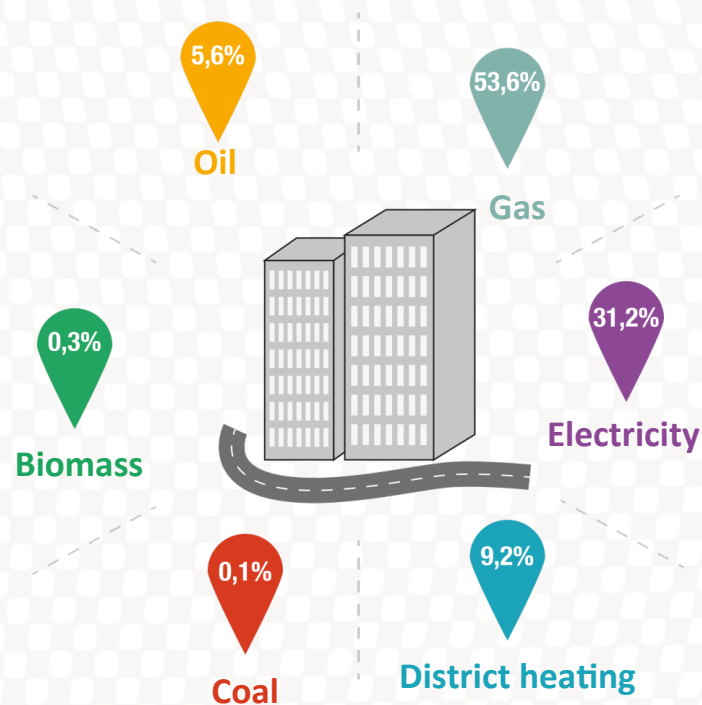


This document is based on the work of Fluide for AMORCE and Via Séva.

France is taken as an example of a country where district heating (DH) development is limited. It states that solar district heating (SDH) can only be developed if DH in general and renewable DH (RES DH) in particular are developed.

But DH is not well known in France, certainly because of a lack of marketing strategy at the national and local levels. Local authorities, end users, urban planners, operators, building managers are the main target for such a marketing strategy. This document presents two communication tools to promote DH at national and local level.

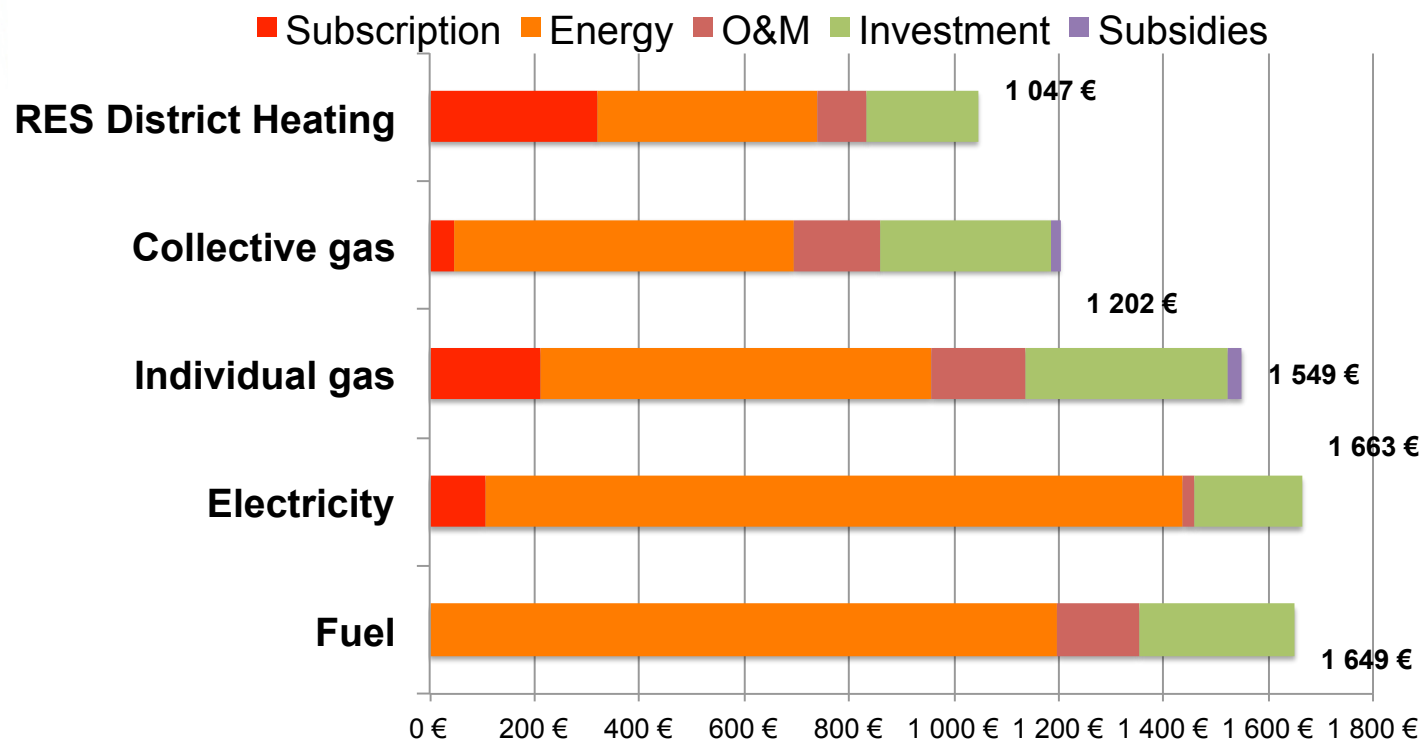
- French heating market : 85% gas and electricity in apartments, only 9% district heating.
- DH in France have a small market share. There is only two SDH in France for now.
- SDH developement first needs DH developement



- Competitive and stable price

Total price to heat one apartment in 2013 (€/apt.year, incl. taxes)

Mean energy performance - 170 kWh/m² per year - Analyse : AMORCE

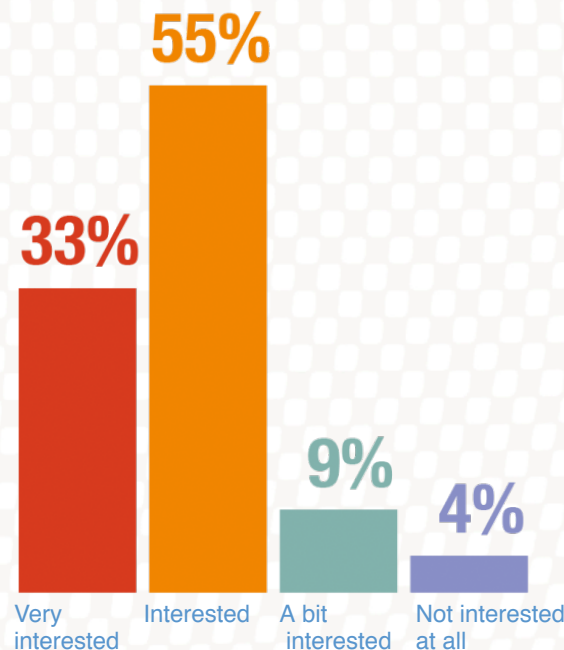




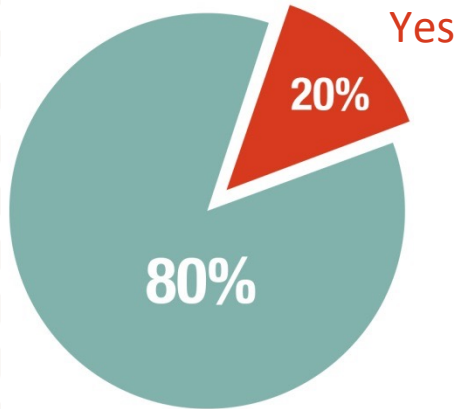
- Low carbon emission
- Low primary resources consumption
- Local energy
- Local activity and economy

- People think solar energy is the best for heating (Via Séva & IPSOS survey, 2014)
- People are interested in RES DH (88%)...
... when explained what RES DH is.

BUT...



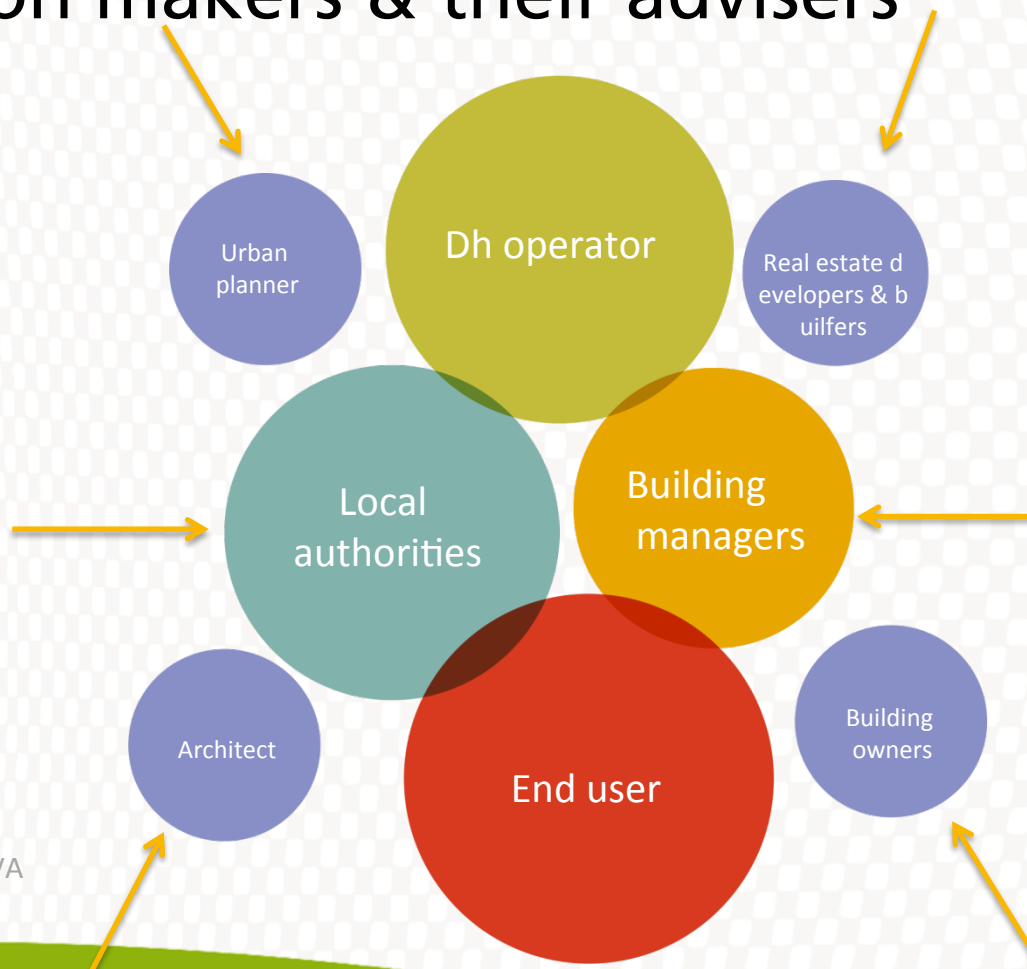
- “Do you know what district heating is ?”



No

- DH is not known in France.
 - Need for communication about RES DH !

➤ Decision makers & their advisers





Means : national campaign
Brand identity & motto

It is time for DH in France to have its marketing strategy:

➤ **A name**

Short, simple, easy to remember

➤ **A visual identity**

Linked to every day life, to be used on any communication mean

➤ **Mottos**

Key messages to reach minds: simple, green, cheap, price stability (key asset of solar)



Means : national campaign
Brand identity & motto

Tools :

- Internet,
- Social networks,
- Public relations,
- Partnerships (federations of users, building managers, heating engineers, urban planners...)
- Press (constant feed of news, key facts & figures, best practices...)
- **And existing tools**



Eco-DH label

By AMORCE





- **Eco-DH label** by AMORCE
- Rewards local authorities owner of DH with :
 - More than 50% renewable or recovery heat
 - Competitive heat price
 - Consultation of end users
- 21 eco-DH in 2013
- 41 eco-DH in 2014
- Label ceremony at the yearly National District Heating Meeting (300 participants)

- A name : “eco-district heating”
 - Refers to sustainable development : ecological, economical, social.
- A logo :



- An event : the **national district heating meeting**
- All stakeholders take part in this event : local authorities, DH operators, urban planners, clients, end users, Ministries, the national energy agency.



- Results in the press at both national and local levels.
- The eco-DH label has an impact at the national level. A press release is published short after the eco-DH label event so that the eco-DH are in the national newspapers.
- Local authorities use the eco-DH label to promote and make advertising for their eco-district heating. They also improve their DH (especially the consultation of end user) to get the eco-DH label.



"Do the right choice" campaign

by Via Séva





Communication tools : "Do the right choice" campaign

- "Do the right choice" campaign by Via Séva (the association for information and promotion of DH)
- National campaign to promote DH
- Mean : a website with clips, videos, information, Q/A, etc.
- Targets : end users, clients, local authorities

- A website



Faites le bon choix

Les réseaux de chaleur, informez-vous
Faites le bon choix !

Choisir les réseaux de chaleur, c'est privilégier le confort, la stabilité des prix, la sécurité, l'environnement, l'emploi local, ... N'attendez plus. Vous aussi, faites le bon choix !

[En savoir plus](#)

I ♥ LES RÉSEAUX DE CHALEUR

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Antoine

À LA UNE

"Les réseaux de chaleur permettent une diminution des coûts de chauffage et préservent..."

Questions / Réponses

Notre immeuble va être raccordé à un réseau de chaleur. Qu'est-ce que ça va changer pour moi ?

Pour l'utilisateur, rien ne change. Vous continuerez de régler votre radiateur comme vous le faisiez avant. Grâce aux réseaux de chaleur, vous bénéficierez d'un niveau de confort optimal et d'une eau ch ...

- Survey on DH knowledge



- Questions/Answers:
 - How does a DH work?
 - 6 good reasons to connect to a DH?
 - How to know if I can connect my building to a DH?
 - How to connect to a DH?
 - ...

- Linked with social networks



- Visual identity:
 - Stickers
 - Posters
 - Clips



- DH have a small market share in France and it is not well known.
- SDH development first needs RES-DH development.
- A SDH marketing strategy in France has first to be a DH marketing strategy.
- Following tools are used in France :
 - Via Seva, the association for DH promotion, developed a website that aim potential clients and end users
 - AMORCE created an eco-DH label to promote RES-DH in France : a logo, a label, a national event.
 - It shows results in the media at national and local level.
- These tools could be easily replicated in other countries to promote DH and SDH.