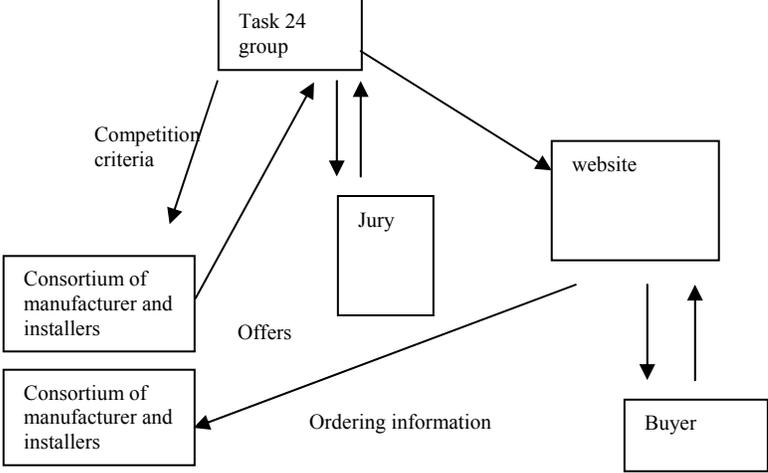


Projects



1 General information

Project Title	WWW.SOLTILBUD.DK Internet sales project
Target country / region / city	Denmark
Initiator , and the role that the initiator has in the action / campaign	<ul style="list-style-type: none"> The IEA task 24 project group (The Danish Solar energy laboratory at the Danish Technological Institute and Esbensen, consultant engineers) The group initiated and realised the project
Other important parties and their roles	The National Danish Energy Information Centre and The Association of Energy and Environmental Offices (SEK) dispersed information and gave feed back to the project.
Organisation of the campaign / action (Organisation chart)	 <pre> graph TD T24[Task 24 group] -- Competition criteria --> CMI1[Consortium of manufacturer and installers] T24 -- Competition criteria --> CMI2[Consortium of manufacturer and installers] CMI1 -- Offers --> T24 CMI2 -- Offers --> T24 T24 <--> Jury[Jury] T24 --> Website[website] Website <--> Buyer[Buyer] Website -- Ordering information --> CMI1 Website -- Ordering information --> CMI2 </pre>
Goals	Improve competition on the market and decreased prices by reducing cost of marketing.
Tendering	<p>A competition was declared among consortiums of installers and producers to be the best offer on the market. The offers operated with standard prices for installations</p> <p>Conditions for the competition was sent out.</p> <p>A jury taking quality, price and performance criteria as well as geographic availability into account judged the best offer.</p>
Project Timeline	The project was initiated in summer 2001 and ended December 31. 2001.
Type of solar heating	Tree types of solar heating products were promoted:

products promoted <i>(SWH / space heating, single-family / collective etc.)</i>	<ol style="list-style-type: none"> 1. A small solar water heater for a single family house with small hot water use 2. A larger solar water heater for a single family house with larger hot water consumption 3. A combined solar heating system for Domestic hot water and space heating 																
General description of the campaign / action	<p>All offers given to the competition was published on the Web site www.soltilbud.dk. The winning offers were published on the same site to be the best offers judged by the jury.</p> <p>The remaining offers was presented with information on the main technical aspects together with a price/performance ranking.</p> <p>It was the idea that if people subscribed to buy the system by the internet the marketing cost of the installer and producer was saved and the systems could therefore be less expensive.</p> <p>Different information centres etc was asked to link to the website and to disperse information about the website. Furthermore advertising in magazines and newspapers was carried out for a limited budget.</p>																
Project Strategy <i>(f.i. strategy chart)</i>	<ul style="list-style-type: none"> • Save marketing cost for installer and producer and thereby decrease prices. • Improve competition by exposing prices of standard installations (with installation price included) 																
Results of the project	<p>The project realised price reductions on up to 540 Euro and gave offers with substantial improved cost/performance rate.</p> <p>The project did not realise any systems sold via the internet. It is evaluated that this is not possible without strong supervision of the customer. Since no systems were sold via the internet it was not possible to monitor the effect on sales.</p>																
Target Group(s) <i>(check all that apply)</i>	<table border="0"> <tr><td>X</td><td>Private house-owners (existing dwellings)</td></tr> <tr><td><input type="radio"/></td><td>developers / builders of new dwellings</td></tr> <tr><td><input type="radio"/></td><td>Housing associations</td></tr> <tr><td><input type="radio"/></td><td>Installers</td></tr> <tr><td><input type="radio"/></td><td>Architects</td></tr> <tr><td><input type="radio"/></td><td>Elderly homes</td></tr> </table>	X	Private house-owners (existing dwellings)	<input type="radio"/>	developers / builders of new dwellings	<input type="radio"/>	Housing associations	<input type="radio"/>	Installers	<input type="radio"/>	Architects	<input type="radio"/>	Elderly homes				
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Actions on demand side <i>(check all that apply)</i>	<table border="0"> <tr><td>X</td><td>General information / publicity to consumers</td></tr> <tr><td><input type="radio"/></td><td>Subsidy / incentive</td></tr> <tr><td>X</td><td>Promotion of specific products</td></tr> <tr><td>X</td><td>Sales of products (as part of the project)</td></tr> <tr><td><input type="radio"/></td><td>Leasing of products (as part of the project)</td></tr> <tr><td><input type="radio"/></td><td>Solar contracting (as part of the project)</td></tr> <tr><td>X</td><td>Installation of products (as part of the project)</td></tr> <tr><td>X</td><td>Supervision from planning to commissioning (via internet)</td></tr> </table>	X	General information / publicity to consumers	<input type="radio"/>	Subsidy / incentive	X	Promotion of specific products	X	Sales of products (as part of the project)	<input type="radio"/>	Leasing of products (as part of the project)	<input type="radio"/>	Solar contracting (as part of the project)	X	Installation of products (as part of the project)	X	Supervision from planning to commissioning (via internet)
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Media, publicity and promotion actions used in the campaign <i>(demand side)</i>	<table border="0"> <tr><td>X</td><td>Press releases</td></tr> <tr><td>X</td><td>Brochures</td></tr> <tr><td>X</td><td>Internet marketing / Web site www.soltilbud.dk</td></tr> <tr><td><input type="radio"/></td><td>Event marketing / Promotion events (workshops, excursion)</td></tr> </table>	X	Press releases	X	Brochures	X	Internet marketing / Web site www.soltilbud.dk	<input type="radio"/>	Event marketing / Promotion events (workshops, excursion)								
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Actions on supply side	<table border="0"> <tr><td>X</td><td>Information to installers</td></tr> </table>	X	Information to installers														
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(check all that apply)	O	Education of installers (basis for tender qualification)
	X	Procurement / tendering of products
	X	Procurement / tendering of installation services
	(X)	Quality control on products
	(X)	Quality control on installers
	(X)	Checks on commissioning / delivery
Information sources about the campaign	X	www.soltilbud.dk
Contact person and contact data, for more info:	Klaus Ellehauge, Ellehauge & Kildemoes, www.elle-kilde.dk	

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?

- Prices were reduced and competition improved due to comprehensive description of competition criteria.
- Offers on total prices including installation made prices comparable for the buyer which was new on the Danish market

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?

-
- There were only limited means for advertising in the project.

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?

- No specific

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 internet sales was based on that the buyer himself via a check list could judge what kind of system he needed and if his house was suited for solar heating, since there were no means in the project for further supervision. This has probably been the big obstacle for most buyers.
- In the period the total market decreased
- In the end of the project the subsidy scheme in Denmark was cancelled.

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

- Do not expect people to sign up for a system via internet without personal supervision.

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

- Local/regional energy organisations. Organisations of manufacturers and installers etc.