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# Promotion of the Intelligent Combination of Sun and Wood for Producing Warm Water and Heating for Private Houses

## ICOSAW

In northern and central Europe, combining solar panels and the use of firewood is a promising way of heating smaller buildings in reliable ways. This appears ecologically, economically and politically reasonable for building owners thus can secure their demand for warm water and heating independently from energy imports and prices of crude oil, besides the ecological advantages. Within the ICOSAW project, partners with crafts background from Germany, Poland, Sweden and Slovakia have joined forces to promote the necessary technologies. The results of the project are concepts for advanced training, marketing, network creation and public relations, tested by the project partners in their target regions Trier, Jönköping, Rzeszów, Zvolen and Mainz and which can be adapted to other countries throughout the European Union. A further result is represented by a number of targeted activities and materials for the information of craftsmen, architects, planners, engineers and the general public.



## Results

- Training concepts which: - enables craftsmen to professionally install ICOSAW plants, to control them and to maintain them - enables architects etc. to integrate ICOSAW plants correctly in their calculations for the energy demand of a building - trains both professional groups in actively marketing ICOSAW plants by competent and individual counselling of building owners
- Marketing concept that will provide craftsmen and architects etc. with instruments for marketing ICOSAW plants. The marketing concept will also help informing the general public about this technology in a market-adequate way
- Regional and international networks of multipliers with the aim of: - informing them directly about the project's progress and results - using their experiences and competences for the project - acquiring them as multipliers for ICOSAW, who, as leaders of their professional or lobby group can promote the use of ICOSAW throughout the whole of Europe
- Concepts for the promotion of ICOSAW with the aim of: - providing interested parties with models of how to promote and disseminate ICOSAW and - establishing an European standard, in order to develop an European corporate identity for the dissemination of ICOSAW

## Lesson learned

- Training: 1 It is very advantageous to install demonstration plants to offer learning by doing, especially for installers; 2 Training participants constitute a highly differentiated group, as the level of know-how is greatly differing across groups of building professionals and countries, and the education of crafts and architects is very differently organised in the partner countries; 3

integrating new issues into official education curricula is a long term process far beyond project duration.

- Marketing concepts: 1 It is important to supply building professionals with communication instruments and argumentation guidelines to facilitate marketing;. 2 ICOSAW-systems are consultation-intensive products. Marketing must be target-oriented: in-house-fairs of craftsmen, architects or manufacturers, visits to installed ICOSAW-demonstration-plants. 3 Without support programmes customers fear the high investment needed; best arguments for the customers are related to saving of energy costs.
- Regional and international networks of multipliers: there are lots of interested parties in every partner region and throughout Europe. Even in regions where a lower interest was initially expected by the project partners (Poland, Slovakia), many network partners could be found. The linkage of network partners' competences and activities potentiated the impact of ICOSAW-project. The project helped starting activities in the partnering regions. Last updated: 24.06.2010

## Partners and coordinator

<a href="#">Handwerkskammer Trier (Saar-Lor-Lux Umweltzentrum)</a> [1]	Germany
<a href="#">Handwerkskammer Rheinhessen (Zentrum für Umweltschutz und Management)</a> [2]	Germany
<a href="#">Podkarpacka Agencja Energetyczna Sp. z o.o.</a> [3]	Poland
<a href="#">Cech vykurovania a tepelnej techniky</a> [4]	Slovakia
<a href="#">Euro Info Centre Jönköpings län AB</a> [5]	Sweden
<a href="#">Europa Institutet/ Euro Info Center</a> [6]	Sweden

## Contact

Handwerkskammer Trier (Saar-Lor-Lux Umweltzentrum)  
Germany

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## Budget

Overall budget: 323.668,00 € (EU contribution: 50,00 %)

## Key documents

- [Project Presentations](#) [7]  
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- [Further Education](#) [8]

- ZIP 1.35 MB 
- [Leaflets and Brochures](#) [9]  
ZIP 4.33 MB 
- [Market Analysis](#) [10]  
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ZIP 490.59 KB 
- [Professional Articles](#) [13]  
ZIP 1.01 MB 
- [Project Leaflets](#) [14]  
ZIP 6.73 MB 

## In brief

Sector: Small-scale applications

Duration: 01/01/2006 to 29/02/2008

Contract number: EISAS/EIE/05/070/2005

Website: <http://www.icosaw.eu>

### Tags:

biomass  
heating  
solar

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- [\[BIOEUPARKS](#) [18]] Exploiting the potentialities of solid biomasses in EU Parks
- [\[GASIFICATION GUIDE](#) [19]] Guideline for Safe and Eco-friendly Biomass Gasification
- [\[POLIS](#) [20]] Identification and Mobilization of Solar Potentials via Local Strategies
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- [\[SOLPOOL \[29\]\]](#) Solar Energy Use in Outdoor Swimming Pools
- [\[EAST-GSR \[30\]\]](#) Solar thermal applications in Eastern Europe with Guaranteed Solar Results
- [\[URBANSOLPLUS \[31\]\]](#) Solar Thermal in Major Renovations and Protected Urban Areas
- [\[PV-NMS-NET \[32\]\]](#) Supporting Development of Photovoltaics in the EU New Member States Network
- [\[BIOHOUSING \[33\]\]](#) Sustainable, comfortable and competitive biomass based heating of private...
- [\[PVTRIN \[34\]\]](#) Training of Photovoltaic Installers

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