

**Welcome
to the first
EHPA Heat Pump Conference**



Vision:



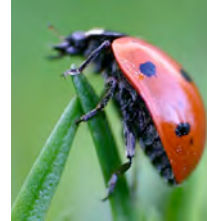
- Make **Heat Pumps** the most preferred heating system
- Take the lead in renewable heating energy supply and cooling



European Heat Pump Association (EHPA)
Heat Pump Conference • May 4rd, 2007 • Paris

Goal/Targets:

- increase the **number of Heat Pumps** sold
and
- reduce the CO₂-emissions with Heat Pumps by 10% in 2010 in order to meet the EU Kyoto goals
- contribute to save primary energy and reduce dependence on gas or oil by drastically reducing primary energy usage.
- to make heat pumps become a significant factor in order to reach the renewable energy targets within the EU
- To reduce pollution and contribute to human health by reducing micro particle emissions
- Make CO₂- reductions by Heat Pumps part of international emission trade
- Make Heat Pumps an economic, environmental and prestigious success



European Heat Pump Association (EHPA)
General assembly • May 3rd, 2007 • Paris

Strategy:

- Become **voice of Heat Pump** sector in EU
- Become back-base for national actions
- Make Heat Pumps recognized as RES-H technology
- Promote the term "ambient heat"
- Stress economic benefit of the user as major customer benefit
- Communicate that heat pumps are the most efficient renewable heating system by using
- Become accepted knowledge-platform as base for legislation, standardisation in EU
- Involve utilities and other actors indirectly involved
- Use communication and information as most effective tools



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Actions:

- Contribution to EU projects (Sherpha, Ground Reach, Therra, EU-Cert)
- Originate Information and monitoring program and EHPA Newsletter
- Employ a Communication Officer (Thomas Nowak)
- Transfer the seat of EHPA from United Kingdom to Belgium
- Formulate an European Heat Pumps Action Plan
- Organize one "Heat Pump Day" per year.



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Information & monitoring program since 2005:

- executed in cooperation with the consultant office KREAB in Brussels
- Developed EHPA messages and materials (Position Paper and slides presentation)
- Positioned EHPA towards EU decision-makers
- Increased EHPA's visibility at EU level
- Successful lobbying on renewable heating & cooling
- EHPA became member of the Sustainable Energy Europe Campaign (2005-2008)



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Information & monitoring program since 2005:

-Renewable Heating and Cooling Directive

-Meeting with Mechtild Rothe, MEP (PSE, Germany), Rapporteur on the EP Initiative Report on Heating and Cooling from RES - November 05

-Meetings with Samuele Furfari - Deputy Head of Unit, DG Energy (responsible for the Directive) – November 05 and January 06

-Contributed to Consultation on Renewable Heating & Cooling – 6 October 2006

-Meeting with Kristine Plamše, Member of Commissioner Piebalgs' Cabinet and Tom Howes (Policy officer writing the Directive) – 23 October 06



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Information & monitoring program since 2005:

-Success

President of the European Commission, Jose Manuel Barroso, mentioned heat pumps in his speech about the goals of the Heating and Cooling Directive. (October 24, 2006)



At an event of CEPS (Centre for European Policy Studies) the European energy commissioner, Andris Piebalgs, spoke about Heat Pumps as an excellent solution to combat climate change. Furthermore Piebalgs stressed the importance of monetary support to stimulate the market (November 15, 2006)

The Heating & Cooling Directive is part of the „**Energy Road Map**“, which was published on 10.1.2007. Thanks to our lobbying-activities in Brussels heat pumps are mentioned.

On 10.1.2007 the „**Energy Policy for Europe**“- a communication from the European Commission to the European Council and the European Parliament- was published too. Heat Pumps are again mentioned.

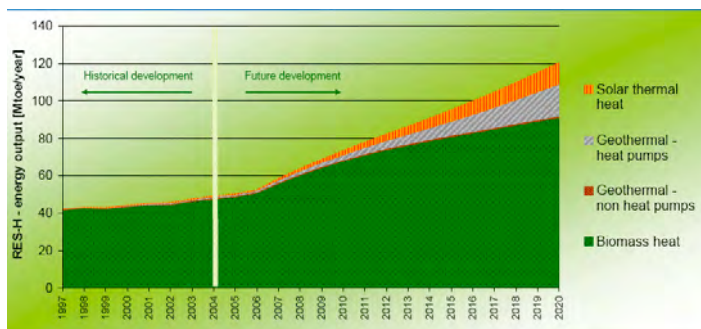


Tom Howes and Hans van Steen from DG TREN mentioned Heat Pumps in their presentations at the European Sustainable Energy Policy Seminar (March 20, 2007)

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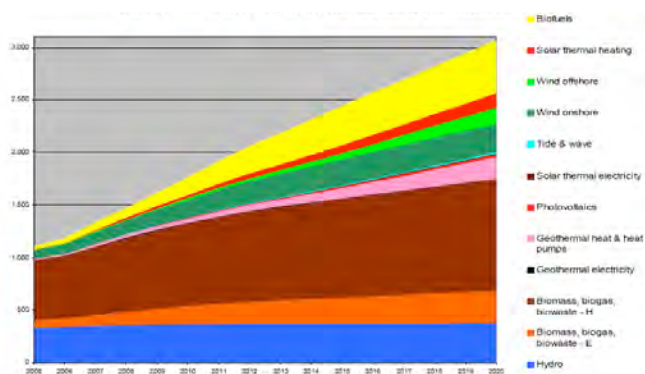
-Success: Heat Pumps are mentioned in statistics of the European Parliament (Tom Howes, DG TREN, March 20, 2007)



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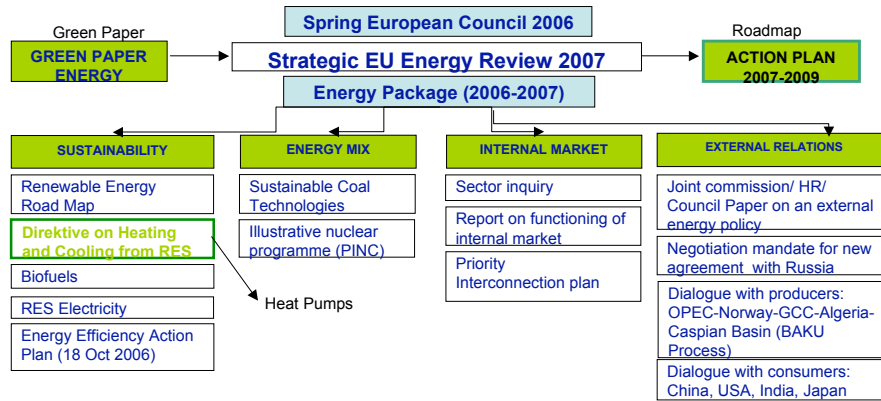
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Towards an energy policy in Europe:

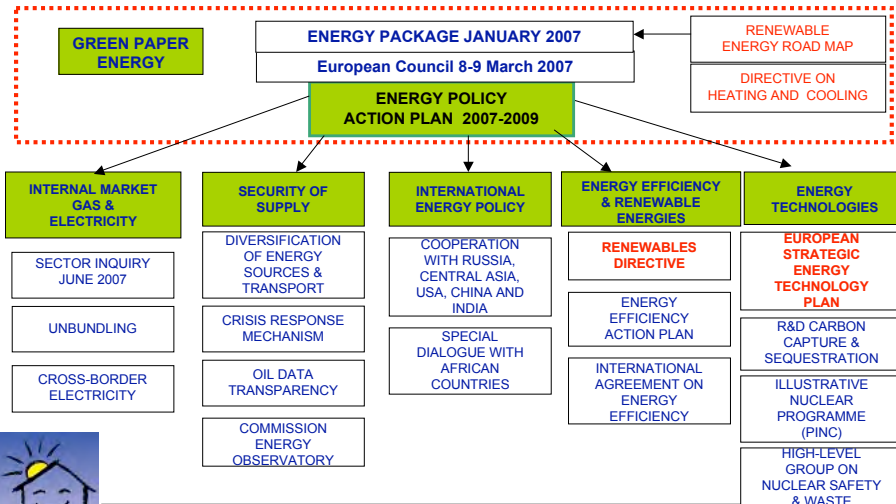


The R&D 7th Framework Programme → Strategic Energy Technology Plan (2007)



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Towards an energy policy in Europe: EU STRATEGIC ENERGY REVIEW 2007 :



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European Heat Pump Action Plan:

-Goal:



-Acknowledge heat pumps as a renewable technology for heating and cooling

-Acknowledge the positive economic and ecologic effects of heat pumps as technologically advanced products- especially their impact on CO₂ reduction, secure energy supply, employment and know-how factor.

-Create support for (among others) heat pumps on national levels for the currently debated heating and cooling directive.

-Suggest targets for national implementation schemes (national heat pump action plans) and provide a framework that is easy to adapt to the national situation.



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**Thanks for your
attention**

