PRESS RELEASE

Brussels, 21 September 2016 –

How to ‘un-niche’ and ‘coolify’ heat pumps?

Today, the European Heat Pump Association (EHPA | www.ehpa.org) and members of the heat pump panel of the renewable heating and cooling platform (www.rhc-platform.org) have held an unconventional mind mapping exercise in Brussels. In focus were solutions to overcome barriers to the deployment of heat pumps in Europe. Experts agreed that heat-pump systems are the best available solutions to decarbonise EU’s heating and cooling sector, in line with the COP21 objectives and are thus ‘2050 ready’. Yet, industry and researchers acknowledge that several challenges need to be overcome, the biggest being the traditional belief that heat pumps are a technical ‘niche’.

Panelists coming from all over Europe made traditional ‘common sense’ suggestions, such as a gradual phase-out of gas for heating as well as higher financial incentives for best available technologies. Surprisingly, participants went further ‘out of the box’, suggesting new ways to ‘coolify’ heat pumps, such as raising the interest of Google/Apple in heat pumps, creating a European heating academy, or even setting up a dedicated reality show on decarbonising the renovation segment!

Thomas Nowak, Secretary general of EHPA was impressed, ‘Today, the heat pump community has shown once more it s willingness to contribute solutions to the full decarbonisation to the EU heating sector. It became however visible that only joint action between industry and policy makers can create the (market) dynamics necessary to really unleash this potential’

Dave Pearson, chair of the renewable heating and cooling platform’s heat pump panel and moderator of the event came out very happy: 'We engaged people in a discussion that triggered thinking and future action – we should do a similar exercise with policy makers to ensure their support. The amazing thing was how big the outcomes could be from some very simple changes'.

The result of today’s event will now be summarised and delivered to the European Commission as a guideline for action – ranging from low hanging fruit to hard nuts to crack!

See all the result of the mind mapping exercise below:
Note to the editor
The Brussels based European Heat Pump Association (EHPA) represents the majority of the European heat pump industry. It has currently 119 members from all parts of the industry's value chain: heat pump and component manufacturers, research institutes, universities, testing labs and energy agencies. Its key goal is to promote awareness and proper deployment of heat pump technology in the European market place for residential, commercial and industrial application. EHPA coordinates the European Quality label for heat pumps and the EUCERT education and training scheme for heat pump installers. It compiles the annual sales statistics and market outlook. For more information, please visit: www.ehpa.org.

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