

PRESS RELEASE

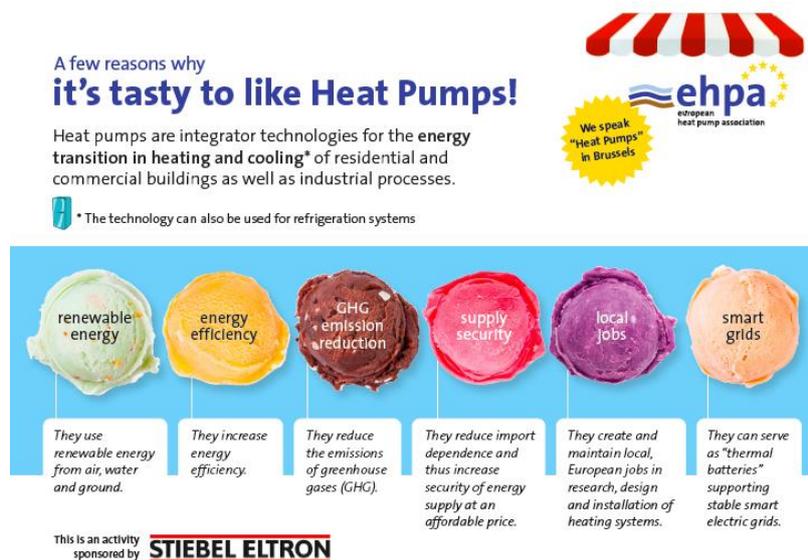
Brussels, 07 June 2018 –

Have an ice cream and remember how cool heat pumps are...

On 06 June 2018 EHPA was invited to repeat its yearly EUSEW activity and offer ice cream to the participants of [EUSEW 2018](#) at the Residence Palace. This activity was sponsored by Stiebel Eltron.

The aim of this activity, apart from cooling down the atmosphere of [EUSEW](#) the with tasty ice cream flavours is also to raise awareness of the main benefits that can be achieved thanks to heat pumps and will lead to:

- Green House Gas Emission Reductions
- Energy Efficiency
- Renewable Energy
- Local jobs
- Energy Security
- Smart Grids



A few reasons why
it's tasty to like Heat Pumps!

Heat pumps are integrator technologies for the **energy transition in heating and cooling*** of residential and commercial buildings as well as industrial processes.

 * The technology can also be used for refrigeration systems

renewable energy
They use renewable energy from air, water and ground.

energy efficiency
They increase energy efficiency.

GHG emission reduction
They reduce the emissions of greenhouse gases (GHG).

supply security
They reduce import dependence and thus increase security of energy supply at an affordable price.

local jobs
They create and maintain local, European jobs in research, design and installation of heating systems.

smart grids
They can serve as "thermal batteries" supporting stable smart electric grids.

This is an activity sponsored by **STIEBEL ELTRON**

Figure 1 Ice cream postcard 2018

These benefits are colour-coded in each ice cream flavor and participants are invited to use these titles when ordering an ice cream. Thomas Nowak, Secretary General of EHPA stated "Heat pumps are not only used to produce heating, they are also used for refrigeration systems, cooling residential applications and even [Ice Hotels](#) (Kiruna, Sweden). Despite the numerous advantages of our technology, the level of awareness of the general public remains far too low. So, reaching out to more than 300 participants in Brussels sounds like a good - and cool – step in the right direction. "

Thank you EUSEW for a great week! We are looking forward to next year's events.



Figure 2
EUSEW18 Participants queuing for ice cream



Figure 3 Learning about heat pumps..

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Note to the editor

EHPA promotes awareness and deployment of heat pump technology in Europe. All activities aim at creating a market environment that facilitates a faster deployment of heat pump technology to unleash its benefits on a European level: efficient heating and cooling using renewable energy. EHPA also coordinates the Heat Pump Keymark – a European certification scheme for all heat pumps, combination heat pumps and hot water heater. For more information, please visit: www.ehpa.org