

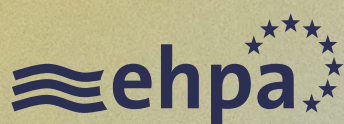
Be part of the future-proof  
heat pump community

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# JOIN THE 'HEAT PUMP – ONLY' ASSOCIATION IN BRUSSELS

---

EHPA overview &  
membership benefits







# **We call for an EU Heat Pump Accelerator**

**because it will  
create green jobs**

**because it will  
boost climate  
action**

**because it will  
make clean heat  
affordable**

**because it will  
boost our energy  
security**

**because it will  
help decarbonise  
industry**

**because it will get  
homes off gas**

More on [www.ehpa.org](http://www.ehpa.org)



**190+**

Members

**90+**

Manufacturers

**40+**

National  
associations

**25+**

Universities &  
research centres



## Our mission

In a fully decarbonised Europe, heat pump technologies are the number one heating and cooling solution and a core enabler for a renewable, sustainable and smart energy system.

## Our vision

EHPA is a forward-looking association aiming at putting heat pumps at the centre of the energy system by communicating the benefits of heat pumps, providing relevant information and being a reference point and integrator to all stakeholders.

## Our objectives



Create a heat pump accelerator to support market development



Provide market, technical, financial & policy intelligence



Raise awareness and promote heat pump technology

# Our team

Meet  
each one  
of us!



EHPA is composed of a strong and unified team that strives to reach its objectives. We are always looking for ways to promote and assist the development of heat pump technologies on the European market.



*"EHPA is continuously working to create the right market conditions for the fast development of the heat pump technology in Europe"*

Thomas Nowak,  
Secretary General

## Leadership



**Thomas Nowak**  
Secretary General

## Membership & Events



**Savina Cenuse**  
Head of Membership & Events



**Paula Acero Miras**  
Membership & Events Officer

## Policy



**Jozefien Vanbecelaere**  
Head of EU Affairs



**Mélanie Auvray**  
Senior EU Affairs Advisor



**Alessia Del Vasto**  
EU Affairs Advisor



**Martín Gutiérrez Román**  
Junior EU Affairs Officer

## Administration & HR



**Ana Pérez Quimbiulco**  
Operations Officer



**Paula Antón Vergara**  
HR Officer & Executive Assistant

## Externals



**Pascal Westring**  
Statistics

## Projects



**Dan Stefanica**  
Head of EU Projects



**Irene Egea Saiz**  
EU Projects Manager



**Sonia Bianconi**  
EU Projects Officer



**Francesca Tamburrini**  
EU Projects Officer



**Giulia Malafarina**  
EU Projects Officer

## Communication



**Sarah Azau**  
Head of Communications



**Danaé Kokkalis**  
Communication Officer



**Daniela Floris**  
Communication Officer



**Milagros García**  
Communication Assistant

## Heat Pump Keymark Certification



**Tarik Bellahcene**  
Head of HP Keymark Secretariat



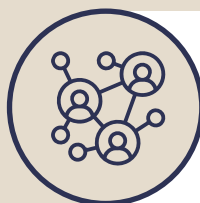
**Danaé Kokkalis**  
Communication Officer Keymark Certification



# Get the most out of your membership



## Increase your visibility, impact and influence energy policies



- Meetings with key EU & national stakeholders
- Carry out targeted policy and communication campaigns
- Committees & working groups
- Task force meetings

## Benefit from the latest market changes and monitor growth



- Market data from 22 countries
- Annual market report and online statistics tool
- Committees & working groups

## Be part of the key players' network in the industry and beyond



- Policy debates & events
- High-level conferences & networking events
- Annual Heat Pump Forum & DecarbCities conference

## Be aware of the latest industry updates



- Exclusive resources: weekly wrap-up, events, market data, databases etc.
- Flash news - webinars & training
- Members-only intranet and app

## Shape the market in innovation & RD



- Identify & drive EU's innovation trends
- Apply to calls for funding and EU funded projects
- Gain access to a relevant network of like-minded professionals

# Policy

EHPA is the voice of the European heat pump sector in Brussels. We work to shape EU policy that allows the heat pump sector to flourish, and heat pumps to become the number one heating and cooling choice by 2030. Policy work is naturally at the cornerstone of EHPA's activities.

## Policy Toolbox

for members only

### The website

Summarised policy status of each major policy dossier



What's currently high on the agenda



All relevant documents from EU, EHPA, and stakeholders



Concrete proposals on how to get involved



### Committee and task force meetings

Jointly develop EHPA positions on the policy priorities



### The Weekly Newsletter

Fresh policy news every week



### The bi-weekly policy chat

Come and discuss with us the latest policy updates every two weeks on Friday morning!



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for more  
details

**Questions about policy?**

Send an email to [policy@ehpa.org](mailto:policy@ehpa.org)



## Projects

EHPA continuously monitors new heat pump relevant calls and is actively involved in several EU-funded projects that are part of the H2020, Horizon Europe, LIFE and Interreg programmes, while encouraging excellence in the sector via its annual Heat Pump Award.



### SunHorizon

Coupling solar photovoltaic with heat pump technology



### ETIP-RHC Platform

Multi sector innovation on renewable heating and cooling



### REWARDHeat

Innovating the district heating and cooling sector by developing new technologies and enabling the exploitation of an urban available and sustainable fuel mix



### SPIRIT

Implementation of sustainable heat upgrade technologies for industry



### PUSH<sub>2</sub>HEAT

Pushing the market potential of heat pumps for heat upgrading in the industrial sector



### SuperHomes2030

Up-scaling integrated deep renovation home services for Ireland



### REDI<sub>4</sub>HEAT

RED implementation for heating and cooling



### ECHO

Efficient compact modular thermal energy storage system



### BEST-STORAGE

Developing long and short-term high-energy density storage solutions

## Events

EHPA's events are meant to streamline all the policy work that is done throughout the year by specifically highlighting the Heat Pump Accelerator in the context of REPowerEU. Different types of events are planned throughout the year to address the policy priorities, as well as residential, commercial, industrial applications of heat pumps and market data while providing an integrated perspective on the economic, social, technological, environmental factors that speed up market deployment and help Europeans gain independence from fossil gas faster. The online events are meant to build towards EHPA's main events.

### Main events

Heat Pump Forum



Heat Pump Award



DecarbCities Conference



Take an active role!

Enhance visibility.

Show leadership.

Join networks.

Create synergies.

Find inspiration.

Be influential.



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**Questions about events?**

Send an email to [events@ehpa.org](mailto:events@ehpa.org)



# Heat Pump Forum

The Heat Pump Forum is EHPA's yearly flagship event, bringing together the energy transition thought leaders: high-level policymakers, major players of the heating and cooling industry, and influencers from related stakeholders. Its intention is to explore the sector opportunities from a holistic approach to exceed our commitment to reach a fully decarbonised Europe before 2050. It has set its sight to be the perfect gathering to get inspired and to inspire others, but above all, to foster the ideas and best practices that drive change, ensure a green and affordable heating and cooling and support the mass deployment of heat pumps.

## Sponsorship packages

|                 |   | #HPForum<br>Platinum | #HPForum<br>Gold | #HPForum<br>Silver | #HPForum<br>Support |
|-----------------|---|----------------------|------------------|--------------------|---------------------|
| Before<br>event | Logo on hpforum.eu  | ✓                    | ✓                | ✓                  | ✓                   |
|                 | Company profile on hpforum.eu   | ✓                    |                  |                    |                     |
|                 | One news item mentioning sponsors on hpforum.eu   | ✓                    | ✓                |                    |                     |
|                 | Logo and mention in the email invitations   | ✓ (X6)               | ✓ (X4)           | ✓ (X2)             | ✓ (X1)              |
|                 | Logo on event registration page (Eventbrite)  | ✓                    | ✓                |                    |                     |
|                 | Logo on ehpa.org home page.   | ✓                    | ✓                | ✓                  |                     |
| During<br>event | Logo on 2 LED screens on-site.  | ✓                    | ✓                |                    |                     |
|                 | Logo during the conference breaks (on-site)   | ✓                    | ✓                |                    |                     |
|                 | Award speech Heat Pump City of the Year Award Prize*  | ✓                    |                  |                    |                     |
|                 | Award speech of one of the three Heat Pump Award categories: DecarBuilding, DecarIndustry, Lighthouse Heat Pump** |                      | ✓                |                    |                     |
| After<br>event  | Logo on "Thank you" email   | ✓                    | ✓                | ✓                  |                     |
|                 | Logo on the graphics and recording of the event   | ✓                    |                  |                    |                     |
|                 | Mention on press release  | ✓                    | ✓                |                    |                     |
|                 | <b>Guaranteed tickets - limited seats available*</b>  | <b>7 tickets</b>     | <b>4 tickets</b> | <b>2 tickets</b>   |                     |
|                 |   | <b>10,000 EUR</b>    | <b>8,000 EUR</b> | <b>5,000 EUR</b>   | <b>1,000 EUR</b>    |

\*The Heat Pump Forum is an exclusive event and allows a limited number of participants. The sponsors receive tickets for their staff and guests.

\*\*The Award speeches are available for the first 3 Gold partners, on a first come, first served basis.



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## DecarbCities Conference

The DecarbCities Conference provides a platform to present technical and organisational solutions' for and from cities, showing a breadth of approaches to replace existing fossil fuel-based technologies with heating systems that use renewable energies and to reduce heat demand. A well-planned and well executed heat transition, driven by local needs and resources, and supported by national and European actors, can provide energy security for all, halt climate change and improve quality of life. The DecarbCities Conference will showcase how cities succeed in the decarbonisation challenge and define clear delivery pathways for future-proof urban heating and cooling solutions.



### Sponsorship packages

|   |  | Platinum  | Gold      | Silver    |
|---|--|-----------|-----------|-----------|
| Before event                                  | Logo on decarbcities.eu  | ✓         | ✓         | ✓         |
|   | Company profile on decarbcities.eu                                       | ✓         |           |           |
|   | Logo and mention in the email invitations                                | ✓         | ✓         | ✓         |
|   | Logo on event registration page  | ✓         |           |           |
|   | One news item mentioning sponsors on decarbcities.eu                     | ✓         | ✓         | ✓         |
|   | Banner with company logo on ehpa.org home page                           | ✓         |           |           |
| During event                                  | Logo on 2 LED screens during the event                                   | ✓         | ✓         |           |
|   | Logo during the conference breaks  | ✓         | ✓         |           |
|   | Opening speech of the World Café*  | ✓         |           |           |
|   | Logo during the World Café on LED screen                                 | ✓         |           |           |
|   | Your company desk for materials/screens/presentations ** (desk provided) | ✓         | ✓         |           |
|   | Logo on 2 LED screens during the dinner                                  | ✓         |           |           |
| After event                                   | Logo on "Thank you" email  | ✓         | ✓         |           |
|   | Mention in Press Release   | ✓         |           | ✓         |
|   | Mention in News article on decarbcities.eu                               | ✓         |           |           |
| Guaranteed tickets - limited seats available* |  | 3 tickets | 2 tickets | 1 tickets |
|   |  | 8,500 EUR | 5,500 EUR | 3,000 EUR |



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## Heat Pump Award

The Heat Pump Award (HPA) is an EHPA project that recognises the most efficient, smart, and sustainable heat pump project at a local level. The initiative was launched in 2011 under the name of Heat Pump City of the Year (HPCY) Award to highlight cities and regions that have put in place an energy efficient project that takes advantage of heat pump technology.

## Sponsorship packages

|   | Platinum         | Gold             |
|---|------------------|------------------|
| Your logo on the HPAAward website   | ✓                | ✓                |
| Your logo on printed and online material  | ✓                | ✓                |
| Your logo at the HPAAward webinar (and any other meeting where the award is presented)                      | ✓                |                  |
| Present the award (for 1 category) at the annual HPAAward ceremony  | ✓                |                  |
| Speaking slot at the HPAAward webinar   | ✓                |                  |
| 2 posts on EHPA social media channels introducing your company as a sponsor leading to the HPAAward webinar | ✓                |                  |
|   | <b>3,500 EUR</b> | <b>1,000 EUR</b> |



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## Policy events at the European Parliament

The European Parliament is where EU laws are thrashed out and positions are agreed. EHPA's parliament events aim to bring our messages directly to the heart of EU policy making. By sponsoring these events, your company will get visibility with top lawmakers and will be supporting EHPA's efforts to shape the best legislation for the sector. Show you care about getting the right legislation in place for the heat pump sector.

### Sponsorship packages:

|   | Premium   |
|---|-----------|
| Logo on the online communication of the event | ✓         |
| Logo and mention in a news article post event | ✓         |
|   | 3,000 EUR |



Keep an eye  
on EHPA  
events here





## Certification



The **Heat Pump KEYMARK** is a voluntary European certification mark (ISO type 5 certification) for all heat pumps, combination heat pumps and hot water heaters.

The scheme is owned by the European Committee of Standardization (CEN) and is executed by empowered certification bodies across Europe.

The **Quality Label** is a programme developed by EHPA aiming to assure the end-consumer of the quality of a heat pump unit or model range on the market. The label is based on tests according to international standards. There are currently 12 countries participating in the scheme. While the label has a European focus, it requires a national reference to verify the existence of a service organisation.

### Benefits of the Heat Pump KEYMARK



A single certificate  
open to all  
interested parties



Third-party  
based on test  
points from  
Ecodesign



Regular factory  
production  
control and  
check of quality  
management



Products  
tested once  
and recognised  
everywhere!



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### 4.3 Czech Republic

Table 4.3-1: Market overview - Czech Republic

|                         | Space heating | Water heating |
|-------------------------|---------------|---------------|
| Sales                   | 24k           | 220           |
| Stock                   | 150k          | 1271          |
| Sales per 1k households | 0.27          | 0.02          |

Table 4.3-2: Market shares - Czech Republic

|                              |       |
|------------------------------|-------|
| Market share - space heating | 16.2% |
| Market share - water heating | 3%    |

Table 4.3-3: Benefits from HP stock - Czech Republic

|                                 | Space heating | Water heating |
|---------------------------------|---------------|---------------|
| Renewable energy produced       | 2.27 TWh      | 0.00 TWh      |
| CO <sub>2</sub> emissions saved | 0.55 Mt       | 0.00 Mt       |
| Final energy saved              | 2.78 TWh      | 0.00 TWh      |
| Full time jobs provided         | 1517 jobs     | 3.78 jobs     |

Table 4.3-4: Energy prices - Czech Republic

|                       |            |
|-----------------------|------------|
| Electricity           | 0.18 €/kWh |
| Heat pumps (avg. SPH) | 0.06 €/kWh |
| Gas                   | 0.06 €/kWh |
| Heating oil           | 0.05 €/kWh |

Table 4.3-5: Eurostat facts - Czech Republic

|                                |        |
|--------------------------------|--------|
| Growth of new building permits | -8.50% |
| Renovation rate                | 8.87%  |
| Construction index             | 84.42  |

Table 4.3-6: Sales development - Czech Republic

|                               | 2014  | 2015  | 2016   | 2017   | 2018   | 2019   | 2020   | 2020 vs 2019 |
|-------------------------------|-------|-------|--------|--------|--------|--------|--------|--------------|
| District heating              | 0     | 0     | 0      | 0      | 0      | 0      | 0      | -            |
| Geothermal air                | 49    | 11    | 35     | 40     | 45     | 63     | 49     | 2.8%         |
| H-air/water                   | 6 177 | 7 193 | 10 827 | 13 718 | 16 977 | 21 563 | 22 635 | 4.7%         |
| H-ground/water                | 1 578 | 1 588 | 3 521  | 3 563  | 1 647  | 1 417  | 1 440  | 1.6%         |
| Hybrid HP                     | 0     | 0     | 0      | 0      | 0      | 0      | 0      | -            |
| Industrial heat pumps         | 0     | 0     | 0      | 0      | 0      | 0      | 0      | -            |
| Other                         | 0     | 0     | 0      | 0      | 0      | 0      | 0      | -            |
| Reversible air-to-air heating | 0     | 0     | 0      | 0      | 0      | 0      | 0      | -            |
| Reversible air-to-water       | 0     | 0     | 0      | 0      | 0      | 0      | 0      | -            |
| Sanitary hot water            | 0     | 182   | 139    | 237    | 201    | 220    | 220    | 0%           |
| Total                         | 7 804 | 8 972 | 12 572 | 15 576 | 18 892 | 23 267 | 24 344 | 4.4%         |

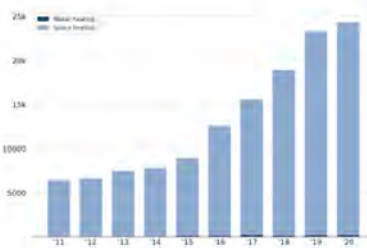


Chart 4.3-1: Heat pump sales development by type of heating - Czech Republic

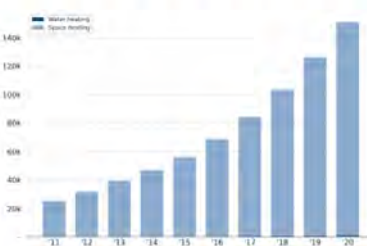


Chart 4.3-2: Heat pumps in operation, by type of heating - Czech Republic

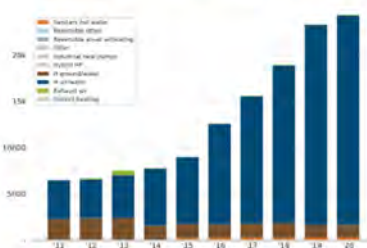


Chart 4.3-3: Heat pump sales development by type of heat pump (H+ indicates primary heating function) - Czech Republic

## Market report

In a constantly developing industry such as heat pumps, it's crucial to get periodical updates concerning market growth, new EU and national policies trends, regulations as well as forecasts.

Market research then plays a key role as it provides the answers your organisation needs to make decisions that will move you forward instead of back.

EHPA helps your company by making available the most comprehensive European heat pump market and statistics report once a year where you will find:

Data from 22 countries

An overview of the national market & success factors for development

Heat pump development by type, year and country

Industrial and technical trends

National legislative framework

Organisational status of each market



## Market report

EHPA's annual market reports are our most sought after products. With the successful report launch webinar and continuous requests for the latest heat pump sales data, sponsorship of this event guarantees wide ranging visibility to the sector, policy makers, thinktanks and the media like no other.

### Sponsorship packages

|   | Basic     | Premium*  |
|---|-----------|-----------|
| Presentation slot in launch webinar   |           | ✓         |
| Logo on webinar communication materials   | ✓         | ✓         |
| Logo on digital info package sent to relevant stakeholders – EHPA members, allies, media, policy makers | ✓         | ✓         |
| Quote in the press release  |           | ✓         |
|   | 1,500 EUR | 3,000 EUR |

\*The Premium package is limited to 2 companies.

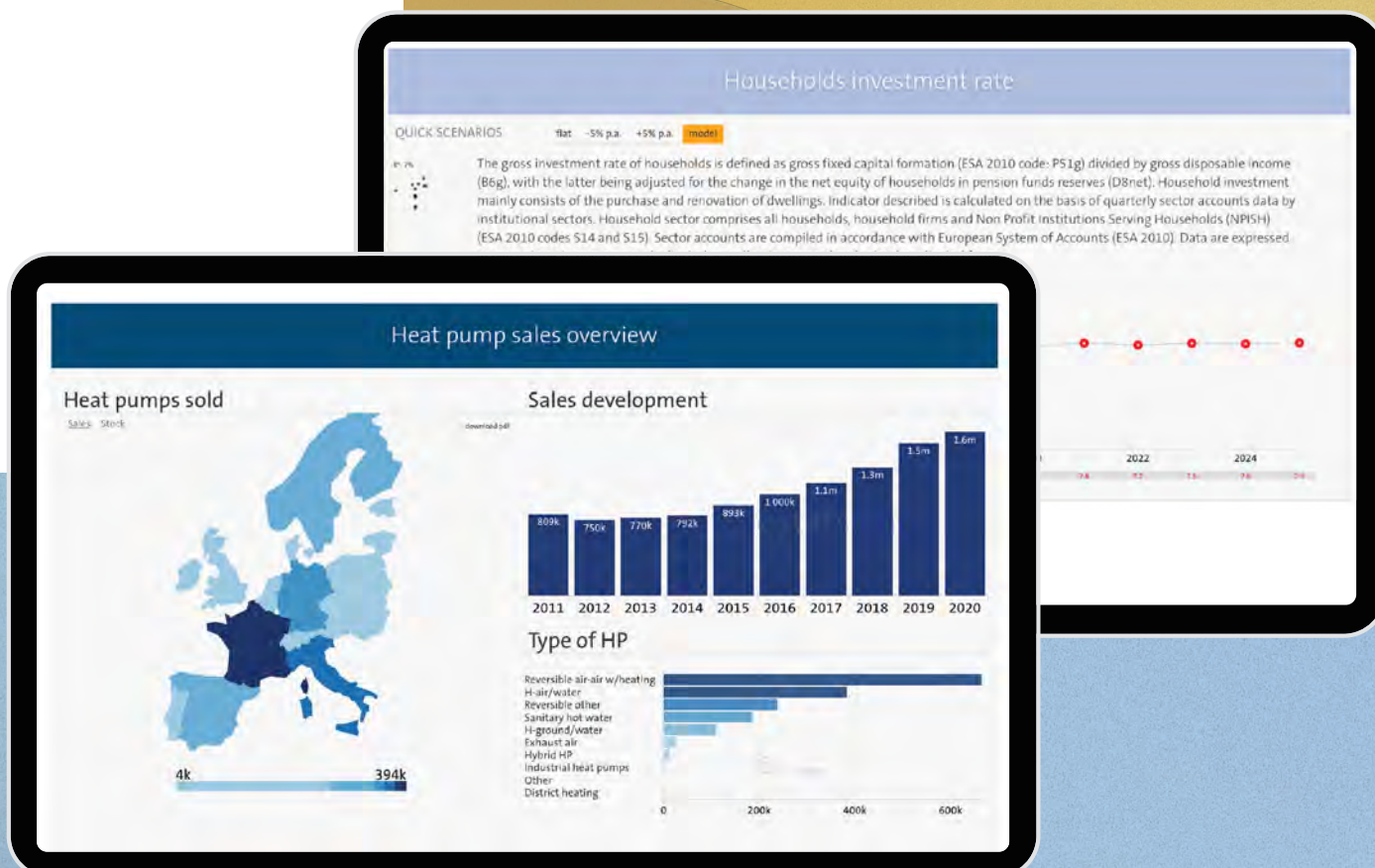


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# Online statistics tool

EHPA is committed to providing you with accurate, up to date figures which meet your unique market insight needs



Industrial and technical trends



Data from 22 countries



An overview of the national market & success factors for development



Heat pump development by type, year and country



Scan here for more details





## Publications and case study reports

EHPA is the go-to source of information for all different sorts of heat pumps, and what better way to show off your projects than by featuring in one of our highly respected case study reports. Widely read and consulted even years afterwards, these reports are a visually appealing and accessible way to widen awareness and recognition of your offer.



Accelerating the transition to heat pumps can **increase** Europe's GDP by **2.5%** annually.

EUROPE'S LEAP TO HEAT PUMPS  
A study by Cambridge Econometrics

[Read the report](#)

 [www.ehpa.org](https://www.ehpa.org)

EHPA  
annual report  
2022

Out now!



European Heat Pump Association  
Annual report 2022

Highlights

2022 Overview of key highlights by month



 #heatright



Heat pumps and high rise homes:  
Case studies from across Europe





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# Join the heat pump community

By becoming part of our community, you get access to a large network and services that aim in bringing the heat pump technology at the heart of Europe's energy system. Our members share our vision of a decarbonised society in which heat pumps play an important role.

**Who can join?** Anyone with an interest in heat pumps and an official address in Europe!

Then you can join EHPA through the steps below:

01.

Fill out the application form by scanning the code or go to our website, [ehpa.org](http://ehpa.org)



02.

Your application will be submitted to the board for validation



03.

Welcome on board!



Once it has been validated by the board, you are officially an EHPA member!



Become a member now

**Questions about the application process?**

Send an email to [memberships@ehpa.org](mailto:memberships@ehpa.org)



# Determine your membership category

Discover the membership fees below and determine your membership category. Valid for membership starting in 2023 and later.

When handling your application, we consider the annual turnover linked to your heat pump activity.

## Membership fees 2023

| Commercial enterprise |                          |                 |
|-----------------------|--------------------------|-----------------|
| Category              | Turnover on Heat Pumps   | Membership fees |
| COM1                  | > 75 000 000 €           | 13 098 €        |
| COM2                  | 5 000 000 – 75 000 000 € | 8 631 €         |
| COM3                  | 1 000 000 – 5 000 000 €  | 4 977 €         |
| COM4                  | < 1 000 000 €            | 1 615 €         |

| Utilities sector |                 |
|------------------|-----------------|
| Category         | Membership fees |
| UTIL             | 12 115 €        |

| EU interest groups, National Heat Pump Associations |                        |                 |
|---|------------------------|-----------------|
| Category  | Turnover on Heat Pumps | Membership fees |
| EIG1  | > 1 000 000 €          | 8 004 €         |
| EIG2  | 500 000 – 1 000 000 €  | 5 604 €         |
| EIG3  | 100 000 – 500 000 €    | 3 202 €         |
| EIG4  | < 100 000 €            | 1 000 €         |

| Research institutes, universities, governmental organisations, NPO* |                 |
|---|-----------------|
| Category  | Membership fees |
| RD  | 1 000 €         |

\*This category is exclusively reserved to not-for-profit organisations. Research institutes, test labs or university departments offering services in a commercial manner are kindly requested to assess this turnover under the "Commercial enterprise" category.

As decided by the General Assembly of all members on 15.6.2022, membership fees will increase by 3% per year. EHPA membership fees for organisations subject to VAT outside Belgium are exempted from VAT according to article 21, §2 of the Belgian VAT Code.



Become a member now

Questions about your corresponding category?

Send an email to [memberships@ehpa.org](mailto:memberships@ehpa.org)



# Determine your membership category

## Membership fees 2024

| Commercial enterprise* |                             |                 |
|------------------------|-----------------------------|-----------------|
| Category               | Turnover on Heat Pumps      | Membership fees |
| COM1                   | > 300 000 000 €             | 22 692.96 €     |
| COM2                   | 150 000 000 – 300 000 000 € | 18 091.95 €     |
| COM3                   | 75 000 000 – 150 000 000 €  | 13 490. 94 €    |
| COM4                   | 5 000 000 - 75 000 000 €    | 8 889, 93 €     |
| COM5                   | 1 000 000 - 5 000 000 €     | 5 126, 31 €     |

| Start ups ** |                        |                 |
|--------------|------------------------|-----------------|
| Category     | Turnover on Heat Pumps | Membership fees |
| START        | < 1 000 000 €          | 2 000 €         |

| Utilities*** Consultancies & Financial partners |                        |                 |
|---|------------------------|-----------------|
| Category  | Turnover on Heat Pumps | Membership fees |
| UTFIN   | ALL                    | 12 478. 45 €    |

| EU interest groups, National Heat Pump Associations |                        |                 |
|---|------------------------|-----------------|
| Category  | Turnover on Heat Pumps | Membership fees |
| EIG1  | >1 000 000 €           | 8244.12 €       |
| EIG2  | 500 000 – 1 000 000 €  | 5772.12 €       |
| EIG3  | 100 000 – 500 000 €    | 3298. 06 €      |
| EIG4  | <100 000 €             | 1030. 00 €      |

| Non-profit organisations (research institutes, universities, governmental organisations) |                        |                 |
|--|------------------------|-----------------|
| Category   | Turnover on Heat Pumps | Membership fees |
| UTFIN  | ALL                    | 12 478. 45 €    |

\*Commercial enterprise: companies that manufacture heat pumps, subsystems and components and place them on the market. Companies that place heat pumps on the market as their core business, including by providing heat as a service or heat pump-based services to business and end consumers.

\*\*Startups: Commercial enterprises that have access to an entry membership fee with a 2 years' time limit. Once they grow, they are subject to the Commercial Enterprise category.

\*\*\*Utilities: Companies that sell heat, electricity or both to end consumers.

In the case of mixed product / services portfolios, the dominant business determines the membership class



Become a member now


Questions about your corresponding category?

Send an email to [memberships@ehpa.org](mailto:memberships@ehpa.org)





## Get in touch!

European Heat Pump Association   
Rue d'Arlon 63-67, 1000  
Brussels

Tél: +32 2 400 10 17   
[memberships@ehpa.org](mailto:memberships@ehpa.org)   
[www.ehpa.org](http://www.ehpa.org) 

