Heat pumps
The hea(r)t of our energy future

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

EHPA overview & membership benefits







#### Get the most out of your membership

At EHPA, our members receive exclusive benefits to support them in advancing their industries forward. This includes valuable insights into policies, thorough market analysis, project intelligence, improved communication and visibility, and the opportunity to connect with a strong business network. Our commitment is to provide members with the tools and resources necessary for success in their respective fields.

#### Members benefits

#### Voting & Participation



- Voting rights at the General Assembly 1 vote/member
- Members-only platform access
- Eligible for a seat in the board of directors

#### Policy Intelligence and Influence



- Impact and influence energy and heat pump product policies
- Committees and Working Groups participation
- Task force meetings participation
- Targeted policy campaigns participation
- Exclusive meetings with key EU and national policy makers, influential stakeholders and industry VIPs
- Access to overviews of national heat pump policies
- Access to policy briefings and position papers

#### Market Intelligence



- EHPA experts consultation
- Annual heat pump market report access (21 European countries data)
- Access to EHPA's online statistics tool
- Access to a large scope of up to date topics and developments related to heat pumps quality, certification and market surveillance

#### Projects Intelligence



- Set RD&I priorities for future calls in Horizon Europe, LIFE, Horizon Europe partnerships and others
- Innovation fund networking and preliminary support
- Online matchmaking via bespoke projects events
- National Roundtables, workshops and speaking opportunities
- Structural input towards Horizon Europe, LIFE, Innovation Fund, Horizon Europe Partnerships and others
- Input towards RD&I programme funding
- Direct access to projects/project partners via bespoke committee meetings
- Work programme repository
- Support & insight regarding access to EU R&I funding/projects/ tenders and upcoming relevant calls
- Projects Networking and extensive database of relevant stakeholders and pilot/demo sites
- Project External Advisory Board participation

#### Communication & Visibility



- Access to a rolling pack of ready-to-post social media content and visuals
- Join EHPA's group for communicators
- Share case studies from your organisation for our communications work
- See your logo featured in our print and online membership directory
- Receive the weekly EHPA members-only newsletter
- Access to our presentations for your own use
- Eligible to speak at EHPA's wide range of webinars and events

#### **Networking & Business Synergies**



- Access to EHPA membership of 218+ organisations
- Policy debates and events
- Representation in relevant trade-fairs
- Representation in high-level events and conferences
- Online networking access to members database
- Access and ticket discount for HP Forum and DecarbCities
- EHPA events experts consultation

#### **About EHPA**

The European Heat Pump Association (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.

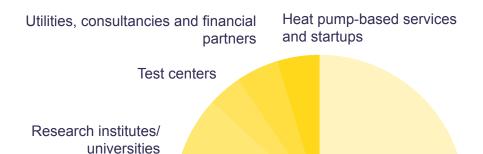
#### **Our vision**

In a fully decarbonised Europe, heat pump technologies are the number one heating and cooling solution. They are a central part of a renewable, sustainable and smart energy system.

#### What we do

EHPA advocates, communicates and provides expert policy, techincal and economic input to European, national and local authorities, and to our members. We organise high level events and manage or partner in multiple EU projects. All our activities aim to speed up the market development of heat pumps for heating, cooling and hot water production.

#### We proudly advocate for 218+ organisations



manufacturers

National associations

Component manufacturers

### Representing 30+ countries



Heat pump



#### 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

#### **Heat Pump Keymark Certification**



Tarik Bellahcene Head of HP Keymark Secretariat



Danaé Kokkalis Senior Communication Officer Keymark Certification

#### Externals



**Pascal Westring** Statistics



**Energy Scout** Data Analyst

#### Leadership



**Thomas Nowak** Secretary General

#### Membership & Events



Savina Cenuse Head of Membership & Events



Aurélia Vanden Stenne Senior Events Officer



Paula Acero Miras Membership & Events Officer

#### **Projects**



**Dan Stefanica** Head of EU Projects



Irene Egea Saiz EU Projects Manager



Sonia Bianconi EU Projects Manager



Francesca Tamburrini EU Projects Officer



Giulia Malafarina EU Projects Officer



**Martina Battocchio** EU Projects Officer

Elisabetta Tillier

EU Projects Officer



#### Francesca Genovesi EU Projects Officer

#### Communication



Sarah Azau Head of Communications



Danaé Kokkalis Senior Communications Officer



**Daniela Floris** Communications Officer



**Marta Ruiz Carrillo** Multimedia Communications Officer

#### **Policy**



Jozefien Vanbecelaere Head of EU Affairs



Mélanie Auvray Policy Manager



**Alessia Del Vasto** Senior Policy Officer



Eleonora Shehu Policy Officer



Adéline Houtart Digital Policy Officer



Milagros García Policy Officer



Elin Kienzl Policy Assistant

#### Operations



**Scott Colati** Head of Operations



Ana Pérez Quimbiulco Senior Operations Officer

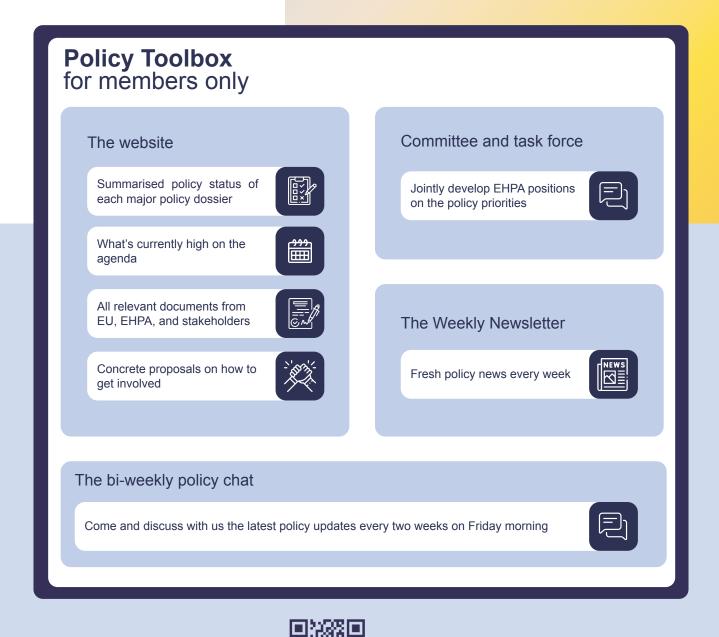


Paula Antón Vergara Senior HR Officer & Executive Assistant



# Policy intelligence and influence

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.





Scan here for more details



In a constantly developing industry such as heat pumps, it's crucial to get periodical updates concerning market growth, new EU and national policy 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 targeted European heat pump market data available at several points throughout the year. This includes:





### Market intelligence

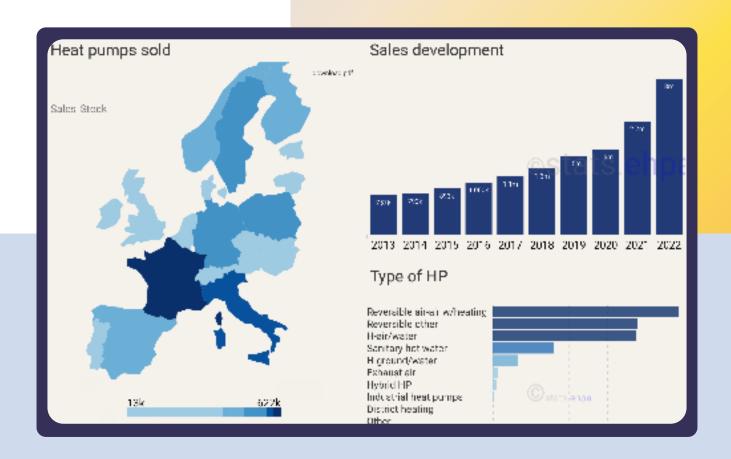
EHPA's market intelligence is our most sought-after service. Sponsorship of our market data launches guarantees wide ranging visibility to the sector, policy makers, thinktanks and the media like no other.

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





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 21 countries

An overview
of the national
market &
success factors
for development

Heat pump development by type, year and country



Scan here for more details



#### **Projects intelligence**

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.



#### **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

#### **PUSH2HEAT**

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





#### REDI4HEAT

RED implementation for heating and cooling

#### **ECHO**

Efficient compact modular thermal energy storage system





#### **BEST-STORAGE**

Building energy efficient system through short and long spectrum thermal energy storage



#### WaterWarmth

Accelerating the transition towards sustainable heating and cooling based on collective surface water heat pump systems

#### CI FAR-HP

Consumers leading the EU's Energy Ambition Response through uptake of Heat Pumps





#### Street HP Reno

Developing street wide approach for housing for collective switch of energy systems to heat pumps packaged modules

#### **Compliance Services**

Services supporting suppliers and retailers regarding compliance with ecodesign and labeling legislation





#### **META-BUILD**

Powering the METAmorphosis of BUILDings towards a decarbonised and sustainable energy system

#### SHIFT2DC

Shift to Direct Current (Top-down application agnostic approach for the design, simulation, test, validation and application of direct current(DC) solutions at both medium (MV) and low voltage (LV) levels)





#### **BETTED**

Boosting energy transition of the dairy value chain

#### **Heat Pump Award**

Awarding the most outstanding heat pump projects





## Networking and business synergies

EHPA's events are meant to increase the share of voice and visibility of the heat pump accelerator and plan messages (with the focus on implementation).

The events are engaging the industry, projects, relevant industry associations, NGOs, policy makers, as well as atypical members and target groups in a mutually valuable exchange.





Scan here for more details

Questions about events?
Send an email to events@ehpa.org

Take an active role!
Enhance visibility.
Show leadership.
Join networks.
Find inspiration.
Be influential.





Heat Pump Forum Source: Vivian Hertz





Rooftop REconnect Source: David Vannucci





#### **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.

#### **Build your own combo!**

Mix and match sponsorship opportunities across our events to create a tailored package that aligns with your marketing goals.

Sponsorship packages			Platinum	Gold	Silver	Support
	Logo on hpforum.eu	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>
	Company profile on hpforum.eu	<b>✓</b>	<b>~</b>			
Before event	One news item mentioning sponsors on hpforum.eu	<b>✓</b>	<b>✓</b>	<b>✓</b>		
Bei	Logo and mention in the email invitations	<b>√</b> (X8)	<b>✓</b> (X6)	<b>√</b> (X4)	<b>√</b> (X2)	<b>√</b> (X1)
	Logo on event registration page	~	<b>✓</b>	<b>✓</b>		
	Logo on ehpa.org home page	<b>~</b>	<b>~</b>	<b>~</b>	<b>✓</b>	
	Short videos on screens during the conference breaks	<b>~</b>	<b>~</b>			
	Logo on screen during the conference breaks		<b>~</b>	<u> </u>		
	Logo on screen during the conference	<u> </u>	<b>~</b>	<u> </u>		
o <del>t</del>	Award Speech of one of the 4 HPA categories*					
During event	Logo on signalisation of the heat pump					
	Logo on event badges					
	Logo on event lanyards					
	Logo on photobooth and on printed pictures					
	Visibility on the networking corner					
	Post Forum recap webinar	<b>/</b>				
	Short videos with branded testimonials	<b>✓</b>	<b>~</b>			
After event	Logo on "Thank you" email	<b>/</b>	<b>~</b>	<b>✓</b>	<b>~</b>	
€ Þ	Logo on the graphics and recording of the event	<b>✓</b>	<b>✓</b>			
	Mention on press release	<b>✓</b>	<b>✓</b>	<b>~</b>		
	Guaranteed tickets - limited seats available**	7 tickets	7 tickets	4 tickets	2 tickets	
	Available packages***	4	unlimited	unlimited	unlimited	unlimited
		15,000 €	12,000 €	10,000 €	6,000 €	2,000 €

<sup>\*</sup>The Award speeches are available for the 4 Platinum exclusive partners, on a first come, first served basis.

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

<sup>\*\*\*</sup> The limited packages are available on a first come, first served basis.

Dive into a world of limitless opportunities as you create your brand's narrative at the Heat Pump Forum and beyond. Why settle for a standard sponsorship when you have the chance to elevate your presence by blending regular packages with exclusive ones and/or packages from other remarkable events? Elevate your visibility and influence by curating a tailor-made collaboration that speaks about your commitment to a sustainable future.

But there's more! Special discounts are available to those who dream big and think outside the box. Creativity inspires creativity, so let's work together to craft a sponsorship package that aligns with your goals. At EHPA, we believe in the magic of collaboration. Join us on this exciting journey, where your brand isn't just showcased; it's celebrated. The choice is up to you – let's join forces for a green and affordable heating and cooling system!

Sponsorship packages		Beers and veggie sausages	Badge	Lanyard	Photobooth	Networking
	Logo on hpforum.eu					
	Company profile on hpforum.eu					
Before event	One news item mentioning sponsors on hpforum.eu					
Bel	Logo and mention in the email invitations					
	Logo on event registration page					
	Logo on ehpa.org home page					
	Short videos on screens during the conference breaks					
	Logo on screenduring the conference breaks					
	Logo on screen during the conference					
g t	Award Speech of one of the 4 HPA categories*					
During event	Logo on signalisation of the heat pump	<b>✓</b>				
	Logo on event badges		<b>✓</b>			
	Logo on event lanyards			<b>*</b>		
	Logo on photobooth and on printed pictures				<b>✓</b>	
	Visibility on the networking corner					<b>✓</b>
	Post Forum recap webinar					
	Short videos with branded testimonials					
After event	Logo on "Thank you" email					
<b>₹ 6</b>	Logo on the graphics and recording of the event					
	Mention on press release					
	Guaranteed tickets - limited seats available**					[]
	Available packages***	1	1	1	1	5
		5,000 €	5,000 €	5,000 €	6,000 €	5,000 €





#### **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.

Spo	onsorship packages	Platinum exclusive	Platinum	Gold	Silver	Support
	Logo on decarbcities.eu	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>~</b>	<b>✓</b>
0.4	Company profile on decarbcities.eu	<b>✓</b>	<b>✓</b>			
Before event	Logo and mention in the email invitations	<b>√</b> (X8)	<b>✓</b> (X6)	<b>√</b> (X4)	<b>√</b> (X2)	<b>√</b> (X1)
Be e\	Logo on event registration page	<b>-</b>	<b>✓</b>	<b>✓</b>		
	One news item mentioning sponsors on decarbcities.eu	<b>*</b>	<b>/</b>	<b>~</b>		
	Logo on ehpa.org home page		<b>*</b>	<b>✓</b>	<b>~</b>	
	Short videos on screens during the conference breaks	<b>✓</b>	<b>✓</b>			
	Logo on screens during the conference	<b>/</b>	<b>✓</b>	<b>✓</b>		
nt I	Logo on screens during the conference breaks	<b>✓</b>	<b>~</b>	<b>✓</b>		
During event	Opening speech of the World Café*	<b>✓</b>				
	Logo during the World Café on LED screen	<b>✓</b>	$\checkmark$			
	Logo on screens during the dinner	<b>~</b>				
الت ا	Post DecarbCities recap webinar	<b>✓</b>				
After event	Logo on "Thank you" email	<b>✓</b>	<b>~</b>	<b>✓</b>	<b>✓</b>	
e P	Mention on press release	<b>/</b>	<b>~</b>	<b>/</b>		
	Guaranteed tickets - limited seats available**	3 tickets	3 tickets	2 tickets	1 ticket	
	Available packages***	4	unlimited	unlimited	unlimited	unlimited
		12,000 €	9,500 €	6,500 €	3,500 €	1,500 €

<sup>\*</sup>The Opening speech is available for 1 Platinum exclusive partner, on a first come, first served basis.

<sup>\*\*\*</sup>The limited packages are available on a first come, first served basis.



<sup>\*\*</sup>DecarbCities is an exclusive event and allows a limited number of participants. The sponsors receive tickets for their staff and guests.



#### **Heat Pump Award**

Awarding the most outstanding heat pump projects

The Heat Pump Award (HPA) is an EHPA project which recognises the most efficient, smart and sustainable heat pump project at the local level.

It was launched in 2011 under the name Heat Pump City of the Year (HPCY) Award, to highlight cities and regions that have implemented an energy-efficient project that takes advantage of heat pump technology.

The international appeal of this award has grown year after year and now attracts contestants from all over the world. Its ceremony takes place each year.

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





### 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.

This sponsorship package can be combined with the sponsorship packages of our other events.

Sponsorship packages:	
	Premium
Logo on the online communication of the event	•
Logo and mention in a news article post event	<b>~</b>
	3,000 EUR









The Heat Pump KEYMARK is a voluntary third-party 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



Regular factory production control and check of quality management



Products tested once and recognised everywhere!



Third-party based on test points from Ecodesign

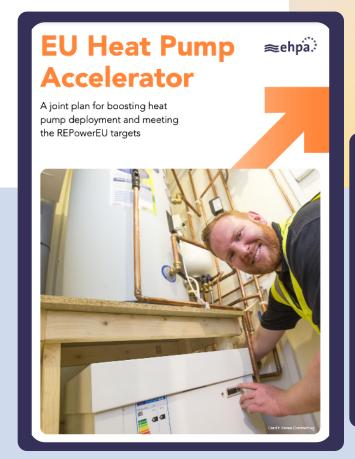


Scan here for more details



# 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.









### Join the heat pump community

#### Are you:

A national/regional association, a heat pump supplier/ manufacturer, a utility, an energy efficiency agency, a research institute, a test center, a startup or a heat pump-based service?

A legal constituted organisation in Europe?

Willing to support the development of the European heat pump industry?

If you said yes to these questions, we will be glad to receive your application.

#### How to join EHPA

01

#### Determine your membership category

We offer several categories of membership, each based on your organisation's turnover. If you're a utility or a not-for profit, we have specific categories tailored to your needs.



02

#### Fill out the application form

Ready to apply and finalise your membership? Fantastic! Simply fill in and sign the membership application form, and we'll receive it with open arms.



#### What's next?

We'll take care of the rest. Our team will internally review your application before presenting it to our board members for voting.

This process usually takes a couple of weeks, but we'll keep you informed of your application's status throughout.



Become a member now

Questions about the application process?

Send an email to memberships@ehpa.org



Valid for membership starting in 2024 and later. We consider the annual turnover linked to HP activity. As decided by the General Assembly of all members on 7.6.2023, these are the new membership categories and membership fees as of 2024.

#### 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 fee			
START	< 1 000 000 €	2 000,00 €			

Utilities*** Consultancies & Financial partners						
Category			Membership fee			
UTFIN	ALL	!	12 478,45 €			

EU interest groups, National Heat Pump Associations					
Category	Turnover	Membership fees			
EIG1	>1 000 000 €	8 244,12 €			
EIG2	500 000 – 1 000 000 €	5 772,12 €			
EIG3	100 000 – 500 000 €	3 298,06 €			
EIG4	<100 000 €	1 030,00 €			

	Non-profit		(research		, universities,			
governmental organisations)								
	Category	Turr	nover on Heat P	umps	Membership fees			
	BD		ΔΙΙ	!	1 030 00 €			

\*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. These services include, but are not limited to, consultation, design, installation, repair, distribution, optimization of heat pump systems for heating, cooling, and hot water purposes and ongoing support tailored to the specific needs of clients (B2B and B2C).
\*\*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



#### Heat pumps, the hea(r) of our energy future

#### EHPA manifesto: priorities for EU policy 2024-2029

Heat pumps offer a clean, cost-effective way to decarbonise heating and cooling. Three to five times more efficient than gas boilers, they slash energy imports, energy use, and greenhouse gas emissions. Heat pumps also provide stability against fluctuating energy bills.

To unlock their full potential, EU legislators and decision-makers must take the lead in developing the necessary policy and financial conditions for the acceleration of the clean energy transition.

The European Heat Pump Association (EHPA) has outlined five key priorities to put clean heating and cooling at the heart of Europe's energy system today for a brighter tomorrow. Here's an overview:



#### Set clear policy directions and targets

Ensuring consistent, streamlined and ambitious long-term policies on heat pumps is vital for attracting demand for them and investments in the EU's manufacturing and workforce.



#### Make heat pumps affordable for all

There is an urgent need to shield low-income households from high energy prices and support their access to cleaner and, ultimately, cheaper to run heating and cooling solutions like heat pumps.



#### Strengthen industrial leadership and skills

Europe's heat pump sector is a world leader. It provides more than 161,000 direct jobs already today, with the potential for many more.



#### Unlock the full potential of large heat pumps

Large heat pumps serve a crucial role in industrial electrification and energy integration. Able to reach 200°C, they can efficiently utilise waste heat from industrial processes, wastewater, and other sources for district heating and industrial applications, so boosting circularity.



#### Use heat pumps' flexibility to support the energy system

Heat pumps provide flexibility by heating when electricity costs are low and shutting off during peak times, reducing costs for the EU's energy system and consumers.

#### Get in touch!

European Heat Pump Association Avenue de Cortenbergh 120, 1000 Brussels, Belgium Tel: +32 2 400 10 17

memberships@ehpa.org
www.ehpa.org









