Project

Promotion of efficient heat pumps for heating

(ProHeatPump)

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Deliverable N° 10

Report on the analysis of governmental campaigns

Work Package 4
Policy context and measures

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D10: Report on heat pump promotion campaigns

Contents

This deliverable has been accomplished in October 2007 and should be updated according to new knowledge on marketing instruments for ground source heat pumps.

With agreement from the Intelligent Energy for Europe Agency the project partners decided to merge this deliverable with the deliverables 9 "Report on the analysis of marketing instruments"" and 5 "Report existing policy on heat pumps".

Since the new combined document is now available on the project WEB site this document will not be updated anymore. Only the new combined document will subject of regularly updates according to hew developments in the markets and their policy environment.

1 Introduction

1.1 This report contains a preliminary examination of the means by which heat pumps have been promoted in some of the member states represented in the *ProHeatPump* consortium – namely Sweden, the UK and Bulgaria – and where appropriate for regions within them.

1.2 This examination is the first step towards the major goal of WP4 of understanding and evaluating existing policies and support mechanisms, and proposing new interventions at regional, national and European levels to increase the uptake of heat pumps. The findings will be combined with insights from interviews and other investigations in WP4, particularly to examine how effective such campaigns and other forms of promotion have been in increasing their uptake.

1.3 The emphasis as in the rest of the project is on ground source heat pumps wherever the distinction between modes of operation is made.

2 Sweden

2.1 The Swedish Energy Agency started a campaign *Värme i Villan* (Heat in the House)[i] in 2002 to inform house owners in Sweden about alternative heating sources. In 2002 70% of Swedish small houses were heated with oil or electricity, which was not considered sustainable. The campaign was undertaken cooperatively between installers, the chimney sweep association, the Swedish Energy Agency and municipal energy advisers. The purpose was to raise knowledge and awareness among house owners about sustainable heating alternatives, and to promote municipal energy advisory services. Activities in this project were undertaken in 46 cities:

- seminars on sustainable heating alternatives
- demonstration of different heating systems (biofuels, heat pumps, solar heat, district heating, etc.)
- distribution of brochures
- other local activities where possible

Total budget for the campaign was about €100 000.

2.2 A total of about 16 000 visitors attended these events. The campaign was timely, with increasing electricity and oil prices. An inquiry showed that 98% of the visitors considered household economy the most important reason to change heating system. Householders with oil or electric heating were the intended target group and they constituted 70% of visitors. Energy advisers and installers noticed a larger interest in renewable energy sources after the campaign.

2.3 In spring 2007 the project *Trygg med värmepump* (Secure with Heat Pump) was launched by a regional energy agency and the Swedish Energy Agency. The purpose was to answer questions that are frequently asked by purchasers of heat pumps. The project included

- a brochure with step by step information and guidance on different heat pumps and the suitability of heat pumps for houses
- 13 seminars on heat pumps for the public
- seminars for municipal staff with more technical content.

2.4 All Swedish municipalities have an energy advisor. The Swedish government subsidises this service, and one of the Swedish Energy Agency's missions is to educate the advisors and support them in their work. The energy advisors are available to answer questions on energy, and much of their effort has been on house heating since this is a major cost for house owners. The initial focus was on reducing the use of electricity for heating, but the advisors now handle all sorts of energy issues. They have undertaken a variety of activities, particularly holding information meetings on heat pumps, biofuel, solar heat, etc.

2.5 There is an abundance of centrally and locally produced information material on heating options. One important aspect is product testing. SP Technical Research Institute of Sweden carries out quality and efficiency tests on different products, and the Swedish Energy Agency, regional energy agencies, and the National

Board for Consumer Policies (*Konsumentverket*) have all produced information material on tests.

2.6 The Swedish government sees energy advisors and good information material as important tools for influencing people to change their energy use behaviour.

2.7 The single borehole system for heat extraction has had a strong development in Sweden since the 1970s. At an early stage there was a government subsidy of 10% of the total installation. With increased introduction of borehole systems this incentive was discontinued. Today almost 300 000 single borehole systems are in operation and the annual increase is about 30000-35000 systems. This indicates there are no significant economic barriers to HP-based single-family heating systems in houses which already have a suitable heat distribution system.

2.8 In the early 1990s a heat pump technology procurement competition, supported by *NUTEK* (then the Swedish National Board for Industrial and Technical Development), was announced with an ambitious time frame. Initially the competition was successful, but significant problems emerged later. One of the major reasons was that at the same time, environmental concerns were forcing manufacturers to change from CFC refrigerants to other types. These refrigerants were generally not tested with the types of compressor and the compressor oils used at the time, leading to a large number of breakdowns. Despite the problems in this and other respects, the competition did reignite the slumbering heat pump market. An evaluation of the technology procurements that were conducted estimated a mean 30% energy saving was achieved through the procurements.

3 France

3.1 ADEME (*Agence de l'Environnement et de la Maîtrise de l'Energie* – Environment and Energy Management Agency) is in charge of national promotion programmes for energy and environment issues. ADEME publishes guidelines and supports an advertisement campaign for energy savings in buildings and for renewable energy systems. The key mechanisms are a web site and 160 regional contact points. ADEME has a presence at most energy and building fairs and exhibitions. ADEME promotes the government tax credit scheme for heating using renewable sources, and publishes a comparison of bank loan schemes for energy projects.[ii]

3.2 In 2006 ADEME launched a major campaign *Economie d'énergie: Faisons vite ça chauffe*.[iii] In 2007 a new information campaign was launched on renewable energy technology; it includes material on geothermal heat pumps.[iv] The agency also supports *L'Association Française pour les Pompes à Chaleur* (AFPAC), the French Heat Pump Association.[v] It has contributed to the establishment of qualifications and training procedures for installers.

4 Bulgaria

4.1 Promotion of heat pumps in Bulgaria has been fragmented, and has mainly consisted of advertising by importers, consultants and installers, and information and advice materials from government and non-government energy agencies.

5 United Kingdom

5.1 Promotion of heat pumps in the UK has been fragmented, and has mainly consisted of advertising by manufacturers/importers, consultants and installers, and information and advice materials from government and non-government energy agencies, industry associations and lobby groups.

5.2 Company advertising has targeted utilities (taking in to account their obligations under CERT); large companies (taking into account their renewable sourcing obligations); self-builders and home renovators (particularly through magazines); and to a lesser extent architects and builders. The overlapping forms of publicity are product advertisements, case studies, and general discussions of the merits of HPs. Typical outlets are trade and popular magazines, websites, direct marketing, workshops and exhibits at trade and public exhibitions, and informal contacts.

5.3 Government, quasi-government[vi] and non-government agencies,[vii] energy advice centres and auditors, energy campaigning groups (which overlap in their organisation, funding and roles and vary in the extent to which they promote HPs alongside other heating or renewable technologies), heat pump associations,[viii] and UK partners in heat pump research projects, have provided information and publicity on HPs. This has taken the form of case studies, advice and information sheets, technology factsheets and guides, best practice guides, installer lists, phone advice, workshops, displays and informal contact. Often HPs are treated in one section of a general text on heating systems, energy saving, renewables or general microgeneration.

5.4 While there has been some limited formal evaluation of various policy and market instruments, the more nebulous effects of general policies and declarations, publicity and awareness initiatives is currently evaluated impressionistically.

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i Slutrapport för informationskampanjen - Värme i Villan, *Hållbara uppvärmningsformer och energieffektiviserande åtgärder*, 2003. www.energimyndigheten.se/web/biblshop.nsf/FilAtkomst/ET2006_57.pdf

ii ADEME, 'Financez vos projets'. http://194.117.223.129/servlet/KBaseShow?sort=-1&cid=96&m=3&catid=20410

iii ADEME, 'Faisons vite ça chauffe: Tout savoir sur la campagne', http://194.117.223.129/servlet/KBaseShow?sort=-1&cid=96&m=3&catid=14295

iv ADEME, 'Guide pratique: les pompes à chaleur géothermiques'. http://www.ademe.fr/particuliers/fiches/pacg/

v AFPAC. http://www.afpac.org/

vi BERR, *Low Carbon Buildings Programme*. http://www.lowcarbonbuildings.org.uk/home/; Energy Saving Trust. http://www.energysavingtrust.org.uk; Carbon Trust. http://www.thecarbontrust.co.uk/

vii e.g. Changeworks. http://www.changeworks.org.uk/

viii UK Heat Pump Association. http://www.heatpumps.org.uk/; Ground Source Heat Pump Association. http://www.nef.org.uk/gshp/; UK Heat Pump Network. http://www.heatpumpnet.org.uk/. Web-based material from international organisations such at the European Heat Pump Association and the IEA is of course also accessible.