

ProHeatpump

Promotion of efficient heat pumps for heating

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Swb Netze

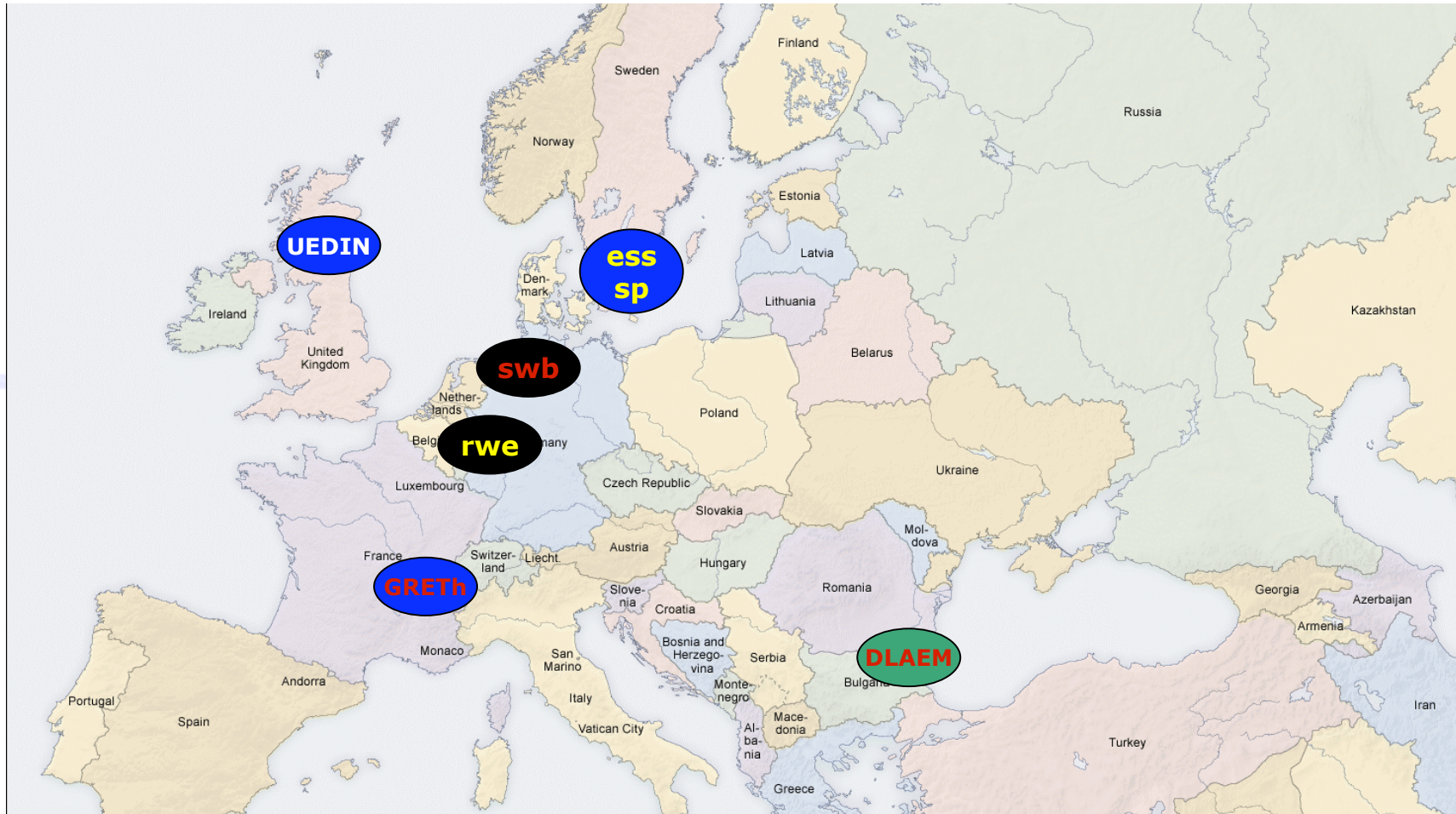
GSHP Scotland

Edinburgh, Sept. 2008

Content

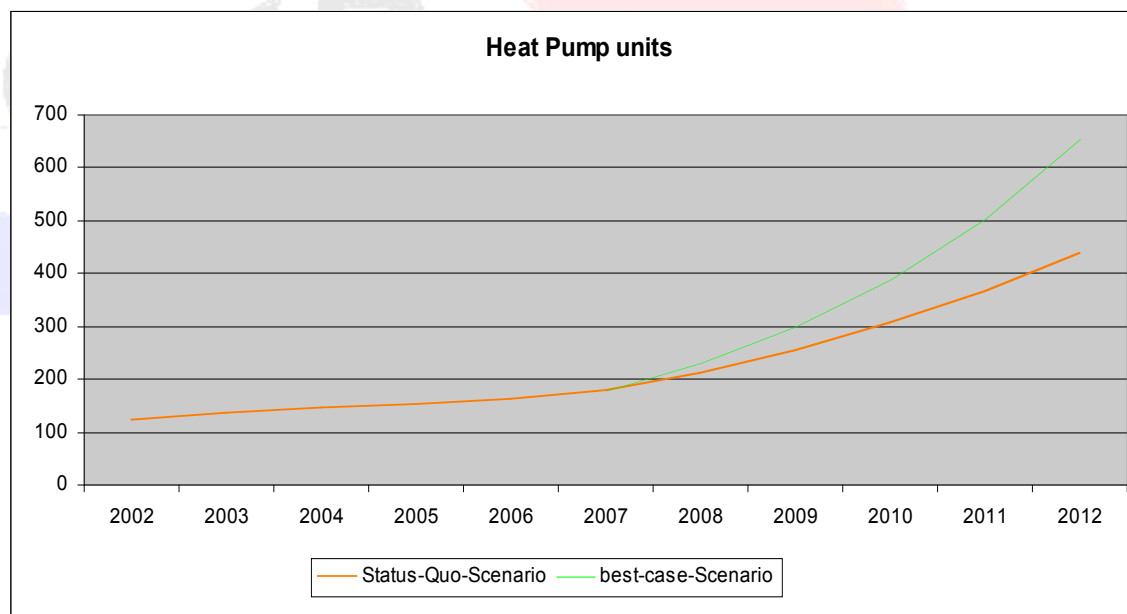
- 1. the Project Partnership**
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1. The Project Partnership



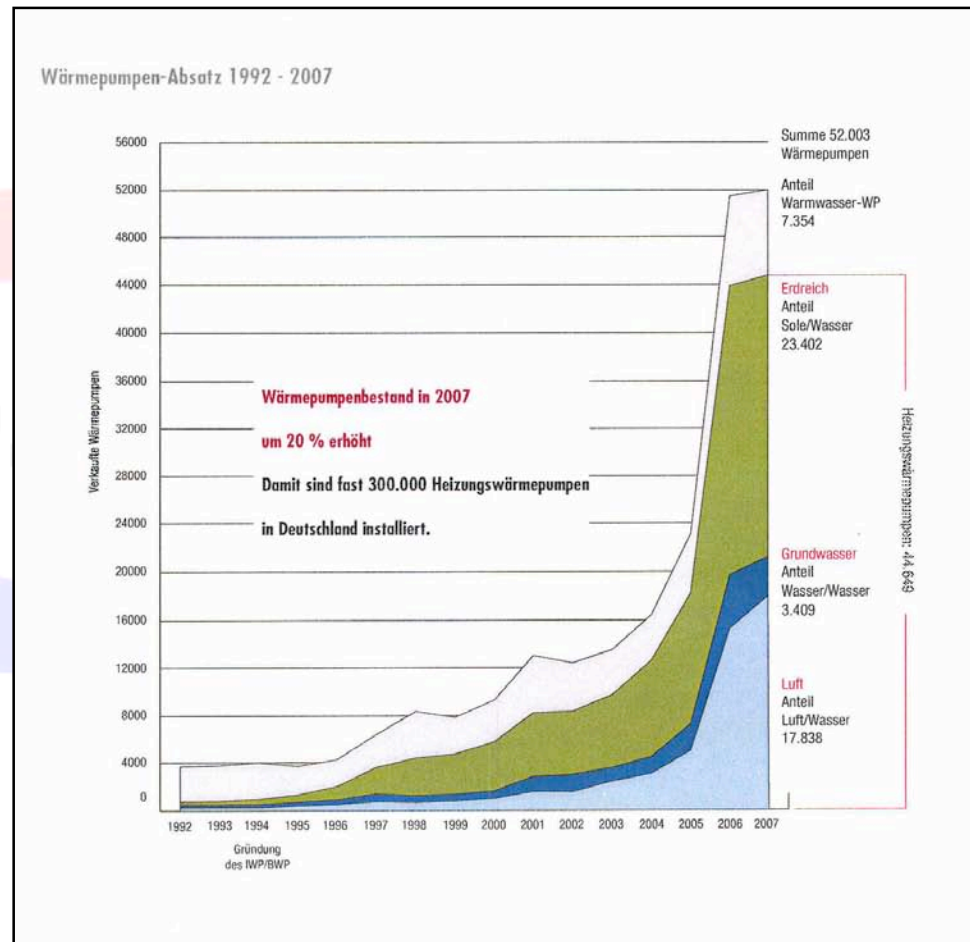
2. Market data of target area district „Osterholz“

- ❑ huge gap between residential and non-residential sector
- ❑ installed heat pumps in residential buildings are increasing strongly
- ❑ 176 installed heatpumps by the end of 2007
- ❑ average growth rate is roughly 20% per year (status quo)
- ❑ Due to ProHeatPump interventions growth rate should be upgraded to 30% (best-case)
- ❑ customers are highly interested
- ❑ market players are highly interested
- ❑ **energy efficiency is lifestyle**



2. Market data of target area district „Osterholz“

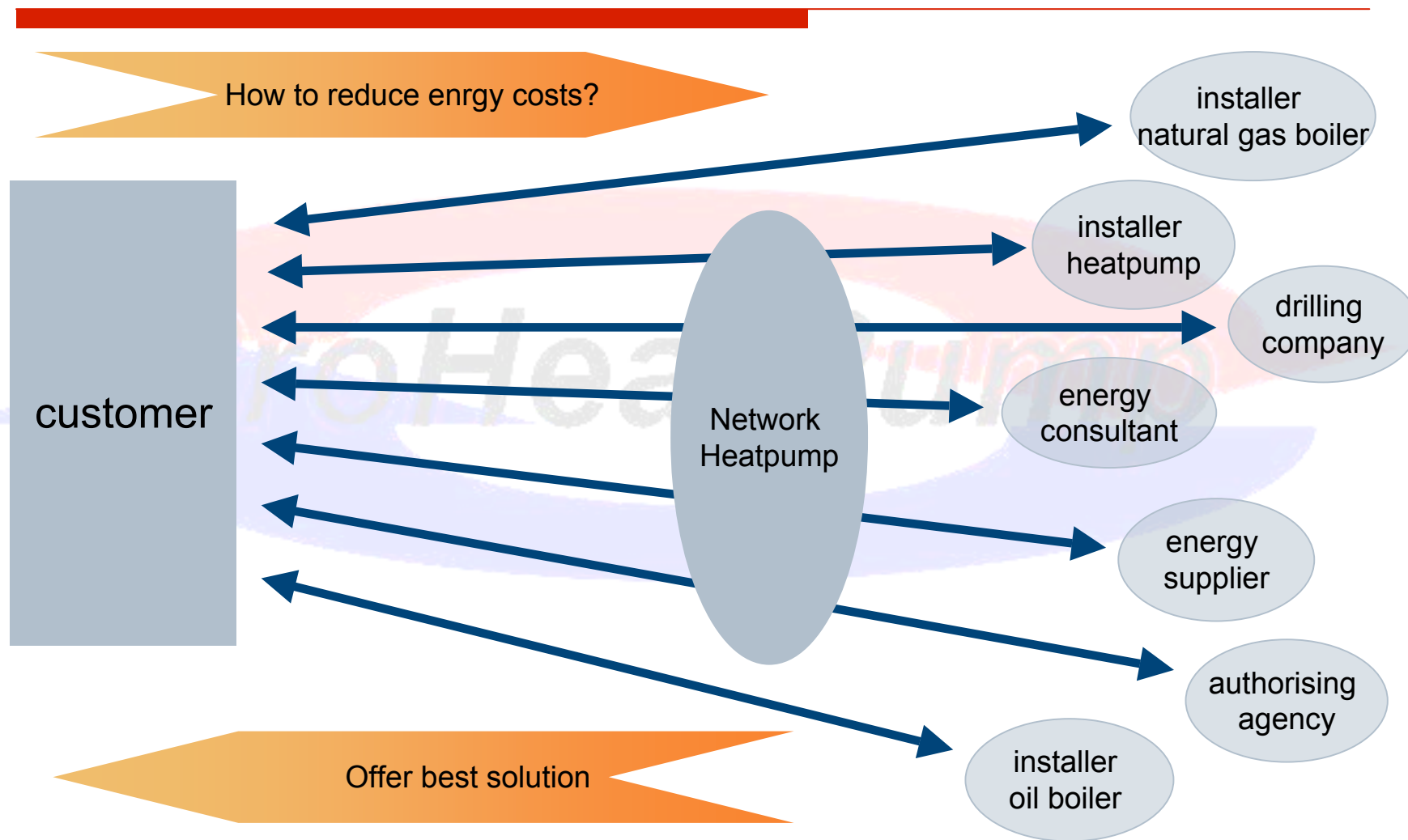
- target area Osterholz:
1,6 heatpumps per 1000 inhabitants
- target area Rhein-Erft:
7,7 heatpumps per 1000 inhabitants
- Germany:
3,8 heatpumps per 1000 inhabitants



3. Experiences in the target area

- ❑ Market is not developed well referring German conditions
- ❑ Customers are highly interested in reducing energy costs
- ❑ No main marketing actor referring heat pumps
 - Gas grid is well developed
 - Energy suppliers deliver electricity and gas
 - Department for economic development of the district is not manned
- ❑ Many solutions or parts of solutions are offered
- ❑ Marketing actions are not structured very well and not complete
 - Customer is informed and educated
 - Customer has to contact many partners
 - Customers are not able to combine parts of solutions
 - Customers are not able to evaluate solutions

4. Experiences in the target area – customers is confronted with (too) many partners



4. Goals in the target area „osterholz“

- coordinating and structuring of marketing actions
- actions affirmed by actual discussion referring energy prices
- starting up „network heatpump“ as one qualified partner of the customer
 - high interest of included companies
 - energy consultants
 - installers
 - drilling company
 - manufacturers
 - energy agency
 - authorising agency
 - arrange further partners
- teamwork further than „ProHeatHeat“ for an ongoing development
- customer oriented and well structured heatpump market
- strongly market development to ensure the future heat supply

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