2024

ANNUAL REPORT

European Heat Pump Association

@David Vannuci


@Tim Buelens


@NOVAP


@Zuzana Havlinova

Writer and coordinator:

Sarah Azau

Contributors:

Anastasiia Dmitrieva
Ana Pérez
Aurélia Vanden Steene
Danaé Kokkalis
Francesca Tamburrini
Jozefien Vanbecelaere
Paul Kenny

Design:

Marta Ruiz-Carrillo

@David Vannuci

Table of contents

Foreword

1 **2024 - the highlights** 6

2 **Market intelligence:** data with a meaning 9

3 **Policy:** a manifesto for EU priorities 2024-2029 12

4 **Communication:** clear, credible, convincing content 19

5 **Events:** bringing people together 24

6 **Projects:** innovating for the future 28

7 **Heat Pump KEYMARK certification:** building trust and credibility 30

8 **Operations:** processes running smoothly 32

9 **EHPA Board, staff and governance** 34

Foreword

Paul Kenny

Director General, European Heat Pump Association (EHPA)

2024 has been a year of challenges and milestones for the heat pump industry.

The slowdown in heat pump sales had a significant impact on manufacturers, their employees and shareholders. Nevertheless, the sector demonstrated resilience and remains central to Europe's **energy security and its** energy transition - **there can be no European security without the widespread roll out of heat pumps in homes, business and industries.** It is clear **that the situation must be turned around quickly**, and many national governments are working on increasing the sales of heat pumps in line with their national energy and climate plans.

For example, the removal of subsidies for fossil fuel technology under the newly revised EU law on the energy performance of buildings, the increased effort in communications in Germany to counter common myths, and the UK's increasing budget for boiler upgrades on top of their 63% increase in heat pump sales shows some **positive impact that policy is having.**

The European Heat Pump Association (EHPA) is **proud of its role supporting the industry** in these busy and difficult times. Now is the time to focus our advocacy more than ever on measures that increase the sales of heat pumps in Europe.

We have had an incoming European Commission and MEPs to get to know, and we have been inputting into the EU's plans for the coming months. While the EU Heat Pump Action Plan is no longer on the agenda, we are confident that the EU Commission's announced initiatives for its new term will take forward the main points for the sector, such as policy stability and affordability via fairer energy pricing. These initiatives include an electrification action plan, legislation on industrial decarbonisation and a strategy on heating and cooling.

We also have a carbon price on buildings from 2027 - known as the EU Emissions Trading System 2 - and the accompanying social climate fund to ensure the most vulnerable households are helped through the transition.

We are also actively working to ensure that these upcoming initiatives focus on **putting European heat pump manufacturing and industrial heat pumps at the centre of EU policy making.** And we are calling for the gap between the electricity and gas price to be at the centre of the energy affordability strategy. Doing so will make heat pumps a sounder investment.

We have published several reports and press releases this year, and have kicked off new EU-funded projects. These include the European Commission's Heat Pump Accelerator Platform which aims to bring together different groups to speed up heat pump roll-out. EHPA is a co-organiser of this platform along with research bodies Vito and Fraunhofer ISE.

On a personal level, I took up the role of director general of EHPA in September, and I have found my first few months extremely fulfilling. The secretariat is growing, and numbers more than 30 dedicated and skilled professionals as of early 2025.

I can see a bright future and lots of opportunities for the sector and for the EHPA. And reading through this report is a fantastic reminder of **all the many actions, projects, campaigns, outputs** EHPA has been involved in this year. This goes from policy work and our market intelligence to communications work, EU-funded projects, heat pump certification and of course our many events.

It is certain that 2025 will be just as busy, and we are very much looking forward to getting stuck in with the help of our over 230 members from across the sector, and plotting a new and expanded role for the association in driving up sales of heat pumps in Europe.

Paul Kenny speaking at the Heat Pump Forum 2024. Photo:David Vannucci

01
Highlights

2024 Overview of key highlights by month

January

Market intelligence

EHPA publishes a map showing fossil fuel boiler phase-out plans across Europe.

EHPA projects

Start of an EU-funded project on the decarbonisation of buildings, META-BUILD.

Advocacy

60+ CEOs warn €7 billion of investment at risk if EU heat pump action plan delayed.

February

Advocacy

EHPA publishes its manifesto: priorities for EU policy 2024-2029.

EU policy

The EU Commission presents its recommendation for the EU's 90% emissions reduction target for 2040. The impact assessment includes 60 million heat pumps by 2030.

EHPA projects

Start of an EU-funded project on boosting energy transition of the dairy value chain, BETTED.

March

EHPA events

EHPA exhibits on industrial decarbonisation through heat pumps at Anuga FoodTec fair in Germany with the European Climate Foundation and electrification association DENEFF.

EHPA events

EHPA exhibits and speaks at the trade fair Mostra Convegno Expocomfort in Milan.

EHPA events

EHPA holds a panel and networking event in Brussels called 'The Heat Pump Accelerator - bridging climate with economic agendas'.

EHPA events

EHPA co-organises a panel on accelerating sustainable heating and cooling at the Buildings and Climate Global Forum in Paris.

April

EHPA news

The EHPA team moves to a new office, near the main EU Commission buildings in Brussels.

EHPA news

EHPA's annual General Assembly - a new president, Patrick Crombez of Daikin Europe, and board are elected.

Advocacy

The Clean Heat Europe coalition – of which EHPA is a partner - publishes 'How Europe can fill the clean heat gap?' report.

EHPA events

EHPA holds a networking celebration and farewell to outgoing secretary general Thomas Nowak.

May

Advocacy

EHPA publishes a report on financing heat pumps. It recommends ways to ensure heat pumps are the most affordable choice for everyone.

EHPA events

EHPA attends a trade show representing installers, the InstallerSHOW in the UK.

Communications

On LinkedIn, EHPA's page reaches 20,000 followers: @European Heat Pump Association.

June

Advocacy

EHPA works on the EU Parliamentary elections, with its own asks and jointly with renewable energy partners.

EU policy

The European Parliament elections take place.

EHPA events

EHPA co-organises and hosts a policy session for EU Sustainable Energy Week 2024 on the potential of waste heat for decarbonising industry, cities and buildings.

EU policy

Entry into force of the EU's Net Zero Industry Act, which aims to support industries like heat pumps.

July

EU policy

Ursula von der Leyen is re-elected by the EU Parliament as EU Commission president for 2024-2029

Market intelligence

EHPA publishes its 2024 market report, warning that Europe could be 15 million heat pumps short by 2030.

EU advocacy

EHPA releases a report on the 'Competitiveness of heat pump sector in Europe'

EHPA projects

New EU-funded project starts on safe handling of refrigerants, SKILLSAFE-EU.

August

Market intelligence

Publication of EHPA's interactive map showing around 300 heat pump and component production sites in Europe.

September

EHPA news

EHPA new Director General, Paul Kenny, starts work.

EHPA events

Post-summer networking event 'Rooftop Reconnect', organised by Solar Power Europe and partners including EHPA.

EHPA events

EHPA's flagship event 'Heat Pump Forum' takes place, with nearly 300 participants.

EHPA projects

The EU Commission publishes report on the future of European competitiveness by economist and former Italian prime minister Mario Draghi. It highlights the importance of electrification.

EHPA projects

The 2024 'Heat Pump Awards' ceremony takes place during the Heat Pump Forum 2024.

Market intelligence

EHPA releases market data showing sales in first half 2024 have fallen 47% on the first half of 2023, and calling for EU action.

October

EHPA projects

Two new EU-funded projects in which EHPA is a partner kick off: HEATCRAFTHP on skills, and GEOFLEXheat on geothermal heat pumps.

EHPA event

EHPA exhibits and speaks at trade fair Chillventa International Exhibition in Nuremberg, Germany.

EHPA event

EHPA organises 'Heroes of our Energy Future' - a networking event focusing on the new MEPs.

Communications

The very first Heat Pump Day takes place.

November

EHPA news

EHPA reaches 230 members.

EHPA events

EHPA publishes an overview of subsidies for industrial heat pumps in Europe.

Advocacy

Publication of EHPA's guidelines on the new F-gas regulation.

EHPA event

EHPA is a strategic partner in a conference on industrial heat pumps in Prague.

Certification

Heat Pump KEYMARK reaches 9,000 certified models

EHPA projects

Kick-off of EU Commission's 'heat pump accelerator platform', co-organised by EHPA with research consultancies VITO & Fraunhofer

December

EU policy

EHPA releases the 'Waste into Wealth' position paper on waste heat recovery via industrial heat pumps.

EU policy

Start of the new mandate of the European Commission.

Advocacy

EHPA publishes a report comparing tax rates and running costs of gas boilers and heat pumps

Communications

EHPA starts its new Bluesky account: @helloheatpumps.bsky.social

EHPA projects

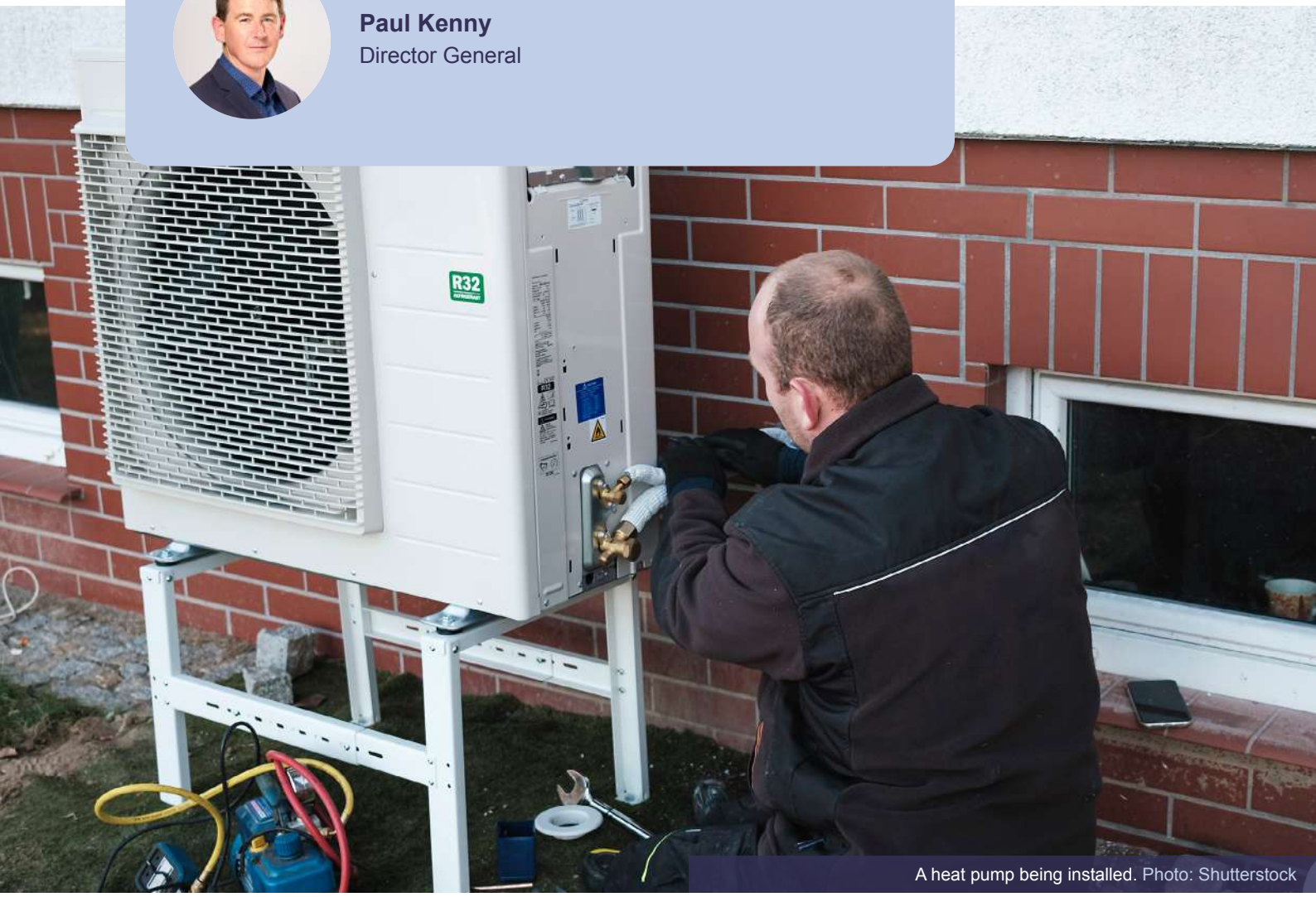
Start of an EU-funded project on powering up key renewable energy career pathways, RESkill4NetZero.

02

Market intelligence

"Stable policy support and ensuring electricity is less than twice the price of gas are crucial to turn each heat pump into a great investment. This will boost sales"

Paul Kenny
Director General



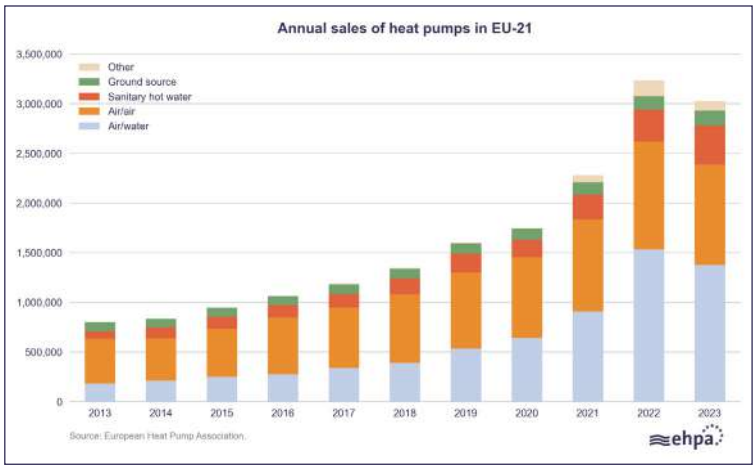
A heat pump being installed. Photo: Shutterstock

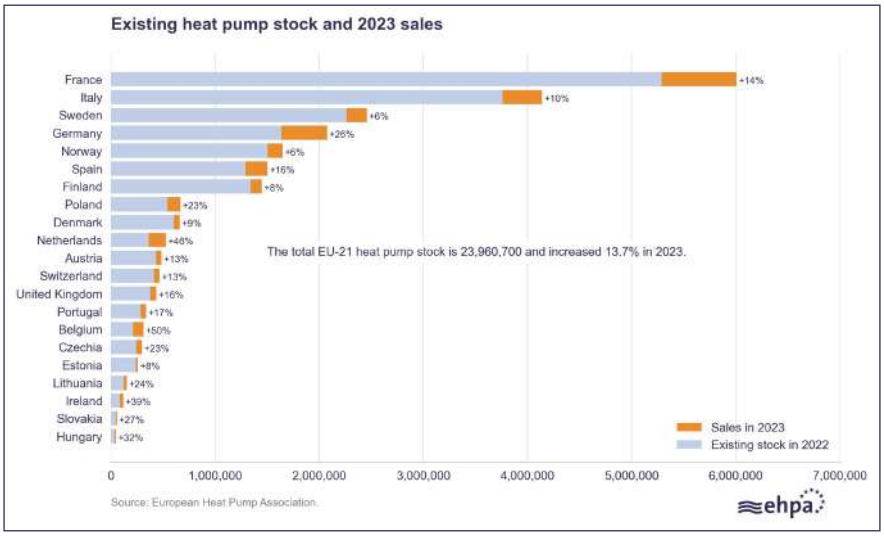
Data with a meaning

In February 2024, we launched our summary of the first sales data from 2023. Numbers from 14 European countries showed an overall drop in sales of 5% compared with the same countries the year before.

The slowdown was already forcing manufacturers to cut or reduce jobs – those changes were already impacting nearly 3,000 employees.

By July, we had the full figures from the 21 European countries from which we gather sales data, through our national heat pump association members. These confirmed the trend seen in the February release: heat pump sales in 2023 were 6.5% lower than the previous year – the first fall after ten years of annual growth. The 3.02 million heat pumps sold in 2023 brought the total installed heat pumps in Europe's buildings to 23.96 million – a 13.7% rise on 2022's total.



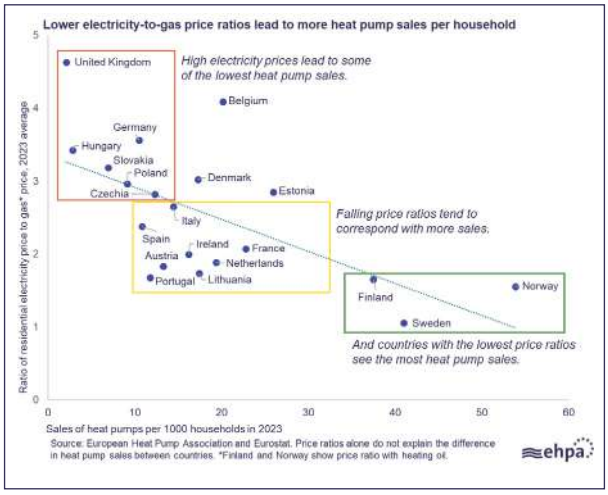


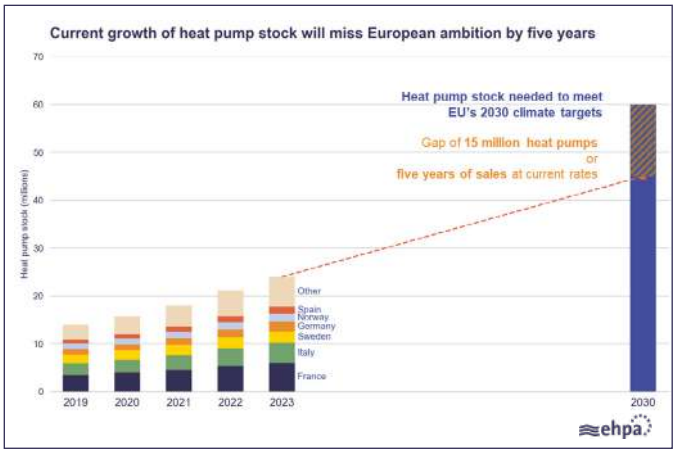
If annual sales remain at this level (3 million a year), around 45 million heat pumps would be installed by 2030 – about 25% short of the EU's aims, we warned. This is the equivalent of five years of heat pump sales at current rates. The EU would miss out on potential investments and net zero industry growth. It would also be a missed opportunity to avoid emissions of about 70 Mt of CO2, roughly the annual CO2 output of Romania.

Key reasons for the slowdown were changing policies and support schemes. This can clearly be seen in contrasting examples like the Netherlands, where stable policies have boosted growth and Italy where a major change in the support scheme destabilised consumer confidence. Another key reason is gas prices becoming cheaper compared to electricity, where bills are often heavily taxed.

Bringing stable policy support and ensuring electricity is around twice the price of gas – for example through a carbon price and tax breaks – are crucial to turn "the cost of heat pumps" into an investment that enables continuous savings on heating, EHPA commented. This will trigger end-user demand and bring more heat pumps to decarbonise the heating and cooling sector and support greater EU energy independence.

Our 2024 market report goes more into depth and details the sales by technology in each European country.





In September we were able to look at some figures from the first six months of 2024. These were more dramatic still, showing just 765,000 heat pumps were sold in 13 European countries in the first half of 2024 – 47% less than the 1.44 million heat pumps sold in those same countries in first half 2023.

Rather than only talking about sales numbers, we translated these into tangible benefits for the EU that could be captured or missed out upon. The 24 million heat pumps currently installed in Europe avoid 5.5 billion cubic metres of gas - 1.6% of the EU's total annual gas consumption. They are avoiding 45 megatonnes of carbon dioxide emissions in Europe every year. This is around 4.9% of total EU emissions for buildings – and the same amount as Hungary's annual output.

If the EU meets its 2030 ambition of 60 million installed heat pumps*, they will be avoiding 112 megatonnes of carbon dioxide emissions and 13.7 billion cubic metres of gas per year, we explained. Alongside their contribution to decarbonisation, heat pumps are an important part of Europe's clean tech leadership, with a strong and competitive domestic industry boasting nearly 300 manufacturing sites. We emphasised this last point through a new map of heat pump factories which we published on our website.

03
Policy

*"The European heat pump sector is a highly competitive net zero industry.
Heat pumps should be front and centre of EU and national policies".*

Jozefien Vanbecelaere
Policy Director

European Parliament. Photo: European Parliament

A manifesto for EU priorities 2024-2029

2024 was an important year for EU policy. In June, the EU elections took place, meaning a new European Parliament and set of EU Commissioners are now in place until 2029.

In February 2024, ahead of the June EU elections, we published a manifesto outlining the five points we saw as critical for the incoming European Commission and Parliament.

We also assessed the different EU Parliament groups' positions on heat pumps. We took part in a campaign with other renewable energy groups.

We reacted positively to the EU Commissioner designates, which showed the Green Deal – the EU's ambitions of reaching climate neutrality by 2050 - is still alive and well. Once the new European Commissioners were confirmed, in November, we looked into which of the Commission's plans matter for the heat pump sector.

In 2025 we will input into, influence and react to those key upcoming EU proposals such as the Electrification Action Plan, the Clean Industrial Deal (and the associated Industrial Decarbonisation Accelerator Act) and the Action Plan for Affordable Energy Prices.

Our work and positions will continue to be shaped by the five points from our manifesto, set out below.

1. Set clear policy direction and targets

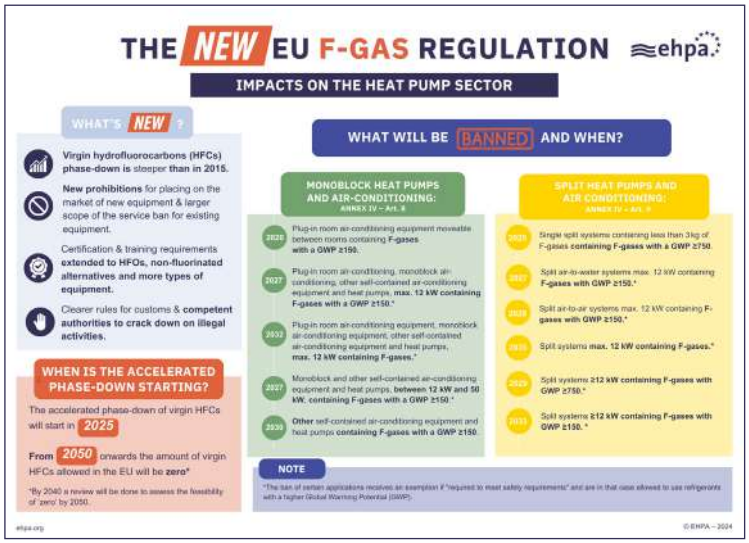
Ensuring consistent, ambitious long-term policies on heat pumps is vital for attracting demand for them, and investments in the EU's manufacturing and workforce.

We ask policy makers to:

- Publish relevant legislation without delay, ensuring it reflects the barriers and solutions to heat pump roll-out identified by EHPA.
- Implement agreed legislation such as the Fit for 55 package and the F-gas regulation - and provide guidance for EU governments as they put it into their own laws.
- Include clear heat pump targets in upcoming legislation and reflect it in the 2040 climate modelling dataset: 60 million heat pump units in 2030 and 90 million in 2050.
- Monitor progress in the implementation of national energy and climate pans (NECPs) and support member states in the development of national heat pump action plans.
- Develop national heat pump targets and action plans.
- Set ambitious minimum energy efficiency requirements and material efficiency requirements for all heaters.
- Publish and implement the Ecodesign and Energy Labelling revision as soon as possible to phase out inefficient heating appliance out of the market.

EHPA's work in 2024:

Via meetings, position papers, coalitions and communication, EHPA has been advocating for a strong policy direction to be given in upcoming legislation and strategies planned by the new European Commission.



We have also helped guide our members through changing policies, for example the updated EU rules on fluorinated gases.

Our market intelligence was also key to making our asks heard. The falls in sales are in part a result of the changing policies in many countries, showing the importance of stability. More broadly, the EU's heating and cooling sector is off track for decarbonisation by 2050 – another reason why a faster roll-out of heat pumps is crucial.

The Clean Heat Gap report, which we released in April as part of the Clean Heat Europe campaign, showed that a clearer policy direction is needed in most of the 12 countries assessed, to put the shift to clean heat on track.

The EU's upcoming Electrification Action Plan, post-2030 energy and climate framework (meaning how the EU should go from the 2030 targets to the 2050 net zero emissions goal) and Heating and Cooling Strategy will be central to our work on this topic in 2025.

2. Make heat pumps affordable for all

To incentivise people to buy a heat pump, they need to see a rapid return on investment. To achieve this, electricity should be no more than double the price of gas.

We ask policy makers to:

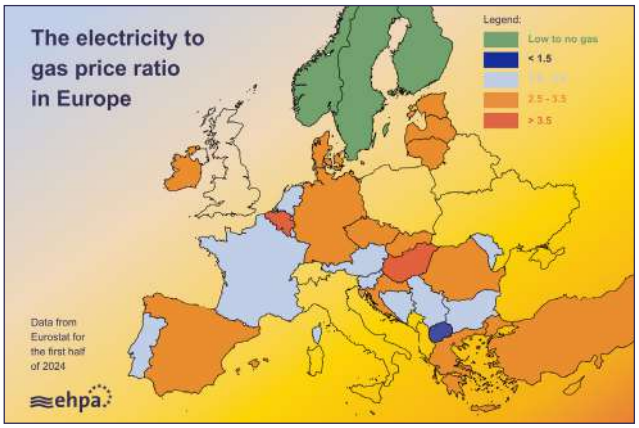
- Complete the energy taxation directive so that electricity is taxed less than fossil fuels.
- Implement the Emissions Trading System 2, which puts a carbon price on heating in buildings and the social climate fund, which will help poorer households decarbonise.
- Implement national measures to reduce the difference between the price of electricity and gas, e.g with carbon pricing and moving away taxes and levies from the electricity bill.
- Enable innovative business concepts and financial tools that reduce upfront costs and provide suitable and affordable heat pump offers to every type of consumer.
- Bring high fossil fuel subsidies to an end, and instead subsidise heat pumps specifically for low-income households.
- Encourage Member States to reduce taxes and levies on heat pumps and heat pump installation.

EHPA's work:

EHPA has consistently highlighted the discrepancy between gas and electricity prices. In most European countries electricity prices are over twice the price of gas; making heat pumps a bad investment.

We did this through our report and press release – 'European countries failing to make heat pumps affordable' - and our market intelligence work.

In October, timed for Heat Pump Day, we published a new analysis showing that 'Electricity cost drives successful heat pump markets'.



We continue to host the 'Heat Pump Calculator' tool, allowing installers to calculate the exact costs of a heat pump in a wide range of European locations, and compare with fossil fuel boilers.

An ambitious finalisation of the Energy Taxation Directive, the Electrification Action Plan and the EU's upcoming Action Plan for Affordable Energy Prices will be critical for our work on this topic in 2025.

3. Strengthen industrial leadership and skills

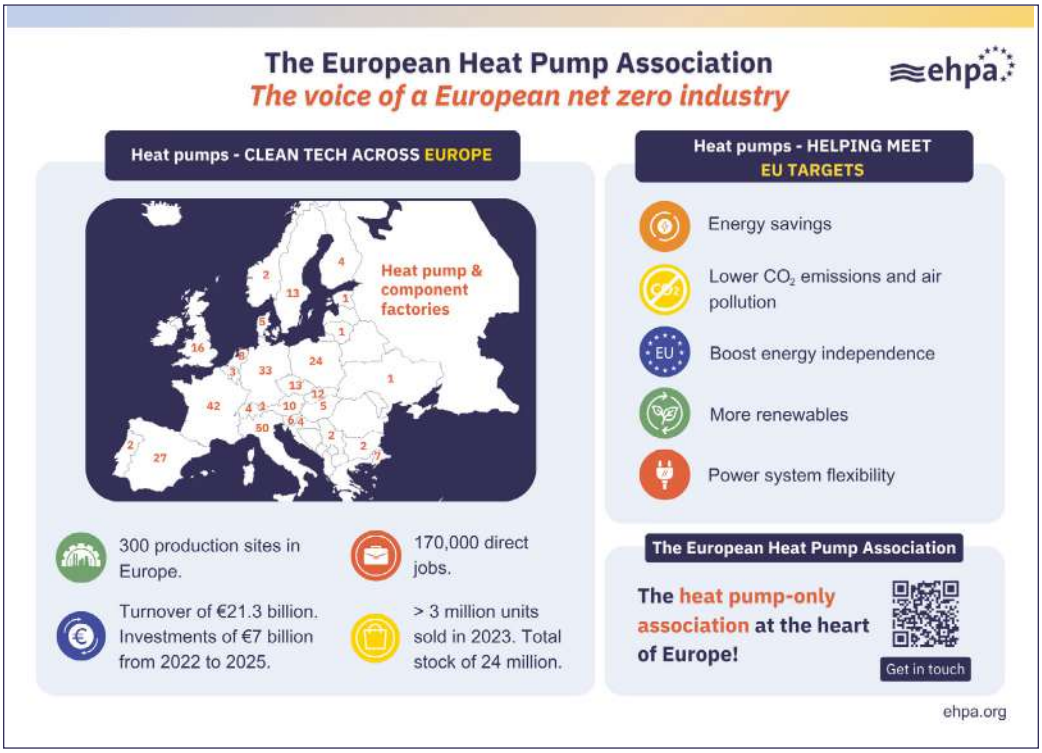
Europe's heat pump sector is a world leader. With around 300 manufacturing sites in Europe, it provides 170,000 jobs already today, with the potential for many more.

We ask policy makers to:

- Set up a clean transition dialogue between the European Commission and the heat pump sector to further strengthen its competitiveness.
- Implement the heat pump skills partnership that is foreseen in the heat pump action plan both at EU and national level, to ensure enough workers are trained and reskilled.
- Complete and implement an ambitious Net-Zero Industry Act to strengthen heat pump manufacturing capacity.
- Consolidate the heat pump sector as a key net zero industry by developing an EU industrial strategy for heat pumps and their components to support production capacity and European competitiveness.

EHPA's work in 2024:

EHPA has strongly emphasised the competitive character of the European heat pump sector, including through its report and map of manufacturing sites, and our dedicated infographic.



It is essential to train up enough heat pump engineers and installers: we wrote a joint letter on the importance of green energy skills with 11 other organisations. We called for Member States to assess the skills gap and the European Commission to set up a campaign to attract more people to energy efficiency related jobs. Both these measures are part of EU law and must now be implemented, we said.

In addition, we joined an initiative to establish a European Parliament intergroup on skills, working alongside other associations in the sector. The intergroup, 'Future of Education and Skills for a Competitive Europe,' was formally established at the end of 2024, with the support of nearly 100 MEPs and several key education and learning groups. This initiative aims to tackle critical challenges such as skills shortages, upskilling, and the scarcity of education professionals, equipping citizens with the tools needed to navigate the green and digital transitions effectively.

Earlier in 2024, when we were pushing hard for the publication of the delayed Heat Pump Action Plan – whose measures will now be folded into other upcoming EU plans – we coordinated a letter to the EU Commission signed by 60 CEOs. This letter emphasised that heat pumps are a competitive net zero sector.

We reacted to the EU's Net Zero Industry Act deal – which aims to boost net zero domestic industries – by saying it was a good start, but more detail was needed, and more focus on truly zero carbon solutions, like heat pumps.

The EU's upcoming Clean Industrial Deal – and the accompanying legislative proposal, the Industrial Decarbonisation Accelerator Act – will be key to shaping our work on this topic in 2025.

4. Unlock the full potential of large heat pumps

Large heat pumps are immensely efficient and can bring circularity by using waste from industrial processes and other sources including wastewater, data centres and metro tunnels for district heating systems or heating in industrial processes. This potential should be unlocked.

We ask policy makers to:

- Increase awareness about large-scale heat pumps applications by among others putting them as a key area to develop for the system integration strategy evaluation.
- Prioritise grid connection for industrial heat pumps to avoid delaying projects.
- Make large heat pumps default for industrial heat up to 200°C.
- Regulate the use of excess heat recovery by requiring all types of excess heat to be recovered among others by incentivising the extension of existing cooling equipment with additional heat exchangers to make use of the excess heat.

EHPA's work in 2024:

The vast potential of industrial heat pumps was pushed to the fore via a collaboration with the paper and pulp industry, a joint booth at a food tech trade fair, a new web page, online heat pump stories and a conference in Prague that EHPA co-organised.

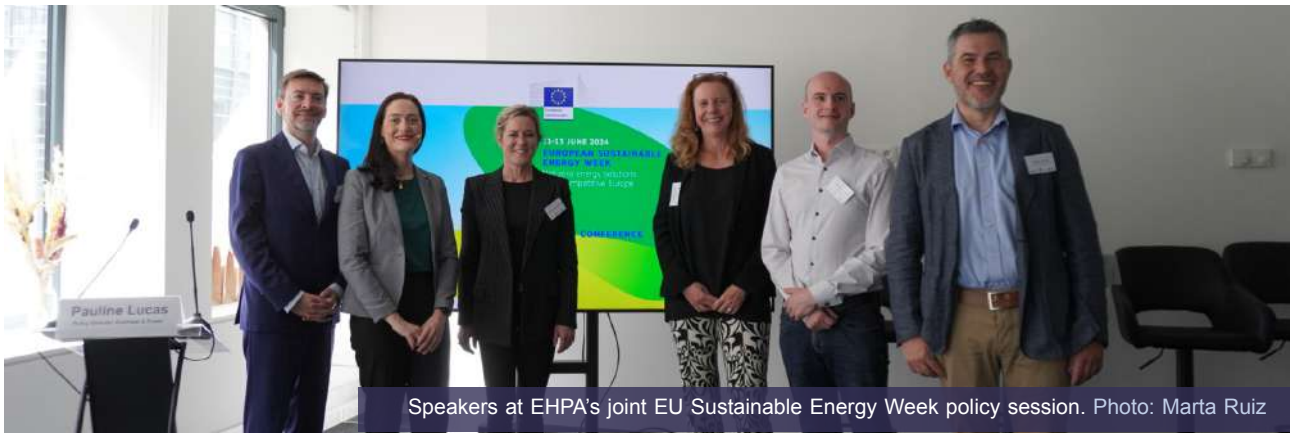
We also published reports on the benefits of waste heat recovery and the subsidies available for industrial heat pumps in European countries.

Some of our EU funded projects are also exploring the topic. At webinars in November and March, the PUSH2HEAT and SPIRIT projects – along with META BUILD (in November) and SUSHEAT (in March) projects looked at the role heat pumps play in decarbonisation. They focused on cases from one of Germany's largest paper factories to a metal processing plant for the beauty industry in Spain. We are also partners in the EU-funded BETTED project, which focuses on the dairy industry and how large heat pumps are already recovering waste heat. Earlier in 2024, a webinar from the REWARDHeat project explored case studies of how waste heat recovery is also being implemented in cities in France and Scotland.

Such projects help drive forward research and innovation.

Another event which explored the topic in-depth was an EU Sustainable Energy Week policy session on waste heat use called 'No hot air'. We organised it jointly with district heating body Euroheat & Power, and hosted it in our new offices in Brussels.

To show industries directly how heat pumps can help decarbonise and save energy, we exhibited at the Anuga FoodTec fair in Germany with the European Climate Foundation and electrification association DENEFF.



Speakers at EHPA's joint EU Sustainable Energy Week policy session. Photo: Marta Ruiz

5. Use heat pumps' flexibility to support the power grid and energy system integration

Heat pumps can be turned on to heat when electricity costs are lower and off at peak times. This balances out the grid and reduces costs for the EU's energy system and for consumers.

We ask policy makers to:

- Put a value on flexibility, for example by offering consumer tariffs that go down in times of lower electricity demand or when using their heat pumps flexibly.
- Integrate heating with electric cars, PV and building energy management systems by putting in place a future proof standardised communication protocol
- Take the flexibility that heat pumps offer into account in electricity grid planning, which should allow fewer and more targeted investments.

EHPA's work in 2024:

EHPA is developing its work on the importance of heat pump flexibility, including via an online social media campaign and an upcoming new web page.

The topic was also central to a webinar on 'thermal energy storage' organised as part of several EU funded projects EHPA is involved in.

The EU's upcoming Electrification Action Plan will be central to our work on this topic in 2025.

Next to the work on flexibility, EHPA is working in detail on the requirements for heat pumps to be included in the grid connection codes. These codes are aimed at ensuring grid stability in case of emergencies.

Joining forces:

EHPA is part of several coalitions. Our campaign work in 2024 focused on the Electrification Alliance – we are members along with nine other organisations supporting the electrification of the energy system. We also continued to be active with the Clean Heat Europe campaign, including through the Clean Heat Gap report, and succeeded in gaining funding for a campaign manager, who starts in 2025.

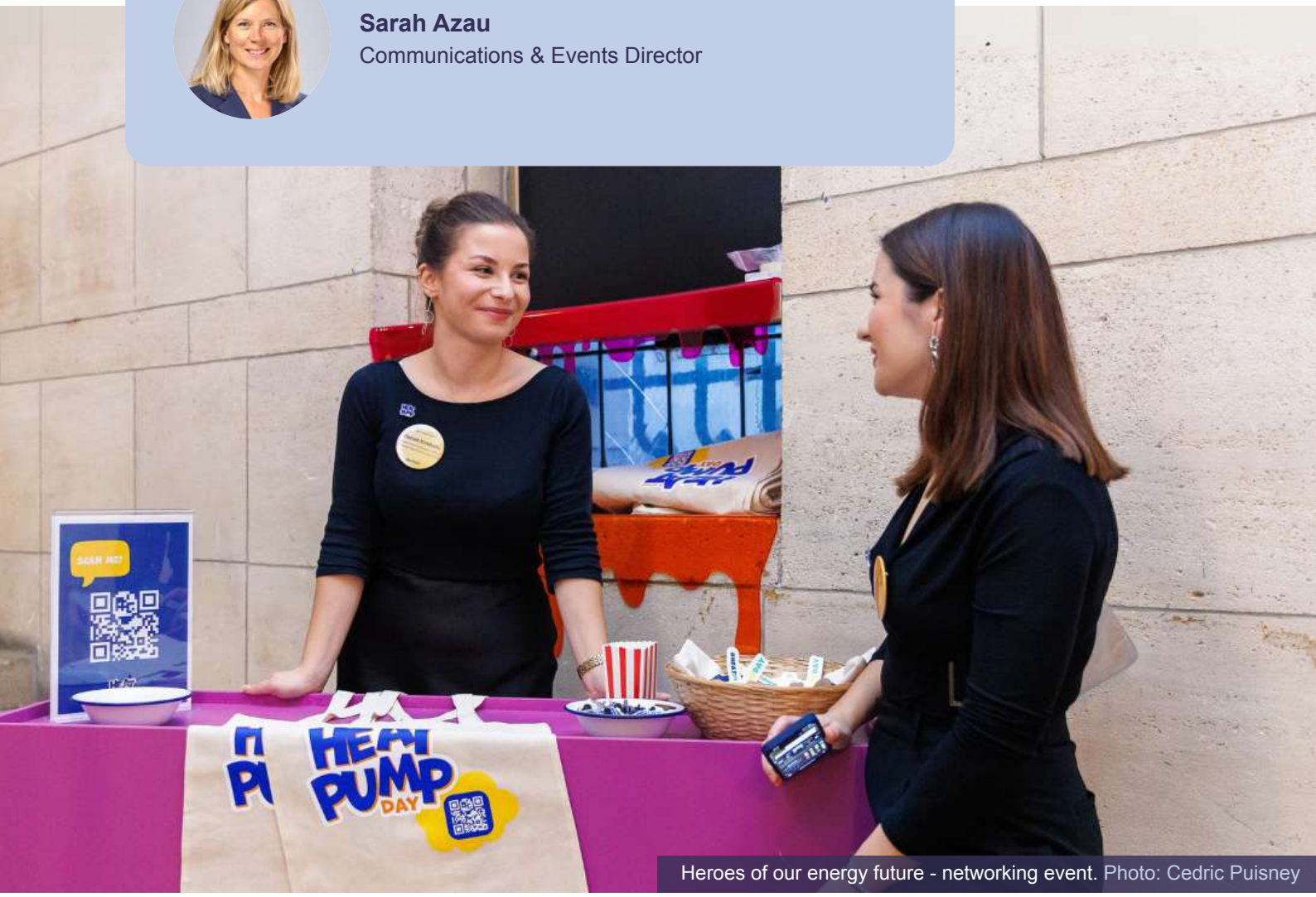
Overarching cooperation takes place with: the IEA, the IEA heat pump program, IRENA, the European Commission's Joint Research Council, renewable energy community REN21, energy intelligence provider IIR, European Forum for Renewable Energy Sources (EUFORES), the Comprehensive Economic Cooperation Agreement (CECA), International Energy Agency and its Heat Pump Centre (IEA and IEA HPC), International Renewable Energy Agency (IRENA), Heat Pump and Thermal Storage Centre of Japan (HPTCJ).

More on EHPA's collaboration and coalition work.

04
Communications

"Clear, relatable communication helps people understand why our messages matter. From stories to videos, we demystify heat pumps and show what the sector needs."

Sarah Azau
Communications & Events Director



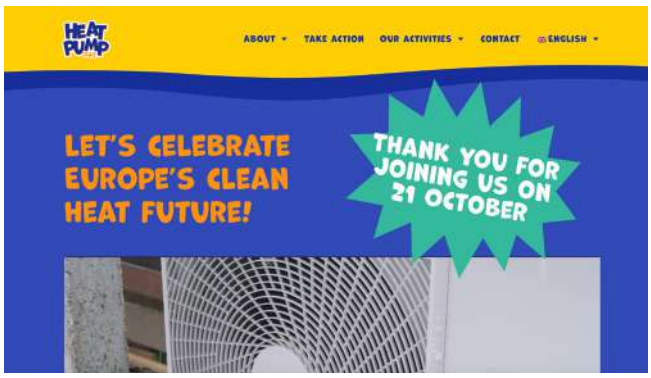
Heroes of our energy future - networking event. Photo: Cedric Puisney

Clear, credible, convincing content

EHPA's communications team continues to ensure our work is presented in an appealing, clear and persuasive way.

A major highlight was the first ever Heat Pump Day, which took place on 21 October. Organised by EHPA, with an all-new visual identity and website, it brought together members and partners from across Europe to educate, inform and exchange on the benefits and innovations of heat pump technology.

Around 15 events took place for Heat Pump Day, from Ireland to Sweden. In Brussels, Heat Pump Day was present at EHPA's annual Heat Pump Forum and at 'Heroes of our Networking Future', an event focusing on the new MEPs. On the big day itself, we held an afterwork reception at our offices, with a presentation and quiz on heat pumps and the award ceremony of the Heat Pump Day photo contest!

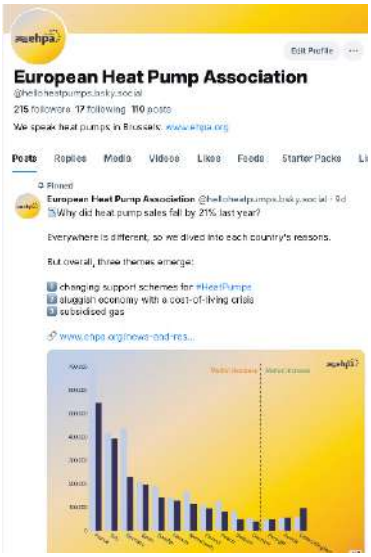


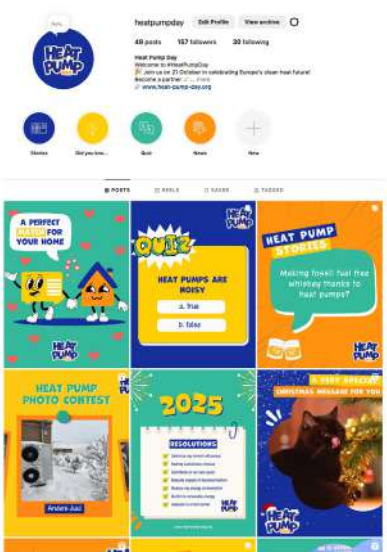
The media work continued to be busy, with regular requests for interviews, content, data, questions. We were quoted nearly 200 times in media articles. These included the Financial Times, Euronews, Cooling Post, la Gazzetta de Mezzogiorno, El Economista, Le Temps, Washington Post, Politico, Euractiv. Particular areas of interest for the media in 2024 were our market data and the arrival of Paul Kenny as director general.

Our website, www.ehpa.org, continued to be improved. This includes refreshed projects and events pages. While our weekly newsletter to members is still going strong, we also launched an external newsletter, going out five times a year to all those who sign up. This already has around 450 organic non-member subscribers. We are also now focusing on our stand-alone events websites, to make them more dynamic.

We continued to grow our social media presence on LinkedIn and Youtube, hitting the significant milestone of 20,000 followers on LinkedIn.

We started to wind down our presence on X (formerly Twitter), setting up instead a new account on Bluesky. We also created new, dedicated accounts on LinkedIn and Instagram for Heat Pump Day.





The communications and policy teams work closely together on our advocacy work. One notable joint product this year was a simple 'card' for incoming MEPs – a four page, very visual explainer of heat pumps, the market, their benefits and our policy asks. We also developed a series of infographics on our police files.

The team also supports the projects colleagues with regular articles and social media content, and promotes our events and certification work. We developed our short videos, including from the Installer Show in the UK in June, and a series of short questions to new director general Paul Kenny in the autumn.

The top thing a policy maker can do to help heat pumps? Q&A with Paul Kenny

In addition to the articles and news pieces we write for our public website, for the members-only section and in response to requests from journals and trade press, we have supported the writing, designing and launch of several new reports this year. Notably, working with our national association members bringing together information on subsidies for industrial heat pumps in different European countries and comparing VAT rates on heat pumps and electricity with those on gas and boilers.

With the Clean Heat Europe coalition, we inputted into 'The Clean Heat Gap' report, which used specially commissioned research from Trinomics assessing the progress towards clean heat of 12 European countries.

The communications group of members met twice: once in person and once online.

The successful in person meeting included an interactive session with a journalist, a presentation on a German heat pump communications campaign, The shared rolling social media pack is always updated and at the same link for our members to have fresh content to use.

EHPA's communications also coordinates our presence at the several big trade fairs we attend each year, with support from the admin, events and projects team. This involves everything from booth design to media partnership. At our own main annual event, the Heat Pump Forum, on top of the live social media posting and a press release, we also set up several media partnerships and coordinated and managed the onsite presence of a videographer, who made a promotional video.

A selection of our social media posts in 2024:

European Heat Pump Association + Follow
@helloheatpumps.bsky.social

How does @paulkenny.bsky.social see the future of the sector?

What are his hopes for the future of the European Heat Pump Association in the next 5 years and how it can become a leading force in the decarbonisation association across Europe.

Watch the video: youtu.be/-6hfwOrKAoU

What's your vision of EHPA in a nutshell? Q&A with Paul Kenny
YouTube video by European Heat Pump Association
youtu.be

European Heat Pump Association + Follow
@helloheatpumps.bsky.social

The new European Commission has been voted in!

What's in store for the heat pump sector?

We've taken a look and summarised it so you don't have to 👇

www.ehpa.org/news-and-res...

Photo: © European Union 2024 - Source : EP

November 29, 2024 at 12:35 PM · Everybody can reply

European Heat Pump Association ···
24.289 seguidores
4 meses ·

We're very happy to announce the official kick-off of the HeatCraftHP project this week!
On 29 and 30 October, the Consortium partners, along with the CINEA - European Climate, Infrastructure and Environment Executive Agency, gathered at the European Heat Pump Association's offices to dive into the project's goals, key activities, and ambitious next steps

What's HeatCraftHP?
HeatCraftHP, funded under the EU's LIFE - CET Programme, addresses a critical challenge: the shortage of skilled professionals in Europe's heat pump sector. Together, we'll identify essential skills, close gaps, and create specialized upskilling and reskilling programs to empower the next generation of heat pump installers and troubleshooters.

European Heat Pump Association ···
23.731 seguidores
4 m · Editado ·

New: Europe would emit 45 million tonnes more CO2 without #heatpumps - the annual equivalent of Hungary and 4.9% of total EU emissions from buildings!

What's more, heat pumps are avoiding 5.5 billion cubic metres of gas, our data reveals.

That's of huge benefit to Europe's climate & energy goals.

Yet heat pump sales fell 47% in first half 2024 compared to first half 2023, the data shows.

To ensure Europe's competitiveness and to decarbonise we need urgent action to bolster the slowing heat pump market.

- The new EU Commission should publish the delayed EU Heat Pump Action Plan, ensuring it supports this key net zero industry.

- Offer flexible electricity tariffs so households and businesses with heat pumps can choose to use power when it costs less

- Boost training so enough people become heat pump installers

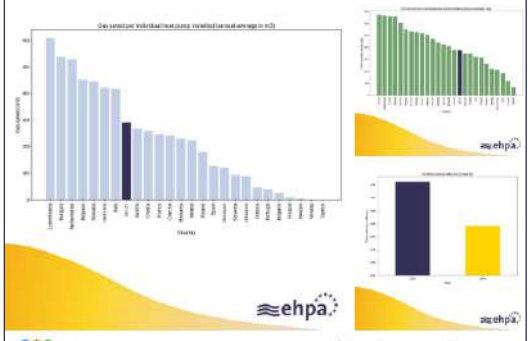
We'll be discussing all this and more at the 2024 Heat Pump Forum in Brussels today and tomorrow.

Read the press release: https://lnkd.in/enHCW7nb

#heatright #HPForum

Paul Kenny Guillaume Uguen Danaé Kokkalis patrick crombez Rowena Rodrigues Andrea Voigt Dina Koepke Thomas Nowak Enrique Vilamitjana Marek Miara Jozefien Vanbecelaere Mélanie Auvray Dan Stefanica

Exibir tradução



140 8 comentários · 23 compartilhamentos

European Heat Pump Association
@helloheatpumps.bsky.social

⚠ European countries are failing to make heat pumps more affordable.

We found only 6 out of 30 set a lower VAT rate on heat pumps than on fossil fuel boilers.

What's more, VAT on fossil gas and electricity is the same everywhere - with 2 exceptions!

More:
www.ehpa.org/news-and-res...

Selected media articles quoting EHPA in 2024:

euronews

Latest Europe World EU Policy Business Travel Euroviews Next Green Health

Do heat pumps work in winter? Here's what you need to know about the low-carbon technology

How do heat pumps work?

Air, water and ground heat pumps work by taking energy from these sources and turning it into heat or cold air. They do this within the 'refrigerant cycle' - with its four phases of evaporation, compression, condensation and expansion, the European Heat Pump Association (EPHA) explains.

Essentially, the collected heat is used to turn the refrigerant fluid in the pump's heat exchanger into gas, which is then concentrated to a high pressure in the compressor, prompting a rise in temperature. Extra energy is needed to run this bit of the machinery – ideally from green electricity, which would make the whole process carbon neutral.

EURACTIV

Energy, Environment & Transport

Europe's electrifiers say their time has come

With the EU's electrification rate stagnating, the industry is looking to ensure electric vehicles and heat pumps

The Washington Post

Democracy Dies in Darkness

Climate Solutions

Heat pumps were supposed to help save the planet. But they've run into a bump.

Heat pump sales, critical to the transition to clean energy, have slowed in the U.S. and stalled in Europe.

October 21, 2024

CincoDías

Extras

Europe puts an end to heating fossil fuels and bets on heat pumps

This year and 2025 will be a milestone towards the change to this electrical technology, more efficient and capable of reducing emissions. European Union countries have already adopted or announced measures for new and existing buildings

LE TEMPS

Les ventes de pompes à chaleur s'écroulent

Ces installations essentielles à la décarbonation du parc immobilier n'attirent plus les foules comme lors de la crise énergétique. Il y avait une bulle et elle a crevé, selon les professionnels

Europe | Green policies

The EU should be the world's heat-pump pioneer

But the union is falling behind in its efforts

The Economist

That's the way to do it PHOTOGRAPHIC IMAGO

sky tg24

ECONOMIA News Approfondimenti Finanza E Mercati Sky TG24 Business Bonus

Quello che devi sapere

ECONOMIA

Pompe di calore, crollo delle vendite in Europa e Green Deal a rischio: i dati

01 ott 2024 - 06:30

In Ue crollano le vendite delle pompe di calore

- Il percorso del **Green Deal** europeo rischia di complicarsi: la discesa del prezzo del gas e il venir meno di vari incentivi per convincere i cittadini a passare dal tradizionale riscaldamento con caldaie a gas ad alternative meno inquinanti hanno fatto **crollare la vendita delle pompe di calore**. Lo scrive *The Financial Times*, citando i dati diffusi dall'EHPA (European Heat Pump Association)

Per approfondire:

Green Deal Ue, al via il "Ripristino della natura": cos'è e quali sono gli obiettivi

FINANCIAL TIMES

EU hits roadblocks in reaching green milestone as elections loom

05
Events

"Through our events, we aim to turn moments into memories, connections into opportunities, and ideas into action."

Aurélia Vanden Steene
Senior Events Officer

Panellists at the Heat Pump Forum 2024. Photo:David Vannucci

Bringing people together

EHPA's events aim to amplify the influence and visibility of the heat pump sector. These events have a range of participants from industry members to policy-makers, NGOs and other experts.

Throughout the year, EHPA's events address policy priorities and explore how heat pumps can be used in residential, commercial and industrial settings.

EHPA's event portfolio encompasses online seminars, in-person gatherings, and hybrid events, catering to diverse preferences and needs within the community. Moreover, EHPA actively collaborates and participates in events hosted by its members, allies, presidencies, national associations, and other relevant sustainability-focused organisations.

In 2024, EHPA was involved directly as a partner, organiser or co-organiser in several major events. These include:

March

In March, a networking event and dinner together with our members Stiebel Eltron and the permanent representation of Lower Saxony, Germany, to the EU, on how to accelerate heat pump roll-out.

April

In April, a networking celebration for our members and supporters to say farewell to outgoing secretary general Thomas Nowak.

June

In June, a policy session with district heating body Euroheat & Power for a session on waste heat for the EU's Sustainable Energy Week.

September

In September, the networking focused post-summer 'Rooftop REConnect' event, with speeches from MEPs as well as EHPA's new director general Paul Kenny and the other organiser directors.

October

In October, to the 'Heroes of our Networking Future' in Brussels, focusing on a celebration including new MEPs and our members and friends.

November

In November, Industrial Heat Pumps Prague, a conference focusing on the potential of large heat pumps in the EU with main industry players, EHPA speakers and members.

The most significant annual event organised by EHPA is the Heat Pump Forum. In September 2024, this brought together high level speakers including EU Parliament vice-president Martin Hoisik and and many more. There were nearly 300 participants – the highest number yet – and new features such as a 'networking corner' to set up one on one meetings ahead of time.

Additionally, Rooftop REconnect stands out as a networking event co-organised with SolarPower Europe and the European Association for Electromobility, forming a powerful alliance to drive Europe's clean energy future forward.

Trade fairs, where our presence is coordinated by a small group and mainly led by the communications team, also play a pivotal role in EHPA's outreach efforts. They provide invaluable platforms to showcase advancements in heat pump technology and advocate for sustainable solutions.

Heat Pump Forum 2024. Photo: David Vannucci

Networking celebration and farewell party for Thomas Nowak. Photo: David Lucas

Heroes of our Energy Future - networking celebration. Photo: Cedric Puisney

Supporting our members:

EHPA members receive a range of benefits! These include:

- Consult EHPA experts on market data, EU policy, EU-funded projects, communications.
- Vote at **EHPA's general assembly**, stand for and elect the EHPA board and president.
- Attend **meetings** with key EU and national policy makers, influential stakeholders and industry leaders.
- Participate in **committees** and **task forces** to represent your technology and input to EHPA's policy positions.
- Access to **policy briefings** and **position papers**.
- Access to the **annual heat pump market report**, with data from 21 European countries, and the online statistics tool.
- Access to information on heat pumps quality, certification and market surveillance.
- Access to our presentations, graphics, data for your own use.
- Opportunities to connect and collaborate with fellow EHPA members through exclusive members-only events.
- Speaking opportunities at events, webinars and workshops.
- Access to EHPA membership of 230+ organisations and the **members-only platform** and database.
- Receive the weekly **EHPA members-only newsletter**, access ready-to-post social media content and visuals.
- Representation in relevant trade fairs, high-level events and conferences.
- Access & ticket discount for **Heat Pump Forum** and **Decarb Cities**.
- Sponsorship opportunities.

For more on membership:

General Assembly 2024. Photo: Marta Ruiz

06
Projects

"Our EU-funded projects work is going from strength to strength: powering innovation and driving sustainability to heat and cool the future."

Francesca Tamburrini
EU Projects Manager

Heat Pump Award 2024. Photo: David Vanucci

Innovating for the future

The past year has been yet another exciting time for research, development, and innovation. EHPA participated now participates in or manages a total of 18 projects.

These include seven new projects from Horizon Europe, LIFE, ERASMUS+ programmes and a tender starting in 2024. The total project financing amounts to € 28,211,619.72 with an EU contribution of € 23,963,688.10, of which EHPA has received €1.1 million.

These projects cover multiple highly relevant sectors, such as: thermal energy storage, direct current, geothermal energy, new business models, synergy with industries, skills development, legislation/ policy, collaboration with local policy makers and renovation. Some of the projects are focused on developing training tools for professional in the heat pump sector, such as installers and coupling heat pumps with other renewables and storage concluded successfully. The work of these projects feeds into other initiatives where EHPA is active, such as: the EU's research funding tool 'Strategic Energy Technology plan' or SET Plan; the European Commission's Bridge initiative for bringing projects together, and Horizon Europe Partnerships, which bring the European Commission and partners together for research and innovation.

EHPA also organises its own Research and Innovation committee for interested members. The committee's work continued and expanded in 2024 with over **150 members** from all over the world. Such R&I work fits perfectly towards the design and content of the new, upcoming work programmes (e.g. Horizon Europe & LIFE). EHPA organised 17 RD&I related events and complementary participation in projects related fairs in 2024.

The Heat Pump Awards – which recognise successful heat pump projects in Europe and beyond - are also growing. We received 315 applications from 301 cities and 37 participating countries in 2024. Winners were selected in five categories: decarbonisation of buildings, an innovation project, the city of the year, industrial decarbonisation and the people's choice award, which is open to a public vote.

EHPA also won a tender launched by the European Commission to be co-organisers of its 'heat pump accelerator platform', with research consultancies VITO & Fraunhofer. The aim of this platform is to identify barriers to the deployment of heat pumps across the EU, and suggest targeted policy measures to address them.

All EHPA projects resources can be found on a one-stop-shop webpage. There, you will always be able to find: the latest relevant calls, R&I committee information, demonstration/pilot sites, relevant work programmes, matchmaking events, and have your say on the upcoming funding and research priorities.

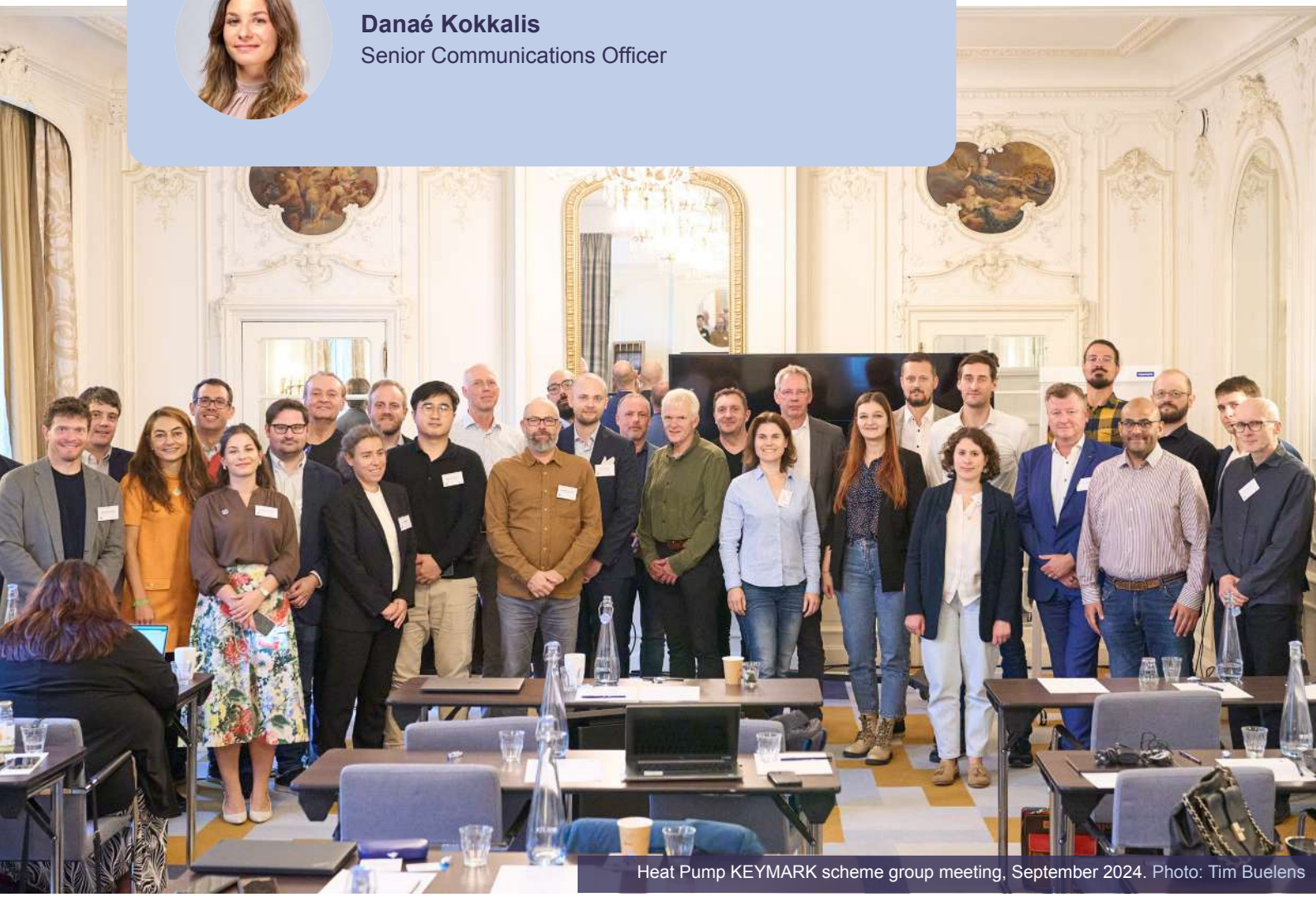
EU projects flyers. Photo: Francesca Tamburrini

07

Heat Pump KEYMARK certification

“By coordinating heat pump certification schemes we build trust, ensure quality, and set the standard for excellence.”

Danaé Kokkalis
Senior Communications Officer



Heat Pump KEYMARK scheme group meeting, September 2024. Photo: Tim Buelens

Innovating for the future

The Heat Pump KEYMARK is a voluntary third-party certification mark that supports the quality and performance of heat pumps on the European market. It can be applied to all heat pumps, combination heat pumps, and hot water heaters.

The Heat Pump KEYMARK scheme is owned by CEN and CENELEC, the European Committee for Standardisation, and its secretariat is coordinated by EHPA. The certificate is granted by independent Certification Bodies and the testing is carried out by registered Testing Laboratories. The scheme is now recognised across Europe and is close to reaching 10,000 certified models.

In 2024, the Scheme maintained an outstanding increase in the new certificates issued: 699 new certificates compared to 645 in 2023. The Scheme also reached a remarkable milestone, **certifying its 10,000th heat pump model**. This achievement highlights the program's vital role in driving trust, quality, and efficiency in the European heating and cooling sector.

The Heat Pump KEYMARK Scheme now counts over 1,9002,595 certificates that correspond to 185 heat pump manufacturers.

The Heat Pump KEYMARK Secretariat was present at many events throughout the year, notably at Mostra Convegno Expocomfort in March, the InstallerSHOW in June, Interclima and Chillventa in October.

The Secretariat also organised two online seminars (in April and October), diving deeper into topics like how to manage product data using the database and the unique complementarity between the Heat Pump KEYMARK certification and the EHPA Quality Label. Despite the specialised nature of the content, the webinars attracted over 90 participants, while the recordings gathered more than 300 views.

The growth of the Heat Pump KEYMARK certification was also reflected in the increasing traction on social media. In 2024, we reached 1,800 followers on LinkedIn, a striking 29% increase compared to the previous year. In total, we also recorded 52.000 impressions from our LinkedIn content.

Speaking of content, the Secretariat also coordinated and published 2 videos to promote the importance of certified quality in Europe. The first one was done in collaboration with Daikin on how the certification supports the development of the heat pump sector towards a decarbonised and energy efficient future. The second video was shot during the KEYMARK Scheme Group meeting with the aim to showcase what happens behind the scenes of the certification scheme.

The Heat Pump KEYMARK team also closely following the situation in Poland. In December, the Polish government decided to pause its Clean Air Programme – which provides subsidies to consumers purchasing heat pumps. The reason given was to protect Polish consumers from dishonest contractors.

The secretariat also continues with its other work such as social media campaigns, publications, press releases and new updates on the EHPA and KEYMARK websites, the organisation and coordination of Steering Committee and Scheme Group meetings, updates and improvements on the database (translation) and internal platform (document access), solving and following up on certification holders requests, etc.

07
Operations

"At EHPA we want to turn strategy into results, resources into growth, and ensure all colleagues are able to deliver."

Birgit Krausse
Operations Director

Heat Pump Forum. Photo:David Vannucci

Processes running smoothly

A new operations director started work in January 2025. The operations team, which manages admin, finance and HR, was bolstered with the recruitment of an office assistant.

A major task was the selection and outfitting of a new office. Since February 2024, EHPA has been in new offices at 120 Avenue de Cortenberg, 1000 Brussels. The new office provides ample space for the team and our members. Its conveniently located by the European Commission and has a bicycle parking, showers and car park.

The operations team put in place a new digital system for recruitment and evaluations, streamlined financial processes, and ensured administrative support for the growing organisation. This included assisting with the recruitment of nine new members of the wider EHPA team.

Meet EHPA's operations team

Roundtable Industrial Heat Pumps at EHPA offices. Photo:Sarah Azau

EHPA Board

EHPA's current Board was elected in April 2024 and will be in place for two years.

Its members are:

Andrea Voigt
Danfoss

Barbara Priesching
Vaillant

Dina Köpke
Copeland Europe GmbH

Enrique Vilamitjana
Panasonic

Hauke Hagen
Stiebel-Eltron

Johannes Brugmann
Bosch

Laure Meljac
NIBE

Malgorzata Smuczynska
PORT PC

Marek Miara
Fraunhofer ISE

Marta San Roman
AFEC

Patrick Crombez
Daikin

Rowena Rodrigues
Glen Dimplex

Thomas Fleckl
AIT

Thomas Nowak
Qvantum Industries

Valérie Laplagne
AFPAC

EHPA governance

Board members

- **Andrea Voigt,** Danfoss
- **Barbara Priesching,** Vaillant
- **Dina Köpke,** Copeland Europe GmbH
- **Enrique Vilamitjana,** Panasonic
- **Hauke Hagen,** Stiebel Eltron
- **Johannes Brugmann,** Bosch
- **Laure Meljac,** NIBE
- **Malgorzata Smuczynska,** PORT PC
- **Marek Miara**, Fraunhofer
- **Marta San Roman**, AFEC
- **Patrick Crombez,** Daikin
- **Rowena Rodrigues,** Glen Dimplex
- **Thomas Fleckl,** AIT
- **Thomas Nowak,** Qvantum Industries
- **Valérie Laplagne,** AFPAC

General Assembly
All Members

Board
Patrick Crombez
Daikin President

Executive Board

President: **Patrick Crombez,** Daikin
Vice-presidents:
Andrea Voigt, Danfoss Climate Solutions
Rowena Rodrigues, Glen Dimplex
Treasurer:
Dina Köpke, Copeland Europe GmbH

Secretariat

Paul Kenny
Director General

Manufacturers Committee
Patrick Crombez, Daikin
Chair

Advocacy and Communication Committee
Holger Thamm,
Stiebel Eltron
Chair

National Heat Pump Associations
Valérie Laplagne,
Uniclima
Chair

Quality Label
Christian Köffinger, AIT
Chair

Research and Innovation Committee
Projects Team
Chair

Industrial & Commercial Heat Pump Working Group
Veronika Wilk, AIT
Chair

Thermally driven Heat Pump Working Group
TBC
Chair

Bi-weekly policy Q&A

Task Forces
Moderated by the policy team

Ecodesign & Energy Labelling Task Force

EU Green Deal Task Force

Digitalisation Task Force

Refrigerants Task Force

EHPA staff

Paul Kenny
Director General

Policy

Jozefien Vanbecelaere
Policy Director

Mélanie Auvray
Head of Supply Chain & Competitiveness

Saverio Papa
Head of Energy Policy

Alessia Del Vasto
Policy Manager

Eleonora Shehu
Policy Officer

Adéline Houtart
Policy Officer

Milagros García
Policy Officer

Marcin Krupski
Policy Officer

Maria Spanò
Policy Officer

Maite Touceda
Policy Assistant

Projects

Joel Fernandes
EU Projects Director

Sonia Bianconi
EU Projects Manager

Francesca Tamburrini
EU Projects Manager

Martina Battocchio
EU Projects Officer

Elisabetta Tillier
EU Projects Officer

Francesca Genovesi
EU Projects Officer

Sofía Silva
EU Projects Officer

Beñat Uribesalgo
EU Projects Officer

Paola Maio
EU Projects Officer

Communication & Events

Sarah Azau
Communications & Events Director

Danaé Kokkalis
Senior Communications Officer

Daniela Floris
Communications Officer

Marta Ruiz Carrillo
Multimedia Communications Officer

Aurélia Vanden Steene
Events Manager

Rachelle Hajjar
Senior Events Officer

Anastasiia Dmitrieva
Membership & Events Officer

Guillaume Uguen
Data analyst & Database programmer

Monica Romão
Communications Assistant

Joel Boehme
Campaign Manager - Clean Heat Europe

Operations

Birgit Krausse
Operations Director

Ana Pérez Quimbiulco
Senior Operations Officer

Paula Antón Vergara
Senior HR Officer

Jamilla Voglis
Executive & Office Assistant

Heat Pump KEYMARK Certification

Leopoldo Micò
Head of Heat Pump KEYMARK Secretariat

Danaé Kokkalis
Senior Communication Officer KEYMARK Certification

The **European Heat Pump Association (EHPA)** represents the European heat pump sector. Our over 230 members include heat pump and component manufacturers, research institutes, universities, testing labs and energy agencies.

EHPA advocates, communicates and provides policy, technical and economic expertise to European, national and local authorities, and to our members.

We organise high level events and manage or partner in multiple projects.

We work to shape EU policy that allows the heat pump sector to flourish, and to become the number one heating and cooling choice by 2030. Heat pumps will be a central part of a renewable, sustainable and smart energy system in a future decarbonised Europe.

Avenue de Cortenbergh 120
1000 Brussels - Belgium
info@ehpa.org

@helloheatpumps

European Heat Pump Association

www.ehpa.org