

**EHPA membership benefits**

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# **JOIN THE EUROPEAN HEAT PUMP ASSOCIATION**

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**Heat pumps - the hea(r)t of our energy future**





# Our team



**Paul Kenny**  
Director General

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.

## Policy



**Jozefien Vanbecelaere**  
Policy Director



**Mélanie Auvray**  
Head of Supply Chain & Competitiveness



**Saverio Papa**  
Head of Energy Policy



**Eleonora Shehu**  
Senior Policy Officer



**Milagros García**  
Policy Officer



**Marcin Krupski**  
Senior Policy Officer



**Maria Spanò**  
Senior Policy Officer



**Maite Touceda**  
Policy Officer

## Communication & Events



**Sarah Azau**  
Communications & Events Director



**Danaé Kokkalis**  
Communications Manager



**Daniela Floris**  
Communications Officer



**Marta Ruiz Carrillo**  
Multimedia Communications Officer



**Aurélia Vanden Steene**  
Head of Events



**Anastasiia Dmitrieva**  
Membership & Events Officer



**Guillaume Uguen**  
Data analyst & Database programmer



**Isabel Miñano**  
Communications Assistant



**Joel Boehme**  
Campaign Manager



**Rose Abena Akoto**  
Events Assistant

## Operations



**Birgit Krausse**  
Operations Director



**Ana Pérez Quimbiulco**  
Operations & Finance Manager



**Madeleine Dasnoy**  
HR Manager

## Projects



**Leopoldo Micò**  
Director of Innovation and Certification



**Sonia Bianconi**  
Head of Innovation



**Francesca Tamburrini**  
Head of Innovation



**Martina Battocchio**  
EU Projects Officer



**Elisabetta Tillier**  
EU Projects Officer



**Sofia Silva**  
EU Projects Officer



**Beñat Uribealgo**  
EU Projects Officer



**Paola Maio**  
EU Projects Officer

## Heat Pump KEYMARK Certification



**Leopoldo Micò**  
Director of Innovation and Certification



**Danaé Kokkalis**  
Communications Manager  
KEYMARK Certification





# About EHPA

## Our vision

Our vision for is for the European Heat Pump Association to be the leading authority and trusted partner in the path to fully sustainable heating and cooling in Europe.

## Our mission

Our mission over the next five years is to ensure sustainable, stable growth in the domestic, commercial and industrial heat pump market

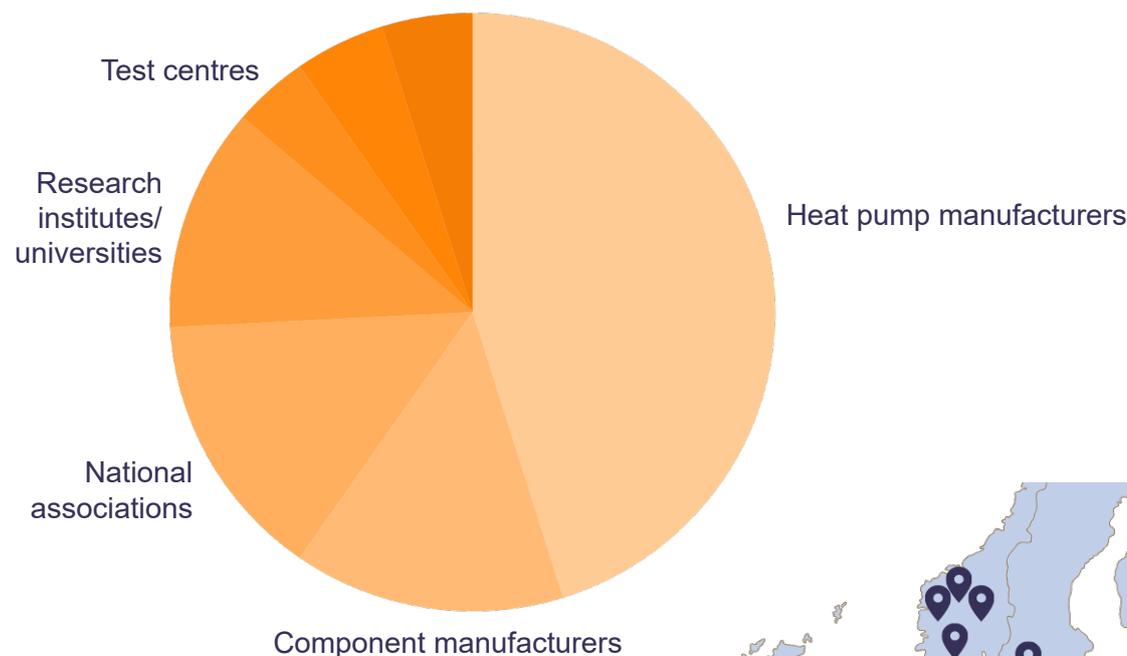
## How we work

Our work is outward-looking, constructive, clear and evidence-based. We promote innovation, collaboration and sustainability through all that we do.

## We proudly advocate for 200+ organisations

Utilities, consultancies and financial partners

Heat pump-based services and startups



## Representing 30+ countries





# Get the most out of your membership

At EHPA, our members gain exclusive benefits designed to support our industry's progress.

This includes expert policy insights, comprehensive market analysis, project intelligence, enhanced visibility, and access to a strong professional network.

We are committed to equipping our members with the essential tools and resources they need to succeed.

## Members' benefits



Voting & participation



Policy influence



Market intelligence



EU projects



Communication & media



Networking



Events privileges



Certification



Scan here for more details

# Voting and participation

## Members' benefits

Every member has their say through their vote at the General Assembly. Members can participate in discussions, activities, and exclusive events - both online and on-site.

Additionally, every member is eligible to stand for election to the board of members.



### Voting rights at the General Assembly - One vote/member

Have a direct say in EHPA's decisions. Each member gets one vote at the General Assembly, helping shape the association's strategy and industry policies.



### Eligible for a seat in the Board of directors

Members can stand for election to the Board, playing a key role in guiding EHPA's priorities and representing the industry at the highest level.



### Access to members-only platform

Connect with industry experts, stay updated on policies, and take part in working groups through EHPA's exclusive members-only platform.



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Questions about membership?  
Send an email to [membership@ehpa.org](mailto:membership@ehpa.org)



# Policy influence

*Members' benefits*

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 the cornerstone of EHPA's activities.



## Policy toolbox for members only

### The members-only online platform

Tracker giving latest intel and status of each major policy file



What's currently high on the agenda



All relevant documents from EU, EHPA, and stakeholders



Concrete proposals on how to get involved



### Committee and task force meetings

Jointly develop EHPA positions on the policy priorities



### EHPA's weekly newsletter

Includes fresh policy news every week



### Fortnightly policy Q&A

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



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

# Communication and media

## Members' benefits

Whether you are a media maestro or a cautious communicator, we have something for you. Receive our weekly newsletter, access our always updated social media pack and visuals, join our communicators' group, check out exclusive new stories and videos on our members-only web platform, and more!

### Publications



**Subsidies for residential heat pumps in Europe**



### Newsletters



**Weekly newsletter**  
For members

24 February 2026

**What's hot this week?**

- Save the date for the **Heat Pump Forum & Awards 2026**
- This week:** join EHPA's communications taskforce meeting
- Register for the **EHPA General Assembly on 27 May**

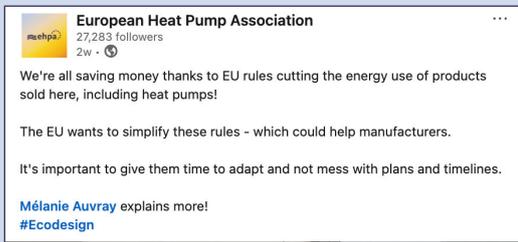
**SPOTLIGHT**



**Save the date: Heat Pump Forum & Awards 2026**

The Heat Pump Forum 2026 will take place on **Tuesday 1 December** at **Square Brussels**. Save the date and join Europe's heat pump community for this key moment for the sector!

### Comms task force & social media pack



**European Heat Pump Association**  
27,283 followers  
2w · 🌐

We're all saving money thanks to EU rules cutting the energy use of products sold here, including heat pumps!

The EU wants to simplify these rules - which could help manufacturers. It's important to give them time to adapt and not mess with plans and timelines.

[Mélanie Auvray](#) explains more!  
[#Ecodesign](#)




**ehpa**

**Rolling social media pack for members**

Rolling social media pack for EHPA members	Created and last updated	Visuals	Date in use
<p><b>High electricity prices are slowing heat pump growth</b></p> <p>Our analysis across Europe shows a clear trend: higher prices = higher prices = less demand. EU governments should consider a reduced electricity tax and put a price cap on natural gas to protect consumers from heat bills.</p> <p>Governments should cut electricity taxes &amp; price heat, CO<sub>2</sub> tax to support citizens in switching to clean heat.</p> <p><a href="https://twitter.com/TOSES">https://twitter.com/TOSES</a></p> <p><b>[Ready comment]</b></p> <p>Read the analysis: <a href="https://ehpa.org/news-and-resources/press-releases/2024/02/20/electricity-prices-slowing-heat-pump-sales">https://ehpa.org/news-and-resources/press-releases/2024/02/20/electricity-prices-slowing-heat-pump-sales</a></p> <p>New electricity shouldn't cost more than 2¢ per kWh.</p>	<p><b>16 February 2024</b></p> <p>File: <a href="https://ehpa.org/news-and-resources/press-releases/2024/02/20/electricity-prices-slowing-heat-pump-sales">https://ehpa.org/news-and-resources/press-releases/2024/02/20/electricity-prices-slowing-heat-pump-sales</a></p> <p>Program leader: <a href="#">Mélanie Auvray</a></p> <p><b>[Original text: Ready comment]</b></p> <p>We've analysed a range of European countries and the correlation is clear: higher prices = higher prices = less demand. EU governments should consider a reduced electricity tax and put a price cap on natural gas to protect consumers from heat bills.</p> <p>This should be complemented by lower Value Added Tax on heat pumps and electricity, and incentives for businesses and households which switch to heat pumps.</p> <p>Watch the video: <a href="https://youtube.com/watch?v=9X0Za7wYU5I&amp;list=PL4290714f21...">https://youtube.com/watch?v=9X0Za7wYU5I&amp;list=PL4290714f21...</a></p> <p><b>[Reply comment]</b></p> <p>Download the report: <a href="https://ehpa.org/news-and-resources/press-releases/2024/02/20/electricity-prices-slowing-heat-pump-sales">https://ehpa.org/news-and-resources/press-releases/2024/02/20/electricity-prices-slowing-heat-pump-sales</a></p> <p>Electricity shouldn't cost more than 2¢ per kWh.</p> <p>Today, the picture across Europe is highly uneven. Only six European countries currently maintain an electricity-to-gas price ratio below ten - and unfortunately, these are the</p>	<p><a href="https://ehpa.org/news-and-resources/press-releases/2024/02/20/electricity-prices-slowing-heat-pump-sales">https://ehpa.org/news-and-resources/press-releases/2024/02/20/electricity-prices-slowing-heat-pump-sales</a></p>	<p>After Friday 28 Nov.</p>
<p>Fig 1 - Lower electricity-to-gas price ratio lead to more heat pump sales.</p> <p>Editable version on p.1 on <a href="#">Data</a>, see <a href="#">how to use and download</a></p>			<p>After Friday 28 Nov.</p>



Scan here for more details

**?** Questions about comms?  
Send an email to [comms@ehpa.org](mailto:comms@ehpa.org)

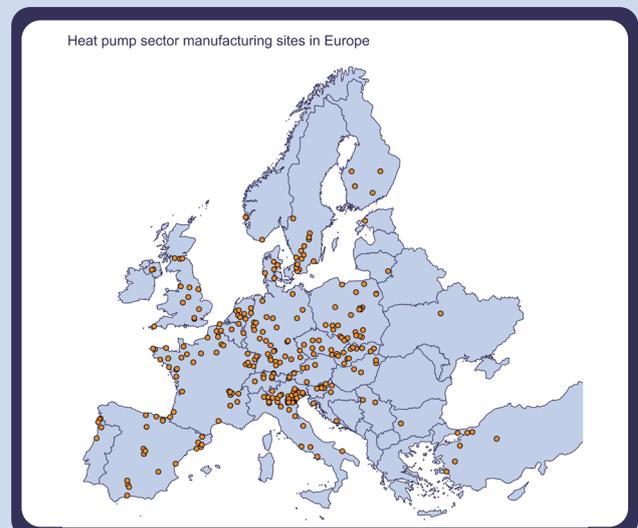
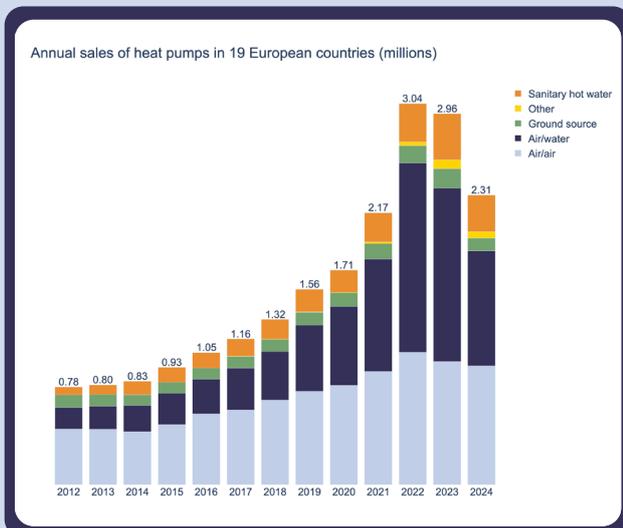
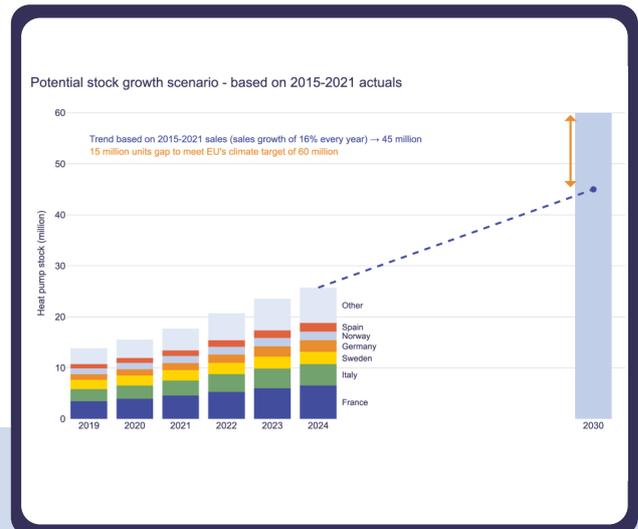
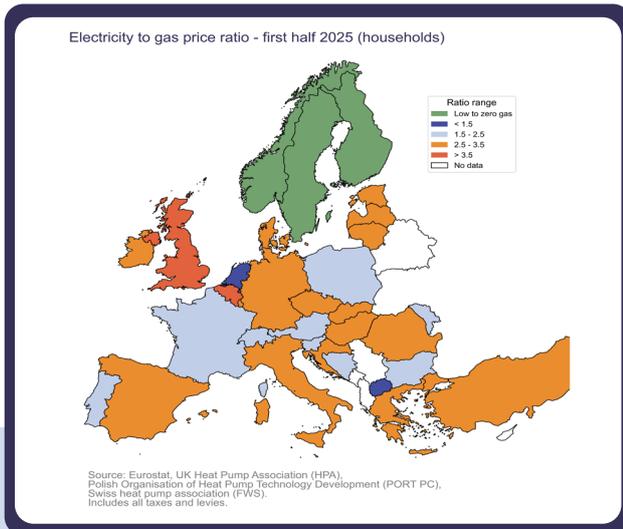


# Market intelligence

## Members' benefits

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

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



Scan here for more details

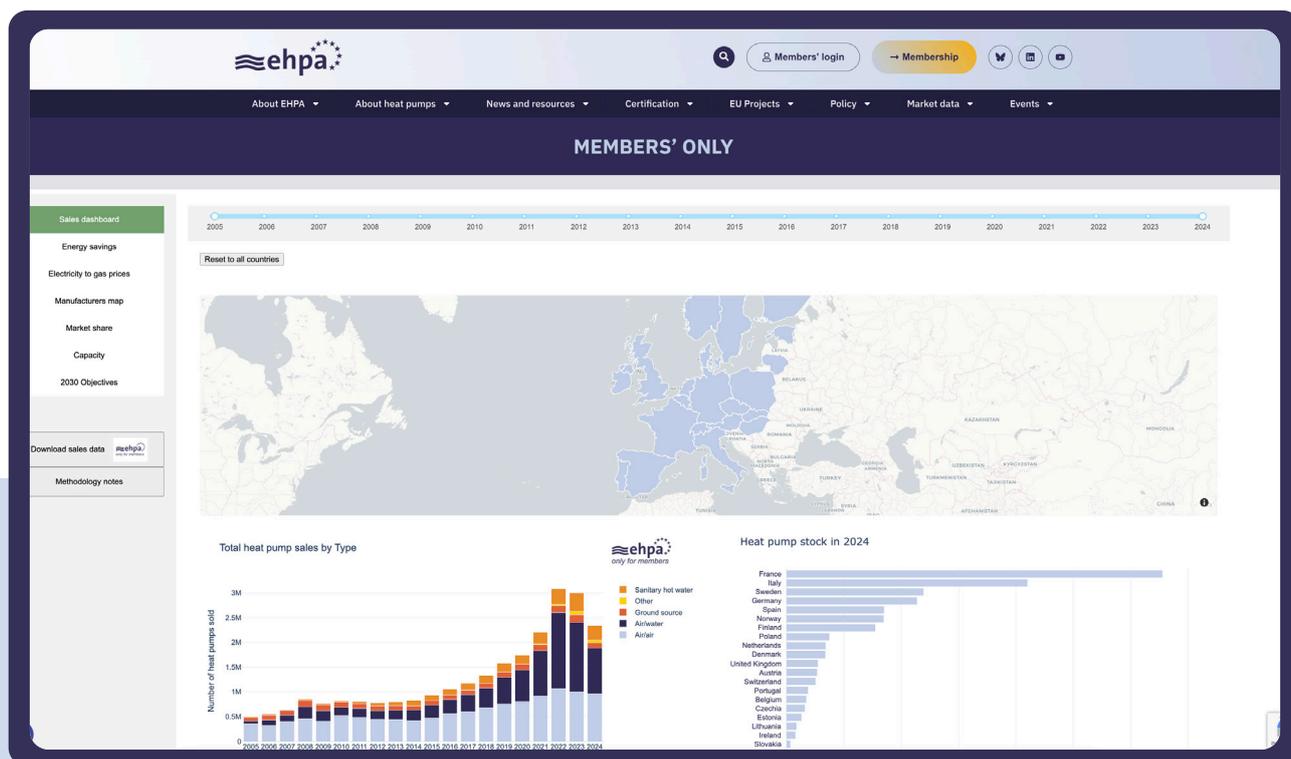


Questions about market data?  
Send an email to [data@ehpa.org](mailto:data@ehpa.org)

# Market intelligence

## Members' benefits

Discover the new **members-only market intelligence platform!**



EHPA helps your company by making targeted European heat pump market data available at several points throughout the year. This includes:

- Latest interactive data only for members
- An overview of the national market & success factors for development
- Heat pump development by type, year and country
- Industrial and technical trends
- National legislative framework
- Organisational status of each market

# EU projects

## Members' benefits

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



### EXQUISHEAT

Standardised Heat Pump Solutions for Sustainable Food Production.



### HeatCraftHP

A work-place learning path providing core knowledge and skills to heat pump professionals.



### SPIRIT

Implementation of sustainable heat upgrade technologies for industry



### PUSH2HEAT

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



### HP SUBSCRIBE

Up-scaling High-Quality Heat Pump Installations in Leased Buildings via a Subscription Model and Cost-Effective Market Incentives.



### ECHO

Efficient compact modular thermal energy storage system.



### BEST-STORAGE

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



WaterWarmth

### WaterWarmth

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



### SKILLSAFE-EU

Skills Enhancement for Safe Handling of Highly Flammable Refrigerants in the EU.



### Street HP Reno

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



**COMPLIANCE SERVICES**

**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.



**GEOFLEXHeat**  
Geothermal extraction and upgrade with flexible usage for industrial heat applications.



**BETTED**  
Boosting energy transition of the dairy value chain.



**RESkill 4NetZero**  
Create and test an EU wide scalable skills blueprint for the critical job profiles needed in the energy transition.



**Heat Pump Award**  
Awarding the most outstanding heat pump projects.



**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).



**GREENSPIRE**  
Green Strategies & Partnerships for Industrial Renewable Heat.



**HP4INDUSTRY**  
Enhance collaboration between industry and heat pump stakeholders

**Work with us on the next successful projects!**  
Take a look at our online RD&I one stop shop of resources and tools.



Scan here for more details



# Events and networking

## Members' benefits

EHPA's events aim to amplify the influence and visibility of the heat pump sector. These events bring together industry members, policy-makers, NGOs, and other experts in a meaningful exchange.

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

### Events 2026

**EHPA events**

**General Assembly** - 27 May, Vienna (hybrid)  
**Heat Pump Day** - 21 October  
**Heat Pump Forum & Awards** - our flagship annual event - 1 December, Brussels  
 Online webinars, networking events & policy discussions

**Collaborations**

Member events  
 Allies' events  
 National associations events  
 Relevant sustainability related events  
 Trade fairs

### 2025 in numbers



**30**  
ONLINE EVENTS



**300**  
attendees  
HEAT PUMP FORUM



**300+**  
attendees  
ROOFTOP RECONNECT



**200+**  
attendees  
GENERAL ASSEMBLY



**180+**  
leads  
TRADE FAIRS



Scan here for more details



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

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



**Rooftop REconnect**  
Source:  
SolarPower Europe



**Heat Pump Forum**  
Source:  
David Vannucci



**EHPA debate on waste heat recovery**  
Source: Marta Ruiz



**European Sustainable Energy Week**  
Source: Marta Ruiz



**Decarb Cities Conference**  
Source:  
Yana Zolotoverkhaya



# Certification



The **Heat Pump KEYMARK** is a European voluntary third-party 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 Standardisation (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.

EHPA members are eligible for a certification fee discount.

## 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

# Join the heat pump community

Ready to join EHPA? Here's how.

You've explored the benefits of EHPA membership – now it's time to take the next step.

Whether you're a national or regional association, a manufacturer, a research institute, or any other organisation supporting the heat pump industry in Europe, your contribution matters.

By becoming a member, you're not just joining a network – you're shaping the future of sustainable heating and cooling in Europe. Follow the steps below to apply and be part of the movement driving the energy transition forward.

## 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 few 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 [membership@ehpa.org](mailto:membership@ehpa.org)

# Determine your membership category

Annual membership fees. Applicable to all members in 2026. We consider the annual turnover linked to heat pump activity. Based on the fees defined by the General Assembly on 7.6.2023 for 2024, a 3% indexation has been applied for 2026.

When applying, future members shall indicate their category, which will be verified by EHPA and our board of members.

## Membership fees 2026

### Commercial enterprise\*

Category	Turnover on heat pump activities	Membership fees
COM1	> 300 000 000 €	24 074,96 €
COM2	150 000 000 – 300 000 000 €	19 193,75 €
COM3	75 000 000 – 150 000 000 €	14 312,54 €
COM4	5 000 000 – 75 000 000 €	9 431,33 €
COM5	< 5 000 000 €	5 438,50 €

### Startups\*\*

Category	Turnover on heat pump activities	Membership fee
START	< 1 000 000 €	2 121,80 €

### Utilities\*\*\* Consultancies & Financial partners

Category	Turnover on heat pump activities	Membership fee
UTFIN	ALL	13 238,39 €

### EU interest groups, National Heat Pump Associations

Category	Turnover on heat pump activities	Membership fees
EIG1	>1 000 000 €	8 746,19 €
EIG2	500 000 – 1 000 000 €	6 123,64 €
EIG3	100 000 – 500 000 €	3 498,91 €
EIG4	<100 000 €	1 092,73 €

### Non-profit organisations (research institutes, universities, governmental organisations)

Category	Turnover on heat pump activities	Membership fee
RD	ALL	1 092,73 €

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

\*\*Startups (<50 employees) can join for a two-year entry membership (START), but move to the Commercial Enterprise category (COM) if turnover exceeds €1M before then. Expanding companies in the heat pump market apply under one of the COM categories.

\*\*\*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 [membership@ehpa.org](mailto:membership@ehpa.org)

# Discover the heat pump community of members who drive the energy revolution





# Get in touch!

European Heat Pump Association  
Avenue de Cortenberg 120,  
1000 Brussels, Belgium

[membership@ehpa.org](mailto:membership@ehpa.org)  
[www.ehpa.org](http://www.ehpa.org)

