



## What motivates consumers to retrofit their inefficient heating appliances?

### Benefits that go beyond cost savings

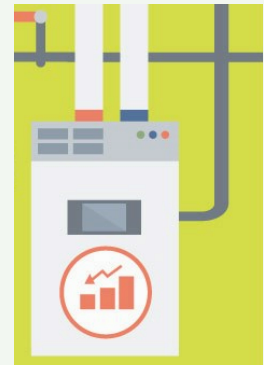
- An energy efficient heating system offers more than cost savings: improved air quality, noise reduction, higher market value of the building, etc. Consumers willing to spend extra money to achieve certain co-benefits have been found to be more likely to switch to a more efficient heating system.

### Influence from relatives & friends

- The social circle of consumers has an influence too. Consumers are more likely to opt for a more efficient heating system if their relatives or friends think they should

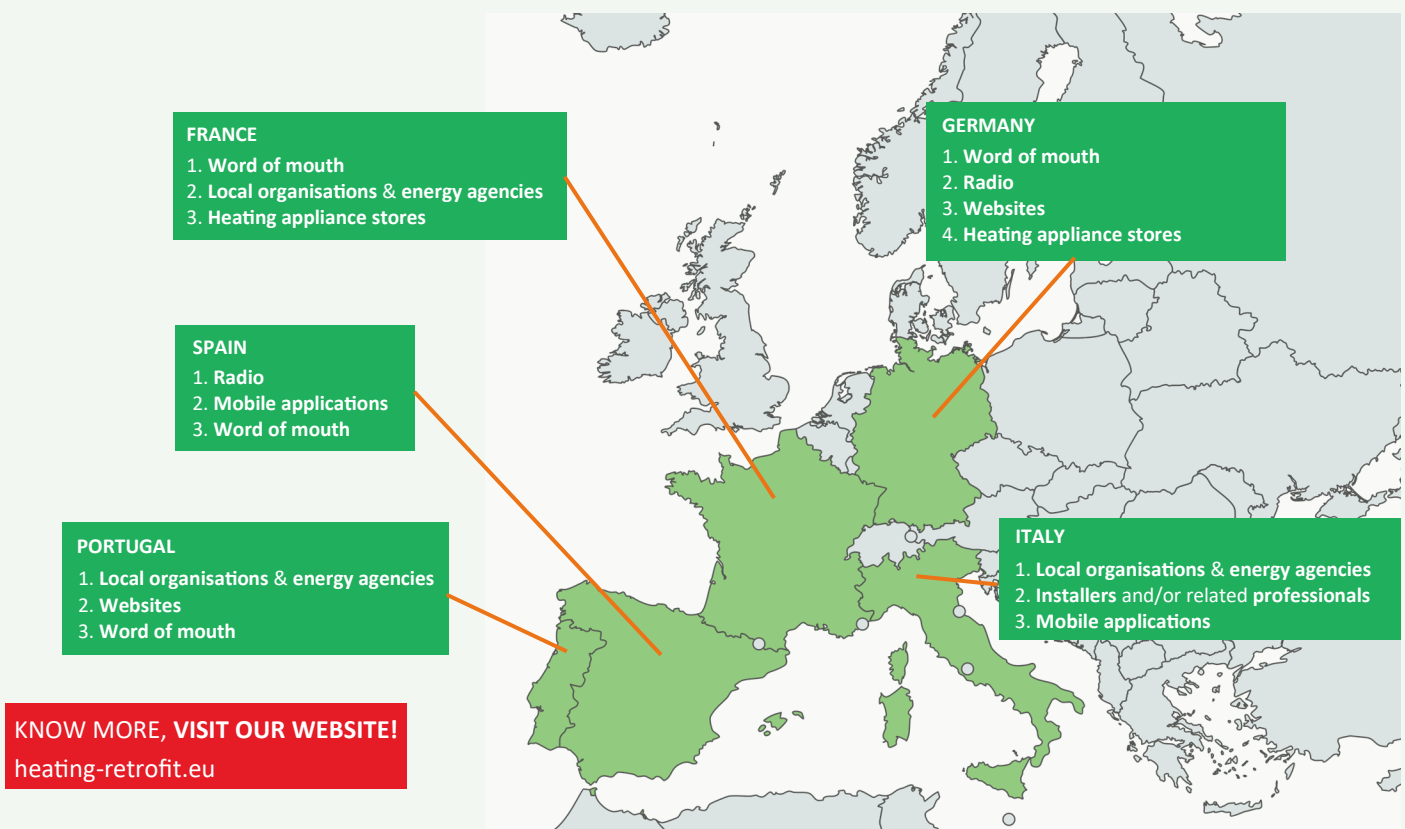
### Local organisations and energy agencies

- Communication from local organisations (public authorities, NGOs, consumer organisations, etc.) and energy agencies can also increase consumers' intention to switch to a more energy efficient heating system.



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## Trusted communication channels – by order of importance



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