

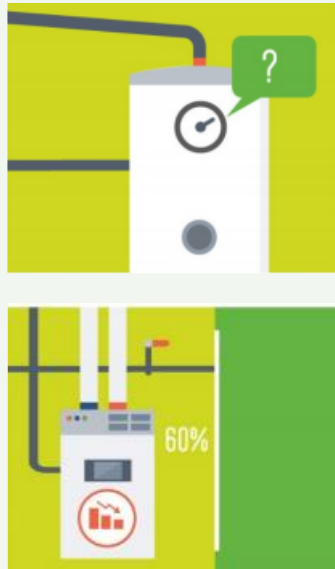


BE A PART OF THE REVOLUTIONARY HEATING MARKET RENOVATION!

BOOSTING CONSUMERS APPETITE FOR MORE ENERGY EFFICIENT HEATING APPLIANCES

THE HEATING MARKET IS VERY STABLE

- ✓ **60%** of the heating stock consists of **inefficient systems** (class C or lower).
- ✓ Installed heating systems can last over 15 years, and their **replacement rate is very low** (4% per year).
- ✓ The **lack of awareness, information and advice** on the technical possibilities and the actual energy costs can explain this low replacement rate.



PROFESSIONALS, THE PREFERRED INFORMATION CHANNEL

- ✓ Except for Germany, **consumers are not informed** about the energy efficiency of their old heating system.
- ✓ In the acquisition of a new heating system, consumers rely mostly on **professionals** when a maintenance relation is in place, and **sales agents** when going to replacements or new acquisitions.

GET INVOLVED!

WHAT'S IN IT FOR PROFESSIONALS?

- ✓ **STRENGTH YOUR BUSINESS:** by enhancing professionals' skills and presence in the market.
- ✓ **STANDARDIZE THE ASSESSMENT OF HEATING APPLIANCES:** in order to facilitate performance assessment and technical designs.
- ✓ **TAKE ADVANTAGE OF THE ENERGY LABEL:** using a successful tool in the consumer decision process to estimate and highlight the energy savings the consumer can benefit when replacing the old heating system.
- ✓ **STAND OUT FROM YOUR COMPETITION:** you will get additional know-how in long-term cost savings potential and consumer relation, improving your argumentation in the presentation of replacement opportunities.
- ✓ **WORTH OF MOUTH:** in some countries such as France and Germany, word of mouth is the most trusted communication channel; this could be a differential factor among the competence.
- ✓ **IMPROVE YOUR KNOWLEDGE:** join HARP's training programme on how to use the voluntary labelling tool for existing heating solutions, interact with the consumer and promote efficient heating solutions in the consumer advisory process.
- ✓ **BE PART OF THE EUROPEAN HEATING COMMUNITY:** be recognized as one of the key professionals in energy efficient heating. Consumers will have the opportunity to access and directly contact with the HARP trained professionals as the last step on the online support decision tool.
- ✓ **MAKE A CHANGE:** contribute with your work to climate change mitigation. Each one of us can make a difference, together, we make a change!



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HOW DO I GET INVOLVED?

TRAINING AND EDUCATION MODULES

- ✓ Professionals must have the competences to demand energy efficient products from the suppliers, to offer energy efficient heating solutions (products and packages), to provide effective and reliable quantified information easily understood by the consumer and to know how to talk with the consumer, addressing their concerns and offering the most adequate solutions considering their specific needs.
- ✓ Assist the consumer in the decision process benefiting from the HARP materials designed to support the consumer decision process: factsheets, videos, serious games, etc.
- ✓ HARP aims to work with 1.000 professionals across Europe.

THE HARP_a ONLINE TOOL

- ✓ An advanced interface of the online tool is aimed at professionals, allowing the customization of the technical parameters to consider in the generation of the indicative label for existing heating systems and simulation of the specific case under analysis.
- ✓ Evaluate the installed heating system during maintenance/audit/inspection activities and calculate and print out the label for the existing heating solution during a visit using HARP_a and additional information resources provided in the professional's toolbox.
- ✓ Aid the consumer decision-making process with the overview provided by the application of the most efficient alternatives available on the market, along with a list of benefits, such as energy and costs savings and reduction of CO₂ emissions.



HARP_a, online tool architecture

HARP IN NUMBERS

HARP stands for Heating Appliances Retrofit Planning. It is a project funded by the European Union through the Horizon 2020 framework, focusing on 5 EU Member States: France, Germany, Italy, Portugal and Spain.



PROJECT CONSORTIUM



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