



WHAT IS CLEAR-HP?

CLEAR-HP is a four-year long EU-funded project that started in September 2023. At its core, the project aims to ensure consumers' homes are ready for a heat pump, and to offer them a great deal on purchasing and installation through collective purchase campaigns.

This is the fourth iteration of the CLEAR project series. CLEAR stands for 'Consumers Leading the EU's Energy Ambition Response'. You might have guessed that HP stands for 'heat pump'!

WHY THIS PROJECT?

In the face of the climate crisis and rising energy costs, consumers across Europe are increasingly interested in switching to renewable heating. However, national consumer organisations are flooded with questions from consumers who don't know where to begin. The project aims to simplify the process of switching to a heat pump for consumers, as well as offering discounts on the product and installation package.

In terms of numbers, the projects goals are to:

- Engage at least **43,000 consumers** in collective purchase campaigns across seven countries
- Trigger **€3.5m of new investments** in renewable technologies

- Achieve **2 GWhs of primary energy savings**
- **Reduce emissions in Europe by 639 tCO₂-eq GHGs** within the project duration alone (equivalent to the emissions released by flying from Paris to New York almost 700 times)¹

HOW WILL THE PROJECT HELP CONSUMERS?

Consumers who sign up to participate in the project at the national level will be educated in how to make their home heat pump ready. If their home is already fit for a heat pump, they will be offered the chance to participate in a collective purchase campaign, which will offer a "purchase and installation" package of a heat pump which has been tested for a high level of energy efficiency.

Where homes are not fit for a heat pump, consumers will be given advice specific to their situation on if and how their home can be made suitable for a heat pump.

¹ <https://impactco2.fr/comparateur>

IN WHICH COUNTRIES WILL CONSUMERS BE ABLE TO ACCESS THESE OFFERS?

Consumers across seven European countries will have access to campaigns in in: Belgium, Bulgaria, Italy, Portugal, Slovakia, Slovenia and Spain.

WHAT ELSE WILL THE PROJECT DO?

Beyond workshops and collective purchase campaigns, partners will develop policy recommendations for national governments on how to improve the roll-out of heat pumps across Europe. Finally, partners will also provide training material to installers and heating designers to improve the quality of heat pump installations and increase the number of professionals proficient in the technology.



WHAT TYPES OF HEAT PUMP ARE ON OFFER?

Depending on various factors such as the local climate, suitability of homes in the region, national subsidies and product availability, consumers will be offered either an **air-to-air** or **air-to-water** heat pump.

OBJECTIVES

40,000+ CONSUMERS

receiving information about heat pumps

3.5 MILLION EUR

of investments in sustainable energy

3.64 GWH

of renewable energy generation per year

1,370 CONSUMERS

engaged in workshops

185 HP INSTALLERS AND RETAILERS

trained and/or upskilled

WHO ARE THE PROJECT PARTNERS?

The project is overseen by BEUC (The European Consumer Organisation), with product testing conducted by ICRT (International Consumer Research & Testing), collective purchases coordinated by DECO PROTeste, and with direct connections to industry via the European Heat Pump Association.

There are seven national consumer organisations that will run campaigns on the ground throughout Europe: Altroconsumo (Italy), BNAAC (Bulgaria), DECO PROTeste (Portugal), OCU (Spain), SOS (Slovakia), Testachats (Belgium) and ZPS (Slovenia).



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Find out more, visit: beuc.eu/clear-hp