

What's it like to live with a heat pump?

The real consumer story

February 2025



Summary

Heat pumps are no longer a technology of the future – they are already heating and cooling homes across Europe today.

It is now firmly established that heat pumps are key enablers of achieving Europe's energy and climate goals and in times of wars and crisis, they make Europe less dependent on foreign fossil fuel imports.

Often misleading information found in social media and some outlets has led to a distorted and false perception of heat pumps, but it is consumers' experience that can tell us the truth about this technology.

This report explores the changes heat pumps can bring to people's homes and what policymakers can learn from their experience. After all, the full potential of the heat pump is still yet to be realised and making it a more widely-used heating technology must be done in a way that benefits consumers.

Therefore, we asked consumers across Europe about what it's like to live with a heat pump?

Main takeaways:

1. Most people are very happy with their heat pumps, reporting that their thermal comfort has increased.
2. Cooling is a big advantage during the warmer months.
3. While cost savings are important, more efforts are needed to make heat pumps more competitive compared to gas boilers.
4. Heat pump users tend to become more conscious of their energy consumption.
5. Although the installation process went smoothly, detailed advice on the suitability of the heat pump and housing insulation measures was often lacking.
6. Many 'teething issues' highlight the importance of post-installation service and maintenance.

Why this report?

While the energy transition is often associated with solar panels, electric cars and large wind farms, fewer people think about how we heat our homes. However, heating and cooling accounts for around half of our energy consumption and is one of the biggest cost factors for consumers.

Currently, 75% of the heat demand in EU households is still met by fossil fuels. The figures show that the heating transition will play a decisive role in achieving Europe's climate and energy goals. In this regard, the next months will be a pivotal moment to implement the laws adopted under the EU Green Deal which includes commitments and measures to decarbonise heating and cooling in Europe's residential sector.

The good news is that we already have a solution. In Europe, and beyond, heat pumps are one of the key sustainable heating solutions with the potential to significantly reduce energy consumption and end fossil-fuel-based heating in buildings. Powered by renewable or low-carbon electricity, heat pumps offer a cost-effective and sustainable alternative to polluting fossil fuels such as gas or fuel boilers.

However, in many European countries, the introduction of clean heating solutions has sparked increasingly polarised debates, accompanied by a massive flood of disinformation about the technology. The negative media coverage and public backlash have made policymakers cautious to introduce ambitious energy policies.

Above all, the polarisation has undermined consumer confidence in heat pumps¹. The situation is aggravated by the fact that the consumer journey is often complex and not always straightforward. Switching to a heat pump requires putting together various pieces of a puzzle: from buying a suitable heat pump, accessing reliable information and advice, getting the correct installation to being adequately protected when things go wrong. However, the biggest concern for many consumers is the financial burden. Heat pumps and the installation come with significantly higher up-front costs compared to fossil fuel alternatives. Additionally, the economic advantages are often less compelling in many countries: Despite their high efficiency, the high taxes and levies on electricity make running a heat pump more expensive and less competitive than gas heating.

As [BEUC's previous study](#) on heat pumps revealed, personal experiences are the most powerful incentives for consumers to opt for a low-carbon heating system. To better understand what it is like to heat and cool our homes with a heat pump and get some "on the ground" feedback about people's concrete experience with this technology, consumer organisations spoke to heat pump owners in four European countries. The testimonies bring additional insights into consumers' experience with heat pumps and highlights key areas where policymakers need to take further action to support the uptake of clean heating solutions.

¹ See <https://www.theguardian.com/environment/2025/jan/03/theyve-heard-so-much-wrong-information-selling-heat-pumps-across-germanys-political-divide>

How we went about it

Consumers were asked about their personal experience with their heat pump in four countries: Czech Republic, France, Spain and the Netherlands. To this end, a consumer organisation in each country conducted interviews with six to eight heat pump owners between June and September 2024 to gain a snapshot of their experience.

Following a call for testimonials on the consumer organisations' websites, social media platforms or via email to their subscribers, the organisations selected a few people who expressed interest in sharing their experience (on a voluntary basis). The call included preliminary questions to identify consumers who have switched from another heating system to a heat pump within the last three years.

The questionnaire covers critical aspects of consumers' experience with heat pumps such as the consumer's comfort level since the heat pump was installed, satisfaction with the installation process, observed changes in the cost of heating and cooling and overall satisfaction.

In total, in-depth interviews were conducted in-person or via phone with 30 heat pump owners. In France and the Czech Republic, if consumers reported issues with their heat pumps, inspections of the device and the dwelling by heat pump specialists were carried out to understand the causes behind a user's dissatisfaction and how it could be rectified. In France, two independent experts from the *Centre Technique des Industries Aérouliques et Thermiques* (Technical Centre for Aeroulc and Thermal Industries) were sent to two consumers' homes, one specialised in the heat pump device and the other in the building 'envelope'. In the Czech Republic, experts from the respective heat pump company were sent to verify whether the installer had followed the company's recommendations and to identify any other issues affecting the user experience.

In Spain and the Netherlands, only heat pump users with positive experiences were found and thus, did not require home visits for the inspection. This is an unexpected finding, as consumer organisations are primarily approached to handle complaints.

These consumer organisations carried out consumer surveys in the Netherlands, Spain, Czech Republic and France.



Main takeaways

1. People are mostly very happy with their heat pump

The majority of participants across the four countries reported that they are highly satisfied with their heat pump installation. For consumers, the key benefits included improved comfort, more even heat distribution, the bonus of cooling during warmer months, and reduced energy consumption.

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It's more comfortable with a heat pump, because it provides constant, gentle heat, whereas with the old oil-fired boiler, the radiators were sometimes scalding.

Philippe from France

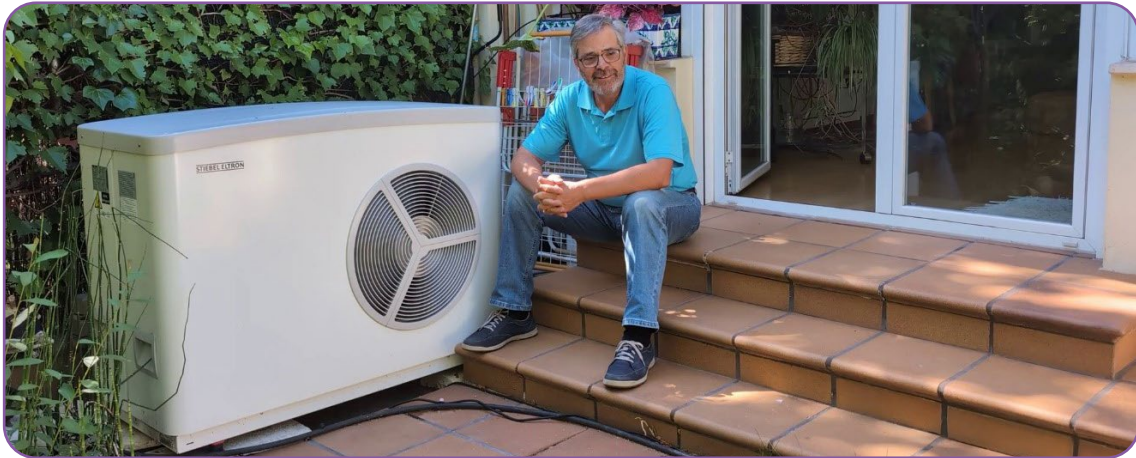
I am very satisfied. I can cool [my home] in the summer and heat [it] in the winter. The mould has disappeared from my apartment. My thermal comfort is better, even with the same heating temperature. And I'm paying about half the price I paid before. I recommend heat pumps to all my friends.

Czech consumer

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The testimonies show that many consumers across the four countries, reported on similar benefits and good experiences, particularly when it comes to the comfort level but also the operation of the heat pump. For instance, many Spanish and Dutch participants valued the convenience of not having to turn off the heat pump, as the system automatically adjusts the indoor temperature and maintains a consistent temperature based on the programmed settings. In other cases, a heat pump user in Spain and another in the Czech Republic emphasised precisely this possibility of flexible manual adaption: “Heating with a heat pump is more flexible for me. When I leave home, I only let the heat pump run at a lower temperature; after I arrive, I increase it to a comfortable temperature. I couldn't do that before”- Spanish consumer.

Below: a heat pump user from Spain with an air-to-water heat pump installation for his single-family home.



With a few exceptions, the comfort level increased...

Around **two thirds** of the participants reported that the comfort level has overall improved.

As mentioned above, many consumers appreciate that their homes maintain a more consistent temperature with the heat pump and heat is more evenly distributed. In the words of a French consumer: "It's nothing like heating with electric radiators. We no longer have any hot or cold spots [...] It's a huge improvement in comfort". Czech consumers also reported that, since installing the heat pump, they no longer have issues with mould and the humidity has decreased in the house.

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Our comfort has improved. The house has always been heated to 19°C and that's how it has stayed, but the heat pump distributes a softer, more even heat than the boiler.

Sébastien, from the Oise region in France

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By contrast, in the Czech Republic, several survey participants reported facing problems in adequately heating their homes. For two of them, the problem was due to malfunctioning heat pumps. Two other respondents, reported that, although their heat pumps function correctly, their performance was not satisfactory: one stated that their heat pump did not have sufficient capacity to heat the home adequately, and the other reported that they had to lower the temperature because the energy consumption became too high. (See below for the section on the installation process for more information).

One shortcoming of the overall improvement in comfort that was mentioned by a few respondents in all countries was an unexpected level of noise from the heat pump. In some cases, slightly adjusting the heat pump settings fixed the issue. However, a few respondents reported that the issue of noise level could not be fixed by adjusting the heat pump. In this case, one of the independent experts recommended other simple sound-proofing solutions, such as a sound-proof enclosure for the indoor unit, insulation of the piping or for the outside unit. The photo above, for example, shows a heat pump with a sound-absorbing mat underneath which reduced the noise. After the consumer noticed the unexpected noise level, this measure was taken, which solved the problem completely.



A [study](#) by the Dutch Enterprise Agency – with similar questions, but with a larger sample (1,649 surveyed participants) – shows that only 5.4% of users experience noise nuisance from their outdoor heat pump and 3% from their indoor unit.

Philippe from France is very happy that the heat pump blends in well with the architecture of his house (pictured right), “without making any noise”. He was particularly careful to choose a quiet model.



Noise nuisance can also be effectively mitigated through proper planning, as selecting the right location is crucial. Additionally, the energy label offers information about the sound power level which helps consumers to make informed decisions to minimise the noise impact.

2. Comfort was especially appreciated during the summer

In all countries surveyed, consumers emphasised the **benefit of using heat pumps for cooling during the summer**. Heat pumps are an efficient year-round technology that can replace both a gas boiler and an air conditioning system. The basic principle of cooling with an air-to-air heat pump is simple: the device’s original function is reversed, extracting warm air from the interior and releasing it outside.

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I bought my air-to-air heat pump to reduce my electricity bills, not for air conditioning, but I really appreciate it in summer.

Arnaud, from Périgueux in South-Western France where temperatures can rise quite high during summer

It's simply the best air-conditioning system I've ever had.

Spanish consumer

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In less hot climates as in the Netherlands or the Czech Republic, consumers appreciate the cooling function of heat pumps: *‘The underfloor heating is great, especially with the cooling in the summer. That’s a blessing, it works perfectly.’* (Dutch consumer). The cooling function was perceived as a major factor in improving comfort. Moreover, it offers important health benefits: The increasing frequency of heat waves has led to a rise of health-related issues, commonly known as ‘heat stress’ on the human body. According to a report by the [EU Copernicus Climate Change Service](#), heat-related mortality has increased by around 30% over the past 20 years. As a result, the use of air conditioning has risen significantly in recent years.



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I live in an apartment under a roof, so it was hot in the summer and cold in the winter. Now I cool in the summer and heat in the winter, all for about half the cost of an electric boiler.

Czech consumer

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Jan P. from the Czech Republic (pictured below) originally used an electric boiler. He is very happy with the fact that the heat pump cools in summer and heats in winter, all for half the price of before.



3. A closer look at the cost (savings)

When asked about the motivation for switching to a heat pump, many respondents cited concerns over the sharp rise in gas prices preceding and following the Russian invasion of Ukraine. Increasing costs of energy, particularly volatile gas prices, and the **promise of economic savings were key drivers for switching to a heat pump**. In Spain and the Netherlands, **climate concerns** were even more important than the potential cost savings.

The testimonies provide anecdotal insights into the economics of heat pumps and potential savings. The contexts and conditions of the respondents vary significantly, and these experiences do not allow us to draw definitive conclusions but still allow us to make some interesting observations.

Electricity prices, for example, are a key factor in cost savings, but in many European countries, they remain significantly higher than gas, making heat pumps less economically attractive for now. For instance, Belgium has the highest electricity costs relative to gas, with high taxes and levies further discouraging the switch to heat pumps. Our Belgian member Testachats/Testaankoop² calls on the country's federal and regional governments to introduce fair energy taxation and remove other charges that have nothing to do with the electricity price.

For Dutch consumers, heat pumps are not only a good alternative to fossil fuel boilers, but a better one. All respondents reported lower monthly energy bills and anticipated long-term savings.

Also, Czech consumers who declared that they were satisfied with their heat pumps noticed a reduction in their energy bill. For one Czech consumer, switching from an electric boiler to a heat pump was seen as a cost-effective choice. He could half his energy consumption, dropping from 6MWh to 3MWh, while also benefiting from cooling in summer. Another consumer generally very satisfied with the switch to a heat pump, remarked that they "expected more state support in the tariff for heat pumps". In the Czech Republic, consumers can choose a specific tariff for heat pump electricity consumption to benefit from lower electricity prices, but the overall high electricity price is still not competitive compared to the gas price and the tariff must better reflect the actual usage pattern and promote cost efficiency.

In contrast, in France, despite high reported satisfaction levels, a few consumers doubted whether the heat pump would quickly, if ever, recoup its costs. However, an increase in property value was often cited as an advantage. "I don't think we're getting a return on the heat pump, but as it improves our energy performance class, it adds value to our home," said one consumer.



Combining a heat pump with photo voltaic (PV) reduces the running costs for a heat pump. A French heat pump user reported that his heat pump is partly powered by PV panels installed on the garage roof (photo above) and he was able to use most of the energy he produced or he sold it to energy supplier EDF.

In the case where a heat pump user from France expressed strong concerns about high energy bills, two experts visited the consumer and inspected the heating system and the housing envelope. The experts were very critical of the unit that was recommended by the installer. They would have suggested a much cheaper and more suitable heat pump solution, complementing the already existing air-to-air heat pump. Even though the less suitable heat pump was properly installed, the consumers could have saved up to €10,000 on the appliance and installation. The higher energy bills which are primarily due to the rise in electricity prices, could possibly have been lowered with a more suitable heat pump system. It should also be mentioned here that in this case, a significantly higher room temperature (23–25 degrees) was necessary due to the presence of a sick person, which also explains the high energy bills.

In Spain, consumers were more optimistic, particularly when using their heat pumps in combination with solar panels. One consumer reported that with solar panels, they expected to recover the total investment of both the heat pump and the solar panels (€9,000 investment, plus €4,150 subsidy) in nine and a half years. Surprisingly, only consumers with an air-to-water were interested in participating in the interviews. Although air-to-air heat pumps are generally more common in Spain, as they present quite a compelling economic case, particularly in warmer climates: they are generally more affordable than air-to-water heat pumps and more energy efficient than traditional air conditioning systems. The lack of interest in the survey could be that many users of air-to-air heat pumps use their heating primarily as air conditioners and may not realise that they are using a heat pump.

While heat pumps do not always guarantee immediate savings, their ability to reduce energy consumption and reliance on fossil fuels as well as to increase the comfort level remains a compelling factor for many consumers.

4. Increased interest from consumers in managing their energy consumption

Almost all consumers surveyed (90%) monitor their energy consumption, and some of them every day. Although some of the surveyed consumers already monitored their energy use before installing a heat pump, most of them insisted that their interest in tracking individual consumption and their heating appliance's performance had grown since the switch to a heat pump. For instance, a few respondents regularly take photos of their electricity meters and write down the data in Excel spreadsheets. However, more commonly, respondents explained they used a smartphone or computer application to monitor their consumption.

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It's ideal, all I have to do is click on my phone.

Arnaud, from Périgueux in France

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There are certainly some heat pump enthusiasts among the surveyed participants; however, the testimonies show that the switch to heat pumps means **consumers are more aware of and engage with their energy usage, not least because it is easier to control.**

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Mostly out of curiosity and because the performance of a heat pump is easy to monitor with an app.

Dutch consumer

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5. Good experiences with the installation

The surveyed heat pump users were also asked about their overall experience about the heat pump installation process and whether they were satisfied with the information and advice provided by the installer on the choice of the heat pump model and the possible insulation work.

As installers are in direct contract with consumers, they play a key role in advising them on the insulation measures that may be necessary to ensure the efficient operation of a heat pump. They should know how far to go with thermal insulation – many houses do not need to be fully renovated before a heat pump is installed. Insulation measures can vary from bigger projects, such as roof or wall insulation or installing double-glazed windows, to more moderate insulation measures like draught-proofing windows or using curtains made of insulating fabrics to reduce the heat loss.

The testimonies show the **high importance of word-of-mouth referrals** from trusted peers who had positive experiences when it comes to the heat pump device itself and the installation.

Almost half of the participants consulted their friends, family or neighbours for tips on recommended installers.

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I contacted homeowners in my area who were already equipped and satisfied with their equipment to find out who to ask for quotes. I chose the installer who also had a good reputation for the quality of his after-sales service.

Arnaud, from in Périgueux in France

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Another key source to find a heat pump installer are consumer organisations' or public authorities' websites. In France, both dissatisfied consumers only relied on advertisements and the advice of the company's sales representative. As salespeople are usually interested in selling more expensive products, it is important to rely on independent experts' advice when it comes to the suitability of the heat pump installation.

One important factor for a positive experience is the convenience of finding a good installer. Participants in all four countries indicated that **it was (very) simple to find an installer** and in two thirds of all cases, participants approached between one to three installers for a quotation. Only in Spain and France, participants tend to ask for more than three quotations.

83% of respondents were generally satisfied with the installation process

In terms of the overall experience, the respondents in Spain, France and the Netherlands were mostly happy with their installer, including their level of knowledge and professionalism. Many **heat pump users emphasised the expertise of the installers and their ability to clearly explain and answer questions**. "The installer explained to me in detail how he was going to proceed, and then the installation of my air-to-air heat pump took three days with two technicians. Everything went well," said Philippe, who lives near Lyon in France.

A Dutch consumer recalls: "You could really tell they knew what they were doing and worked carefully. They took pride in their work".

Jaromír J. from the Czech Republic (pictured below) is very satisfied with his heat pump installation and appreciates the lower energy bills. He is technically proficient, and calculated all the parameters himself, but he was pleased that the installer suggested a better solution for the expansion tank during the installation. He has already been using solar panels (PV) for five years.



By contrast two participants from the Czech Republic expressed significant dissatisfaction with the installers. One user reported unexpectedly high energy consumption and felt inadequately informed. This suggests that the installer did not provide sufficient advice on the required insulation measures. Another user experienced persistent noise problems caused by insufficient adjustments, which made the heat pump run at full speed continuously.

Two thirds of participants say that they were **satisfied with the information provided by the installer** about the heat pump and how to use it. Most installers asked the prospective buyers about the insulation of their homes before proceeding with the sale. In France, the installers carried out a thermal sizing study or a thermal audit in all cases, that help to determine whether additional insulation is needed for the efficient operation of a heat pump.

In the other countries, despite the high satisfaction level with the overall installation, feedback is a bit more mixed about the more specific advice the installer gave regarding the energy performance of their clients' homes. Many installers did not provide detailed advice on windows, radiators or water tanks, nor did they offer any advice on improving the overall energy efficiency of the house.

This result is worrying, as it suggests that many installers insufficiently considered the energy performance of their clients' houses which is a crucial factor to determine whether heat pumps can work well and deliver energy savings and thermal comfort. A certain amount of insulation contributes to better energy efficiency, which means a better functioning heat pump and lower bills for the consumer. If this had been taken into account, the two unhappy consumers from the Czech Republic who complained about the insufficient indoor temperature would certainly have saved themselves a lot of trouble and costs.

Heat pump experts' recommendation: What went wrong and how to avoid it?

In another case in France, a heat pump user complained about the high level of noise and the increased energy bills which do not allow them to pay off their monthly loan for the heat pump and the thermodynamic water heater. In this case, the national consumer organisation sent two independent heat pump experts to the respondent's house.

It was found that the consumer had not been advised to improve the house's insulation, a measure that could have lowered the energy costs and enhanced the efficiency of the heat pump. With some insulation measures, a smaller, less powerful heat pump could have been installed, which would also have led to a reduction in noise and energy costs. Moreover, the experts suggested a few simple measures which could have easily been taken at the moment of the installation and could have reduced the heat pump noise, e.g., orienting the outdoor unit differently and installing acoustic panels on three of its sides, placing the indoor unit in an acoustic closet and adjusting the circulation pump to reduce the noticeable noise in the pipes.

During the inspection, the experts also noticed that the heat pump connected to a 200-litre thermodynamic water tank for domestic hot water supply was oversized for a two-person household.

6. Multiple issues shortly after the installation

Across all countries, many respondents (20/30) reported that they encountered issues with their heat pumps shortly after the installation. While most problems could be resolved rather quickly, the experiences varied in complexity.

For instance, one French consumer struggled to adjust their air-to-air heat pump, as the temperature on the remote control did not match the room temperature. It took extensive trial and error before finding the right setting. In other cases, adjustments involved fine-tuning the operational speed for optimal performance and noise reduction. One respondent had to purchase a new router due to insufficient internet signal strength, which was necessary for remote control of the heat pump system.

In another case, adjustments were needed as the heat pump performance did not match with the household's energy demand: "It was difficult to adjust the temperatures of the machine so that it could provide optimal cooling on the hottest summer days. It was necessary to extend the hot water tank initially installed because it did not meet the water needs of my family members" – a Spanish consumer.

Initial operational issues were also reported in the Czech Republic, including water leaks, malfunctions of the control board, incorrect settings and insufficient heat output. In one case, "the installer adjusted it more than 10 times," said a Czech consumer, as the heat pump was initially very loud and ran without interruption.

In another case in the Czech Republic, a consumer faced significant difficulties in communicating with the service partners. The repair process was lengthy and required extensive communication, and although the heat pump's operation could be optimised and the expert could not identify any major technical issues, the consumer was left frustrated by the overall experience.

The testimonies show that installation alone does not mean that the switch to a heat pump has been successful. One of the experts noted that the heat pump can show poorer performance in the first year of operation as settings may still need to be adjusted. It is therefore important that consumers can benefit from post-installation accompaniment and high quality after-sales and maintenance service.

Was it worth it?

The survey shows that the majority of heat pump users (24/30) think that it was a good decision to switch to a heat pump. However, the reasons for this vary between countries and consumers.



Many respondents identified lower energy bills as the most important factor in switching to a heat pump. In France, while surveyed consumers did not see an immediate and significant reduction in energy bills to recover the up-front costs, many believed that switching to a heat pump increased the overall value of their property. On the other hand, in Spain, this was the least important reason for switching. In Spain and the Netherlands, respondents highlighted a reduced carbon footprint and lower energy bills as the main reasons for their decision to switch. In the Czech Republic, satisfied heat pump users emphasised lower energy bills alongside improved comfort as the top reasons for making the switch.

What should policymakers make of these results?

The real-world experiences shows that contrary to the scaremongering and misleading information that we often see on social media, heat pumps are already a perfectly viable solution. However, the conversations with the consumers surveyed also revealed some shortcomings and difficulties that we need to address if we aim to make heat pumps a go-to technology for heating and cooling.

In short, the consumer journey needs to be simplified, the economic case for heat pumps needs to be improved, consumer protections must be expanded, and access to clear information and guidance must be accessible.

1. Improve the economic case for heat pumps

Up-front costs

One of the main drivers behind the decision to switch to heat pumps was cost savings. However, the high up-front cost diminishes these prospects, as it can take years for a heat pump to pay for itself or it makes heat pumps less financially attractive at least for the time being. And many can simply not afford it in the first place.

Heat pumps have higher up-front costs than other heating alternatives and even with subsidies, heat pumps cannot always compete on the high costs for the device, the installation and additional costs to adjust the heating system and the building envelope. As the Clean Industrial Deal will aim to boost the EU's clean tech manufacturers' competitiveness, it is essential that public support for industry leads to lower consumer prices for these appliances.

In addition, subsidies for heat pump installations are often insufficient and unpredictable. This issue was analysed as part of the [CLEAR-HP project](#), which reviewed financing schemes across seven European countries. The CLEAR-HP project was created to facilitate consumers' access to heat pumps by guiding them throughout the whole purchasing journey. At the heart of this project is a series of collective purchase campaigns based on 'purchase and install' packages, designed and tested to help consumers to adopt renewable heating systems in a simple and transparent way.

Recommendation

Heat pumps have high up-front costs and often require additional expenses, but predictable subsidies and tailored financing can make them more accessible for low-income households. However, subsidies are not a panacea to boost heat pump adoption. Developing a mass market through strategies like collective purchases, neighbourhood-wide adoption, or innovative business models can help lower costs. Additionally, incentivising manufacturers to invest in supply chains can boost competition and reduce consumer prices. A good example is the CO₂ emission performance standards for cars, which acts as a tool to speed up the electrification of car manufacturers' fleets.

Running costs

Even once the barrier of high up-front costs is overcome, the promise of cost savings does not always materialise.

As a matter of fact, heat pumps are three to five times more energy efficient than conventional gas boilers. However, this does not always offset the substantial difference in energy prices. In many European countries, electricity costs are several times higher than gas, making heat pumps more expensive to run than gas or oil boilers.

Recommendation

Member States must reduce taxes and levies on electricity for heating and remove other charges that have nothing to do with the actual electricity price. In this regard, the European Commission should issue guidance on how to address the high taxes and levies and to clean up electricity bills from non-energy related levies.

2. Help consumers to switch to heat pumps

Awareness

The testimonies show that the surveyed heat pump users had a great interest in their new heating system. However, a [survey](#) from our UK member Which? (2023) examined how much homeowners know about heat pumps and if they are willing to install them. The research shows that many homeowners have not heard of heat pumps or do not know what they are.

Therefore, a public engagement campaign could be a first step towards increasing awareness. Which suggests targeting those who already demonstrate greater openness and clearly communicating about the support that is available. This way, it may have a wider impact as more consumers see heat pumps being installed in their neighbourhood and it may help to build trust among other consumers. The Renewable Energy Directive (Article 18) requires Member States to develop suitable information, awareness-raising, guidance, or training programmes to inform citizens about the benefits of renewable energy and promote heat pump technology as the most efficient and climate-friendly heating solution.

Recommendation



Member States must do their part by promoting the adoption of heat pumps and clearly communicating the benefits of making the switch to a heat pump. Public awareness campaigns that can build trust and promote adoption can bring about wider acceptance.

Information and advice

The survey has shown that consumers lacked information whether they need to take renovation measures before the installation of the heat pump. Installers must be able to inform consumers about the necessary adaptation measures or refer consumers to professionals to provide comprehensive advice and practical assistance for the housing retrofit projects. One-stop shops can offer this service and should also be able to provide support for consumers during and after the installation process. As the report shows, problems that occur are often the result of poor-quality installation.

Recommendation



The EU's recently revised Energy Efficiency and Energy Performance of Buildings Directives mandate Member States to establish one-stop shops. When they are well-implemented, these can guide consumers through the entire process, offering effective and accessible solutions. BEUC recently collected [best practices](#) from different one-stop shops at national level to ensure a successful roll-out.

3. Give consumers better protections

Alternative Dispute Resolution (ADR) for heat pump installations

Making heat pumps more accessible must go hand in hand with strong safeguards to protect consumers. The respondents had numerous teething issues, many of which could be resolved. However, in the case of the two dissatisfied consumers in the Czech Republic, consumers were left alone with their malfunctioning heat pump, as installers either went bankrupt or refused to address the issue. One of them is now pursuing legal action against the installation company as the installer made significant errors during the installation. Under current EU legislation, consumers have limited access to protection and redress when it comes to poorly-installed renewable energy devices. Who takes responsibility when consumers face issues with their heat pumps? Installers, manufacturers or other actors involved often shift the blame onto each other, leaving consumers caught in the middle. The gaps in the liability chain of responsibility need to be addressed.

Recommendation



EU legislation should introduce ADR mechanisms for heat pumps installations to resolve conflicts quickly.

4. More qualified and certified installers are needed

More qualified installers

The testimonies show that the consumers' experience with installers was generally very good. However, heat pump experts did not always consider the quality and suitability of the installation and the required settings to be sufficient, which limits the heat pump's performance.

Recommendation

Member States and local authorities need to create training programmes to improve the quality and efficiency of installations. Qualified and certified installers will increase consumers' confidence in new heating and cooling technologies.



Independent list of qualified installers

The fact that the respondents easily found an installer played a significant role in the high satisfaction level. A trustworthy and knowledgeable installer is a crucial factor in ensuring a successful heat pump journey. The consulted heat pump experts – in the cases of dissatisfied heat pump users – noted that the devices were not properly installed, necessary adjustments to the system were incorrectly made, and the manufacturer's recommendations were not followed.

Recommendation

Member States should create a list of certified heat pump installers to ensure that consumers receive reliable, high-quality installations and are protected from scams. These lists should be regularly reviewed, annually updated, and actively promoted at both national and local levels to enhance consumer awareness.



As heat pumps are still out of reach for many consumers, the Commission must revitalise the efforts to decarbonise heating and cooling in buildings. Concrete measures incorporating the above-mentioned elements are essential to boost market demand for heat pumps to the benefit of consumers

The EU needs a more ambitious and cohesive strategy to fully decarbonise heating and cooling. A recent [study](#) by the Cool Heating Coalition reveals that the EU is not on track to deliver on its ambition of decarbonising heating and cooling in buildings by 2050. Therefore, a robust implementation of the Fit-for-55 legislative framework is crucial for a successful transition. Beyond this, BEUC, together with the Cool Heating Coalition, is calling for a new strategic and holistic action plan on heating and cooling that envisages a more integrated and long-term approach to the EU heating transition.

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