

REPORT ON COLLECTIVE PURCHASE CAMPAIGNS

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ABOUT THE PROJECT

Consumers Leading the EU's Energy Ambition Response through uptake of Heat Pumps (CLEAR-HP) is an ambitious adaptation of a tried-and-tested methodology, designed and developed to address consumers' needs, specifically in the adoption of heat pumps for space heating, cooling and domestic hot water production.

The **overall objective** is to facilitate consumers' access to heat pumps products by accompanying consumers throughout the whole purchasing journey, and by addressing financial and regulatory barriers.

The **specific objectives** are:

1. Consumer awareness and trust in heat pump products and available subsidies is increased and more than 40,000 consumers are ready to act and change their behaviour.
2. More qualified and skilled installers of heat pumps are available to consumers at national level.
3. Consumer investments in heat pump products increase.
4. Regulatory frameworks and financing schemes for easier adoption of heat pump products are simplified and more accessible for consumers.

Through the provision of trusted information, collective purchase campaigns, an improved regulatory framework, and better access to qualified installers, CLEAR-HP will facilitate consumers' access to household renewables at an affordable price, thus allowing consumers to improve the energy performance and comfort of their homes and to reduce their energy bills in the long term.

The project activities cover [7 target countries](#), Belgium, Bulgaria, Italy, Portugal, Slovakia, Slovenia and Spain, where independent national consumer organisations are supported by BEUC and the International Consumer Research & Testing (ICRT).

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INTRODUCTION

This report presents the main results and lessons learned from the implementation of the Collective Purchase Campaigns developed under Work Package 5 (WP5) of the CLEAR-HP project. It summarises the design and implementation of the campaigns across participating countries, as well as the main outcomes in terms of consumer engagement, market response and operational experience.

The transition towards more sustainable and energy-efficient heating systems is a key component of the European Union's climate and energy strategy. Residential heating accounts for a significant share of energy consumption and greenhouse gas emissions in Europe, making the deployment of renewable and high-efficiency technologies essential to achieving decarbonisation objectives.

Heat pumps are widely recognised as one of the most promising solutions for reducing emissions in the residential sector while improving energy efficiency and long-term household energy affordability. However, despite increasing policy support, their large-scale adoption still faces several barriers, including high upfront costs, limited consumer awareness, uncertainty regarding performance and installation requirements, and a lack of trusted information to support consumer decision-making.

Within this context, the CLEAR-HP project implemented Collective Purchase Campaigns (CPCs) in several European countries, with the objective of facilitating consumer access to heat pump technologies. Through these initiatives, consumer organisations acted as trusted intermediaries, negotiating offers with suppliers and installers while providing independent information and guidance throughout the purchasing process. By aggregating consumer demand, collective purchase campaigns aim to increase market transparency and secure more favourable purchasing conditions, such as negotiated prices, installation services, and additional guarantees. At the same time, these campaigns are complemented by information and outreach activities designed to help consumers better understand the technology and evaluate its suitability for their homes.

The CLEAR-HP campaigns were implemented between 2024 and 2025, engaging thousands of consumers across Europe and promoting both air-to-air and air-to-water heat pump systems. Alongside the negotiated offers, participating organisations developed a wide range of communication and educational activities to support informed decision-making.

The following chapters provide an overview of WP5, including the methodology and background information, the implementation of the campaigns, the communication activities carried out, consumer feedback, and the key lessons learned from the collective purchasing initiatives carried out within the CLEAR-HP project.



WP5: METHODOLOGY & BACKGROUND INFORMATION

Work Package 5 (WP5), led by DECO PROTeste, played a central operational role in the implementation of the collective purchase campaigns developed within the CLEAR-HP project. Its main objective was to ensure the technical, organisational and analytical infrastructure required to support the campaigns across the consortium.

More specifically, WP5 was responsible for:

- supporting the development of the campaign landing pages and the digital processes required for consumer interaction (campaign registration, workshop registration and offer access);
- producing and managing campaign monitoring reports;
- coordinating consumer satisfaction surveys following campaign implementation;
- acting as data processor for collective purchase data, in accordance with partners' instructions and in full compliance with GDPR rules and the Data Processing Agreement established for the project.

Preparatory Phase: Framework and Operational Alignment

Before the launch of the campaigns, an extensive preparation phase was carried out to ensure that all participating organisations could implement their national campaigns within a coordinated and technically robust framework.

One of the first steps consisted of establishing a common campaign calendar, which allowed organisations to plan their activities while ensuring the availability of shared technical resources. Each organisation defined the launch period of its campaign according to national market conditions and product cycles, with campaigns generally designed to run for approximately four months. The sequencing of campaigns across the consortium, typically launched at intervals of around four weeks, required careful coordination in order to ensure the availability of IT resources and the timely development of campaign infrastructures.

At the same time, preparations were undertaken to ensure that product testing activities and campaign implementation schedules were aligned, guaranteeing that the results of independent product testing would be available in time to support consumer information and negotiations with suppliers.

Data Protection and Data Processing Framework

Given the nature of the campaigns and the personal data involved in consumer registration and participation, WP5 also coordinated the establishment of a Data Processing Agreement (DPA) among consortium partners. Under this framework, DECO PROTeste acted as the data processor for the collective purchase campaigns, providing the technological infrastructure necessary to manage campaign data while processing personal data on behalf of the participating national consumer organisations.

The agreement was developed in accordance with the General Data Protection Regulation (GDPR – Regulation (EU) 2016/679) and relevant national legislation, clearly defining roles, responsibilities and data protection procedures across the consortium. The document was finalised and signed by all partners prior to the launch of the campaigns.



Campaign Design and Consumer Experience

Another key component of WP5 consisted of ensuring a consistent campaign structure and user experience across countries, while still allowing each organisation to maintain its own branding and communication style.

To achieve this, a common campaign design framework was developed, including guidelines for landing page structure, visual identity, and the hierarchy of consumer actions throughout the campaign journey. The objective was to create a clear and intuitive pathway for consumers, allowing them to access information, register for the campaign, participate in workshops and eventually access the negotiated offers.

The design proposal was presented and validated by the consortium before the development of national campaign pages. Particular attention was given to ensuring visual consistency with the overall project identity, while also allowing flexibility for organisations to adapt communication content to their national audiences.

In parallel, a technical campaign framework was developed on the backend side. This included the preparation of databases, registration systems, and operational processes that would support consumer registration, additional data collection, workshop enrolment, and access to campaign offers. Anticipating these technical components in advance proved essential to ensure the timely launch of campaigns according to the agreed schedule.

Campaign Implementation and Landing Page Development

Once the preparatory phase was completed, WP5 supported the technical deployment of the campaign landing pages for each participating organisation. Although a common framework had been developed, each campaign required a cycle of specific activities involving coordination between organisations and the IT teams responsible for development.

This process included requirement definition, preparation of campaign materials (texts, images, validation rules and reference data), functional analysis and the development of the landing pages themselves. Before each launch, an acceptance phase involving end-to-end testing was carried out to verify that all functionalities, including registration flows and data collection processes, were correctly implemented.

In most cases, the largest share of development time was devoted to the customisation and adaptation of the framework to each organisation's specific campaign, ensuring that national content and operational needs were properly integrated into the common infrastructure.

The campaigns were launched progressively across the consortium, beginning with the first registration phases in late 2024. These initial phases allowed consumers to express interest in the campaign, learn more about the technology and participate in informational workshops, while organisations continued to negotiate offers with suppliers for the second phase of the campaigns.

Monitoring and Campaign Reporting

To support ongoing monitoring of campaign implementation, WP5 also developed a centralised reporting system, based on a Power BI dashboard accessible to the entire consortium.

This reporting system included both a global executive overview and detailed sub-reports for each campaign. The dashboards allowed partners to track key indicators such as campaign registrations, origin of participants, additional consumer data collected during registration, and participation in workshops and other engagement activities.

The reporting framework played an important role in supporting campaign monitoring and internal coordination, providing partners with a consistent overview of campaign performance across countries.

Operational Adjustments and Lessons Learned

Overall, the campaign implementation required a degree of operational flexibility as the project progressed. While the initial campaign schedule had been carefully planned, some adjustments became necessary during the rollout phase.

One example concerned the selection of platforms to manage workshops and webinars. As there was no predefined common solution (WP6), organisations launching the first campaigns had to explore and test different options. The experience gained during these initial implementations allowed subsequent campaigns to benefit from improved decision-making and clearer guidance.

Regarding the campaign timeline, the registration phases of the first three campaigns were launched on schedule. However, from that point onwards, subsequent campaigns and, in particular, the offer phases experienced an average delay of approximately two weeks.

Several factors contributed to this situation. The level of customisation required during the offer phases proved to be higher than initially anticipated, requiring additional development and configuration work. In addition, some organisations faced delays in the availability of product testing results, which were necessary to support negotiations with suppliers and the preparation of campaign offers. At the same time, the IT team had limited capacity to accelerate development or allocate additional resources in order to fully absorb these delays.

As noted during the WP5 presentation at the Steering Committee meeting in September 2025, although the campaigns and their respective offer phases had originally been scheduled to begin from March onwards, they were ultimately put into production in their entirety with an average delay of around two weeks. The initial domino effect, which began with the offer phase of the Spanish campaign, was progressively brought under control by the end of April.

Some campaigns also demonstrated that alternative launch approaches could produce positive results. The campaign implemented by the Bulgarian partner, for instance, was postponed until August and launched directly with the offer phase available from the outset. This approach proved to be particularly effective, as the timing aligned well with the selected supplier and market conditions, ultimately contributing to strong campaign performance.

CAMPAIGNS SPECIFICATION

Organisation	Country	Heat Pump	Campaign Period	Website
AE	Italy	Air-to-water	Feb – Oct 2025	https://www.altroconsumo.it/gruppoacquisto/riscaldare-risparmia/campagna-chiusa
BNAAC	Bulgaria	Air-to-air	Aug – Oct 2025	https://www.obstapokupka.online/hp
DECO PROteste	Portugal	Air-to-air	Dec 2024 – Oct 2025	https://www.deco.proteste.pt/campanhas/ar-condicionado-facil/
OCU	Spain	Air-to-water	Nov 2024 – Sep 2025	www.quieroatermia.org
SOS	Slovakia	Air-to-water	Mar – Sep 2025	www.spolocnenakupy.sk
Test-Achats Test-Aankoop	Belgium	Air-to-air	May – Dec 2025	https://www.test-achats.be/actions/pompes-a-chaleur https://www.test-aankoop.be/acties/warmtepompen
ZPS	Slovenia	Air-to-water	Jan – May 2025	www.skupinskinakupzps.si/hp/

CAMPAIGN RESULTS

Organisation	Country	Heat Pump	Engagement	Installations	WS Participation (A/B)
AE	Italy	Air-to-water	4.023	12	65
BNAAC	Bulgaria	Air-to-air	1.387	259	198
DECO PROteste	Portugal	Air-to-air	4.567	107	17
OCU	Spain	Air-to-water	7.348	20	506
SOS	Slovakia	Air-to-water	277	6	31
Test-Achats Test-Aankoop	Belgium	Air-to-air	2.144	45	5
ZPS	Slovenia	Air-to-water	4.109	81	1.487

MARKET RESEARCH

Market Research – Heat Pumps (Cross-Country Synthesis)

Across participating countries, the heat pump market shows a common pattern: rapid expansion driven by policy incentives and energy price dynamics, followed by volatility linked to regulatory uncertainty, macroeconomic pressures, and structural constraints in the building stock.

Market dynamics and policy influence

In Southern Europe, growth has been particularly sensitive to incentive schemes. In Italy, installations surged to around 520,000 units in 2022, making it the second-largest European market that year, largely due to the Superbonus scheme. However, the scaling back of incentives in 2023 led to a market contraction of over 28%, with heat pump sales nearly halving. Continued policy uncertainty and high electricity-to-gas price differentials further constrained demand in 2024.



Similarly, in Portugal, sales have more than doubled over five years (*Figure 1*), yet market confidence remains highly dependent on subsidy continuity and VAT reductions.

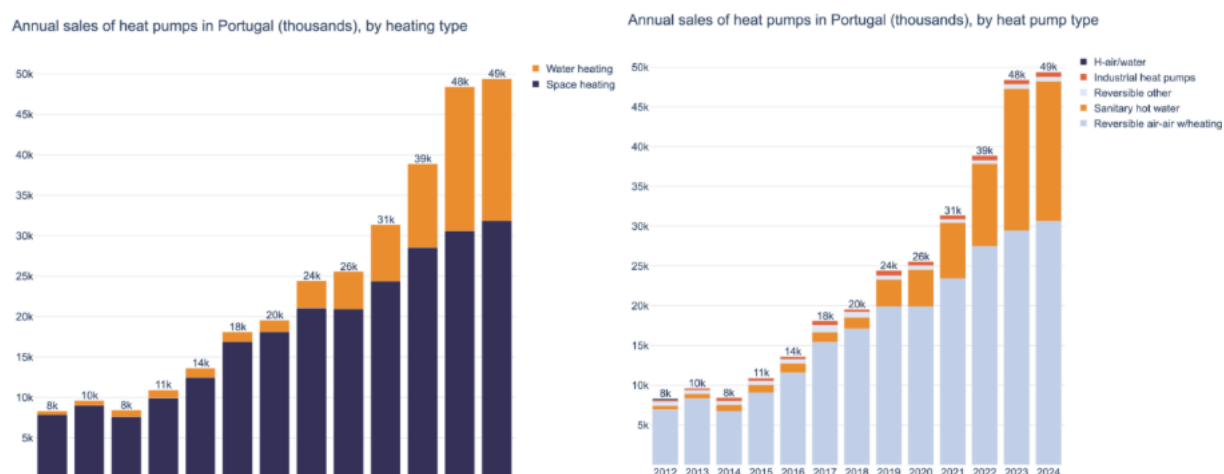


Figure 1 – Annual sales of heat pumps in Portugal by heating type (left) and by heat pump type (right); Source: EHPA, 2025

In Spain, the aerothermal segment expanded by almost 200% since 2020, exceeding 180,000 units in 2023, although cost concerns and energy price uncertainty remain key barriers.

In Central and Eastern Europe, fiscal and macroeconomic conditions play a decisive role. In Slovakia, new consolidation measures and tax increases dampened household investment capacity, shifting purchases forward to late 2024 and weakening 2025 demand. Despite this, one collective purchasing campaign significantly boosted supplier sales, demonstrating the impact of structured consumer engagement. In Slovenia, public policies and sustainability commitments continue to support demand, though consumer knowledge gaps and reliance on installer guidance remain structural challenges. In Belgium, insufficient insulation in much of the building stock limits the suitability of air-to-water systems, reinforcing the positioning of air-to-air heat pumps as transitional or complementary solutions. In Bulgaria, the market is structurally stable, with strong reliance on air-to-air heat pumps (air conditioners), particularly in urban areas where multi-family buildings limit alternative heating solutions. Rising fossil fuel prices in smaller settlements are accelerating electrification trends.

Consumer behaviour and decision drivers

Across all countries, price remains the dominant purchasing factor. High upfront costs are consistently identified as the principal barrier, particularly in older and less energy-efficient dwellings. The electricity-to-gas price ratio strongly influences perceived cost-effectiveness, especially in Italy and Spain.

However, additional behavioural drivers emerged:

- Growing demand for multi-functionality (heating + cooling + domestic hot water), particularly in Southern Europe.
- Strong seasonality in air-to-air markets (Portugal, Bulgaria), with demand peaks during extreme temperature periods.
- High post-purchase satisfaction among heat pump owners across markets; surveys in Spain and Slovakia report very high satisfaction levels, and Italian data indicate that nearly 90% of owners would choose the technology again if incentives were available.
- Persistent reliance on installers for technology selection, especially where consumer technical literacy is limited (Portugal, Slovenia).

Trust and simplicity are critical. Consumers frequently cite administrative complexity, uncertainty about system suitability, and concerns about reliability or cold-climate performance as deterrents. Independent

testing and consumer-organization endorsement significantly increase confidence and participation in collective campaigns.

Building stock and structural constraints

A recurring structural barrier across countries is the poor thermal performance of existing residential buildings. In Belgium and Portugal in particular, inadequate insulation undermines the efficiency of air-to-water systems, making lower-capacity air-to-air units a pragmatic intermediate step toward decarbonisation. Space constraints for outdoor units (Spain, Italy) and the prevalence of multi-family buildings (Bulgaria, Portugal) further shape technology choice.

Installer availability and competence also emerge as systemic constraints. Italy reports an aging installer workforce resistant to new technologies, while Slovenia and Portugal highlight the decisive role of qualified installation in ensuring system performance and consumer trust.

Competitive landscape and product offer

Most national markets are characterized by broad brand diversity. Bulgaria reports over 100 brands active across price segments, while Portugal's market, though concentrated (top 10 brands representing around 80% of sales), still offers more than 30 brands. Italy exhibits low market concentration, with global air-conditioning manufacturers competing alongside established European boiler producers.

Price ranges vary substantially:

- Air-to-air mono-split units typically range from approximately 300–€3,300 in Bulgaria, €600–€2,500 in Portugal and in Belgium between 1500 and €3000.
- Air-to-water systems generally represent higher upfront investments, depending on configuration and capacity:
 - €3,000–€8,000 in Italy and up to €12,000 € in Slovenia
 - €2,500–€12,000 in Spain
 - €4,000–€12,000 in Slovakia

Across markets, most suppliers provide low-, mid-, and high-end product tiers. Efficiency indicators (SCOP/SEER), inverter technology, Wi-Fi connectivity, and advanced comfort features are increasingly standard. In Spain, there is also growing interest in R290 refrigerant models, reflecting broader European regulatory and environmental trends.

Strategic role of collective purchase campaigns

A consistent cross-country highlight is the added value of collective purchase campaigns (CPCs) led by independent consumer organizations. These initiatives:

- Enhance consumer trust through independent testing and transparent selection criteria;
- Simplify administrative and technical processes;
- Secure competitive pricing;
- Ensure qualified installation.

In Slovakia, the CPC contributed significantly to a supplier achieving its best sales year (568 units sold in 2025). In Portugal and Slovenia, campaigns reinforced credibility and addressed information asymmetries. Targeting households already technically suitable for installation proved particularly effective.

Overall assessment

The European heat pump market demonstrates strong long-term structural potential aligned with decarbonisation goals, but short-term performance remains highly sensitive to:

1. Stability and predictability of public incentives,



2. Relative electricity and gas prices,
3. Building stock suitability,
4. Installer capacity and consumer trust.

Policy continuity, improved building insulation, installer upskilling, and trusted consumer guidance mechanisms emerge as critical enablers for sustained market growth across Member States.

PRODUCT

Cross-Country Synthesis

Across participating countries, product strategies within the collective purchase campaigns (CPCs) were built around three common pillars: independent performance validation, nationwide installation coverage, and clear all-inclusive pricing structures. While the specific technologies varied (air-to-water vs. air-to-air), the overarching objective was consistent: to reduce consumer risk through curated, high-quality offers with negotiated financial advantages and structured service delivery.

Selection Criteria

In all markets, product inclusion was closely linked to independent testing results and objective performance benchmarks. High test scores, energy efficiency class (frequently A++ or A+++), and brand reliability were decisive factors.

- In Italy, the campaign selected two air-to-water models from Ariston (Ariston Pocket and Ariston Compact), combining established national service capacity with strong technical performance.
- In Bulgaria and Portugal, air-to-air units from Mitsubishi Electric and Mitsubishi Heavy Industries featured prominently, selected on the basis of international comparative testing. At least in Portugal, in addition to the efficiency and quality of the equipment, the choice was also based on the manufacturer offering the best price and the best value for money.
- In Spain, offers focused on tested models from Ariston, LG and Ferroli, while discussions also involved Viessmann, WOLF and Panasonic to ensure wide availability and technical robustness.
- In Slovakia, high-performing air-to-water models from Hyundai and Stiebel Eltron were selected; notably, the Stiebel Eltron HPA-O 07.1 CS Premium ranked first among 31 tested units, while the Hyundai Supreme HPSI 8kW ranked second in performance tests.
- In Belgium, selected models from Daikin, Panasonic and LG combined strong test performance with competitive pricing.
- In Slovenia the following models were selected: Mitsubishi Electric, Alpha Innotec (Novelan), LG, Panasonic, Vaillant and from the local manufacturer Kronoterm.

A recurring strategic approach was to offer two or three carefully curated models, typically including:

- A top-performing premium option,
- A high-quality mid-range alternative,
- A more affordable, yet technically robust, entry-level solution.

This tiered structure ensured accessibility for different household budgets without compromising minimum quality standards.

Technical Characteristics and Added Value

Across campaigns, selected products shared several technical characteristics:

- High seasonal efficiency ratings (SCOP/SEER) and A++ to A+++ energy classes;
- Inverter technology as standard;
- Smart functionalities (Wi-Fi control, Smart Grid compatibility, integration with photovoltaic systems);



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- Low-noise operation and reversible heating/cooling capability.

In Slovakia, for example, the Hyundai split design eliminated the need for antifreeze in the hydraulic circuit and included Smart Grid compatibility. The Stiebel Eltron model demonstrated particularly strong cooling efficiency (2.87 kWh cooling output per 1 kWh electricity at 35°C), highlighting the increasing relevance of reversible systems in a warming climate.

Pricing Structure and Negotiated Advantages

Financial incentives negotiated within CPCs took different forms but consistently aimed at transparency and predictability:

- Direct percentage discounts (e.g., 5–10% on final quotations in Italy and Portugal or 10–31% in Slovenia calculated based solely on the heat pump unit);
- Fixed installation discounts (e.g., €250 reduction in Belgium);
- Preferential unit price reductions (e.g., €150–€200 per unit in Bulgaria);
- Guaranteed price ranges including installation and system start-up (e.g., from €6,557 in Slovakia).

In Portugal, VAT changes during the campaign (from 6% to 23%) required price adjustments, yet the negotiated 5% retail discount and pre-installation visits were maintained. In Spain, negotiations focused on securing bundled turnkey offers, including pre-installation visits, energy certification (before and after), subsidy management, warranty, and after-sales coverage, in order to eliminate common market ambiguities regarding hidden or variable installation costs.

Overall, negotiated prices ranged broadly depending on technology:

- Air-to-air mono-split units: approximately €700–€1,200 in Southern and Eastern Europe;
- Air-to-water systems (turnkey): typically above €6,000, reflecting higher installation complexity.

Installation and Service Framework

A defining feature across countries was the integration of structured customer journeys and professional installation guarantees:

- Mandatory pre-installation technical inspections (Italy, Spain, Slovakia, Slovenia);
- Nationwide installation coverage as an eligibility criterion (Bulgaria, Spain, Slovenia);
- Guaranteed installation timelines (within three months in Slovakia);
- Fixed installation pricing conditions (Portugal);
- Extended warranties and scheduled technical assistance (Italy's 5-year Smart PDC Protection).

In Bulgaria, supplier selection was conditional upon the ability to provide nationwide installation coverage. In Spain, 5 partners were engaged to ensure logistical capacity and after-sales reliability.

Strategic Observations

Across all participating countries, the product component of the campaigns demonstrates a consistent effort to:

- Reduce technical and financial uncertainty through independently tested models;
- Simplify decision-making via curated, limited product portfolios;
- Ensure installation quality and after-sales reliability;
- Deliver transparent, all-inclusive pricing structures.

The combination of performance-based selection, negotiated financial benefits, and structured turnkey delivery proved essential to strengthening consumer confidence and supporting uptake, particularly in markets characterized by high upfront costs, technical complexity, and fragmented supplier landscapes.

Overall, the CPC product strategies moved beyond simple price discounts and instead positioned themselves as risk-reduction mechanisms, aligning technical quality assurance with consumer protection and market transparency objectives.

CAMPAIGN PROMOTION & DISSEMINATION

Campaign Promotion & Dissemination – Cross-Country Synthesis

Across participating countries, campaign promotion strategies combined mass outreach, targeted engagement, and educational dissemination, with a clear objective: to build awareness, strengthen trust in heat pump technology, and convert interest into participation in the collective purchase campaigns (CPCs). Despite national differences in media ecosystems and consumer profiles, several common patterns emerged.

Strategic Communication Framework

Most organisations structured their campaigns around a multi-channel approach, integrating:

- Owned media (websites, newsletters, social media);
- Earned media (press coverage, institutional partnerships);
- Paid media (advertising, sponsored content);
- Offline engagement (fairs, workshops, conferences).

Several countries adopted a phased communication strategy:

1. Awareness phase – Introducing the campaign and explaining heat pump technology;
2. Engagement phase – Providing detailed information, comparative test results, and Q&A sessions;
3. Activation phase – Emphasising deadlines, reminders, and direct calls to action.

This staged approach proved effective in gradually building consumer confidence before pushing for conversion.

Digital Channels as Primary Conversion Drivers

Across markets, newsletters and direct email campaigns consistently emerged as the most effective conversion channel:

- In Spain, newsletters accounted for 71% of conversions among respondents.
- In Belgium, traditional newsletters and email campaigns outperformed other tools.
- In Slovakia, 18 regular newsletters and 4 dedicated CPC editions ensured sustained engagement with subscriber bases of approximately 2,600–2,800 recipients per edition.

Social media (Facebook, Instagram, LinkedIn, X/Twitter, TikTok, YouTube) played a crucial visibility role across countries. While conversion rates were generally lower than email, reach was substantial:

- In Bulgaria, social media reached nearly 98,000 consumers and proved to be the strongest-performing channel nationally.
- In Slovakia, posts generated more than 8 million views, supported by paid campaigns exceeding 3 million additional impressions in two months.

Search engine advertising (Google Ads) and paid digital campaigns were frequently used to complement organic communication.

Media Relations and Institutional Visibility

Press engagement was a core pillar in most countries:

- Press releases timed with heating seasons, subsidy cycles, or campaign milestones;
- Paid PR articles in national newspapers and specialised energy media;
- Coverage in national TV and radio broadcasts.

In Slovakia, CPC information was disseminated through national television (RTVS), national radio (Slovenský rozhlas), and the state news agency TASR, as well as major newspapers such as Nový čas and Pravda. In Italy, sponsored editorials were placed in specialised outlets (e.g., E-Gazette, OggiGreen), complemented by syndicated news distribution.

Institutional engagement strengthened credibility. In Spain, meetings were held with national and regional authorities, including energy agencies and ministries, while in other countries cooperation extended to municipalities, environmental agencies, and energy institutions.

Educational Outreach and Trust-Building

Workshops, webinars, and expert-led sessions were central to building consumer confidence in what is often perceived as a complex technological investment:

- Online workshops were widely used to explain technical suitability, system selection, and subsidy schemes.
- Expert-created video series were deployed in Italy to simplify key concepts and expand reach beyond existing member bases.
- Printed brochures and educational booklets (e.g., “From idea to heat pump purchase”) were distributed at fairs and public events in Slovakia and Slovenia.

Participation in home-building and renovation fairs proved particularly effective for engaging homeowners actively considering renovation investments.

Influencer and Grassroots Outreach

Some markets experimented with innovative dissemination formats:

- In Portugal, collaboration with architect and influencer Bárbara Morais generated nearly 500 registrations from a single social media post, making it one of the most effective individual actions of the campaign.
- In Slovenia, targeted rural print media outreach ensured engagement beyond urban audiences.
- Conference stands and public events (e.g., energy and sustainability forums) enhanced face-to-face engagement and credibility.

Quantitative Reach and KPI Achievement

Here some examples on how national campaigns achieved significant outreach. More details can be consulted in D7.4 Final Report on Communication and Dissemination Activities:

- Bulgaria informed 173,849 consumers nationally, exceeding its KPI target of 100,000.
- Slovakia recorded over 293,300 website visitors and more than 402,000 people reached through media partnerships.
- Multi-channel digital and traditional campaigns in Southern and Western Europe ensured sustained engagement across heating seasons.

Although conversion rates varied, the data indicate that trusted consumer-organisation channels consistently outperformed mass advertising in driving registrations.

Key Strategic Insights

Across countries, the most effective promotional strategies shared the following characteristics:



- Clear linkage between educational content and campaign launch;
- Strong reliance on existing member databases and subscriber trust;
- Timely alignment with heating seasons and subsidy deadlines;
- Combination of digital targeting with traditional media credibility;
- Integration of workshops and expert validation to reduce perceived complexity.

Importantly, dissemination efforts extended beyond pure promotion of the CPC. Many organisations positioned the campaign within broader narratives of energy efficiency, renewable energy adoption, and consumer rights, thereby reinforcing long-term awareness and behavioural change.

Overall, the promotion and dissemination strategies demonstrate that consumer trust, educational depth, and structured multi-channel engagement are decisive factors for mobilising households in complex energy transition investments.

CAMPAIGN CONTENT

A central component of the campaign strategy was the development of educational and engagement-oriented content designed to support consumers throughout the decision-making process associated with adopting heat pump technologies. Across participating organisations, the campaign combined editorial content, expert guidance, workshops and multimedia communication to progressively build consumer knowledge, address uncertainties and support informed participation in the CPC.

Educational Articles and Editorial Content

All participating organisations produced editorial and explanatory content aimed at improving consumer understanding of heat pump technologies, their benefits and practical implications for households.

Articles covered a wide range of topics, including:

- fundamentals of heat pump technologies and aerothermal systems
- comparisons between heat pumps and traditional heating systems
- technical requirements and home readiness considerations
- installation processes and maintenance requirements
- available subsidies and financial incentives
- energy efficiency strategies and long-term operational costs
- practical guidance on how to participate in the collective purchasing scheme

Across the consortium, this content served three main objectives:

1. Building baseline knowledge among consumers with limited prior exposure to heat pump technologies.
2. Supporting trust and transparency through independent information and product testing results.
3. Driving traffic to campaign platforms and facilitating participation in the CPC.

Several organisations complemented website publications with editorial coverage in consumer magazines and specialised media outlets, significantly expanding outreach and credibility among consumer audiences.

Workshops and Webinars

Workshops represented one of the most important engagement mechanisms used during the campaign. These sessions, implemented under Work Package 6, provided consumers with direct interaction with experts, enabling them to ask specific questions related to their homes, technical constraints and financial considerations.



Across the consortium, workshops followed a broadly similar structure:

- expert presentation on heat pump technologies and energy efficiency
- explanation of the collective purchasing mechanism
- guidance on evaluating home readiness and installation requirements
- interactive Q&A sessions addressing individual consumer concerns

Both online and in-person formats were used depending on national outreach strategies. Some organisations prioritised webinars to maximise reach, while others complemented them with local workshops organised in multiple cities.

Participation levels were generally strong, with several hundred consumers attending sessions across countries and many additional participants accessing recorded sessions online, increasing accessibility and long-term value.

Workshops proved particularly valuable for consumers approaching the later stages of the decision-making process, when questions became more detailed and focused on system sizing, installation requirements, operational costs and expected savings.

Consumer Guidance and Decision-Support Tools

Beyond traditional communication formats, several organisations developed practical decision-support tools to assist consumers in evaluating the feasibility and potential benefits of heat pump adoption.

These tools included:

- home-readiness guidance and preparation checklists
- product comparison tools based on independent testing results
- operational cost calculators for heat pump systems
- step-by-step participation guides for the CPC process

Such tools translated complex technical information into practical and actionable guidance, helping consumers better understand both the technical feasibility and economic implications of adopting heat pump technologies.

Multimedia and Outreach Activities

To complement written content and workshops, organisations used a variety of multimedia and outreach formats to increase campaign visibility and reach broader audiences.

These included:

- explanatory videos presenting the project and CPC mechanism
- newsletter campaigns and targeted email invitations
- social media dissemination of campaign content
- media appearances and interviews discussing energy efficiency and heating alternatives

In several cases, campaign messages were also integrated into broader public discussions on energy markets, electricity prices and energy transition policies, increasing the visibility and relevance of the campaign.

Overview of Campaign Content Activities

Organisation	Articles / Editorial Content	Workshops / Webinars	Additional Content & Tools
AE	19 articles (website, magazine and specialised media)	5 online workshops	Recorded sessions and expert presentations
BNAAC	Thematic article series covering testing results, purchasing guidance, installation and maintenance	9 workshops (6 physical + 3 online)	Consumer guidance materials and media outreach
DECO PROteste	20+ online articles and 7 magazine publications	4 webinars + 1 physical workshop	Video presentation and buying guides
OCU	Educational articles aligned with campaign communication calendar	Multiple webinars	Step-by-step participation guides
SOS	Articles integrated into broader energy-market discussions	20 workshops (5 online + 15 physical)	Online calculator for heat pump operating costs
Test-Achats	Educational content aligned with workshop themes	10 Workshops focused on home readiness and profitability	Technical guidance for participants
ZPS	Articles in CPC webpage, website and consumer magazine	6 online workshops + journalist workshop	Posters, leaflets and PR outreach

Strategic Takeaways for Future Campaigns

The campaign experience highlights several important insights regarding effective consumer engagement in energy transition initiatives.

First, multi-layered information strategies are essential. Consumers require different types of content at different stages of the decision-making process, ranging from basic awareness articles to detailed technical guidance.

Second, interactive formats such as workshops and webinars significantly increase engagement, particularly for consumers already considering installation. Direct interaction with experts helps reduce uncertainty and builds trust in the technology.

Finally, practical decision-support tools, such as cost calculators, product comparison guides and installation preparation checklists, play a crucial role in translating general awareness into concrete action.

Together, these communication approaches created a structured information pathway, enabling consumers to move progressively from awareness to informed participation in the collective purchase campaigns.

CONSUMERS PROFILE – READINESS FOR HEAT PUMP ADOPTION

Strategic Rationale

Assessing consumer readiness for heat pump adoption was conceived as a strategic instrument to support three core objectives of the campaign:

- Improve targeting and relevance of communication
- Manage expectations regarding technical feasibility
- Increase efficiency in the transition from interest to installation

Across the consortium, a shared profiling logic was adopted, typically based on a decision-tree questionnaire and resulting in three readiness categories (A/B/C). While implementation details varied, the overarching intention was consistent: to structure the consumer journey and reduce friction in the decision-making process.

Methodological Convergence

Most organisations applied a structured self-assessment questionnaire collecting data on:

- Property type and building characteristics
- Existing heating system
- Energy consumption patterns
- Level of insulation and renovation history
- Willingness to invest

Responses were scored and aggregated into three segments:

- **Profile A** – Technically ready
- **Profile B** – Household requires improvements
- **Profile C** – Currently unsuitable or structurally limited household

This model provided a harmonised framework across countries, enabling segmentation-based communication and internal monitoring. However, implementation revealed important structural nuances.

What Worked Well

1. Communication Targeting

Across countries, profiling proved most effective as a communication tool rather than a predictive installation filter. Segmentation allowed organisations to:

- Recommend relevant workshops
- Adapt messaging complexity
- Provide tailored preparatory guidance
- Align expectations with technical reality

Consumers classified as A or B profiles were generally more engaged in interactive formats, while C profiles tended to consume static educational content.



2. Expectation Management and Transparency

In markets promoting air-to-water systems in particular, readiness profiling helped prevent unrealistic expectations. Clear categorisation increased transparency and strengthened trust in the campaign by:

- Explaining why certain homes were more suitable
- Highlighting the importance of insulation and system compatibility
- Avoiding inappropriate quotations

In this regard, the Slovenian approach stands out for its structured scoring system and early expectation management, particularly given the technical sensitivity of air-to-water installations.

3. Operational Support for Installers

Even where profiling accuracy was limited, intake data proved useful in streamlining installer processes. Structured pre-information reduced time spent on unsuitable cases and improved quotation efficiency.

Structural Limitations Identified

1. Dual Intake Systems

In several countries, consumers were redirected from the campaign platform to business partners using their own configurators. This resulted in:

- Duplication of data collection
- Participant fatigue
- Limited end-to-end tracking
- Reduced predictive value of segmentation

Belgium, Italy and Spain highlighted the need for a single, co-designed intake tool integrating communication, profiling and technical assessment.

2. Self-Reported Data Constraints

Because profiling relied largely on consumer self-assessment, data accuracy varied. Building characteristics, insulation quality and consumption figures were not always reported precisely.

While sufficient for communication targeting, this limited its reliability as a definitive technical screening mechanism.

3. Trade-Off Between Precision and Accessibility

Higher profiling accuracy requires detailed quantitative inputs (consumption data, renovation history, heating distribution specifications). However, extensive questioning risks discouraging participation.

Belgium explicitly noted the difficulty of balancing segmentation depth with user-friendly design. Overly bureaucratic processes may reduce conversion rates.

Technology Sensitivity

An important transversal lesson concerns the type of heat pump promoted. Segmentation models originally designed for air-to-water systems proved overly restrictive when applied to air-to-air heat pumps, which have lower structural requirements. Bulgaria identified this mismatch early and recalibrated its scoring model

accordingly. This demonstrates that readiness frameworks must be technology-specific, rather than universally applied.

Profiling exercises across countries confirmed that technical suitability does not guarantee adoption. Even highly suitable (Profile A) households may not proceed due to:

- High upfront costs
- Concerns about electricity prices versus gas
- Installer availability delays
- Administrative complexity

Conversely, technically less suitable households may show strong motivation and long-term upgrade intentions. Slovakia's experience further illustrates that in smaller or more homogeneous markets, simplified engagement focused on homeowners (rather than strict segmentation) may be more effective.

Overall Assessment

Consumer readiness profiling proved useful and strategically relevant for the consortium. Its main benefits were:

- **Better communication:** Allowed messages to be tailored to the consumer profile, from basic awareness to more technical or investment-focused content.
- **Greater transparency:** Clarified installation options based on how prepared homes were. By collecting structured information upfront (e.g., dwelling characteristics, heating systems, expectations), it helped identify consumer needs clearly.
- **Supporting informed decisions:** Helped consumers make more informed choices.
- **Improved internal planning:** Supported campaign preparation, including workshop design, communication strategies, and anticipating consumer concerns (e.g., cost, installation complexity, suitability). This influence was seen across all organizations in how content and support were structured.

Limitations in predicting actual installations included:

- **Fragmented digital tools:** Landing pages, workshop platforms, and partner systems were not fully integrated, making it hard to track users throughout their journey.
- **Overlap with installer tools:** Some functions duplicated what installers' configurators already offered.
- **Reliance on self-reported data:** Consumers sometimes gave inaccurate information, especially for technical details like insulation or system compatibility. Feedback from workshops showed the limits of relying only on initial self-assessment.
- **Limited tracking integration:** Lack of integrated tracking with providers made it hard to link readiness levels with actual installations. This reflected general operational constraints and difficulties in connecting early engagement with final outcomes.

Strategic Recommendations for Future Campaigns

1. **Create one integrated intake platform** in collaboration with business partners to streamline data collection and user experience.
2. **Tailor consumer profiles** to the specific technology being promoted.
3. **Keep things simple** while ensuring the data remains useful for analysis.
4. **Track the full customer journey**, from initial profiling to final installation.
5. **Include financial readiness** alongside technical readiness, since cost and economic factors strongly affect consumer decisions.

When aligned with these improvements, readiness profile can evolve from a communication support mechanism into a more robust strategic instrument for accelerating sustainable heating adoption.

CONSUMERS FEEDBACK

Overview

Consumer feedback collected after the collective purchase campaigns provided a comprehensive view of perceptions, satisfaction, and barriers to heat pump adoption. Surveys, workshops, webinars, and digital interactions were used to capture responses, reflecting both experiences with completed installations and the perspectives of consumers still planning or considering future installations.

Key Insights

1. High initial interest but limited conversion

- Across countries, most consumers registered due to interest in heat pumps or plans for future installation.
- Actual installation rates ranged from 14% to 45%, depending on the country and product (AE, DECO PROteste, BNAAC, ZPS).
- Main barriers: high upfront cost, uncertainty about suitability for their home, and delays in installer contact.

2. Overall positive satisfaction among consumers who completed installations

- Among those who proceeded with installation, satisfaction was consistently high, often above 90% (OCU, SOS, ZPS).
- Key positive points: comfort, performance, system stability, and professionalism of installers.
- Negative feedback was mostly related to costs or procedural delays rather than technology performance.

3. Workshops and webinars supported decision-making

- While many consumers did not attend live sessions, participants reported them as helpful for installation decisions (AE, BNAAC, DECO PROteste, SOS).
- Recorded sessions allowed broader access and extended the reach of the content.
- Practical workshops focused on home preparation and installation were most appreciated, highlighting the value of actionable guidance.

4. Effective communication channels

- Email/newsletters were consistently the most effective channels for engagement (OCU, TA, ZPS).
- Social media and websites/blogs worked well for awareness and curiosity, but had a smaller impact on conversion.
- Clear messaging on financial benefits, product quality, and the collective purchase process was highly valued by consumers.

5. Positive perception of the collective purchase model

- The model was well received as credible, transparent, and financially advantageous (AE, BNAAC, DECO PROteste).
- Consumers showed strong interest in future campaigns, particularly for energy-related products: photovoltaic panels, household appliances, and energy services.



6. Cross-cutting lessons

- Consumer interest often exceeds immediate readiness; campaigns should consider a medium- to long-term period of implementation.
- Clear communication on costs, home suitability, and installation timelines is key to maintaining trust and satisfaction.
- Actively promoting workshops and integrating digital channels increases engagement and decision-making support.
- A more integrated post-registration experience, with prompt installer contact and transparent follow-up, can reduce frustration and improve conversion.

Few Examples of Consumer Testimonials

- *“Quick response from the supplier and installation completed within a very reasonable timeframe.”* (DECO PROteste)
- *“A very good initiative, with a significant price reduction. Thank you to everyone who participated.”* (AE)
- *“Workshops help me decide in the end; very informative and practical.”* (SOS)

BARRIERS AND LESSONS LEARNED

Overview

The implementation of the collective purchase campaigns revealed a consistent set of structural, economic, operational, and policy-related barriers across countries. While market conditions differed, the nature of the obstacles was largely transversal. The experience confirms that consumer awareness alone is insufficient to trigger large-scale adoption of heat pumps. Conversion depends on a stable policy environment, operational efficiency, clear economic value communication, and simplified user journeys.

Key Barriers Identified

Economic Barriers and Price Sensitivity

High upfront cost was the most consistently reported barrier across all countries. Even where negotiated discounts were secured, many consumers perceived the investment as expensive.

This perception was reinforced by:

- Electricity–gas price gaps reducing perceived savings (OCU, SOS, TA).
- Regulated or subsidized gas prices diminishing motivation to switch (SOS).
- Expiration or absence of fiscal incentives (DECO PROteste, AE, TA).
- Competing “zero-cost” municipal programmes offering free but lower-efficiency alternatives (BNAAC).

The payback period was frequently viewed as long-term, particularly under volatile energy price conditions.

Key takeaway: Financial value must be communicated beyond the discount percentage. Clear simulations of long-term savings, efficiency differences, operating costs, and payback scenarios are essential to strengthen perceived economic rationale. This was done by partners, such as BNAAC, SOS, OCU and ZPS.



Policy Instability and Incentive Uncertainty

Uncertainty regarding public incentives emerged as a critical systemic barrier. Across countries, challenges included:

- Lack of clear or stable subsidy frameworks during campaign periods (AE, DECO PROteste).
- Complex and bureaucratic application procedures (OCU,).
- Constantly changing subsidy schemes ,unpredictable funding rounds (SOS) or unclear information about when fund's resources will be exhausted.
- VAT regime changes during campaign implementation (DECO PROteste).

In Slovakia, for example, the unpredictability of the “Green for Households” scheme made campaign planning difficult and reduced consumer confidence. Similar concerns regarding administrative burden were observed in Spain and Slovenia.

Key takeaway: Successful campaigns require policy stability and predictable financial frameworks. Where possible, campaigns should align launch timing with confirmed incentive schemes and communicate procedures clearly and transparently.

Information-to-Action Gap

All countries observed a gap between expressed interest and actual installation requests. Consumers demonstrated strong curiosity and willingness to learn, yet conversion rates remained moderate. Contributing factors included:

- Perceived technical complexity.
- Uncertainty about home suitability.
- Lack of personalized guidance.
- Administrative friction.

Workshops were positively evaluated but did not fully replace tailored technical assessments. Slovenia (ZPS) explicitly highlighted the need to integrate certified energy advisors more systematically into future campaigns.

Key takeaway: Awareness must be complemented by decision-support mechanisms, including cost simulations, technical pre-assessments, simplified explanations, and structured follow-up processes.

Operational and Installer Constraints

Operational barriers significantly affected conversion. Challenges included:

- Limited geographical coverage (AE).
- Installer shortages during peak subsidy periods (SOS).
- Oversized or inefficient installer networks (DECO PROteste).
- Delays in responding to consumer inquiries (DECO PROteste, OCU).
- Fragmented multi-platform workflows reducing tracking visibility (OCU, AE).

In markets where subsidies suddenly increased demand, installers had little incentive to offer discounts, reducing the attractiveness of collective purchase conditions.

Key takeaways:

- Consider involving multiple suppliers to improve territorial coverage and resilience.
- Implement Service Level Agreements (SLAs) and structured performance monitoring from lead to installation.
- Limit installer allocation per region to improve quality control.
- Ensure dedicated campaign management resources for installer coordination.



User Journey and Platform Integration

Several campaigns identified friction in the digital flow:

- Consumers required to re-enter data on installer/provider's platforms after registration (AE, OCU).
- Unclear next steps for users after registering (AE) Detailed profiling questionnaires discouraging participation (TA).
- Lack of media pixel implementation limiting campaign optimization (AE).

These issues reduced tracking capacity, created minor confusion, and potentially affected conversion rates.

Key takeaways:

- Co-design a single intake questionnaire with the selected providers/installers.
- Simplify home profiling requirements while preserving essential technical screening.
- Implement performance tracking tools (e.g., pixels, analytics) from the outset.
- Integrate digital systems to ensure a clear and simple consumer journey, both for consumers to navigate and to track outcomes.

Structural Market and Perception Challenges

In Belgium (TA), the public image of heat pumps had been weakened by political and media narratives questioning profitability. In other countries (including Belgium), electricity price structures reduced perceived competitiveness compared to gas heating.

Additionally, older housing stock across several markets required complementary investments (insulation, distribution upgrades), extending decision timelines beyond the campaign duration (SOS, OCU).

Key takeaway: Campaign communication must actively counter misinformation and clarify profitability conditions. Targeting segments with clearer economic viability (e.g., households already using electric heating) may improve conversion efficiency.

Cross-Cutting Strategic Lessons

Economic clarity is decisive.

Consumers require transparent cost comparisons, long-term savings simulations, and tariff optimization scenarios (e.g., pairing heat pumps with optimized electricity tariffs, as tested by OCU).

Policy predictability determines momentum.

Incentive instability directly reduces consumer confidence and installer engagement.

Operational robustness matters as much as communication.

Installer responsiveness, territorial coverage, and tracking systems are critical success factors.

Simplicity increases participation.

Overly complex questionnaires or fragmented digital journeys create unnecessary barriers.

Personalized technical support increases trust.

Integrating energy advisors or structured pre-assessments can bridge the information-to-action gap.

Overall Reflection

Despite significant structural barriers — economic, regulatory, operational, and perceptual — consumer interest in renewable heating remained strong across all participating countries.

The campaigns demonstrated that collective purchase models can build trust, increase transparency, and stimulate informed decision-making. However, scaling impact requires alignment between market conditions, policy frameworks, operational capacity, and simplified consumer pathways.

Future initiatives should therefore combine strong communication with structural design improvements, economic transparency, and institutional coordination to effectively move consumers from interest to installation.

MAIN CONCLUSIONS

The implementation of the collective purchase campaigns across the participating countries demonstrated that the model can serve as an effective instrument to raise awareness, empower consumers, and facilitate access to more efficient heating technologies. Although the number of completed installations was in many cases below the initially anticipated targets, the initiative generated significant engagement and provided valuable insights into consumer behaviour, market conditions, and structural barriers affecting the uptake of heat pumps.

A central conclusion emerging across countries is the **high level of initial consumer interest combined with a relatively low conversion to actual installation during the campaign period**. Many participants registered primarily to gather information or to explore the possibility of installing a heat pump in the future rather than to make an immediate purchase decision. This reflects the nature of heat pumps as a **long-term investment**, often linked to broader renovation decisions, the end of life of existing heating systems, or improvements in building insulation. As a result, the campaigns often functioned not only as purchasing mechanisms but also as **educational and preparatory stages** in consumers' decision-making processes.

Another consistent finding relates to the **strong influence of financial considerations**. High upfront investment costs remained the most significant barrier across most participating countries. Even when negotiated discounts were offered, the perceived return on investment was often considered too long-term, particularly in contexts characterised by economic uncertainty, fluctuating energy prices, or changing subsidy schemes. Several organisations highlighted that the absence, instability, or complexity of government incentives further increased consumer hesitation. In some cases, competing publicly funded programmes offering free or heavily subsidised equipment also influenced consumer expectations, making market-based offers appear comparatively expensive despite their higher quality and efficiency standards. These findings suggest that **collective purchasing initiatives are most effective when aligned with stable public support schemes that reduce the initial financial burden on households**.

At the same time, the campaigns clearly demonstrated the **importance of trusted, transparent information** in supporting consumer decision-making. Many consumers expressed uncertainty about how heat pumps function, their suitability for different housing conditions, or their long-term economic benefits. Educational activities such as webinars, workshops, comparative analyses, and explanatory materials played a key role in addressing these knowledge gaps. In several countries, participants highlighted that these activities helped them better understand the technology and evaluate its potential for their homes. This confirms that **consumer organisations can play a critical role as independent and trusted intermediaries**, providing



objective information that complements the technical and commercial perspectives offered by installers and suppliers.

Operational implementation generally proved effective once consumers decided to proceed with installation. Feedback from households that completed installations was overwhelmingly positive, with many reporting satisfaction with both the technology and the installation process. This reinforces the conclusion that the main challenges are not related to the performance of heat pump systems themselves, but rather to **the complexity of the decision-making process preceding installation**, which includes financial evaluation, technical suitability, and coordination with installers.

The campaigns also highlighted the **importance of operational design and coordination**. Several organisations identified challenges related to installer capacity, delays in contacting consumers, or difficulties monitoring large installer networks. These experiences underline the need for strong coordination mechanisms, clear service-level agreements, and adequate human resources dedicated to campaign management. Improving integration between consumer registration systems and installer workflows could further simplify the user journey and increase conversion rates.

Communication strategies were another key factor influencing campaign performance. Direct communication channels—such as email newsletters and existing subscriber networks—proved particularly effective for reaching interested consumers, while digital outreach and online content helped expand visibility and raise awareness among broader audiences. However, workshop participation was often lower than expected, indicating that **earlier promotion, flexible scheduling, and accessible recordings** could further increase engagement in future initiatives.

Several partners also emphasised the broader value of the project beyond immediate installations. The campaigns strengthened partnerships with suppliers and installers, generated extensive educational resources, and contributed to public debate on sustainable heating solutions. In some cases, the project's findings were integrated into wider discussions on energy efficiency, housing renovation, and energy policy, thereby extending their relevance beyond the scope of the campaign itself.

Another important lesson concerns the **need for a more integrated approach to heat pump adoption**. In many countries, especially where housing stock is older, the successful deployment of heat pumps is closely linked to building renovation, insulation improvements, and tailored technical advice. This highlights the importance of combining collective purchasing initiatives with broader support structures such as energy advisory services, one-stop shops, and personalised assessments that help households understand the technical and financial implications of adopting new heating systems.

Despite the challenges encountered, the collective purchase campaigns demonstrated that **consumer-driven initiatives can play a meaningful role in supporting the energy transition**. By combining negotiated offers, independent product evaluation, educational activities, and trusted communication channels, the campaigns helped thousands of consumers better understand heat pump technologies and consider their potential benefits.

Looking ahead, future initiatives could further increase their impact by simplifying participation processes, diversifying product offers, strengthening installer coordination, and integrating financial and advisory support mechanisms. Targeting specific consumer segments—such as households already using electric heating or those planning renovation works—may also improve conversion rates.

Ultimately, the experience of the CLEAR-HP project confirms that accelerating the adoption of renewable heating technologies requires **a combination of market-based solutions, supportive public policies, and sustained consumer engagement**. Collective purchase campaigns can contribute significantly to this process by building trust, reducing information asymmetries, and empowering households to make informed decisions about sustainable heating solutions.