

REPORT ON FINAL DISSEMINATION EVENT

FEBRUARY 2026



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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 schemes, 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, The European Consumer Organisation, the International Consumer Research & Testing (ICRT) and the European Heat Pump Association (EHPA).

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INTRODUCTION

Dissemination of findings is a core element of the project and Work Package (WP) 7 is dedicated to delivering dissemination of exploitable results and communicating project information. One of the tasks to ensure the visibility of the project, its activities, and results, was the organisation of a dissemination event in Brussels to share the project findings and results achieved.

The [event](#) aimed to share the results of the project, tying it to the current political debates around the transition to sustainable heating and cooling, and bringing together key stakeholders in policymaking, civil society organisations, industry and the project partners.

The event featured two panel debates, as well as a joint lunch, an introduction by BEUC's Director General Agustin Reyna, and a testimonial video showing a Belgian consumer's experience with installing an air-to-air heat pump. Q&A sessions and Slido questions were integrated into the panel discussions to ensure an interactive event and exchanges with the audience. The event concluded with networking drinks.

Taking a bottom-up approach, the first debate brought together CLEAR-HP project partners to share results, best practices, and on-the-ground challenges. The second debate included representative from DG ENER of the European Commission, the heat pump industry (Octopus), the Belgian consumer organisation and a Member of the European Parliament (BE, S&D).

EVENT HIGHLIGHT

Event Organisation

The event was jointly organised by the CLEAR-HP's project manager, the policy officer, and communications manager from BEUC's energy team, with support from the secretary. The planning began in October 2025 and the event promotion started in December 2025. Invitations were sent to Members of the European Parliament, the European Commission, BEUC's energy and sustainability subscribers, as well as to dedicated stakeholder networks. The invitation was also shared through BEUC's weekly newsletter, featured on BEUC's website and promoted across BEUC's social media channels (LinkedIn, Bluesky).

While 72 attendees registered in advance of the event, the final turnout for the event was 65.

Materials

Beyond the dedicated invitations sent to guests, a brochure for the project was created which explained the project's findings and interim figures as well as policy recommendations and wins. The printed brochure was provided at the event, and a digital version can be found on the [CLEAR-HP website](#).



First Panel

The first panel under the title *“The heating transition in practice: What do consumers need and how can their experience guide better policies for a faster heat pump uptake?”* offered insights into CLEAR-HP’s collective purchases campaigns, one-the-ground consumer experiences and expectations, and the important role of a trustworthy market and political stability for a successful switch to sustainable heating and cooling.

The panel included Jasmina Bevc Bahar (Zveza potrošnikov Slovenije, ZPS – Slovenian Consumer Association), Petra Čakovská (SOS Poprad - Slovakian Consumers Association), Bogomil Nikolov (BNAAC – Bulgarian Consumer Association) and Mariana Simões (DECOProteste – Portuguese Consumer Association). Both panel debates were moderated by Marine Cornelis (Executive Director and Founder, Next Energy Consumer).

All speakers emphasised the importance of trust and confidence throughout the consumer journey, created through independent advice, qualified installers, stable financial support and adequate consumer protection. Particularly for complex and expensive devices such as heat pumps, consumers need reliable information and guidance as the suitability and quality of the installation, the proper use and maintenance can greatly impact energy bills. In Bulgaria, for example, BNAAC's campaign successfully communicated and advised on the benefits of efficient, high-quality air conditioning devices over the free but low-quality devices provided by municipalities.

Speakers also highlighted the unpredictability of subsidy schemes, as financial support in both Slovakia and Portugal abruptly ended. Stable funding and long-term financing are crucial for successful heat pump adoption.

Finally, speakers discussed the issues of installing heat pumps and undertaking renovation projects in multi-unit buildings. For tenants and owners, the decision-making, financing and implementation of such project are challenging and demand tailored support schemes (technically and financially). Following a question from the audience, the speakers addressed the trade-offs between insulation and heat pump installations in existing buildings. Consumer organisations stressed the importance of energy audits and tailored advice to assess the heat pump readiness of the house.

Second Panel

The second panel, titled *“From practical experience to policies: What steps should the EU take to ensure the heat pump market is fit for consumers?”*, explored how the project’s results, lessons learned, and identified gaps in the consumer journey can be translated into concrete policy measures to improve consumers experience when switching to heat pumps.

The panel included Bruno Tobback (Member of the European Parliament), Niels Ladefoged (Deputy Head of Unit ‘Buildings and Products, DG Energy, European Commission), Marcia Poletti (Head of European System Change, Octopus), and Laura Clays (Corporate Affairs & Public Relations Officer, Testachats/Testaankoop).

The European Commission highlighted several barriers in the heat pump market, such as the electricity-to-gas price ratio, which prevents the market from being ‘heat-pump ready’. Another issue raised was the lack of price transparency. The European Commission shared the example of the Dutch online tool Warmetransitiemakers (‘heat transition makers’), which helps consumers access information on heat pump offers and connect with installers in their region.

The Member of the Parliament and the Belgian consumer organisation highlighted the need to address the high upfront costs and running costs of heat pumps, and support a gradual transition, given the current prices



and housing conditions in Belgium, which make an immediate shift to sustainable heating and cooling systems across all buildings unrealistic. The Belgian consumer organisation therefore recommends hybrid solutions.

The representative from Octopus stressed the responsibility of heat pump suppliers to develop easier-to-install devices and to improve the overall consumer experience throughout the process.

Conclusion

The CLEAR-HP final event was considered a success by the project partners and participants, thanks to its rich discussions, diversity of perspectives and active participation of the audience.

The debates offered an excellent opportunity to share the project results and provide insightful learning for policy measures and for practical lessons for future projects.

The first panel, featuring national consumer organisations, provided concrete experiences and insights into the everyday challenges consumers face in the energy transition. The second panel connected these experiences with broader policy perspectives.

Beyond the panel debates, the event provided a good opportunity to engage with a wide range of stakeholders, including policymakers, NGOs, businesses, and think tanks.



ANNEX I

Event pictures



Opening remarks by Agustin Reyna (l.) and project partners in the first debate with moderator Marine Cornelis (r.)

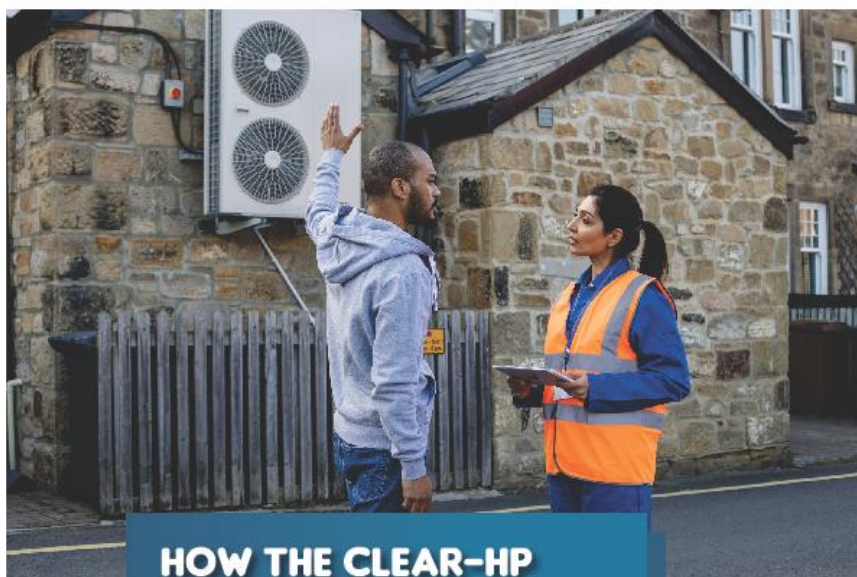
Panellists in the second panel debate



Video

Testachats' video testimonials of Belgian consumer will be soon published on the Test-Achats website.

Brochure



**HOW THE CLEAR-HP
PROJECT HELPED TO
LEAD THE CONSUMER
SWITCH TO HEAT PUMPS**



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