

REPORT SUMMARISING THE ADVICE PROVIDED TO CONSUMERS

JANUARY 2026



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).

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INTRODUCTION

Work Package 6 (Capacity building for consumers) aimed to ensure that consumers received clear, practical and reliable guidance throughout the process of purchasing and installing heat pumps. This included energy-related advice, support in understanding technical requirements, and information on available national and/or regional financial support schemes to help consumers finance the purchase of heat pumps—given their high upfront costs—and, where applicable, other energy-efficiency measures such as insulation.

To this end, consumer advice and education was delivered through a combination of educational materials and a series of workshops organised at national level by the project partners. These activities were designed to support consumers at different stages of their decision-making process during the collective purchase campaigns (CPCs), from initial consideration to installation and use, taking into consideration their profiles as well – Consumer A, B or C¹.

At EU level, BEUC developed a general set of consumer guidelines entitled “Making Your Home Heat Pump Ready”, with the objective of guiding consumers along the full heat pump purchasing journey. The guidelines explain the different types of heat pumps and outline how to prepare a home for installation, covering aspects such as insulation, electrical readiness and space requirements. They also provide practical advice on how to research options, what questions to ask installers, where to place the unit, and what financial support may be available. The document was prepared by BEUC and subsequently adapted and translated by partners at national level. Further details are provided in Deliverable D6.1.

In parallel to the ongoing CPCs, project partners organised a series of online and/or onsite workshops tailored to the different consumer profiles. While a portfolio of training topics was developed to address specific needs, all consumers registered for the collective purchase campaigns - regardless of their profile - were granted access to the full training portfolio.

Across countries, formats and national adaptations, a common set of core topics was addressed by all partners, structured as follows:

1. Installers related session:

- What to expect from the visit of the installer
- What should be agreed in the contract with the installer and an explanation of the warranty conditions
- Services available for consumers after installations (checks, maintenance etc.)

2. Product related session:

¹ Consumer A is the consumer whose house is ready to install a heat pump. Consumer B still has some improvements to do on their house before installing a heat pump in order for them to get all the benefits from this technology and Consumer C is the one who cannot implement any changes to their houses (i.e. tenants) but are still interested in the technology and/or energy savings options.

- Specific product *after selection* (explaining what the product is/basics functioning, what are the conditions to be met before such product is installed)
 - Explain the requirements of the house to ensure installation of HP in order to show the most usual renovation work needs
3. **Financial support session:**
- Financial schemes available in the country (banks providing specific loans and national/regional funding where available)
4. **Energy saving recommendations:**
- State of art of the energy sector (per country) and targets for decarbonization
 - Tips on consumers behaviour change in order to save energy

The workshops were primarily delivered in webinar format, with sessions lasting between 45 minutes and 1 hour and 30 minutes. Despite the workshops being targeted at a specific profile, it was decided to allow all consumers registered to the campaign to join all the workshops. However, recommendations have been issued on which workshop to attend depending on their profile.

Overall, more than 59 workshops were organised across seven countries, reaching approximately 6,500 participants, of whom 2,309 were identified as Consumer A and Consumer B profiles².

² Due to technical difficulties some partners could not differentiate consumer types in their workshops reports.

WORKSHOPS SUMMARIES

AE, Italy

Overview of workshops organised

- **Number of sessions:** 5
- **Format:** Online webinars
- **Platform used:** Teams (Town Hall, except for the 1st and the last where we used Teams Webinar)
- **Duration:** 1 hour 30 minutes each (1h10' presentation + 20' Q&A)
- **Total participants:** 566 participants across all workshops // 5.841 YouTube total views across all workshop

Attendance per session:

- 1st workshop: 71 participants // 2.900 views on YouTube
- 2nd workshop: 109 participants // 974 views on YouTube
- 3rd workshop: 178 participants // 860 views on YouTube
- 4th workshop: 77 participants // 474 views on YouTube
- 5th workshop: 131 participants // 633 views on YouTube

Speakers involved:

- Margherita Braga, Business Developer at Altroconsumo
- Eng. Stefano Casiraghi, Energy Expert at Altroconsumo
- Eng. Alessandro Panzeri, Italian National Association for Thermal and Acoustic Insulation
- Eng. Samuele Trento, Heat Pump Expert
- Andrea Gennari, Sales Area Manager at Ariston Group
- Carlo Cappelletti, General Manager at Ariston Group

All five workshops were held online and were recorded to ensure accessibility and broad participation. Each session included a structured presentation followed by a 20-minute live Q&A. Engagement was consistently high, with most participants staying connected almost for the entire duration and actively submitting questions through the chat or the Q&A section.

Promotion activities included:

- Newsletters announcements;
- Targeted email invitations for registered consumers;
- Social media posts;
- Information on the campaign webpage.

Description of the workshops

1st Workshop – “Home heating: opportunities and risks of the technologies we can install in our homes” (71 participants)

This workshop was held prior to the launch of the main campaign, targetting all consumers in Italy. The session aimed to provide consumers with foundational knowledge on efficient home heating and a comprehensive overview of heat pump technologies within the broader context of the energy transition.

Key content included:

- Pros and cons of different available heating technologies
- Energy inefficiencies in existing buildings (walls, windows, roofs)
- Home decarbonisation and replacing gas heating with electric heat pumps

At the end of the presentations, the speakers interacted with the participants during a Q&A that lasted for 20-minute to adress general consumer doubts and to provide clarifications on efficient home heating.

2nd Workshop – “Heat Pumps: Overcoming Challenges, Seizing Opportunities” (109 participants)

First workshop after the campaign launch, designed for all types of consumers (consumer types A, B, C). During this workshop, consumers discovered the main barriers and opportunities related to heat pump adoption, with a focus on regulatory developments, common consumer concerns and the role of clear guidance in facilitating informed decision-making.

Key content included:

- What a heat pump is and how it works
- Benefits in terms of energy efficiency and sustainability
- Ideal home conditions for installation

During this workshop, participants engaged actively, asking about costs, savings, and technical feasibility.

3rd Workshop – “Heat Pumps: Practical Guide for Making the Optimal Choice” (178 participants)

Despite this workshop being open to all types of consumers registered to the campaign, it was mainly aimed mainly at consumers with more suitable homes for a heat pump installation(A + B). The objective was to support consumers in selecting the most suitable heat pump solution for their homes, addressing technical requirements, system configurations, housing readiness and key factors influencing performance and installation outcomes.

Key content included:

- Technical criteria for choosing the right heat pump
- Ways to maximise performance

- Incentives and existing regulations

The depth of information prompted many technical questions.

4th Workshop – “Heat Pump: A Practical Workshop to Get Your Home Ready in the Best Way” (77 participants)

Initially planned as the final session of the campaign, it was adapted due to delays in the launch of the CPC offer. This workshop aimed to support consumers in assessing whether their home is technically ready for a heat pump, focusing on insulation, space requirements, electrical capacity and practical preparatory steps needed before installation. Considering the technical aspect of this session its aim was to support consumers close to installation (A+B) but it was open to all types of consumers.

Key content included:

- How to prepare the home environment before installation
- How to configure and manage a heat pump system for optimal performance

5th Workshop – “Heat Pumps: The Exclusive Offer That Helps You Save” (131 participants)

Created specifically to present the negotiated heat pump offer with business partners Ariston and inGrado (consumers A+B) but was open to all types of consumers.

Key content included:

- Technical specifications of the proposed models
- Economic and practical advantages of the group purchase
- Step-by-step process for joining the offer

Most questions focused on the deal, benefits, and the purchase/installation process.

Participant engagement and most frequent questions

The workshops had a format that encouraged participation with planned Q&A moments. Participants showed strong engagement across all five sessions. Questions focused mainly on:

- How heat pumps work
- Installation requirements
- Expected energy savings
- Costs and payback time
- Technical feasibility in individual homes
- Incentives and regulatory aspects

In the last workshop, questions shifted more toward:

- Details of the exclusive offer

- Contractual aspects
- Model differences and pricing
- Installation timelines and support services

Sustainability of the material created/replication

All informative content developed for the workshops (presentations, scripts, explanations, and recorded sessions) is easily reusable and replicable for future initiatives.

The material:

- Provides a clear, structured knowledge base on heat pump technology;
- Remains relevant for both awareness-raising and practical decision-making;
- The recorded webinars, in particular, form a sustainable asset that can continue to inform consumers beyond the project timeline.

WS	DATE	TITLE (.si)	TITLE	REG.	PARTICIPATED	A	B	C	KPI A+B	ONLY CPC REG. INVITED?	RECORDING
WS1	Wed 13 nov 2024 17:00 - 19:00	Riscaldamento domestico, fra opportunità e rischi delle tecnologie che possiamo installare a casa nostra	Home heating: opportunities and risks of the technologies we can install in our homes	157	77	NA	NA	NA	NA	NO	LINK
WS2	Tue, 11 Mar 2025	Pompe di calore: guida pratica per la scelta ottimale	Heat Pumps: Overcoming Challenges, Seizing Opportunities	313	109	NA	NA	NA	NA	YES	LINK
WS3	Tue, 18 Mar 2025	Pompe di calore: guida pratica per la scelta ottimale	Heat Pumps: A Practical Guide to Making the Optimal Choice	430	178	NA	NA	NA	NA	YES	LINK
WS4	Tue, 25 Mar 2025	Pompa di calore: workshop pratico per preparare la tua casa al meglio	Heat Pump: A Practical Workshop to Get Your Home Ready in the Best Way	187	77	NA	NA	NA	NA	YES	LINK
WS5	Thu, 10 Apr 2025	Pompe di calore: l'offerta esclusiva che ti fa risparmiare	Heat Pumps: The Exclusive Offer That Helps You Save	256	131	NA	NA	NA	65	YES	LINK

BNAAC, Bulgaria

Overview of workshops organised

- **Number of sessions:** 9
- **Format:** online and offline
- **Platform used:** Zoom
- **Duration:** Each session had a different duration, ranging from 18 to 53 minutes, depending on the content. The indicated timings refer only to the presentation segments and do not include the discussion and Q&A parts, whose length varied significantly between sessions.
- **Total participants:** 227

Attendance per session:

- 1st workshop: 23 participants/ 2 YouTube views
- 2nd workshop: 18 participants/ 5 YouTube views
- 3rd workshop: 25 participants/ 1 YouTube views
- 4th workshop: 31 participants/ 0 YouTube views
- 5th workshop: 18 participants/ 0 YouTube views
- 6th workshop: 30 participants/ 0 YouTube views
- 7th workshop: 24 participants/ 3 YouTube views
- 8th workshop: 28 participants/ 3 YouTube views
- 9th workshop: 30 participants/ 9 YouTube views

Speakers involved:

- Dr. Bogomil Nikolov, Executive Director at Bulgarian National Association Active Consumers
- Yoana Stoyanova, Legal Advisor and Activities coordinator at Bulgarian National Association Active Consumers
- Petar Georgiev, Projects Coordinator at Bulgarian National Association Active Consumers

Six out of the nine workshops were held in person across different cities in Bulgaria (Sofia, Pazardzhik, Ruse, Varna, Veliko Tarnovo, and Sliven), while three were conducted online. All sessions were recorded. Each workshop followed a structured format, consisting of a presentation followed by a Q&A session.

Promotion activities included:

Promotion activities included information published on the campaign webpage, combined with direct outreach to journalists, who were formally invited to attend each seminar in order to broaden media visibility and public awareness of the campaign. Also:

- Newsletters announcements
- Social media posts
- Targeted email invitations for registered consumers

In addition, printed informational materials were distributed on site to all participants. Three types of brochures were provided:

- 1) **“What Is the CLEAR-HP Project?”**- an overview of the project’s objectives, its role in supporting consumers, and how heat pumps and air conditioners fit into the broader energy transition.



- 2) **“Collective Purchase of Air Conditioners”**- an explanation of the collective purchase scheme, its benefits for consumers, participation conditions, and how quality and better prices are ensured.



- 3) **“Air Conditioner Test”**- presentation of comparative test results focusing on efficiency, reliability, noise levels, and value for money, used to support informed consumer choices.



Тест на климатици

Резултатите от нашите тестове ясно показват, че климатиците в класическия клас са изключително ефикасни и могат да ви спестят много средства и дискомфорт, както през лятото, така и през зимата.

Как да изберем климатик?

Разходът на енергия е най-важният параметър, който трябва да проверите. Независимо от сравнително прости тестове разходът на енергия е различен в енергийната ефективност между най-добрите и най-лошите в теста. Колко енергия ще изхарчи климатикът за своята работа зависи също и от допълнителни фактори, като плетивата на отопляемите помещения, състоянието на светлината, изолацията на сградата, други източници на топлина в помещението, колко често устройството ще работи, какви са външните температури, ще го използваме само за охлаждане или и за отопление и т.н.

Как да определим подходящата мощност?

Важна част при избора на климатик е правилната мощност, която да отговаря на размерите на помещението, което отоплява или охлажда. Защото ако той не е с правилната мощност, няма да работи ефективно. Ако климатикът е прекалено голям ще създава течение, при прекалено малък климатик за помещението, то ще се стопи и охлажда трудно и ще се използва повече електроенергия. За да определите каква мощност ви е необходима, можете да използвате нашия калкулатор на сайта на Активни Потребители: <http://aktivnipotrebiteli.bg/calculator/36525600-01a-01000000>

За какво да следим при покупка?

Ето няколко неща, които трябва да имате предвид: **Прочетете внимателно енергийния етикет** Климатиките на пазара трябва да са придружени от задължителен етикет за енергийна ефективност, който по скалата от А+++ до D да е свързан с годишна консумация на енергия за охлаждане, годишна консумация на енергия за отопление, коефициент за сезонна ефективност за отопление (SCOP) и охлаждане (SEER), както и новата на годишно потребление на енергия на кв. м.

Класи

SEER и SCOP са два основни показателя, които показват колко економичен е климатикът. SEER (сезонен коефициент на енергийна ефективност при охлаждане) информира колко економично е охлаждането. Например, ако един климатик има SEER 6,4, а втори модел е със SEER 5,1, това означава, че първият ще използва по-малко енергия за охлаждане, за да постигне същото охлаждане. SCOP (сезонен коефициент на енергийна ефективност при отопление) показва колко енергия ще се използва за отопление при зимата. Ако SCOP е 5,1, това означава, че за 1 kWh електроенергия уредът създава 5,1 kWh топлинна енергия.

Видове климатици	
Прозоречни климатици	Климатиките вършат от 5000 до 12 500 BTU (1,5-3,6 kW) и те не са подходящи за големи помещения. Използват се основно за охлаждане и вентилация, използват се за да постигнат същото охлаждане. Не са популярни в България и се намират по-трудно.
Преносими климатици	Преносимите модели са предназначени за домаки или офиси, в които не е подходящо монтирането на друг вид система. Те вършат от 1 000 до 15 500 BTU (2,9-4,5 kW), не са силно и използват повече енергия, са по-шумни от аналозите с подобен размер. А „преносим“ е погрешно наименование – телото им може да ги намери неудобни за твърдяне по масата или оградата.
Разделни (split) климатици	Split системите са интелигентен начин за добавяне на климатик към оградения брой стая, без да се налага да инсталирате трансформатор за централна въздушна система. Те са по-силни от преносимите или преносимите модели (и се препоръчват професионална инсталтация), но и по-евтини от централните вентилации, ако изберете само няколко стаи както са масивите апартаменти. Важно! При избора на разделни климатици трябва да се вземат предвид и разходите за електроенергията.

ТЕСТ НА КЛИМАТИЦИ

Активни Потребители

Ефективност

SEER SCOP

Климатик (мощност 2,5 kW)	SEER	SCOP	А	В	С	Д	Е	В	С	Д	Е	В	С	Д	Е
DAEWOO AIR-CONDITIONING / ARI2734AAHXX	2235	8,8/5,1	99/831	В	А	В	С	Д	В	С	Д	В	С	Д	В
Bosch CL0000-1W / CL0000-1E	3265	8,5/5,1	103/789	В	А	В	С	Д	В	С	Д	В	С	Д	В
DAEWOO AIR-CONDITIONING / ARI2734AAHXX	2650	5,5/5,2	92/647	В	А	В	С	Д	В	С	Д	В	С	Д	В
FALCONICE CS-2325NEW / CS-2325E	2199	5,5/5,2	92/700	С	А	В	С	Д	В	С	Д	В	С	Д	В
PLITTUY AEROMONT / AEROMONSC	1749	9,4/5,2	103/646	В	А	В	С	Д	В	С	Д	В	С	Д	В
LG ROOMS / LG ROOMS LAB	1402	7/4	125/975	В	А	В	С	Д	В	С	Д	В	С	Д	В
MITSUBISHI ELECTRIC MZS-A19YK07 / MZS-A19YK08	2100	8,7/4,8	100/887	В	А	В	С	Д	В	С	Д	В	С	Д	В
MOXA M2400-24000000 / M2400-24000000	1335	8,8/4,6	107/744	С	В	В	В	В	В	В	В	В	В	В	В
Mitsubishi Heavy Industries SPS252-1W / SPS252-1E	2602	6,5/4,7	94/695	В	А	В	С	Д	В	С	Д	В	С	Д	В
TOSHIBA KAS-K3030YK04 / KAS-K3030YK04	2000	8,6/5,1	102/648	В	А	В	С	Д	В	С	Д	В	С	Д	В
PLITTUY AEROMONT / AEROMONSC	2150	5,5/5,1	103/658	В	А	В	С	Д	В	С	Д	В	С	Д	В
MOXA M2400-24000000 / M2400-24000000	2099	5,5/5,1	102/620	В	А	В	С	Д	В	С	Д	В	С	Д	В
ITALSON KAS-C325W / KAS-C325W	1313	5,5/4,9	103/706	В	А	В	С	Д	В	С	Д	В	С	Д	В
PLITTUY AEROMONT / AEROMONSC	1320	7,4/4,1	118/819	С	В	В	В	В	В	В	В	В	В	В	В
DAEWOO AIR-CONDITIONING / ARI2734AAHXX	2039	7/4,7	127/778	В	А	В	С	Д	В	С	Д	В	С	Д	В
DAEWOO AIR-CONDITIONING / ARI2734AAHXX	1973	6,7/4	131/735	В	А	В	С	Д	В	С	Д	В	С	Д	В
DAEWOO AIR-CONDITIONING / ARI2734AAHXX	1953	5,5/4,6	107/762	С	В	В	В	В	В	В	В	В	В	В	В
FALCONICE CS-2325NEW / CS-2325E	1829	7,3/4,6	123/730	С	А	В	С	Д	В	С	Д	В	С	Д	В
LG ROOMS / LG ROOMS LAB	1320	7/4	125/975	В	А	В	С	Д	В	С	Д	В	С	Д	В
TOSHIBA KAS-K3030YK04 / KAS-K3030YK04	1719	7/4,6	125/730	С	В	В	В	В	В	В	В	В	В	В	В
MITSUBISHI ELECTRIC MZS-A19YK07 / MZS-A19YK08	1100	8,8/4,6	107/730	С	В	В	В	В	В	В	В	В	В	В	В
Mitsubishi Heavy Industries SPS252-1W / SPS252-1E	1817	6,2/4,3	114/624	В	А	В	С	Д	В	С	Д	В	С	Д	В
ITALSON KAS-C325W / KAS-C325W	1350	6,6/5,2	143/687	С	В	В	В	В	В	В	В	В	В	В	В
PLITTUY AEROMONT / AEROMONSC	699	6,1/4	149/700	С	В	В	В	В	В	В	В	В	В	В	В
MOXA M2400-24000000 / M2400-24000000	2 122	6,5/4,6	107/701	В	А	В	С	Д	В	С	Д	В	С	Д	В
Климатик с мощност 3,5 kW															
DAEWOO AIR-CONDITIONING / ARI2734AAHXX	1 728	5,5/5,1	144/859	В	А	В	С	Д	В	С	Д	В	С	Д	В
DAEWOO AIR-CONDITIONING / ARI2734AAHXX	1534	6,5/4,7	144/825	В	А	В	С	Д	В	С	Д	В	С	Д	В
FALCONICE CS-2325NEW / CS-2325E	2420	5,5/5,2	129/781	В	А	В	С	Д	В	С	Д	В	С	Д	В
MITSUBISHI ELECTRIC MZS-A19YK07 / MZS-A19YK08	2419	8,7/4,7	141/863	В	А	В	С	Д	В	С	Д	В	С	Д	В
DAEWOO AIR-CONDITIONING / ARI2734AAHXX	1 925	5,5/5,2	132/779	В	А	В	С	Д	В	С	Д	В	С	Д	В
Mitsubishi Heavy Industries SPS252-1W / SPS252-1E	2160	6,4/5,7	146/895	В	А	В	С	Д	В	С	Д	В	С	Д	В
MITSUBISHI ELECTRIC MZS-A19YK07 / MZS-A19YK08	2184	8,7/4,7	151/863	В	А	В	С	Д	В	С	Д	В	С	Д	В
TOSHIBA KAS-K3030YK04 / KAS-K3030YK04	1449	7/4,6	146/895	В	А	В	С	Д	В	С	Д	В	С	Д	В
TOSHIBA KAS-K3030YK04 / KAS-K3030YK04	2100	6,7/5,7	146/895	В	А	В	С	Д	В	С	Д	В	С	Д	В
MOXA M2400-24000000 / M2400-24000000	1 775	6,5/4,6	144/781	В	А	В	С	Д	В	С	Д	В	С	Д	В
MITSUBISHI ELECTRIC MZS-A19YK07 / MZS-A19YK08	1109	8,2/4,9	151/781	С	В	В	В	В	В	В	В	В	В	В	В
DAEWOO AIR-CONDITIONING / ARI2734AAHXX	1113	6,4/5,1	151/889	С	В	В	В	В	В	В	В	В	В	В	В
ITALSON KAS-C325W / KAS-C325W	844	6,8/4	165/815	С	В	В	В	В	В	В	В	В	В	В	В
PLITTUY AEROMONT / AEROMONSC	703	6,1/4	155/845	С	В	В	В	В	В	В	В	В	В	В	В
Bosch CL0000-1W / CL0000-1E	1446	7/4,2	160/833	С	В	В	В	В	В	В	В	В	В	В	В
MOXA M2400-24000000 / M2400-24000000	1240	7,2/4,2	177/887	В	А	В	С	Д	В	С	Д	В	С	Д	В

Легенда на оценките в теста

Оценките са по скалата:

От А – най-ефективния до Е – най-малко

Не подценявайте шума

Резултатите от нашите тестове за шума са добри. Светлите, най-добрият модел са толкова тихи, че единствен звук, който може да чуе, е работещият вентилатор. Не е без значение и точното място на монтиране на външното тяло.

Помислете за интелигентното охлаждане

Нови климатици са станали по-интелигентни, позволявайки ви да ги контролирате и регулирате от вашия смартфон. Може дори да сте в състояние да ги спрете към други устройства във вашия дом.

Запазете се с гаранцията

Нови климатици имат по-дълги гаранции от други. Когато купувате ново устройство, проверете уебсайта на производителя за информация и попитайте търговеца за гаранцията за марката и модела, които обмисляте да купите.

Монтаж на климатика

Прочетете внимателно офертите на търговците и какви са условията за монтаж. Ако доставчикът и купувачът не са съгласни, климатикът ще намери обема на стандартите (включително в стандартния монтаж може да варира значително от фирмата до фирмата), те се допират за обема на допълнителните работи, включително поставяне на ориентирания ципа, преди извършването на монтажа. Доставчикът/климатикът на монтажа уведомява клиента предварително писмено за промяната в цената на допълнителните работи.

Също така трябва да знаете, че външното тяло трябва да се монтира на покрива и достъпно за ремонт и профилактика, а външното тяло трябва да е на височина от около 2,30-2,35m, достъпно за профилактика и въздухът да се намира във центъра на стаята.

И така, кой е най-добрият климатик?

Най-добрият климатик за вас няма да е непременно този, избран от вас списък!

Най-добрият климатик за вас няма да е непременно този, избран от вас списък!

Най-добрият климатик за вас няма да е непременно този, избран от вас списък!

Колективна покупка на климатици

www.obstapokupka.online/hp

CLEAR-HP



Как тестваме? (Методология на изпитването)

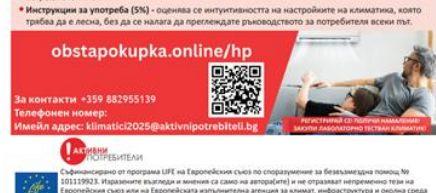
- В проучването участват: **41 split системи климатици** - 25 с капацитет 2,5 kW (9000BTU) и 16 с капацитет 3,5kW (12000BTU).
- Закупуване на пробите: 2023-2024 г.
- В таблицата са отразени:
- Информация от етикетите:
 - Средна цена (с монтаж) към февруари 2025
 - Коефициент на сезонна енергийна ефективност за отопление (SCOP) и охлаждане (SEER)
 - Годишно потребление на енергия за охлаждане/отопление
 - Лабораторно изпитани са следните показатели:
 - Ефективност** (с тежест 65% от крайната оценка), в това число:
 - Комфорт - използват се седмични точки за измерване, разположени на различни разстояния и височини, лаборатория определя равномерността на разпределението на температурата и скоростта на въздушния поток в помещението. Измерва се и времето, необходимо за достигане на комфортна температура.
 - Колонието на охлаждане и отопление – определя се чрез използване на стандартите EN 14825 и DIN EN 14511. Време за достигане на комфортна температура и разпределение на въздушния поток.
 - Колонието на обезвлажняване - определя се чрез използване на стандарта EN 180:1997-06.
 - Консумация на енергия и режим готовност - измерва на консумацията в режим на готовност съгласно стандарт EN 62301.
 - Ниво на шума (10%)** - измерване на шума на външно и външно тяло на разстояние 1 м от урета и на височина 2,5 м над земята. Измерването се извършва при максимална настройка, а за външното тяло също при най-ниска настройка.
 - Удобство (10%)** - оценка на лекотата на работа с дистанционното (дизайн на контролите и дисплея, лекота на настройка или използване без инструкции, сменя на батерии и т.н.), настройка на външното тяло, както и почистване на повърхността на устройството и филтрите.
 - Универсалност (10%)** - проверяваме дали уредът може да работи в режим с по-ниска консумация на енергия, дали може да работи само вентилатор, дали уредът показва температурата в помещението (или само зададената), какво е максималното разстояние между външното и външното тяло.
 - Инструкции за употреба (5%)** - оценява се интуитивността на настройките на климатика, който трябва да е лесен, без да се налага да преразглежда ръководството за потребители всеки път.

obstapokupka.online/hp

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Description of the workshops

1st Workshop – “Heat Pumps: What You Should Know Before Buying ” (23 participants)

This was an in-person workshop held in Sofia, organised within the campaign to support registered participants with practical guidance before purchasing.

Its objective was to provide general, introductory, consumer-oriented information on heat pump systems, with a strong focus on air conditioners (air-to-air heat pumps) because they are a core part of the campaign offer.



Co-funded by the European Union's LIFE programme under the grant agreement No. 101119923. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.

Key content included:

- Air conditioners are heat pumps in practice (air-to-air): they can heat efficiently, but real results depend on correct sizing, room conditions, and how the unit is used (setpoints, continuous heating vs. short bursts, airflow).
- Choosing the right unit is about more than price: participants were guided on capacity selection, efficiency indicators (e.g., seasonal efficiency), noise, and installation constraints because these directly affect comfort, consumption, and complaints later.

The session concluded with a Q&A, addressing general participant questions and concerns, mainly about selecting the correct air conditioner for specific rooms/apartments, expected electricity use in winter, placement and noise, and what “proper installation” practically includes.

2nd Workshop – “What You Should Know Before Purchasing an Air Conditioner” (18 participants)

This was an in-person workshop held in Pazardzhik, organised within the campaign to support registered participants with practical guidance before purchasing. The workshop targeted registered consumers interested in upgrading or replacing their home cooling and heating solution, including participants considering air conditioners as their primary heating option. The focus was on explaining how air conditioners function as air-to-air heat pumps and what consumers must assess before making a purchase.

Key content included:

- Air conditioners are heating systems, not just cooling devices, and their efficiency in winter depends on correct capacity sizing, seasonal efficiency indicators, and proper use.
- The suitability of the home is critical: room size, insulation level, orientation, and installation conditions directly affect comfort, electricity consumption, and long-term satisfaction.
- Comparing offers requires attention to technical parameters and installation scope, not only price, including noise levels, warranty terms, and maintenance requirements.

3rd Workshop – “Useful Tips When Choosing an Air Conditioner” (25 participants)

This session was organised as an in-person workshop in Ruse and aimed primarily at consumers actively preparing to purchase an air conditioner, while remaining open to a broader audience interested in efficient home heating and cooling solutions.

Key content included:

- Correct air conditioner capacity depends on room size, apartment orientation, and insulation level.
- Seasonal efficiency indicators (SEER and SCOP) are crucial for understanding real electricity consumption and long-term operating costs.

- Efficient air conditioners used for heating are significantly cheaper than heating with fan heater, and collective purchasing reduces both financial and decision-making risks through tested models and negotiated conditions.

The session resulted in more detailed and specific questions, particularly concerning real performance during winter, differences between inverter technologies and brands, and the impact of installation quality on efficiency and comfort.

4th Workshop – “What You Should Know About Air Conditioner Installation, Regular Maintenance, and Servicing” (31 participants)

This session was organised as an in-person workshop in Varna and targeted consumers who already own or are about to purchase an air conditioner, while remaining open to all interested participants. The focus was on installation quality, proper maintenance, and real operating costs, as these factors largely determine performance, and comfort.

Key content included:

- Proper installation is critical for efficiency and comfort: incorrect placement of indoor or outdoor units, poor drainage, or inadequate mounting can lead to higher electricity consumption, noise issues, and premature failures.
- Regular maintenance is not optional: cleaning filters, checking airflow, and periodic professional servicing are essential to maintain efficiency, and ensure healthy indoor air.

Energy-efficient air conditioners used for heating significantly reduce electricity bills, and higher-efficiency models can offset their higher purchase price through lower operating costs over time.

Participants actively engaged, with questions mainly related to what is included in standard installation, how often servicing is needed, typical maintenance costs.

5th Workshop – “Financing Options for Improving Home Heating and Energy Efficiency” (18 participants)

This session was organised as an in-person workshop in Veliko Tarnovo and targeted consumers considering investments in air conditioners and energy efficiency measures, while remaining open to a broader audience. The focus was on financial aspects of purchasing and installing air conditioners and other heating solutions.

Key messages included:

- Many municipal programmes provide air conditioners to households, but these units are often low-efficiency models, resulting in high electricity costs despite the low or zero purchase price.
- The CLEAR-HP collective purchase allows consumers to buy price-reduced, independently tested, high-efficiency air conditioners, offering significantly better performance and lower running costs compared to commonly distributed “free” units.

Participants actively engaged, with questions mainly related to differences between free municipal air conditioners and energy-efficient models, real electricity costs during heating, correct capacity selection, and what long-term savings can realistically be expected.

6th Workshop – “Low-Cost Energy Efficiency Measures” (30 participants)

This session was organised as an in-person workshop in Sliven and was designed to present practical, low-cost and zero-cost solutions that households can implement immediately to reduce energy consumption and bills, while also introducing the broader CLEAR-HP initiative and collective purchasing schemes.

Key content included:

- Simple technical measures with immediate impact, such as adjusting boiler temperature, reducing standby consumption, improving lighting efficiency, optimising appliance use, and preventing heat losses through ventilation, chimneys, and poor everyday practices.
- Clear economic and practical benefits, illustrated with concrete examples showing that even small behavioural changes and low-cost investments can lead to measurable annual savings without major renovations.
- Explanation of the CLEAR-HP approach, including how collective purchasing of tested, energy-efficient heat pump and air-conditioning solutions complements low-cost measures and supports consumers throughout the purchasing journey.

Most questions concerned which measures deliver the fastest savings, how to prioritise actions with minimal investment, realistic annual savings per household, and how low-cost efficiency measures can be combined with future investments in efficient heating and cooling systems.

7th Workshop – “Zero-Cost Energy Efficiency Measures” (24 participants)

This session was the first online workshop, delivered via Zoom, and targeted a broad audience of consumers interested in reducing energy consumption without any financial investment. The focus was on behavioural changes and everyday practices that can immediately lower energy use and bills.

Key content included:

- Significant energy savings can be achieved without spending money by changing daily habits, such as optimising heating and cooling settings, avoiding unnecessary standby consumption, and using appliances more efficiently.
- Zero-cost measures are a first and necessary step that can be combined later with low-cost or investment-based energy efficiency solutions for greater impact.

Participants actively engaged, with questions mainly related to which behaviours have the biggest impact, how to estimate realistic savings, how to change household routines sustainably, and how zero-cost measures fit into a longer-term energy efficiency strategy.

8th Workshop – “Energy Optimization: How to Save Without Significant Investment” (28 participants)

This session was delivered, via Zoom, as an online workshop and targeted consumers seeking to reduce energy consumption and costs without making major financial investments. The focus was on optimising existing household systems, appliance use, and everyday energy practices.

Key content included:

- Energy savings can be significantly increased by optimising how existing heating, cooling, and electrical appliances are used, without replacing them or undertaking renovations.

Participants actively engaged, with questions mainly related to how to prioritise optimisation measures, which actions deliver the highest savings in practice, realistic expectations for bill reduction, and how to balance comfort with lower energy use.

9th Workshop – “Energy Efficiency and Comfort at Home” (30 participants)

This session was delivered as an online workshop via Zoom and targeted consumers interested in improving home comfort while reducing energy consumption. The focus was on the relationship between energy efficiency measures and everyday living comfort.

Key content included:

- Improving energy efficiency does not mean sacrificing comfort.
- Simple efficiency measures and correct use of existing systems can enhance thermal comfort, reduce drafts and temperature fluctuations, and lower electricity bills.
- Comfort at home depends not only on equipment, but also on how households manage ventilation, heating and cooling settings, and daily energy-related habits.

Participants actively engaged, with questions mainly related to how to maintain comfort while saving energy, practical adjustments in heating and cooling use, and realistic expectations for comfort improvements without major investments.

Participant engagement and most frequent questions

Overall engagement was high across all sessions, both in in-person and online formats. Participants were actively involved, asked concrete questions, and frequently related the content to their own homes and everyday energy use.

The most frequent questions related to correct sizing and suitability of air conditioners and heat pump solutions for their homes, expected electricity consumption and real-life operating costs, and differences between low-efficiency or “free” equipment and tested, energy-efficient models offered through the campaign.

Many consumers also asked what is included in a standard installation, especially regarding the scope of works, materials covered, and which additional costs may apply.

In later sessions, questions increasingly focused on more specific topics, such as optimising existing systems, combining behavioural measures with low-cost improvements, prioritising actions with the highest impact, and realistically balancing energy savings with comfort at home.

Sustainability of the material created / replication

All informative content developed for the workshops, including presentations, scripts, practical explanations, and recorded online sessions, is easily reusable and replicable for future initiatives. The topics addressed remain relevant over time, as they focus on everyday consumer decisions, energy efficiency, and informed use of heating and cooling technologies.

WS1	DATE	TITLE (.si)	TITLE	RE G.	PARTICIPATED	A	B	C	KPI A+B	ONLY CPC REG. INVITED?	RECORDING
WS1	Thu, 28 Aug 2025	Термопомпи: какво е добре да знаете преди покупка?	Heat Pumps: What You Should Know Before Buying	23	23	11	14	0	25	YES	LINK
WS2	Fri, 29 Aug 2025	Какво трябва да знаете преди да закупите климатик?	What You Should Know Before Purchasing an Air Conditioner	18	18	2	14	1	16	YES	LINK
Ws3	Fri, 03 Oct 2025	Полезни съвети при избора климатик	Useful Tips When Choosing an Air Conditioner	25	25	5	5	0	10	YES	LINK
WS4	Mon, 06 Oct 2025	Какво трябва да знаем за монтажа на климатика, редовната поддръжка и обслужване	What You Should Know About Air Conditioner Installation, Regular Maintenance, and Servicing	31	31	10	15	2	25	YES	LINK
WS5	Tue, 07 Oct 2025	Възможности за финансиране за подобряване на отоплението и енергийната ефективност в дома	Financing Options for Improving Home Heating and Energy Efficiency	18	18	5	11	1	16	YES	LINK
WS6	Fri, 10 Oct 2025	Мерки за енергийна ефективност с минимални разходи	Low-Cost Energy Efficiency Measures	30	30	8	20	1	28	YES	LINK
WS7	Tue, 14 Oct 2025	Мерки за енергийна ефективност с нулеви разходи	Zero-Cost Energy Efficiency Measures	24	24	12	15	0	27	YES	LINK
WS8	Fri, 17 Oct 2025	Оптимизиране на енергията- как да спестим и без да вложим значителни средства?	Energy Optimization: How to Save Without Significant Investment	28	28	15	14	1	29	YES	LINK

WS9	Thu, 30 Oct 2025	Энергийна ефективност и комфорт у дома	Energy Efficiency and Comfort at Home	30	30	18	4	6	22	YES	LINK
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Note: The table reports workshop attendance rather than unique individuals; some participants attended more than one workshop. After removing duplicate attendances, the **total number of unique participants is 108** (46 in group A, 57 in group B, and 6 in group C; A+B = 103). Additionally, 25 participants were not classified into groups A, B, or C. For workshops WS2, WS3, WS4, WS5, WS6, and WS8, discrepancies occur because some participants attended the workshops but were not classified under categories A, B, or C. These participants are included in the total attendance but excluded from the categorical breakdown.

OCU, Spain

Overview of workshops organised

- **Number of sessions:** 6
- **Format:** Online webinars
- **Platform used:** Zoom
- **Duration:** 1 hour each (30 – 40' presentation + 20 – 30' Q&A)
- **Total participants:** **2.851** participants across all workshops (more than 5.000 subscribers) // **5.841** YouTube total views across all workshops

Attendance per session:

- 1st workshop: 563 participants // 6.070 views on YouTube
- 2nd workshop: 750 participants // 1.849 views on YouTube
- 3rd workshop: 628 participants // 1.311 views on YouTube
- 4th workshop: 535 participants // 1.129 views on YouTube
- 5th workshop: 292 participants // 853 views on YouTube
- 6th workshop: 83 participants // 596 views on YouTube

Speakers involved:

- Enrique Garcia, Public Affairs Officer at OCU
- Manuel Vivas, Public Affairs Officer at OCU
- Cayetana Crespo, Energy Expert at OCU
- Alexandre Serrano, Consumer with aerothermal system just installed
- Jorge Cuevas, HVACs Lead at Samara
- Juan Carlos Ruano, Technical Engineer at Activa Grupo HomeServe

The workshops were held online, on the Zoom platform. An external company was used to manage the Zoom platform as well as the recording after the workshops to ensure accessibility and broad participation (i.e. on Youtube). Each session included a structured presentation followed by a 20- 30 minute live Q&A. Engagement was consistently high, with most participants staying connected almost for the entire duration of the workshop. Additionally, to keep consumers engaged sli.do was used during the sessions.

Promotion activities included:

- Newsletters announcements

- Targeted email invitations for registered consumers
- Social media posts
- Information on the campaign webpage.
- Information on articles on OCU magazines and websites

Description of the workshops

1st Workshop – “Heating efficiency systems” 22 October 2024 (563 participants)

Designed for consumers type A, B and C, the workshop aim was to provide non-technical domestic consumers with a basic understanding of efficient and environmentally friendly heating systems, and how they can reduce their energy consumption and carbon footprint at home.

Key content included:

- CLEAR-HP introduction and overview;
- Basic explanation of how heating works in a home;
- Comparison of the most common heating systems (electric, gas, heat pump, biomass);
- Factors that influence the energy efficiency of a heating system;
- Description of efficient heating systems (heat pumps, condensing boilers, biomass boilers, etc.);
- Advantages of each system in terms of efficiency and sustainability;
- Practical cases and examples of application in homes;
- Practical tips to improve the efficiency of existing heating systems;
- Use of smart thermostats and heating programming;
- Best practices for thermal insulation and reducing heat loss.

2nd Workshop – “Understanding aerothermal energy and other energy solutions for the home, on January 14” (750 participants)

Open to all consumers but mainly addressed to consumers type C. The aim of the workshop was to share general information about aerothermal systems, and other efficient systems for heating and cooling.

Key content included:

- CLEAR-HP introduction and overview;
- Basic aerothermal concepts: summary of how it works, differences with other air conditioning systems and why it is an efficient option;
- Key benefits: focus on energy savings, emissions reduction, and home comfort;
- Technical and structural requirements: simple explanation of what a home needs to be suitable for aerothermal energy (space, insulation, electrical system, etc.);
- Personalized assessment: a short guided self-assessment for attendees to consider whether their home meets the basic requirements;
- Installation process: step-by-step of what the installation of an aerothermal system entails;
- Maintenance: tips for basic maintenance and the useful life of aerothermal systems;

- Initial investment and returns: breakdown of typical installation costs and long-term benefits;
- Available subsidies and aid: information on possible financial aid for the installation of aerothermal systems;
- Expected energy savings: estimated savings on energy bills;
- Real examples: presentation of practical cases of homes that have installed aerothermal energy;
- Testimonials: brief mention of the experiences of other users, emphasizing the benefits and possible challenges.

3rd Workshop – “Prepare your house for your Aerothermia installation, on January 21” (628 participants)

Addressed mainly to consumers type B but open to everyone. The workshop aim was to help consumers type B (those who needed to do some renovations) to understand what can be improved in order to have a house ready for aerothermia, in particular insulation, windows, check the electric internal grid, etc.

Key content included:

- CLEAR-HP introduction and overview;
 - Simple explanation of how aerothermal systems work;
- Benefits and advantages over other heating and cooling systems;
- Success stories in similar homes;
- Thermal insulation:
 - Importance of insulation to maximize the efficiency of aerothermal;
 - Recommended types of insulation and how to evaluate the current insulation of the home;
- Ventilation and air renewal:
 - How it affects the efficiency of the aerothermal system;
 - Possible modifications to the ventilation of the home;
 - Electrical considerations: Review of the electrical system before installation;
- Physical space required: location of the system and space requirements;
- Isolation of the floor, radiators etc;
- Initial investment and returns: breakdown of typical installation costs and long-term benefits;
- Available subsidies and aid: information on possible financial aid for the installation of aerothermal systems;
- Expected energy savings: estimated savings on energy bills.

4th Workshop – “Discover Aerothermal Energy: Energy efficiency in your home, on January 28” (535 participants)

This workshop was mainly for consumers type A. The aim was to discuss how to improve the installations and the performance of the aerothermal installation, maintenance tips.

Key content included:

- CLEAR-HP introduction and overview;
- Consumer information on heat pump products;
- Financing opportunities and regulatory barriers;
- Agreements with suppliers and installers;

- The CLEAR HP collective purchasing initiative;
- Benefits for consumers and installers for joining OCU's collective purchase campaign;
- Optimizing aerothermal installation; installation elements and system configuration;
- Energy needs: occupants, orientation, climate, bathrooms, family habits;
- Insulation and radiator placement;
- Types of heat pumps: monobloc and bibloc (compact or split);
- Required power and efficiency (COP);
- Noise considerations;
- Installation details;
- Maintenance tips;
- Grants and Financing;

5th Workshop – “What is aerothermal energy and its benefits, on April 10” (292 participants)

Workshop for consumers type A and B, the aim was to cover what aerothermal energy is and its benefits and to promote the ongoing collective purchase campaign as a way to make this efficient and sustainable technology more accessible to all.

Key content included:

- CLEAR-HP introduction and overview;
- Technical documentation and product details and aerothermal solutions;
- Collective Purchase of Aerothermal Systems;
 - Open to everyone
 - Free and without obligation
 - How to get offers and request quotes

6th Workshop – “Improve your home’s energy efficiency with aerothermal technology, on May 6” (83 participants)

Mainly for consumers Type A and B. The objective was to showcase how aerothermal energy can improve home efficiency and reduce energy costs, describes the installation process and available financial support highlights hybrid solutions and real customer experiences to help homeowners make informed decisions about adopting renewable technologies.

Key content included:

- CLEAR-HP introduction and overview;
- Energy Efficiency Challenges;
 - How to achieve energy efficiency in homes;
 - The state of energy ratings in Spanish buildings;
- Aerothermal Energy;
 - What is aerothermal energy and how does it work?
 - Benefits for home efficiency, flexibility, and sustainability;
- Savings with Aerothermal Systems;

- Real case studies and comparative savings;
 - Recommendations by home type;
- Installation Process;
 - Customer journey: steps from initial contact to installation and maintenance;
 - Key considerations before installation (insulation, outdoor unit, electrical network, model selection);
- Financial Support;
- Hybrid Solutions;
 - Solar panels, electric vehicle charging, air conditioning, boilers;
 - Hybrid aerothermal systems for increased savings.

Participant engagement and most frequent questions

Across the five workshops, participant engagement was consistently high and sustained throughout the sessions. Attendance levels were strong, and the Q&A moments generated a high volume of questions, often exceeding the time available.

Interaction was well structured, with participants actively using polls, surveys, and the dedicated Q&A modules. The discussions reflected a high level of practical interest, with participants seeking to relate the information directly to their own homes and circumstances, showing attentiveness and a strong need for practical guidance rather than theoretical explanations only.

Some of the most frequently asked questions were referring to:

- Technical feasibility and suitability
- Compatibility with existing systems
- Costs, savings, and payback
- Energy efficiency and performance
- Home preparation and insulation
- Grants, tax deductions, and administrative issues
- Installers, quality, and after-sales

Sustainability of the material created/replication

All informative content developed for the workshops (presentations, scripts, explanations, and recorded sessions) is easily reusable and replicable for future initiatives. Watching the number of participants we can conclude that the topic is a hot topic for consumers, so this kind of webinars should be done more often.

The material:

- Provides a clear, structured knowledge base on heat pump technology and other efficiency systems
- Tips to improve the energy efficiency and increase the performance of the heat pump.

WS	DATE	TITLE (.si)	TITLE	REG.	PARTICIPATED	A	B	C	KPI A+B	ONLY CPC REG. INVITED?	RECORDING
WS1	Tue 22 oct 2024 17:30 – 18:30	Sistemas de calefacción eficientes y respetuosos con el medio ambiente	Heating efficiency systems	1057	563	NA	NA	NA	NA	NO	LINK
WS2	Tue 14 jan 2025 17:30 – 18:30	Entiendo la aerotermia y otras soluciones energéticas para el hogar	Understanding aerothermal energy and other energy solutions for the home	1135	750	NA	NA	750	NA	NO	LINK
WS3	Tue 21 jan 2025 17:30 – 18:30	Prepara tu casa para la instalación de aerotermia	Prepare your house for your Aerotermia installation	983	628	NA	628	NA	NA	NO	LINK
WS4	Tue 28 jan 2025 17:30 – 18:30	Descubre la aerotermia y la eficiencia energética en tu hogar	Discover Aerothermal Energy: Energy efficiency in your home	962	535	535	NA	NA	NA	NO	LINK
WS5	Tue 10 apr 2025 17:30 – 18:30	Qué es la aerotermia y sus beneficios	What is aerothermal energy and its benefits	542	292	NA	NA	NA	292	YES	LINK
WS6	Tue 6 may 2025 17:30 – 18:30	Mejora la eficiencia energética de tu hogar con aerotermia	Improve your home's energy efficiency with aerothermal technology	323	83	NA	NA	NA	83	YES	LINK

Test Achats, Belgium

Overview of workshops organised:

- **Number of sessions:** 10 (5 in French & 5 in Dutch)
- **Format:** Online webinars
- **Platform used:** Teams (Town Hall, except for the two 1st editions on zoom BEUC's account)
- **Duration:** 1 hour 30 minutes each (1h10 presentation + 20' Q&A)
- **Total participants:** **404** participants across all workshops // **4549** YouTube total views across all workshop (up to 09/01/2026)

Attendance per session:

- 1st workshop (general FR) : 28 participants // 1783 views on YouTube
- 2nd workshop (technical FR) : 47 participants // 183 views on YouTube
- 3rd workshop (installer FR): 6 participants // 176 views on YouTube
- 4th workshop (improve home FR): 46 participants // 79 views on YouTube
- 5th workshop (profitability FR): 31 participants // 160 views on YouTube
- 1st workshop (general Dutch): 32 participants // 1312 views on YouTube
- 2nd workshop (technical Dutch): 8 participants // 351 views on YouTube
- 3rd workshop (installer Dutch): 62 participants // 240 views on YouTube
- 4th workshop (improve home Dutch): 74 participants // 112 views on YouTube
- 5th workshop (profitability Dutch): 70 participants // 198 views on YouTube

Speakers involved:

- Philippe Mercier, Energy Expert at Test-achats
- Eng Els Van Crombruggen, Energy Expert at Test-achats
- Julie Frère, Domain Head Communication & Public Affairs at Euroconsumers
- Jean-Philippe Ducart, Manager Public Affairs & Media Relations
- Lisa Mailleux, Public Affairs & Media Relations Officer (French) at Test-achats
- Roger VanParys, testimonial from a heat pump owner
- Laura Clays, Public Affairs & Media Relations Officer (Dutch) at Test-achats
- Jacky Lesterquy, technical heat pump expert at GroupProtect (French)
- Mathieu, technical heat pump expert at GroupProtect (Dutch)

All ten workshops were held online and were recorded to ensure accessibility and broad participation. Each session included a structured presentation followed by a 30-minute live Q&A. Engagement was consistently high, with most participants staying connected almost for the entire duration and actively submitting questions through the chat or the Q&A section.

The only challenging situation for Belgium in terms of workshop participation was the first days of nice summer weather. In normal time we've had more than half of the people registered participating to the workshop. On the 12 of June we were holding 2 workshops at the same time (one in French and one in Dutch) and we've had 14 active participants compared to the 149 registrations. We then decided to postpone the last 4 workshops after summer in September to mitigate the low level of participation.

Promotion activities included:

- Newsletters announcements
- Targeted email invitations for registered consumers
- Reminder email for registered consumers the day before and on the workshop day
- Social media posts
- Information on the campaign webpage.
- Magazine articles
- Banners on our website

Description of the workshops

1st Workshop – “How to assess if your home is heat pump ready?” (60 participants Dutch & French combined)

Held prior to the launch of the main campaign, the session aimed to allow consumers to evaluate their home heat pump readiness in a simple way and only using existing and available information or easy DIY test procedure.

Key content included:

- Key elements about heat pumps, clarifying why heating needs reduction is crucial prior to any heat pump switch;
- Available information needed to evaluate any home heat pump readiness;
- Tools available and information platform regarding building energy efficiency in the 3 regions;
- The importance of price gap between fossil and electricity for the profitability and link to investment level especially in case of poorly insulated homes and over capacity heat pump choice;
- Conclusion with a clear evaluation tree for heat pump readiness evaluation;
- Speakers closed with a 30-minute Q&A addressing general consumer questions.

2nd Workshop – “Heat Pumps: an efficient technology in various forms, heat pump owner testimonial” (65 participants Dutch & French combined)

First workshop after the campaign launch, designed for a general audience, meaning all consumer types A, B and C.

Key content included:

- What a heat pump is and how it works;

- Different heat pump technology presentation;
- Benefits in terms of energy efficiency and sustainability through our laboratory test results;
- Participants engaged asking about costs, savings, and technical feasibility.

3rd Workshop – “Installing a heat pump in your home, all you need to know and prepare, professional installer key tips” (68 participants Dutch & French combined)

Aimed mainly at consumers with more suitable homes (A + B), though open to everyone.

Key content included:

- CPC partners presentation
- CPC offer presentation
- CPC process and after sale service – Test-achats support explained
- Administrative and legal aspects before and after heat pump installation

4th Workshop – “How to improve your home if it’s not heat pump ready yet” (120 participants Dutch & French combined)

Recommended to the ones getting a C profile after filling the questionnaire and those who realised after the previous workshops that their home needed to be insulated first.

Key content included:

- Energy losses in homes;
- Insulation methods and solution to cut down the heating demand (roof, facades, windows, floors);
- Hot water heat pump, a step to the heating switch (suppressing additional heating power demand);
- Quick energy wins without or with very limited investment.

5th Workshop – “Heat Pumps profitability, investment and running costs” (101 participants Dutch & French combined)

This workshop was designed for consumers type A. The focus was on distinguishing investment and running costs and to highlight the key element influencing the profitability.

Key content included:

- Average upfront cost for heat pump different technologies;
- Key elements impacting upfront and running costs;
- Support schemes and loans;
- Energy contracts, impact on heat pump profitability;
- Conclusions .

Main workshops conclusions:

A general conclusion Test Achat/Test Ankoop drew from organising the CLEAR HP workshops is that priority must remain on insulation improvements and to keep separated the hot water production with domestic hot water heat pump before considering to switch to heat pump for heating purpose. This strategy allows to reduce heating capacity, thus improving heat pump efficiency needed and therefore reduce upfront costs and running costs. It also gives freedom to select the most appropriate heat pump technology.

Participant engagement and most frequent questions

Participants showed strong engagement across all sessions. The format encouraged active participation with polls at key moments to surface what the audience already knew (or thought they knew) and what they most wanted to clarify, and the Q&A function was a main driver of interaction during the workshops. Questions focused mainly on:

- How heat pumps work;
- Expected energy savings;
- Costs and payback time compared to fossil based central heating boilers since this is much cheaper at the moment;
- Technical feasibility in individual homes;
- When to plan the switch in a long-term renovation project;
- How to anticipate a boiler failure while the heating demand reduction is not yet reached, what's the intermediate step?

Sustainability of the material created/replication

Workshops replay are already used as an information source when addressing uncertainty questions about heat pump switch.

Questions raised during session or left in the replay comments on Youtube are contributing to the FAQ section on the project webpage.

WS	DATE (fr/nl)	TITLE (.fr/.nl)	TITLE	REG.	PARTICIPATED	A	B	C	KPI A+B	ONLY CPC REG. INVITED?	RECORDING
WS1	25 and 27 March 2025	Votre Logement est-il prêt pour la pompe à chaleur?/ Is jouw woning warmtepompklaar?	How to assess if your home is heat pump ready	121	60	NA	NA	NA		NO	French Dutch
WS2	10 and 12 June 2025	La pompe à chaleur, le chauffage efficace qui prend de multiples formes. Témoignage/ Warmtepompen, efficiënte verwarming in vele vormen. Getuigenis van een gebruiker	Heat Pumps: an efficient technology in various forms, heat pump owner testimonial	187	65	NA	NA	NA		YES	French Dutch

WS3	30 an 25 September 2025	La rentabilité des pompes à chaleur/De rentabiliteit van warmtepompen	Installing a heat pump in your home, all you need to know and prepare, professional installer key tips	194	68	NA	NA	NA		YES	French Dutch
WS4	12 and 10 June	Installer une pompe à chaleur dans votre logement, le point avec un installateur/Een warmtepomp installeren in je huis, een update van een installateur	How to improve your home if it's not heat pump ready yet	395	120	NA	NA	NA		YES	French Dutch
WS5	23 and 18 September 2025	Comment améliorer votre logement pour qu'il soit prêt à passer à la pompe à chaleur?/ Hoe kun je je huis verbeteren zodat het klaar is voor een warmtepomp?	Heat Pumps profitability, investment and running costs	294	101	NA	NA	NA		YES	French Dutch

DECOP, Portugal

Overview of workshops

- **Number of sessions:** 4
- **Format:** 4 online webinars
- **Platform used:** Teams (Town Hall)
- **Duration:** 45 minutes each (30' presentation + 15' Q&A)
- **Total participants:** 252 participants across all workshops // 403 YouTube total views across all workshop

Attendance per session:

- 1st workshop: 15 participants // 99 views on YouTube
- 2nd workshop: 61 participants // 156 views on YouTube
- 3rd workshop: 80 participants // 76 views on YouTube
- 4th workshop: 96 participants // 72 views on YouTube

Speakers involved:

- Mariana Simões, Project Officer Energy & Sustainability at DECO PROteste
- Elsa Agante, Team Leader Energy & Sustainability at DECO PROteste
- Magda Moura Canas, Project Officer Economics & Law at DECO PROteste
- Mariana Ludovino, Public Affairs Officer at DECO PROteste

Promotion activities included:

- Newsletters announcements
- Social media posts
- Information on the campaign webpage

Description of the workshops

1st workshop - How to save energy at home? (15 pax)

The workshop targeted all types of consumers. The aim of this workshop was to give generic information about energy savings to the consumer. At the end of the workshop, it was expected that the attendees could read their energy bills, identify their energy profile and potential improvement measures based on a self-diagnose.

Key content included:

- State of art of the energy sector (per country) and targets for decarbonization
- How to read an energy bill

- Energy profile (E-Redes, contracted power, types of tariff)
- Energy labels – focus on HP
- Tips and improvement measures to save energy

2nd workshop - Heat pumps: how to choose? (61 pax)

The workshop was targeted at Consumer types A and B . The aim of this workshop was to explain what heat pumps are, how they work, and to alert the consumer of possible limitations or improvement measures that need to be implemented prior to the equipment purchase and installation.

Key content included:

- Different types of heat pumps
- Advantages and possible limitations
- Main characteristics
- How to choose the adequate equipment?
- Is the house prepared to the installation of a heat pump?

3rd workshop - Prepare the Installers visit (80 pax)

The workshop was targeted at consumer typa A and B. The ojective of this workshop was to prepare the consumer for the first contact with installers with the aim of simplifying and speeding up the process, as well as guiding consumers towards informed and conscious decision-making.

Key content included:

- What to expect from the visit of the installer
 - How to select installers? – Refer to HORIS as a future place for contacting reliable installers
 - What documents should be shared with the installer for quotation?
 - What questions and concerns should be clarified?
- Contract information
 - What should be agreed in the contract?
 - Warranty conditions
 - Services available for consumer during warranty time (checks, maintenance, ...)
 - What should be clearly identified in the invoice?
- How to choose between proposals?

4th workshop - Support schemes to enhance energy efficiency (96 pax)

The workshop was targeted at consumers type A and B. The aim of this workshop was to present the different possibilities of financial support schemes and fiscal benefits to purchase and install heat pumps.

Key content included:

- Range of prices to purchase and install heat pumps
- Factors that might make it more expensive
- Fiscal benefits
 - Reduced VAT
 - IMI, IMT, IRS exemption
- Government fundings
 - Vale Eficiência II
 - PAEMS (identify main criteria for HP)
- Green loans
 - Examples: UCI, BPI and CGD

All workshops had introductory slides with a short overview of the CLEAR-HP Project.

Participant engagement and most frequent questions

Questions from participants focused mostly on:

- When will new subsidies be available
- Specific questions regarding possible limitations to the implementation of heat pumps
- When the collective purchase campaign offer would be disclosed
- Legal requirements
- Warranty and services included

Sustainability of the material created/replication

All the material prepared for the webinars is easily replicable and reusable. The majority of the topics will remain actual and relevant. Since all the webinars were held online, and compliance with the GDPR, ensuring the privacy of all participants, was guaranteed in advance, the webinars were recorded and disseminated through social media.

WS	DATE	TITLE (.pt)	TITLE	REG.	PARTICIPATED	A	B	C	KPI A+B	ONLY CPC REG. INVITED?	RECORDING
WS1	Tue, 11 Mar 2025	Como poupar energia em casa?	How to save energy at home?	83	15	NA	NA	NA	NA	Yes	Link
WS2	Tue, 18 Mar 2025	Ar condicionado: como escolher?	Heat pumps: how to choose?	192	61	NA	NA	NA	NA	Yes	Link

WS3	Tue, 25 Mar 2025	Preparar a visita do instalador	Prepare the Installers visit	86	80	NA	NA	NA	NA	Yes	Link
WS4	Tue, 01 Apr 2025	Apoios à melhoria da eficiência energética	Support schemes to enhance energy efficiency	202	96	NA	NA	NA	NA	Yes	Link

SOS, Slovakia

Overview of workshops organised:

- **Number of sessions:** 20
- **Format:** 5 online workshops, 15 physical workshops
- **Platform used:** Zoom
- **Duration:** 1 hour online workshops (45 min presentations + 15 Q&A), 90 min offline workshops (60 min presentations + 30 Q&A)
- **Total participants:** 341 participants // 418 YouTube total views across all workshops

Attendance per session:

- 1st workshop: 14 participants // 87 views on YouTube
- 2nd workshop: 13 participants // 144 views on YouTube
- 3rd workshop: 15 participants // 46 views on YouTube
- 4th workshop: 7 participants // 65 views on YouTube
- 5th workshop: 10 participants // 76 views on YouTube
- 6th to 20th workshops: 282 participants (workshops in person)

Speakers involved:

- Michal Kundrata, energy adviser at Spoločnosť ochrany spotrebiteľov
- Simona Šimková Lištiaková, energy expert at Spoločnosť ochrany spotrebiteľov
- Lukáš Zelem, Association of mineral insulation manufacturers
- Michal Kaľavský, HVAC product manager
- Petra Čakovská, project coordinator at Spoločnosť ochrany spotrebiteľov
- Lucia Wirdzek, consumer advisor at Spoločnosť ochrany spotrebiteľov

Promotion activities included:

- Media (national radio, TV, press agency, national and regional newspapers)
- SOS website
- Newsletters
- Targeted email invitations for registered consumers
- Social media posts
- Information on the campaign webpage
- Fairs and exhibitions

Description of the workshops:

The online workshops were recorded to ensure accessibility and broad participation. Each session included an introduction about SOS, a structured presentation by an expert on a specific topic, a session about the benefits and mechanism of the CPC and 15-minute live Q&A. Most participants were connected for the entire duration and actively asked questions live or through chat during the Q&A section.

Physical workshops were offered to selected municipalities and vulnerable groups of consumers. Each session included an introduction about SOS, a structured presentation of heat pump technology, benefits, costs and savings, session about the benefits and mechanism of CPC and 30-minute live Q&A. Participants



were very active, asking questions during Q&A section about their concrete house, renewables and new trends in energy in general and available state support.

1st Workshop – I want a heat pump: what should I focus on before the purchase? (14 participants)

The workshop was designed for a general audience. It took the form of an online workshop moderated by P. Čakovská, with the participation of expert speaker M. Kundrať.

Key content included:

- explanation how the technology works and who it is suitable for
- tips on how to choose the right heat pump for the home
- introduction of the group purchase of air-to-water heat pumps – its benefits for consumers and the offered models

2nd Workshop – Is my house ready for a heat pump? (13 participants)

This online workshop was designed for a general audience. It was moderated by L. Wirdzek, and featured expert speaker L. Zelem from the Association of mineral insulation manufacturers.

Key content included:

- explanation of how HP technology works with insulation and calculations of possible savings
- why and how to insulate the house and regularly check thermal insulation properties
- how to choose high-quality materials, and how they can affect the efficiency of heat pumps
- group purchase of air-to-water heat pumps, its benefits for consumers

3rd Workshop – How to finance an investment in a heat pump? (15 participants)

This online workshop was designed for a general audience, and more specifically for those who are considering various financing options for switching to a heat pumps. It was moderated by L. Wirdzek, and featured expert speaker S. Šimková Lištiaková.

Key content included:

- government subsidies and bank loans, which facilitate the transition to more environmentally friendly heating solutions
- benefits and practical use of energy certificates for buildings in Slovakia
- group purchase of air-to-water heat pumps, its benefits for consumers

4th Workshop – Effective operation and maintenance of heat pumps: best practices for long service life (7 participants)

This online workshop aimed at providing practical guidance to all types of consumers. Moderated by L. Wirdzek, it featured expert speaker Michal Kaľavský, HVAC product manager.

Key content included:

- how to care for the heat pump at home
- how to ensure it works as long and as efficiently as possible
- which problems you can solve yourself, and when to seek professional help
- group purchase of air-to-water heat pumps, its benefits for consumers



5th Workshop – How to save energy at home – tips and tricks (10 participants)

This online workshop was open to all types of consumers. It was moderated by L. Wirdzek and featured expert speaker M. Kandrata.

Key content included:

- practical advice and measures how to reduce energy consumption at home and save on your electricity and gas bills
- group purchase of air-to-water heat pumps, its benefits for consumers

6th to 20th Workshop – Roadshow Why are heat pumps sexy. New trends in energy. (282 participants)

This offline workshop was open to all types of consumers. It featured expert speaker M. Kandrata.

Key content included:

- explanation how HP technology works
- tips on how to choose the right heat pump for the home
- new trends in energy – renewables, energy communities, energy sharing
- state support for households and vulnerable consumers
- introduction of the group purchase of air-to-water heat pumps – its benefits for consumers and the models offered at a lower price

Participant engagement and most frequent questions

Participants showed strong engagement across all sessions. Questions focused mainly on:

- How heat pumps technology works in Slovak winter conditions
- Installation requirements, differences between brands
- Cooling with an air-water heat pump
- Expected energy savings, costs and payback time
- Technical feasibility in individual homes
- State schemes and support for vulnerable
- Details of the offer and contractual aspects
- Model differences and pricing
- Installation timelines and support services

Sustainability of the material created/replication

All informative content developed for the workshops (presentations, videos, publications, manuals and recorded sessions) is easily reusable and replicable for future initiatives. There were also printed materials distributed on offline workshops.

The materials:

- provide a clear, structured knowledge base on heat pump technology
- remains relevant for both awareness-raising and practical decision-making
- recorded workshops, in particular, form a sustainable asset that can continue to inform consumers beyond the project timeline.

WS	DATE	TITLE (.sk)	TITLE	PARTICIPATED	A	B	C	KPI A+B	ONLY REG. INVITED?	CPC	RECORDING
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WS1	27.3.2025	Chcem tepelné čerpadlo: na čo sa treba zamerať pred nákupom?	I want a heat pump: what should I focus on before buying?	14	N A	N A	N A	NA	NO	Link
WS2	3.4.2025	Je môj dom pripravený na tepelné čerpadlo?	Is my house ready for a heat pump?	13	N A	N A	N A	NA	NO	Link
WS3	10.4.2025	Ako financovať investíciu do tepelného čerpadla?	How to finance an investment in a heat pump?	15	N A	N A	N A	NA	YES	Link
WS4	15.4.2025	Efektívna prevádzka a údržba tepelných čerpadiel: osvedčené postupy pre dlhú životnosť	Effective operation and maintenance of heat pumps: best practices for long service life	7	N A	N A	N A	NA	YES	Link
WS5	6.5.2025	Ako šetriť energiu v domácnosti – tipy a triky	How to save energy at home – tips and tricks	10	N A	N A	N A	NA	YES	Link
WS6	14.5.2025	Prečo sú tepelné čerpadlá sexi? Nové spotrebiteľské trendy v energetike	Why are heat pumps sexi? New consumer trends in energy	7					YES	Location: Liptovská Lužná
WS7	21.5.2025	Prečo sú tepelné čerpadlá sexi? Nové spotrebiteľské trendy v energetike	Why are heat pumps sexi? New consumer trends in energy	7					YES	Location: Švedlár
WS8	29.5.2025	Prečo sú tepelné čerpadlá sexi? Nové spotrebiteľské trendy v energetike	Why are heat pumps sexi? New consumer trends in energy	14					YES	Location: Kordíky
WS9	13.6.2025	Prečo sú tepelné čerpadlá sexi? Nové spotrebiteľské trendy v energetike	Why are heat pumps sexi? New consumer trends in energy	5					YES	Location: Veľký Lipník
WS10	18.6.2025	Prečo sú tepelné čerpadlá sexi? Nové spotrebiteľské trendy v energetike	Why are heat pumps sexi? New consumer trends in energy	7					YES	Location: Poniky
WS11	20.11.2025	Prečo sú tepelné čerpadlá sexi? Nové spotrebiteľské trendy v energetike	Why are heat pumps sexi? New consumer trends in energy	18					YES	Location: Tatranská Lomnica
WS12	19.11.2025	Prečo sú tepelné čerpadlá sexi? Nové spotrebiteľské trendy v energetike	Why are heat pumps sexi? New consumer trends in energy	14					YES	Location: Dolný Smokovec
WS13	18.11.2025	Prečo sú tepelné čerpadlá sexi? Nové spotrebiteľské trendy v energetike	Why are heat pumps sexi? New consumer trends in energy	17					YES	Location: Nový Smokovec
WS14	17.11.2025	Prečo sú tepelné čerpadlá sexi? Nové spotrebiteľské trendy v energetike	Why are heat pumps sexi? New consumer trends in energy	25					YES	Location: Poprad

WS15	6.11.2025	Prečo sú tepelné čerpadlá sexi? Nové spotrebiteľské trendy v energetike	Why are heat pumps sexi? New consumer trends in energy	7					YES	Location: Spišská Stará Ves
WS16	23.10.2025	Prečo sú tepelné čerpadlá sexi? Nové spotrebiteľské trendy v energetike	Why are heat pumps sexi? New consumer trends in energy	27					YES	Location: Levoča
WS17	11.11.2025	Prečo sú tepelné čerpadlá sexi? Nové spotrebiteľské trendy v energetike	Why are heat pumps sexi? New consumer trends in energy	21					YES	Location: Košice
WS18	15.11.2025	Prečo sú tepelné čerpadlá sexi? Nové spotrebiteľské trendy v energetike	Why are heat pumps sexi? New consumer trends in energy	38					YES	Location: Poprad
WS19	11.12.2025	Prečo sú tepelné čerpadlá sexi? Nové spotrebiteľské trendy v energetike	Why are heat pumps sexi? New consumer trends in energy	39					YES	Location: Spišská Stará Ves
WS20	Dec 2025	Prečo sú tepelné čerpadlá sexi? Nové spotrebiteľské trendy v energetike	Why are heat pumps sexi? New consumer trends in energy	36					YES	Location: Poprad

ZPS, Slovenia

Overview of workshops organised:

- **Number of sessions:** 5
- **Format:** Online webinars
- **Platform used:** Teams (Webinar)
- **Duration:** 1 hour 30 minutes each (1h10' presentation + 20' Q&A)
- **Total participants:** 1.809 participants across all workshops // 2044 views on YouTube

Attendance per session:

- 1st workshop: 435 participants // 703 views on YouTube
- 2nd workshop: 405 participants // 331 views on YouTube
- 3rd workshop: 377 participants // 281 views on YouTube
- 4th workshop: 306 participants // 338 views on YouTube
- 5th workshop: 286 participants // 391 views on YouTube
-

Speakers involved:

- Radovan Repnik (Lecturer at the Higher Technical School for Mechanical Engineering at the Celje School Center and at the Higher Technical School at the Velenje School Center), Barbara Primc (ZPS, energy expert)
- Ema Kozina Petač (Eco Fund, subsidies); Alina Meško (ZPS, finance and banking officer), Barbara Primc (ZPS, energy expert)



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- Jožef Pogačnik (energy advisor for the EnSvet network), Barbara Primc (ZPS, energy expert)
- Doc. Dr. Klemen Sredenšek (Faculty of Energy Technology at the University of Maribor in the Laboratory for Applied Electrical Engineering.), Barbara Primc (ZPS, energy expert)
- Radovan Repnik (Lecturer at the Higher Technical School for Mechanical Engineering at the Celje School Center and at the Higher Technical School at the Velenje School Center), Vasja Rusjan, expert partner of the energy installers section for education and legislation at the Chamber of Craft and Small Businesses of Slovenia Barbara Primc (ZPS, energy expert)

All five workshops were held online and were recorded to ensure accessibility and broad participation. Each session included a structured presentation followed by a 20-minute live Q&A. Engagement was consistently high, with most participants staying connected almost for the entire duration and actively submitting questions through the chat or the Q&A section.

Promotion activities included:

The Workshop participation was facilitated via:

- mass media (Radio TV spots, promoting the CPC registrations AND invitation to the weekly WS – with the title of it mentioned in the ad);
- specially dedicated e-mail invite to all already registered to the CPC, general e-mailing to ZPS general newsletter subscribers (N: 35.000+).

Consumers were invited to participate in the workshops at every possible opportunity. Promotion was not limited to paid advertisements, but was consistently integrated into media appearances, including radio and television interviews, as well as statements for print and online media. Each media contribution included a clear invitation to attend the workshops and information on where to find additional details. The workshops were also actively promoted through articles published in our magazine and on our website. This multi-channel approach ensured repeated exposure to the invitations and reached audiences with different information habits. By combining direct communication with editorial content, we increased awareness and accessibility of the workshops. Overall, this approach helped maximize participation and engagement among consumers.

Description of the workshops:

1st workshop – “Buying a heat pump: WHAT IS GOOD TO KNOW BEFORE YOU BUY?”

This workshop focused on helping consumers make informed decisions before purchasing a heat pump, emphasising that the suitability and efficiency of a system depend largely on the building’s characteristics and household needs.

Key content included:

- The relationship between building insulation, heating systems and heat pump performance;
- Key technical criteria influencing efficiency, costs and comfort (power sizing, heat source, noise, system compatibility);
- The risks of incorrect sizing and its impact on energy consumption, comfort and system lifespan;
- The importance of expert advice, proper system design and professional installation.



Most frequently asked questions related to assessing heat loss, the economic viability of replacing existing heating systems, eligibility for subsidies, selecting the right device, and technical or practical limitations to heat pump installation.

2nd workshop – “Financing your heat pump: SUBSIDIES AND GREEN LOANS FOR PURCHASING”

This workshop addressed the financial aspects of switching to a heat pump, highlighting how public support schemes and green financing instruments can significantly reduce upfront investment costs.

Key content included:

- Overview of available subsidies and public support schemes (e.g. Eco Fund);
- Green loans as a tool for affordable, long-term financing of energy-efficient investments;
- Practical guidance on combining subsidies and loans;
- Key administrative steps, deadlines and common pitfalls when applying for financial support.

Participants mainly asked about eligibility when previous subsidies had been received, loan coverage of total investment costs, application procedures, timelines of subsidy calls, and whether heat pumps included in group purchases qualify for public support.

3rd workshop – “Prepare your home for heat pump installation: IMPORTANT STEPS FOR EFFECTIVE OPERATION”

This workshop highlighted that improving energy efficiency is a prerequisite for effective heat pump operation and should precede system installation.

Key content included:

- Reducing heat losses as the first essential step;
- The role of thermal insulation and building envelope improvements (facades, roofs, windows, floors);
- The importance of low-temperature heating systems for optimal heat pump performance;
- The recommended sequence of measures to ensure long-term savings and comfort.

Most questions focused on the most effective insulation measures, whether the order of renovation steps matters, available advisory support for planning renovations, and the feasibility of installing heat pumps in poorly insulated homes.

4th workshop – “New way of calculating the network charge: WHAT THIS MEANS FOR HEAT PUMP OWNERS”

This workshop explained recent changes in electricity network charge calculations and their implications for heat pump users.

Key content included:

- The increased importance of peak electricity demand in network charges;



- How operational behaviour impacts costs more than total consumption;
- Smart system management solutions (storage tanks, control settings, load shifting);
- How informed users can adapt their systems to avoid higher electricity bills.

Frequently asked questions addressed the role of storage tanks in winter, cost comparisons between different heating options, the interaction with solar PV and net metering, and access to individual cost calculations.

5th workshop – “Heat pump maintenance: BEST PRACTICES FOR LONG LIFETIME”

This workshop focused on ensuring long-term efficiency, reliability and cost-effectiveness of heat pump systems through proper maintenance.

Key content included:

- The impact of regular maintenance on system lifespan and performance;
- Basic maintenance tasks users can safely perform themselves;
- The importance of annual professional servicing for safety, efficiency and warranty compliance
- Cost-benefit considerations of preventive maintenance versus repairs or replacement.

Participants most often asked about expected service life, total lifecycle costs, system reliability in cold climates, noise and breakdown risks, the division of responsibilities between users and professionals, and how to choose between devices with significant price differences.

ZPS additionally organized a sixth online workshop for all consumers who registered for the group purchase. The purpose of the workshop was to enable all four providers to present their group purchase offers in detail. Based on numerous questions received from consumers who registered for the group purchase campaign, we concluded that many of them were comparing only the price of the devices included in the group purchase with prices available on the market. However, the price stated in the group purchase offer does not include only the cost of the device itself, but also basic installation in accordance with the specifications of each individual supplier.

All four selected providers participated in the workshop and presented in detail all devices included in the group purchase offer, covering:

- key information about the devices,
- the suitability of individual devices with regard to the house, climate, and heating system,
- reasons why the group purchase represents a good offer,
- the benefits consumers receive when purchasing a device as part of the group purchase.

A total of 117 consumers attended the workshop (not all for the entire duration). We consider the workshop to have been successful. The workshop was not recorded.

Participant engagement and most frequent questions



Across the five workshops, participant engagement was high and consistently focused on understanding both the principles and the practical implications of heat pump technologies. Interaction was primarily driven through moderated discussion and Q&A segments, where participants actively sought clarification on system performance, real-life applications, and decision-making criteria.

Some of the most frequently asked questions referred to:

- Available heat pump models and technical suitability
- Compatibility with existing installations
- Costs, pricing structure, and value for money
- Energy efficiency, performance, and system sizing
- Administrative aspects of the group purchase process
- Taxation, VAT eligibility, and financial conditions
- Installers, warranties, and after-sales support

Sustainability of the material created/replication

All workshops have been recorded and edited in the manner, that its GDPR compliant (no names or faces of participants are visible). The recordings are placed in the [ZPS Youtube Playlist](#) (library) with all 5 sessions available for re-watching. ZPS, within its communication activities is still and will continue to promote the availability of the workshops' materials for individual use of independent information, as consumers embark on the process of obtaining information for a successful HP air-water installation. Again, within our remaining communication activities, ZPS has executed an additional ad-hoc fair participation of "HOME": a four-day event where the main topics were related to building, renovation and arranging ones' home. We provided independent consumer advice on heat pumps (HP) and Renewable energy solutions (RES), while also distributing a set of 5 thematic leaflets containing key messages and QR codes that give access to the full online content for more in-depth information, including one leaflet specifically dedicated to presenting the the available online Workshops.

Zakaj je nujno redno vzdrževanje toplotne črpalke?

Redno vzdrževanje je nujno za dolgo življenjsko dobo toplotne črpalke. Poleg tega je ključnega pomena za njeno učinkovito delovanje in s tem manjše stroške ogrevanja.

1 Zagotovljena učinkovitost in manjši stroški

- Zunanji deli črpalke so izpostavljeni vremenskim vplivom (temperatura, dež, sneg, prah), zato ob rednem vzdrževanju bolje delujejo in porabijo manj energije.
- Naprava, ki deluje optimalno, pomeni manjšo porabo električne energije in posledično manjše stroške ogrevanja ali hlajenja.

2 Daljša življenjska doba naprave

- Redni servisi preprečujejo, da bi morebitne manjše napake prerasle v večje okvare, kar lahko bistveno skrajša življenjsko dobo toplotne črpalke.
- Če lastnik poskrbi za redne servise, se zmanjša tudi tveganje, da naprava odpove ravno v kritičnem trenutku, na primer pozimi.

3 Preventiva pred dražimi popravili in izpadi delovanja

- Čas za servis je ob koncu kurilne sezone ali pred začetkom nove ogrevalne sezone.
- Opozorilni znaki, da je čas za servis: nenavadni zvoki, slabša učinkovitost, nenadna večja poraba energije, samodejni izklopi.

4 Kaj vključuje kakovosten servis

- Vizualni in funkcionalni pregled notranje in zunanje enote: čiščenje prahu in listja, pregled prenosnika toplote, temperaturnih in tlakovnih parametrov.
- Pregled ogrevalne vode (čiščenje in odstranitev usedlin), kontrola hladilnega plina, filtrov, ekspanzijske posode.

5 Kaj lahko storite sami

- Vsak mesec preverite in po potrebi očistite ali zamenjajte zračne filtre.
- Poskrbite, da zunanja enota ni zasnežena ali zaledena, odstranite vejvice in smeti ob njej.
- 5 pooblaščenim serviserjem, ki pozna delovanje naprave in ima na voljo originalne rezervne dele, se dogovorite za redne preglede.



Vzdrževanje toplotne črpalke ni dodaten strošek, ampak naložba, ki zagotavlja brezhibno delovanje ogrevalnega sistema, prihranke pri energiji, podaljšuje življenjsko dobo naprave in preprečuje neprijetna presenečenja. Za še več koristnih nasvetov obiščite www.zps.si



NAKUP TOPLOTNE ČRPALKE: KAJ JE DOBRO VEDETI PRED NAKUPOM?

Toplotna črpalka je dolgoročna naložba, zato je pomembno, da pred nakupom poznate vse ključne dejavnike, ki vplivajo na njeno delovanje, učinkovitost in stroške. Spletna delavnica, ki smo pripravili v okviru projekta CLEAR-HP, je odlično izhodišče za informirano odločitev. Med drugim pojasnujemo, kako oceniti toplotne potrebe svojega doma, na kaj biti pozoren pri izbiri modela in zakaj najmočnejša črpalka ni vedno tudi najboljša izbira.



FINANCIRANJE VAŠE TOPLOTNE ČRPALKE: SUBVENCIJE IN ZELENI KREDITI

Toplotne črpalke zrak/voda za delovanje izkoriščajo energijo iz okoljskega zraka. Za nakup in vgradnjo so na voljo sredstva Eko sklada, ki lahko občutno znižajo začetno naložbo. Na spletni delavnici pojasnujemo, katere državne subvencije so trenutno na voljo, kdo lahko zaprosi zanje in kakšni so pogoji. Predstavljamo tudi različne oblike zelenih kreditov ter svetujemo, kako izračunati skupne stroške in kdaj se investicija povrne.



PRIPRAVITE DOM NA VGRADNJO TOPLOTNE ČRPALKE: NUJNI UKREPI ZA UČINKOVITO DELOVANJE

Stroški nakupa in namestitve toplotne črpalke zrak/voda se povrnejo skozi udobje,

nižje obratovalne stroške in predvsem prihranke pri stroških za energijo v življenjski dobi toplotne črpalke. Preden pa vgradite toplotno črpalco, preverite, ali je vaš dom na to pripravljen.

Na delavnici ZPS boste izvedeli, zakaj je zmanjšanje toplotnih izgub ključno za učinkovito delovanje črpalke in kako to doseči. Svetujemo tudi, katere ukrepe je smiselno izvesti – od izboljšanja toplotne izolacije do optimizacije ogrevalnega sistema.



NOV NAČIN OBRACHUNA OMREŽNINE: KAJ TO POMENI ZA LASTNIKE TOPLOTNIH ČRPALK

V letu 2024 se je spremenil način obračuna omrežnine, kar vpliva tudi na gospodinjstva, ki se ogrevajo s toplotno črpalco. Na delavnici pojasnujemo, kaj nov sistem pomeni v praksi – kako spremljati porabo in katere navade pomagajo znižati račun za elektriko.



VZDRŽEVANJE TOPLOTNIH ČRPALK: NAJBOLJŠE PRAKSE ZA DOLGO ŽIVLJENJSKO DOBO

Redno vzdrževanje je nujno za učinkovito delovanje in dolgo življenjsko dobo toplotne črpalke. Nadzor in vzdrževanje je v zadnjih letih olajšala daljinska diagnostika, a za nekaj stvari mora poskrbeti tudi sam uporabnik. Oglejte si posnetek spletne delavnice, ki smo jo pripravili v okviru projekta CLEAR-HP. Med drugim boste izvedeli, kaj lahko naredite sami sami ter kdaj je čas, da pokličete strokovnjaka.

 **CLEAR-HP**  IZ OBLASTI ENERGIJE



Projekt sofinancira program Evropske unije LIFE v okviru sponziranja o dodetnih sredstvih. 101119923. Izražena stališča in mnenja so izključno stališča in mnenja avtorja in ne odražajo nujno stališč in mnenj Evropske unije ali Evropske izvajalske agencije za podnebje, infrastrukturo in okolje (CINEA). Niti Evropska unija niti organ, ki dodeljuje sredstva, sanje nista odgovorna.

WS	DATE	TITLE (.si)	TITLE (En.)	REG.	PARTICIPATED	A	B	C	KPI A+B	ONLY CPC REG. INVITED?	RECORDING
WS1	Tuesday, 21. 1. 2025 17:00 – 18:00	Nakup toplotne črpalke: KAJ JE DOBRO VEDETI PRED NAKUPOM?	Buying a heat pump: WHAT IS GOOD TO KNOW BEFORE YOU BUY?	715	435	32	32	78	357	YES	Link
WS2	Tuesday, 4. 2. 2025 17:00 – 18:00	Financiranje vaše toplotne črpalke: SUBVENCIJE IN ZELENI KREDITI ZA NAKUP	Financing your heat pump: SUBSIDIES AND GREEN LOANS FOR PURCHASING	702	405	33	30	71	334	YES	Link
WS3	Tuesday, 11. 2. 2025 17:00 – 18:00	Pripravite dom na vgradnjo toplotne črpalke: NUJNI UKREPI ZA UČINKOVITO DELOVANJE	Prepare your home for heat pump installation: IMPORTANT STEPS FOR EFFECTIVE OPERATION	649	377	27	29	56	321	YES	Link
WS4	Tuesday, 4. 3. 2025 17:00 – 18:00	Nov način obračuna omrežnine: KAJ TO POMENI ZA LASTNIKE	New way of calculating the network charge: WHAT THIS MEANS	623	306	25	21	63	243	YES	Link

		TOPLITNIH ČRPALK	FOR HEAT PUMP OWNERS								
WS5	Tuesday, 18. 3. 2025 17:00 – 18:00	Vzdrževanje toplotnih črpalk: NAJBOLJŠE PRAKSE ZA DOLGO ŽIVLJENJSKO DOBO	Heat pump maintenance: BEST PRACTICES FOR LONG LIFETIME	558	286	17	21	54	232	YES	Link

CROSS-CUTTING LESSONS LEARNED

Overall, the capacity-building activities demonstrated that well-structured, expert-led and interactive formats are highly effective in engaging consumers on complex technical topics such as heat pumps.

Webinars worked best when they combined strong technical expertise with clear communication skills and practical, experience-based examples. The involvement of external experts with hands-on experience, alongside knowledgeable moderators, helped translate technical content into accessible and relevant information.

The learning journey - starting from general information regarding heat pumps and thus easing the mission of the consumer to understand the market and the technical needs for an installation to gradually moving towards practicalities and the installation proved particularly effective in maintaining engagement and supporting informed consumer choices.

The choice of an appropriate webinar platform and additional tools (such as Sli.do) plays a key role in ensuring smooth delivery, interaction, and a positive user experience.

Several challenges were encountered across activities. Identifying and segmenting consumers according to their profiles proved technically complex, notably due to different webinar platforms and (1) data-collection constraints and GDPR-related limitations and (2) additional layers of difficulties that consumers might encounter to join a training – i.e. collecting the email addresses of those joining a training via Zoom/Teams required an additional registration step, and the platforms often sent follow-up emails to consumers in English, adding several layers of complexity and practical difficulties.

In addition, attracting consumers specifically to the collective purchase campaign (CPC) required more effort than anticipated, leading some partners to open workshops more broadly to all interested consumers, including those not registered for the CPC. While this ensured high participation and outreach, it reduced the ability to directly convert interest into campaign registrations. Timing also emerged as a critical factor: scheduling sessions at moments convenient for consumers significantly influenced attendance and engagement levels.

Based on these experiences, future initiatives would benefit of more reflection on consumer profiling options when different tools/platforms are used (the CPC website, the webinar platform) as well as from flexible engagement strategies that combine targeted outreach with open access formats.

Sufficient time should be allocated within sessions to address individual questions, as personalised interaction builds trust and helps overcome decision-making barriers. This was overall done across the organisations.

Finally, integrating real consumer testimonials alongside expert input can further enhance credibility and relevance, supporting both awareness-raising and behavioural change.

