

Innovative strategies to promote heat pump adoption

Examples from the U.S. and beyond

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Technology characteristics assessment

Technology Characteristics		Assessment scale			
Economic	Initial investment	High	Medium	Low	
	Operating costs	High	Medium	Low	
	Return on investment	Very long	Long	Medium	Short
	Market availability	Low	Medium	High	
Technical	Technical compatibility	Low	Medium	High	
	Performance	Low	Medium	High	
	Complexity of installation	High	Medium	Low	
	Complexity of use	High	Medium	Low	
	Complexity of maintenance	High	Medium	Low	
	Energy savings	N/a	Low	Medium	High
Informational	Observability	Low	Medium	High	
	Trialability	Low	Medium	High	
Externalities	Environmental impacts	Low	Medium	High	
	Non-energy impacts	Low	Medium	High	

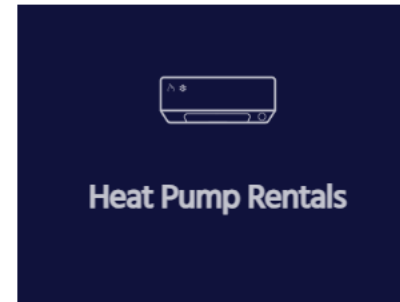
← Ease of adoption →

Source: Outcault, S., Sanguinetti, A., & Nelson, L. (2022). Technology characteristics that influence adoption of residential distributed energy resources: Adapting Rogers' framework. *Energy Policy*, 168, 113153.

Utility rentals reduce first costs

Trialability
Initial costs
Complexity

- » St. John Energy, New Brunswick, Canada
 - Rental program allows customers to gain experience with heat pumps (and other EE technologies) without high upfront costs
 - Free delivery, installation, and maintenance throughout the rental period
 - Rentals are eligible for rebates



[Sjenergy.com/pages/products-and-services](https://sjenergy.com/pages/products-and-services)

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Media fills information gap

Performance
Observability

Wirecutter

A Heat Pump Might Be Right for Your Home. Here's Everything to Know.

By **Thom Dunn** Updated June 6, 2023

Professional
credentials

I've been writing for Wirecutter since 2017...

Personal
credentials

...This guide began when I started reaching out to find the most efficient HVAC system that would work in my home, as well as figure out what it would do to my wallet in the long run.

What is a heat pump, anyway?

Who this is for

Why you should trust us

How to pick the right heat pump for your home

How to find an installer (and how to pay for it)

Important factors for some installations

What about portable or temporary heat pumps?

How to start your heat pump search

Digging into ground source heat pumps

Source: <https://www.nytimes.com/wirecutter/guides/heat-pump-buying-guide/#why-you-should-trust-us>

Newspaper addresses concerns

Performance
Observability

Q

How did your heat pump fare in the cold? We want to hear from you.

By [Dharna Noor](#) Globe Staff, Updated February 4, 2023, 6:00 a.m.



A

Heat pumps had their first major local test last weekend. Here's how it went.

The pumps are considered crucial to the region's response to climate change. But when temperatures plummet, are they up for the job?

By [Sabrina Shankman](#) Globe Staff, Updated February 8, 2023, 2:13 p.m.

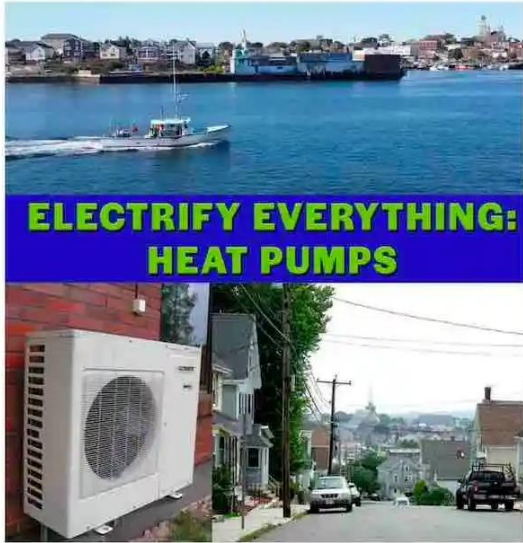


The Boston Globe

- » Solicited and published experiences of recent heat pump adopters during a severe cold snap in February 2023 to address readers' concerns about cold weather performance

Heat pump parties!!

Performance
Observability



Hosted by Mayor Greg Verga, the Cape Ann Climate Coalition, and HeatSmart Alliance, please join us for the City of Gloucester's first ever,

HEAT PUMP PARTY!

A Conversation on Heat Pump Retrofits & Incentives

Kicking off with a talk from Tom Mikus of HeatSmart Alliance, this event will answer the questions: "What is a heat pump?" "Why are heat pumps so important?" and "What are the incentives that Mass Save is offering on heat pumps?" Experts from Mass Save, HomeWorks Energy, Action Inc. and HeatSmart Alliance will be available to answer your questions. You can even sign up for a no-cost Home Energy Assessment to start your journey towards energy efficiency.

More info about the Cape Ann Climate Coalition: www.capeannclimatecoalition.org
More info about the Gloucester Energy Challenge: www.homeworksenergy.com/gloucester



Free Event

Homeowners,
Landlords, Tenants,
Property Management
Companies, and
Contractors Welcomed

Learn About Mass Save
Incentives for Heat
Pumps: NEW Up to
\$15,000 in Rebates, and
No-cost Services for
Income Eligible
Customers

Pizza and
Snacks!

Saturday
October 1st
11:30 - 2:30 PM

Rose Baker Senior
Center, 6 Manuel F
Lewis St., Gloucester

All Ages Welcome



Sources: <https://capeannclimatecoalition.org/heat-pump-party-on-october-1-at-1130-am/>;
<https://www.canarymedia.com/articles/fun-stuff/cartoon-heat-pump-party>

Non-profit shares adopters' stories

Performance
Observability
Operating costs

- » Green Homes Network, Scotland
 - 100+ case studies of homeowner experiences with heat pumps
 - Homeowners can be contacted to learn more, including through home visit to see heat pump *in situ*



Be inspired to find home renewables installed near you

Though prices went up after the installation, heating the house is still costing me less now since the heat pump uses fewer units of electricity to provide the same amount of heating. - Elizabeth

Richard feels that the investment [in a heat pump] has been worthwhile. Although the money previously spent on gas is now spent on electricity (around £1200 per year), he no longer feels guilty about heating the house.

www.energysavingtrust.org.uk/tool/green-homes-network/

Volunteers coach potential adopters

Performance
Observability
Complexity

- » 25 communities in Massachusetts
- » Pairs volunteer heat pump coaches with prospective adopters
- » Coaching services include:
 - Educating customers
 - Guiding customers through purchase process (e.g., audits, comparing quotes, installation)



[Heatsmartalliance.org/about-our-volunteer-coaches/](https://heatsmartalliance.org/about-our-volunteer-coaches/)

Source: <https://www.greenenergytimes.org/2020/01/heatsmart-campaigns-in-new-york-and-massachusetts/>

Thank you.

Questions?

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For more information visit:

<https://energy.ucdavis.edu/market-transformation-research-program/>

Extra images

