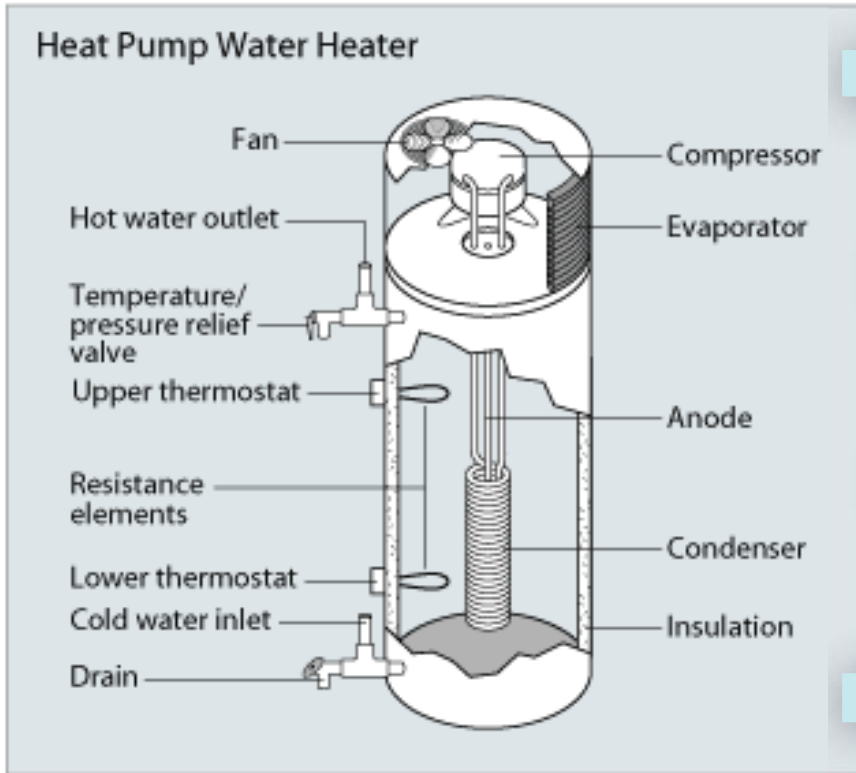




Northeast Energy Efficiency Partnerships

The Next **BIG** Thing in Water Heating Technology

Heat Pump Water Heaters



Potential Savings with HPWH



Payback ranges from 3.7 - 5 years



Hundreds saved per home annually



Over 340 Gwh per year saved regionally (*The annual energy use of 41,000 homes*)



240,000 metric tons CO₂ prevented (*Like taking 50,000 cars off the road for a year*)

Northeast and Mid-Atlantic Heat Pump Water Heater (HPWH) Market Strategies Report

NEEP worked in partnership with regional efficiency programs, regulators, policy makers, evaluators, industry, and other stakeholders to research and develop a regional strategy in order to accelerate the uptake of HPWH into the market. NEEP and regional partners recognize the need for a more coordinated approach to transform the market. The report focuses on four key barriers to market adoption and offers a set of seven strategies that, when implemented with some amount of regional consistency will lead to market momentum, resulting in accelerated HPWH uptake.



Moving the Market Forward

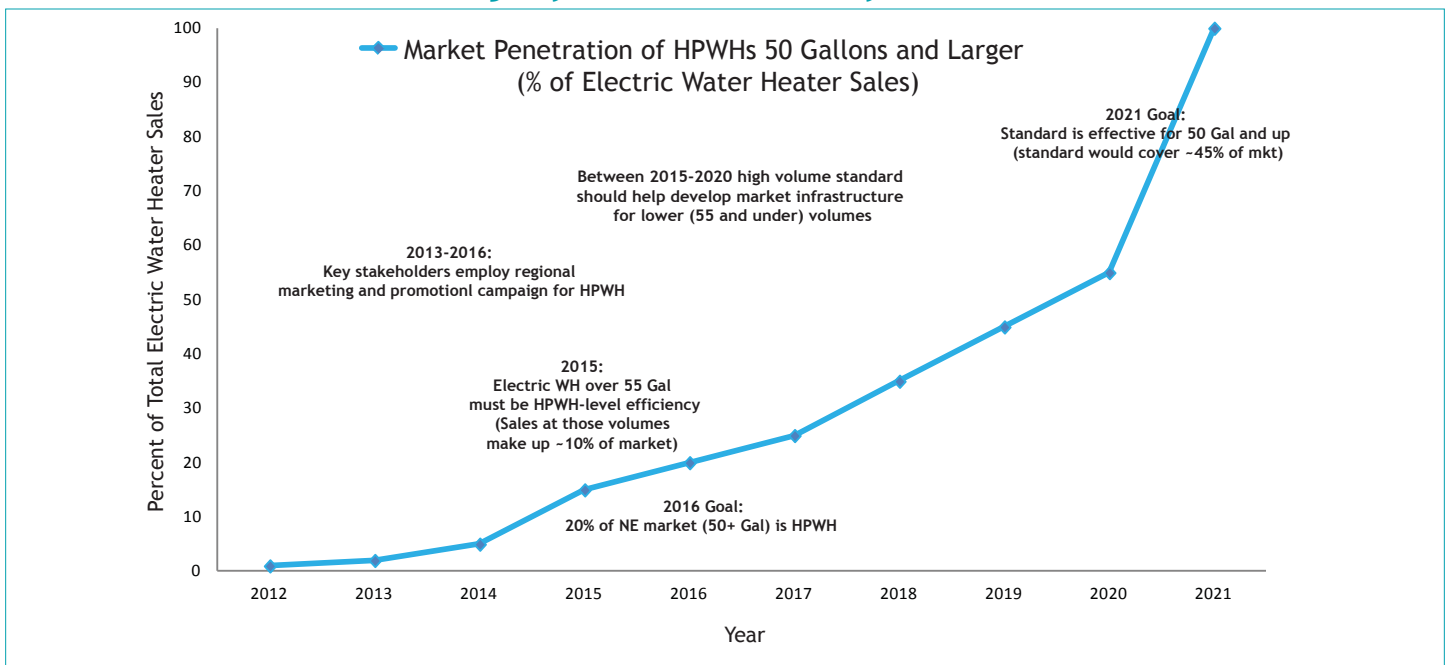
What is holding market adoption back?

- Lack of consumer awareness and education
- Lack of midstream market actors
- High incremental cost in relation to electric resistance water heaters
- Inconsistent product performance (when operated in colder climate conditions)

Seven strategies to accelerate market adoption

- Ramp up consumer awareness of, and demand for, HPWHs
- Develop capable and motivated supply chain to deliver excellent HPWH consumer experience
- Offset initial higher product cost to consumers
- Focus on product quality to achieve high level of customer satisfaction
- Conduct research and provide data need to develop realistic consumer expectations and more accurate evaluation
- Build market momentum through inter/intra-regional communication and coordination
- Support Federal Standards Rulemaking Processes with coordinated regional data and comments regarding residential HPWH

Theory of Market Transformation



For more information visit www.neep.org/regional-initiatives/2/56/Emerging-Technologies
Or contact Dave Lis at 781-860-9177 Ext. 127, djlis@neep.org