





Heat Pump Water Heater Initiatives

Residential energy efficiency programs can increase consumer awareness of HPWHs as a more efficient alternative to electric resistance water heaters and can help reduce barriers to market adoption. Several well-established HPWH initiatives have developed best practices on promoting the purchase and installation of energy efficient HPWHs. These organizations promote heat pump water heaters and are available to share their strategies for market transformation and best practices in program design and implementation.

Initiatives	Description	Contact
 ENERGY STAR Heat Pump Water Heaters	ENERGY STAR's heat pump water heater webpage includes retailers, brands, and utilities offering rebates for this technology.	
 Consortium for Energy Efficiency Heat Pump Water Heater Initiative	CEE's Overview of Heat Pump Water Heater Programs in the United States and Canada summarizes programs active in 2016 that were designed to promote the purchase and installation of efficient heat pump water heaters	Alice Rosenberg arosenberg@cee1.org
 Northwest Energy Efficiency Alliance Heat Pump Water Heater Initiative	NEEA has one of the longest running and most successful regional HPWH initiatives in the U.S. NEEA's website includes product specifications, materials for creating customer and installer facing flyers, and links to field studies and program evaluations.	Geoff Wickes gwickes@neea.org
 Northeast Energy Efficiency Partnerships Heat Pump Water Heater Initiative	NEEP's 2012 Northeast and Mid-Atlantic Heat Pump Water Heater Market Strategies Report identified a comprehensive list of barriers and prioritized list of recommendations to address the most crucial barriers.	Claire Miziolek cmiziolek@neep.org