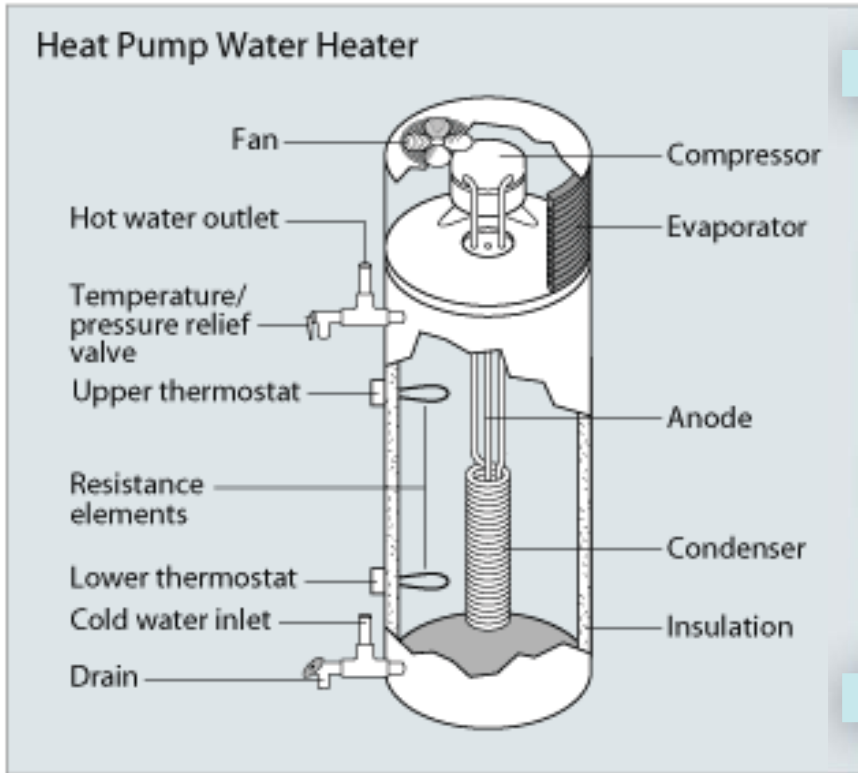




# The Next **BIG** Thing in Water Heating Technology Heat Pump Water Heaters

Northeast Energy Efficiency Partnerships



## 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 CO<sub>2</sub> 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

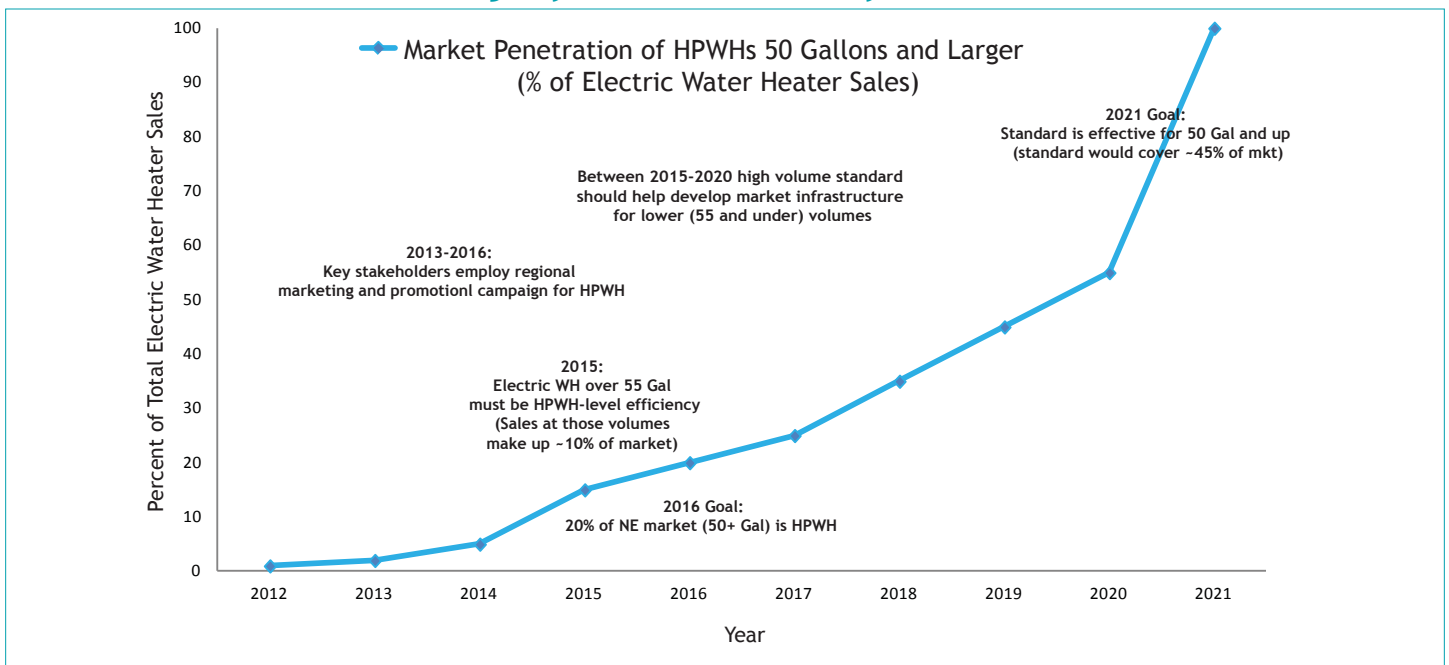
## *What is holding market adoption back?*

- 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](http://www.neep.org/regional-initiatives/2/56/Emerging-Technologies)  
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