

# Market and Policy Sessions

by Caroline Haglund Stignor

**There were four sessions at the conference focused on market and policy. The first session provided a general overview, followed by sessions that discussed the situation in North America, Europe and policies related to refrigerants and environmental impact.**

The first session began with a keynote speaker, Rafael Martinez-Gordon, from the IEA Secretariat. He shared insights from the IEA Global Energy Transition Stocktake, highlighting the continuous double-digit growth of global heat pump sales. China was identified as the largest market, while Europe experienced the highest growth. In Europe, new records were set last year, and the market has doubled since 2019. In the US, heat pump sales are competing with fossil fuel-based systems. However, more efforts are needed to meet climate goals. By 2030, heat pumps will need to meet nearly 20% of global heating needs in buildings to align with national pledges. To achieve net-zero emissions by 2050, sales must increase by over 15% annually, surpassing current growth levels.

One presentation in this session was by Nate Kinsey, who discussed a policy strategy for scaling heat pump adoption. He addressed the challenges of implementing electrification programs and provided recommendations for designing sustainable support schemes. Nicola Lazenby emphasized the importance of informing policy makers, engaging with consumers, and improving the consumer journey to achieve high-density heat pump deployment.

The second session, introduced by Ed Vineyard from the US Department of Energy, focused on addressing barriers to heating electrification in the US. Cost-related barriers, both upfront and lifecycle costs, were highlighted. Installer premiums and the need for workforce development and consumer education were also discussed. Mini Malhotra presented on market potentials, challenges, opportunities, and technological advancements for heat pumps in the US. An extensive overview of heat pump-related policies, ranging from international agreements to R&D support and supply chain affordability, was provided.

The session on Europe began with Thomas Nowak from the European Heat Pump Association (EHPA) delivering a keynote presentation titled "Making Progress in the Decade of Heat Pumps". He highlighted the impressive market growth of 38% in Europe, with 15% of buildings now being heated by heat pumps. Nowak questioned if progress was fast enough and mentioned the development of a policy package and action plan to accelerate heat pump adoption across the EU. However, he stressed the importance of adopting policies to ensure private sector investments are realized.

The last session on the market was introduced by Didier Coulomb from the International Institute of Refrigeration (IIR). He discussed refrigerant-related policies and their impact on research needs in heat-pumping technologies, particularly in Europe. The revision of the F-gas regulation, including bans on certain F-gases and the pace of phase-down, was a major focus. Coulomb emphasized the need for preparedness as changes would come quickly. He highlighted the importance of research on energy efficiency, safety, and costs, with a focus on natural refrigerants as the future, as synthetic refrigerants offer limited possibilities.

Laure Meljac's presentation in this session focused on tracking the carbon impact of space heating appliances throughout their lifecycle. She emphasized the increasing importance of Life Cycle Assessment (LCA) and Environmental Product Declarations (EPD). While various ISO and EN standards exist for performing LCA, establishing a common rule for EPD is crucial to avoid future burdens on the circulation of goods. LCA of products, buildings, and services helps make informed choices to minimize environmental impact.



*Q&A with the audience during the presentation session, Stephan Renz and Justin Tamasauskas. (Photo: Carlos Jones, ORNL)*