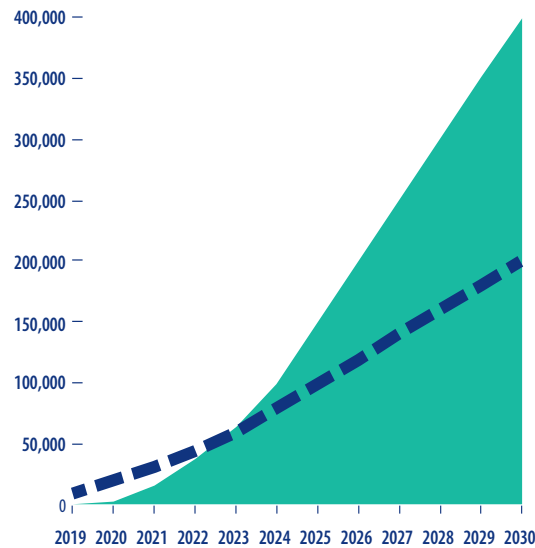


Encouraging heat pump installations in Ireland

A Behavioural Economics Perspective

A step change in heat pump adoption in existing buildings is required to meet the Climate Action Plan target



■ Heat pump installation in existing buildings
— Heat pump installation in new buildings

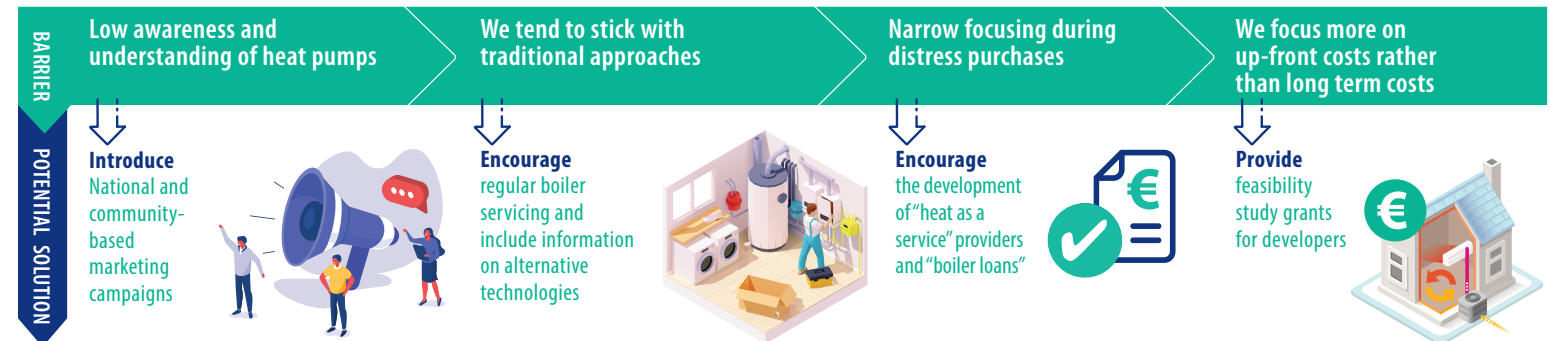
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www.seai.ie

Sustainable Energy Authority of Ireland (2020). Encouraging heat pump installations in Ireland. A Behavioural Economics Perspective. Sustainable Energy Authority of Ireland.

Heat pump customer journey

STAGE 1: CONSIDERING

Not actively researching, but forming opinions of, heating technologies



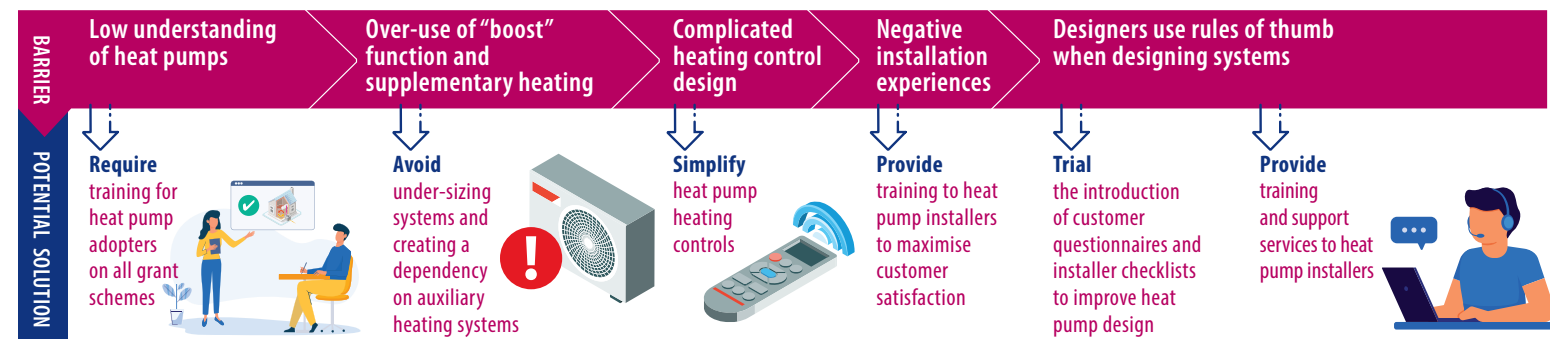
STAGE 2: ORGANISING

Coordinating and organising the installation of a heat pump



STAGE 3: DESIGNING, INSTALLING & OPERATING

Making design decisions, facilitating installation & operating



Please note: The potential solutions identified here will require further consideration prior to implementation. The barriers, solutions, and customer journey shown here have been simplified for presentation purposes. Please see the full report for more detail.