



2050 Heat Roadmap Europe

A low-carbon heating and cooling strategy

Business Cases and Business Strategies to Encourage Market Uptake

Addressing Barriers for the Market Uptake of Recommended Heating and Cooling Solutions

Deliverable 7.16

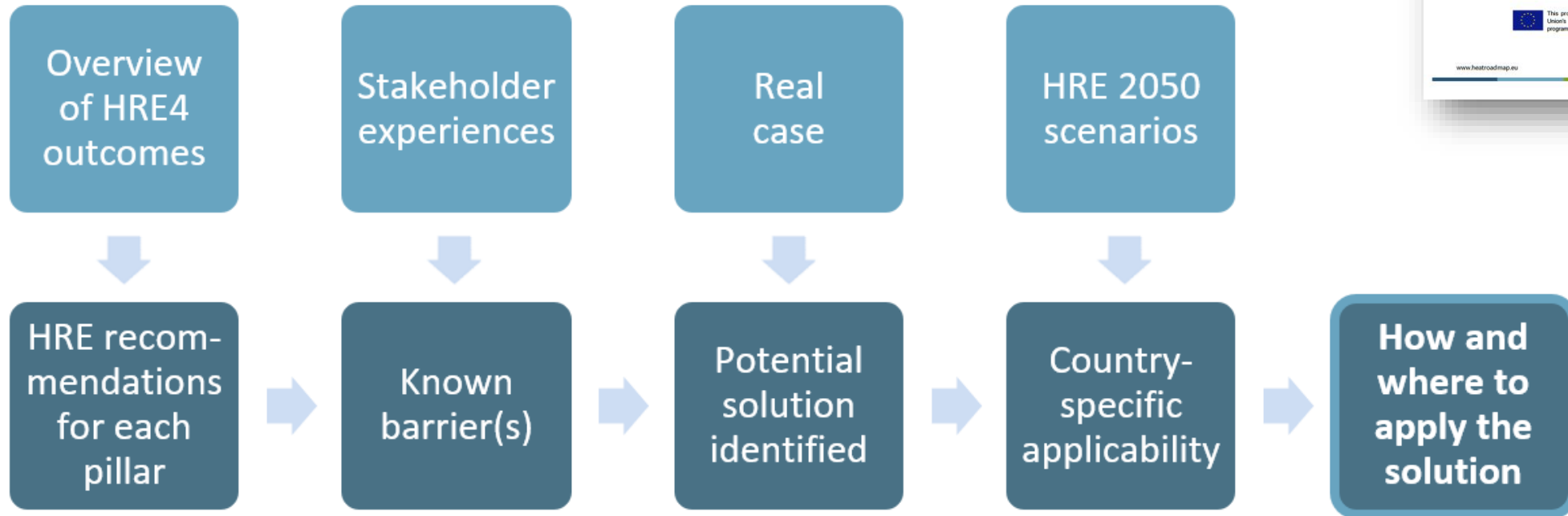
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| Project Number: | 69599 |
| Project acronym: | HRE |
| Project title: | Heat Roadmap Europe: Building the knowledge, skills, and capacity required to enable new policies and encourage new investments in the heating and cooling sector. |
| Contact type: | H2020-IE-2015-2-MarketUptake |

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Business strategies for heat sector decarbonisation



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Brussels, BE – 13 February 2019

Iterative process

Commit and mobilise

Political acceptance

Support by citizens

Accept from stakeholders

Framework mapping

Status of the local/regional energy system

Energy balance

Potentials and challenges

Model calculations

Reference scenario

Assumptions and possible actions

Future scenarios

Plan and implementation

Target setting and integrated action plan development

Specific heat sector plan?

Finance & action implementation

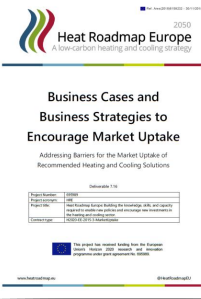
Monitor and evaluate

Monitor

Evaluate and report

Enhance

Iterative process



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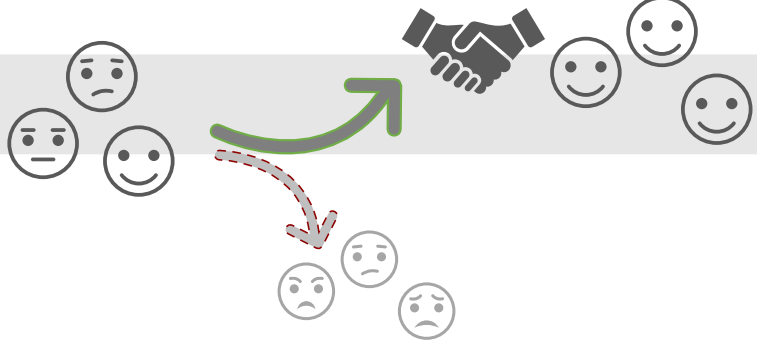


Business strategies for heat sector decarbonisation

1 Sell a service, not just a unit 

2 The keyword is "easy"  → 

3 Collaborate on a common decarbonisation strategy

4 Engage in partnerships 



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