
Boosting the clean heat market: Solutions for the new policy cycle

Wednesday, 5 February 2025, 10:00-12:30 (CET)

Residence Palace, Rue de la Loi 155, 1040 Brussels | Room Maelbeek

The heating transition in Europe is at a pivotal moment. The sales of clean heating appliances are slowing down, while the current policy framework fails to deliver the necessary signals to drive the decarbonisation of the heating market. Consequently, both manufacturers and consumers hesitate to fully embrace clean heating solutions, putting the future competitiveness of European heat pump manufacturing at risk.

Against this backdrop, Agora Energiewende has conducted extensive research and stakeholder consultation on the potential role of market-based policies to support the clean transition of the EU heating market. Building on the policy example of the UK Clean Heat Market Mechanism, our analysis uncovers key insights and outlines considerations for designing such a policy at the EU level.

In this hybrid event, we will present the key conclusions from our work and discuss the policy lessons from the UK's experience and how these could shape the European heating transition. The presentation is followed by a panel discussion with EU policymakers and representatives from industry and civil society, exploring the role such market-based policies could play in the next EU policy cycle.

Registration

Participation at this event is free of charge. A livestream of the event will be provided. You can register by <https://www.agora-energiewende.org/news-events/boosting-the-clean-heat-market>.

Recording

We plan to record the event. The recording will be published on our website shortly after the event.

Programme

- 9:30 Registration
Moderation: Andreas Graf, Project lead, Agora Energiewende
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- 10:00 **Welcome**
Émeline Spire, Director Europe, Agora Energiewende
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- 10:10 **Project background**
Andreas Graf, Project lead, Agora Energiewende
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- 10:25 **State of Play of the EU heating market**
Steven Ashurst, Head of market intelligence, LCP Delta
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- 10:40 **Experiences from the UK Clean Heat Market Mechanism**
Moderation: Femke de Jong, Director, European Climate Foundation
Harry Bradwell, Head of Policy and Legislation, Clean Heat, UK Government
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- 11:05 **Designing an EU Clean Heat Market Instrument**
Steffen Verheyen, Project Officer, Agora Energiewende
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- 11:20 **Context for an EU CHMI in the new policy cycle**
Moderation: Andreas Graf, Project lead, Agora Energiewende
Martin Forsén, Manager International Affairs, NIBE
Niels Ladefoged, Deputy Head of Unit, B3 Buildings and Products, DG Energy
Giuseppe Lorubio, Public and Regulatory Affairs Director, Ariston
Delia Villagrasa, Director, Cool Heating Coalition
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- 12:05 **Q&A with the audience**
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- 12:25 **Wrap-up and closing remarks**
Émeline Spire, Director Europe, Agora Energiewende
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- 12:30 End of event and networking lunch
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