# HEAT PUMP HYPE PARTY

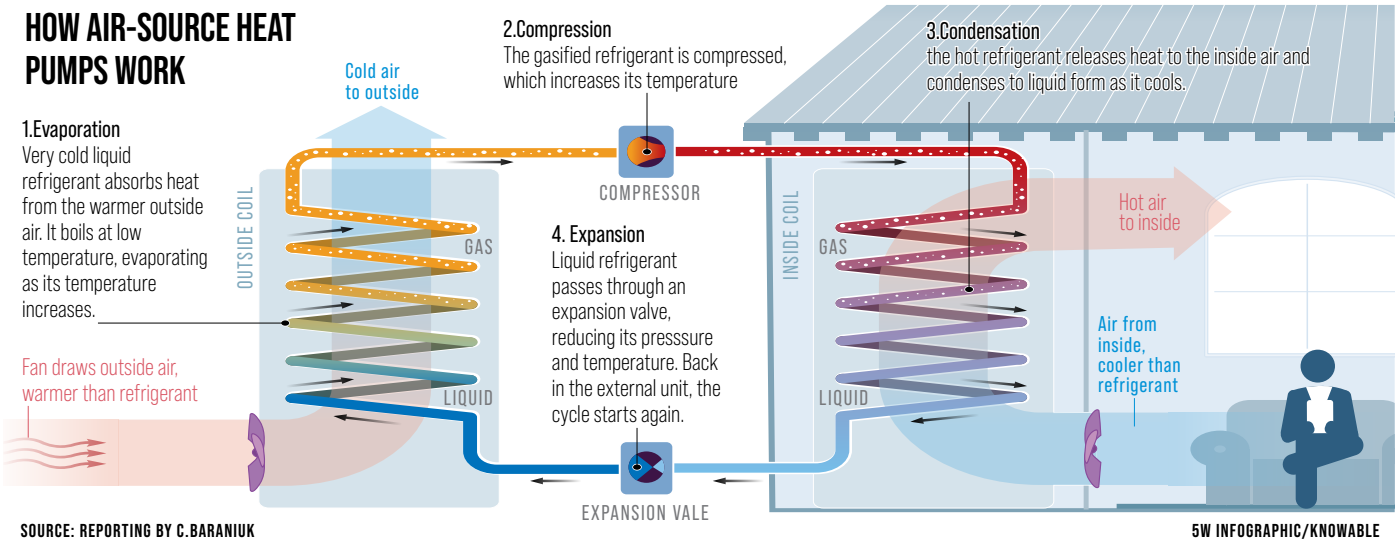
The Heat Pump Hype Party is an opportunity for community members to gather and learn about the positive impact of energy efficiency at the household level, with a specific focus on heat pumps as an accessible retrofit that contributes to individual and community level action towards Canada's race to net-zero.

## IMPACT

The Heat Pump Hype Party aims to create enthusiasm for heat pumps as a powerful tool for creating a sustainable and energy-efficient future. Heat Pumps run on **electricity**, rather than fossil fuels, and use up to 70% less energy than fossil fuel generated heating systems, which can significantly reduce energy costs. They are also more practical than AC units or fossil fuel-based furnaces, as they can both heat and cool houses with greater energy efficiency, which is especially beneficial for **low-to-moderate income households** that may be reliant on less efficient and more costly fossil fuel-based heating and cooling systems. Switching heating generators to heat pumps can also result in savings between 2-6% on annual energy bills and reduce global carbon emissions by up to **half a gigatonne** by 2030 if heat pump deployment were to increase to meet national standards.

Energy efficiency and accessibility are critical in achieving Canada's net-zero goals. With **78% of building emissions** resulting from heating-related activities, increasing awareness and installation of heat pumps can drastically reduce overall emissions coming from Canada's building sector. When hosting this action, it is important to note that the Canadian government has provided up to **$23.8 million** in funding provincial programs to allow low-income homeowners to transition from fossil fuel heating to low emitting heating technologies and has also launched a Heat Pump Affordability Program providing eligible households with up to $10,000 to support heat pump and other home efficiency project installations.

The Canadian Climate Institute emphasizes that in order to achieve the targets included in Canada's Emissions Reduction Plan, the nation would need to **double the number of homes** relying on heat pumps as their main source of heating, as this is a prominent indicator of building decarbonization. This Hype Party can shine light on the myriad environmental, economic, and physical health benefits of replacing fossil fuel burning generators and air conditioning units with heat pumps while providing community members with information on the incentives and rebates available to help finance this switch.




SOURCE: REPORTING BY C.BARANIUK

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# HOW TO HOST A HEAT PUMP HYPE PARTY

## STEP 1: COMMUNITY OUTREACH AND EVENT PLANNING

- Ask your friends, neighbors, and other community members if they have any questions, issues, or concerns about heat pumps. You can also reach out to local business owners or your university admin department to try to pique their interest in the benefits of switching to heat pumps
    - Collect email addresses or create a Whatsapp group for community members interested in attending the Heat Pump Hype Party and use this information to share updates about the location of the event, and confirm the date and time
    - Look for any open-access locations to host this party, such as library meeting rooms, at your local community center,  a public park, etc.
- Are there any upcoming community events or local festivals in or around your neighborhood or on campus? Ask if you and your friends can join to inform people about the benefits of heat pumps and share information about the installation process and how to take advantage of any existing rebate programs
- Once you have the location for the event, relay this information to your friends and community members who indicated interest in attending the Heat Pump Hype Party or post some flyers on local bulletin boards.

## STEP 2: HOST THE EVENT AND TRACK YOUR IMPACT

- Prepare a list of points to expand on during your party or at your booth (if you are hosting it at another community event)
    - Highlight the economic, environmental, and health co-benefits of switching to heat pumps
    - Research accessible opportunities and any financial incentives to install heat pumps in your area
    - Think of gamefied or culturally relevant ways to present this information so this message can stick with your audience.
- Keep track of how many people attended your event or stopped by your table, make a note of how many people asked questions, and how many people expressed interest in installing a heat pump or taking more energy efficient actions
- Take photos throughout the event and share them along with your impact results on social media and and feel free to share your results and photos with us at research@studentenergy.org so we can see your awesome work!

Have fun!

## REFERENCES


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