



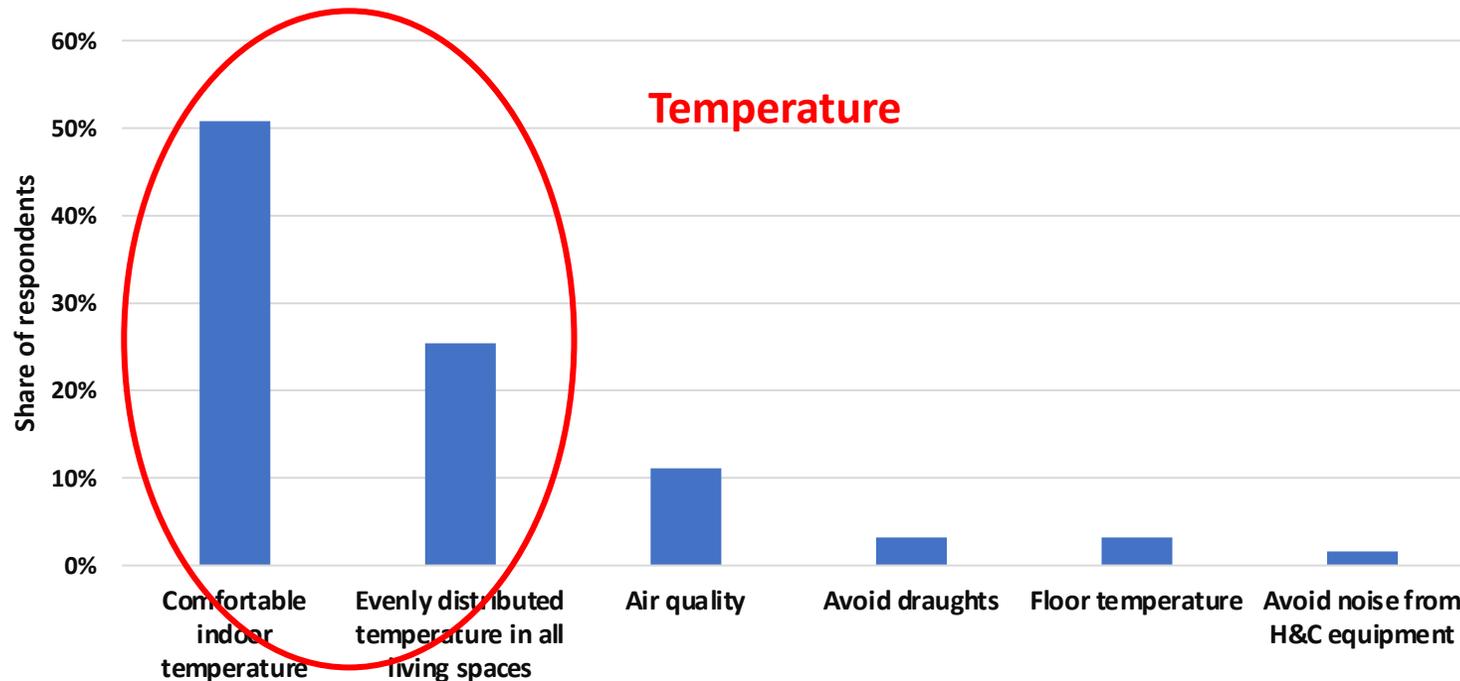
Customers' perspective on heating and cooling

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Which indoor comfort requirements are the most important for the customers?



Additionally,

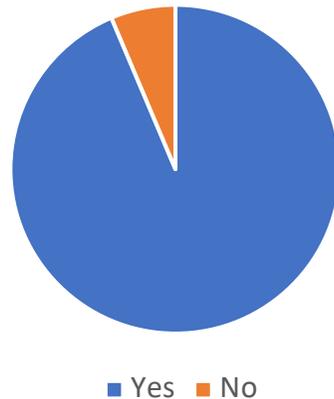
- Regulations on the lowest acceptable indoor temperature are generally better established than the regulations on the highest allowed temperature

Most important indoor comfort requirements compared to each other
(based on the responses from the customers)

End-user engagement

Customers think the cost of H&C is very important

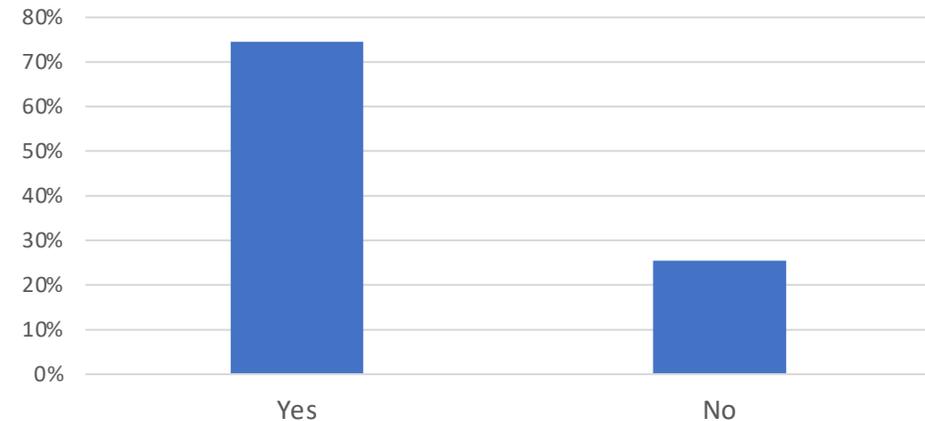
94% of customers want to be involved to reduce their H&C costs



For example by incitement based pricing scheme- could be penalty for high return temperature.

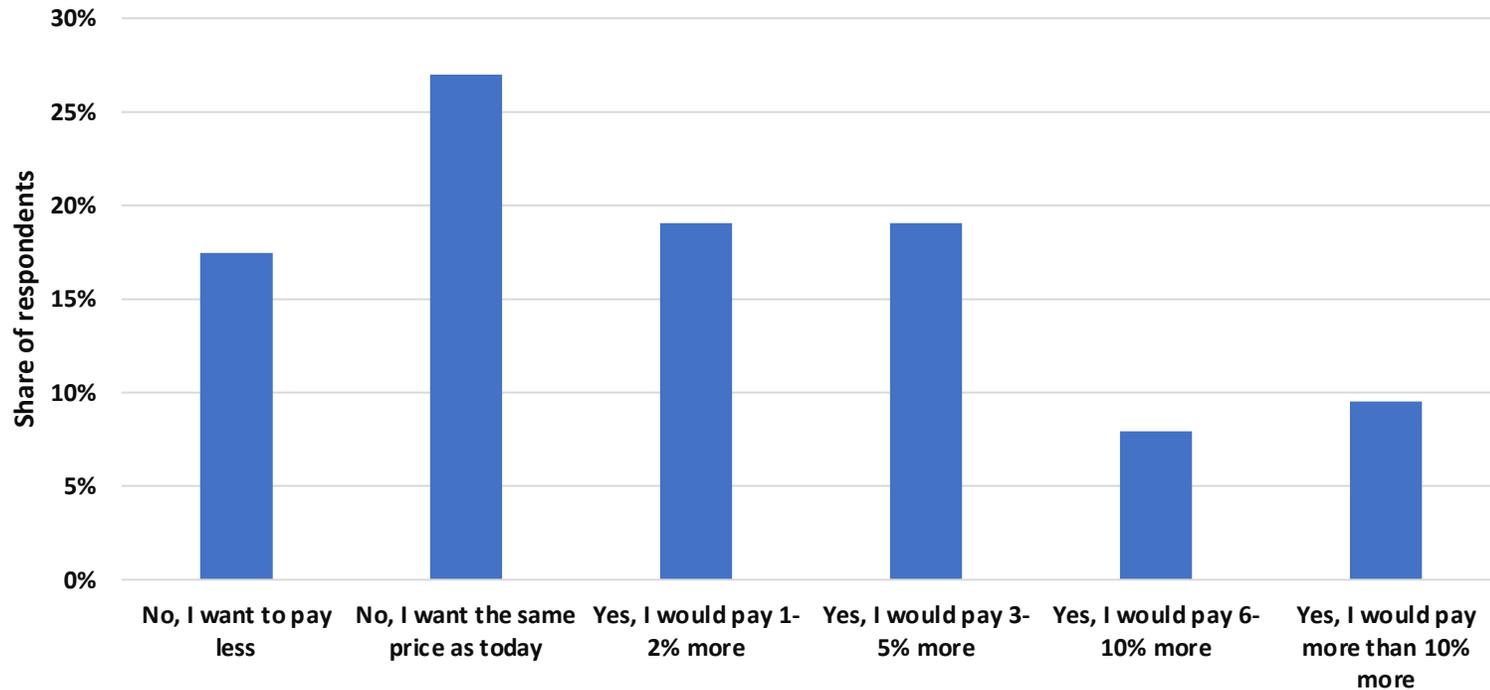
Customers don't want H&C AS a service but want to have services connected to their H&C supply

Most customers would like someone else to manage their H&C equipment



Perceived risk of increased service: higher cost
Perceive advantage: Care-free, increased comfort

How willing the customers are to pay for “greener” heating and cooling supply?



Willingness of the customers to pay for “greener” heating and cooling

- More than 50% are willing to pay for “greener” heating and cooling supply



REWARDHeat

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Results are extracted from: *D3.2 Customers' perspective on REWARDHeat solutions*

Thank you

www.rewardheat.eu



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 857811.

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