



Wärmepumpen Infotag

CET 1.1 · Keynote Friday 1 pm

Scalable Strategy for Heat Pump Roll-out

Community-based events with behaviour-based design

Anja Floetenmeyer-Woltmann

Heat Pump Info Day · Member of the EU Commission's Heat Pump Advisory Board
EU Climate Pact Ambassador

15th IEA Heat Pump Conference (HPC 2026)

Hofburg Vienna · 29 May 2026

Three campaigns, one approach

Behaviour-based communication — from pilot project to nationwide scale-up.

My Climate Coach

2021

- 21 municipalities
- 1.2 million citizens
- Across building types =single-family, multi-family, commercial, municipal
- 85% activation

German Heat Pump Week

2024

- 550 events
- 50,000+ participants
- 23,720 additional subsidy applications

Heat Pump Info Days

2025 / 2026

- 13 events in Series 1
Scaling up to 25 events in Series 2 from September 2026
- 7,178 participants
- 92.5% plan ≥ 1 next step

This keynote focuses on the micro-level dataset from the Heat Pump Info Days and places it within the macro-level evidence of Heat Pump Week.



Wärmepumpen
Infotag



Lübeck, 22 November 2025

800 guests

MuK, Music and Congress Centre



Beratungsmarathon.
Erfurt, 28.11.2025
10 Aussteller
3,5x3 m, 2 Stehtische
Geringer Aufwand

02:42

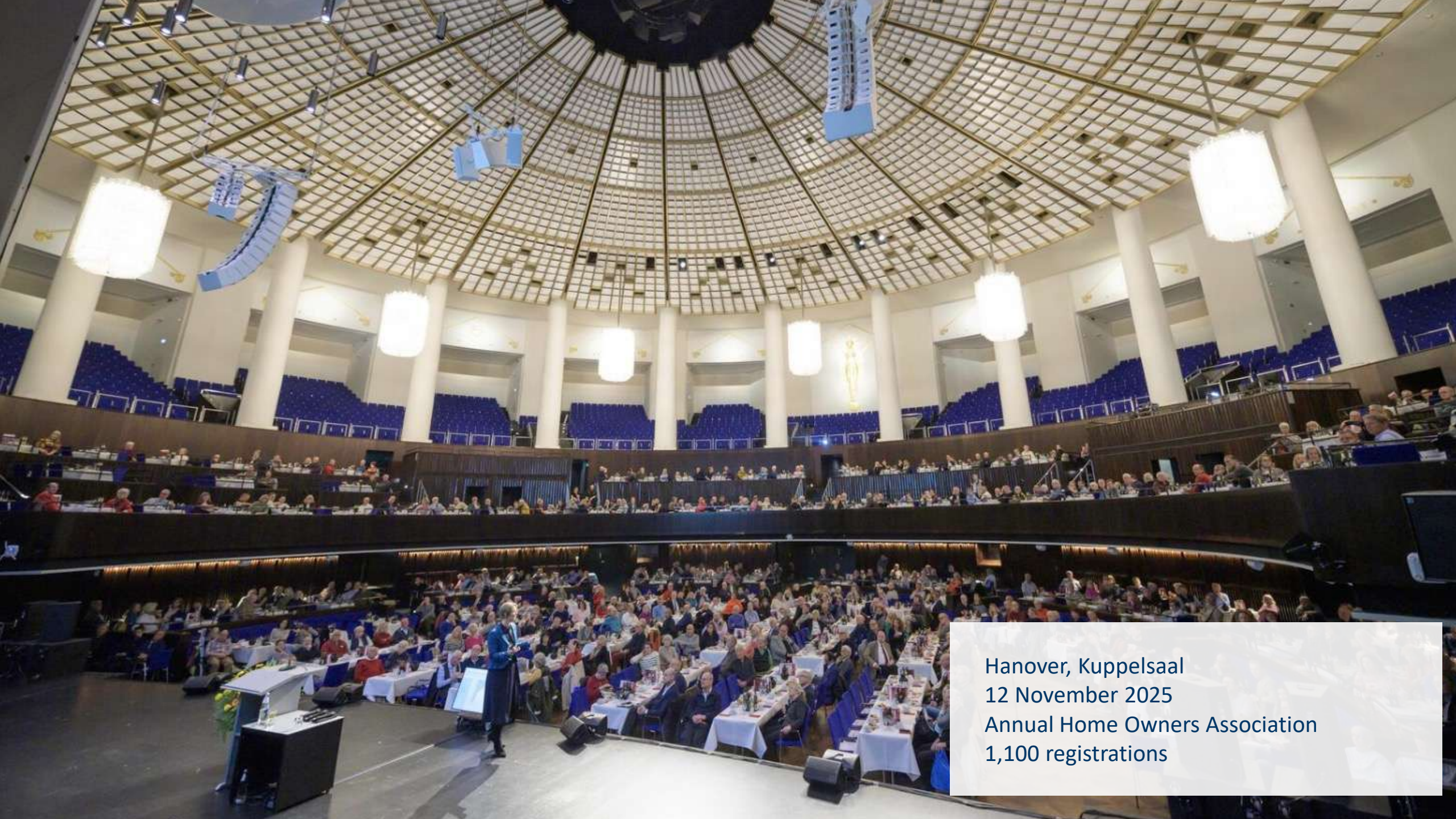


MDR THÜRINGEN
JOURNAL





Beratungsmarathon.
Weinheim, 21.04.2026
20 Aussteller
Add-on



Hanover, Kuppelsaal
12 November 2025
Annual Home Owners Association
1,100 registrations



Stuttgart, 26 January 2026
800 registrations



Osnabrück, 13 February 2026
700 registrations



Bonn, 26 February 2026
1,050 registrations / 800 guests




**Wärmepumpen
Infotag**

Was sind die Vorteile einer Wärmepumpe?
Wie wird eine Wärmepumpe betrieben?
Wie wird eine Wärmepumpe installiert?
Wie wird eine Wärmepumpe gewartet?
Wie wird eine Wärmepumpe finanziert?
Wie wird eine Wärmepumpe gefördert?
Wie wird eine Wärmepumpe gewartet?

Gütersloh, 3 March 2026
650 registrations

Series 1: Heat Pump Info Days 2025 / 2026

Event locations in chronological order

Municipality	Date	Attendees
Heidelberg	20.10.2025	334
Hannover	12.11.2025	1,000
Ahlen	18.11.2025	120
Lübeck	22.11.2025	800
Erfurt	28.11.2025	383
Stuttgart	26.01.2026	750
Moosburg	04.02.2026	500
Neumünster	10.02.2026	500
Osnabrück	13.02.2026	500
Bonn	26.02.2026	863
Gütersloh	03.03.2026	550
Freiburg	12.03.2026	428
Weinheim	21.04.2026	500
Total	13 events (avg. 556 attendees)	<u>7,228</u>

Evaluation: Data basis

13

Municipalities

Heidelberg, Hanover, Ahlen, Lübeck,
Erfurt, Stuttgart, Moosburg,
Neumünster, Osnabrück, Bonn,
Gütersloh, Freiburg, Weinheim

7,178

Attendees

Survey period:
20 October 2025 – 21 April 2026

3,172

Questionnaires analysed

44.2% average response rate — a solid
basis for representative findings

Evaluation



Wärmepumpen-Infotag • Neumünster, 10.02.2022 • anonyme Befragung

Alter: ☐ bis 44 Jahre ☐ 45-59 Jahre ☒ 60-74 Jahre ☐ 75+ Jahre; Geschlecht: ☒ m ☐ f ☐ d

Gebäude: ☒ Ein-/Zweifamilienhaus ☐ Mehrfamilienhaus (Mehrfachnutzung erlaubt)

A1 Zu diesem Thema fühle ich mich vor der Veranstaltung ... informiert (bitte ankreuzen):

Thema	Gar nicht	Eher wenig	Eher gut	Sehr gut
Energiekosten-Entwicklung	☐	☐	☒	☐
Eignung meines Gebäudes für Wärmepumpenheizung	☐	☒	☐	☐
Förderung, Finanzierung, große Kalkulation	☐	☒	☐	☐
Kommunale Wärmeplanung: Bedeutung für mein Haus	☒	☐	☐	☐
Ich denke, dass eine Wärmepumpe für mein Haus funktionieren kann	☐	☐	☒	☐

Ich erwarte, dass Heizkosten f. Öl und Gas (nächste 5 Jahre): ☐ sinken ☐ gleich bleiben ☒ steigen

B1 Zu diesem Thema fühle ich mich jetzt ... informiert:

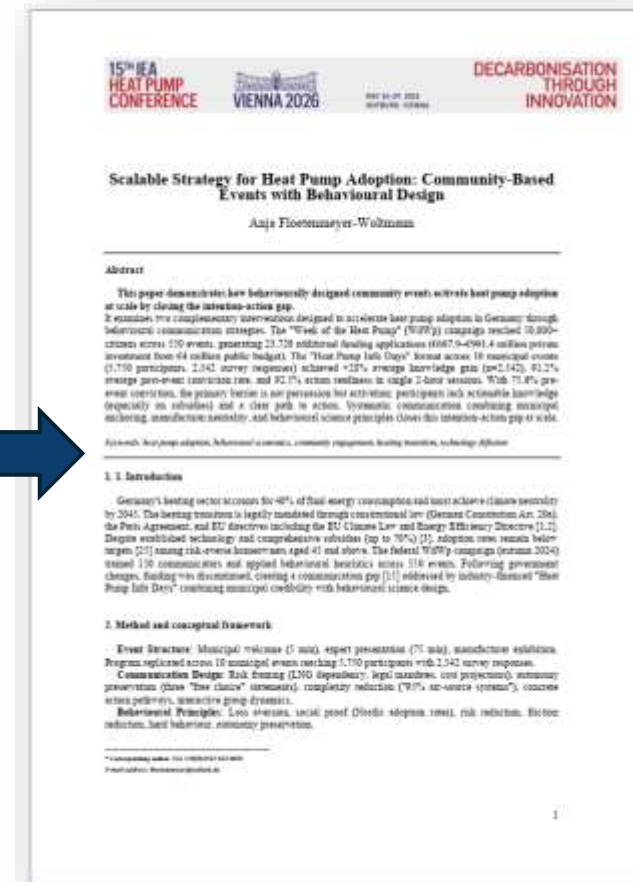
Thema	Gar nicht	Eher wenig	Eher gut	Sehr gut
Energiekosten-Entwicklung	☐	☐	☐	☒
Eignung meines Gebäudes für Wärmepumpenheizung	☐	☐	☐	☒
Förderung, Finanzierung, große Kalkulation	☐	☐	☒	☐
Kommunale Wärmeplanung: Bedeutung für mein Haus	☐	☐	☐	☒
Ich denke, dass eine Wärmepumpe für mein Haus funktionieren kann	☐	☐	☐	☒

B2 Heute besonders hilfreich fand ich heute diese Informationen: ☒ Energiekosten ☐ Gebäude ☒ Förderung/Finanzierung ☐ Kommunale Wärmeplanung ☒ Verbräuch/Funktion Wärmepumpe

B3 Welche konkreten Schritte haben Sie nach Ihrer heutigen Teilnahme geplant?
Bitte wählen Sie alle Zutreffende an:

- ☒ Energieverbrauch / Heizkosten prüfen
- ☒ Vorlauftemperatur am Heizkessel prüfen / absenken (☐ habe schon < 55 °C)
- ☒ Mit Wärmepumpen-Betrieb / Installateur ins Gespräch gehen (z. B. heute hier)
- ☒ Hilfestellung nutzen (z. B. Kommune / Energieagentur / Verbraucherzentrale)
- ☒ Videos/Informationen anschauen (z. B. Energieparkneumünster, wasserpumpen.de, wkhm-energiesparen.de)
- ☒ Fördermittel sichern/bezugen
- ☒ Mit Nachbar:innen / Bekannten über Wärmepumpen sprechen

Lassen Sie den Fragebogen einfach auf der Stadtbücherei-Bühne liegen, Danke!



3,172 questionnaires from 13 information days, analysed using AI

Paper questionnaires → scanned → automated → structured data → publication

Methodology: pre/post-event survey

Survey design

Anonymous paper questionnaire on each seat. Self-assessment before and after the 90-minute talk.
Five knowledge topics on a 4-point scale:

1. Trend in energy costs
2. Suitability of my building for a heat pump
3. Funding, financing, rough cost estimate
4. Municipal heat planning: what it means for my home
5. “A heat pump can work for my home”

4-point scale

1 — not informed at all

2 — only a little informed

3 — fairly well informed

4 — very well informed

Additional: most helpful topics (B2, multiple choice), planned next steps (B3, multiple choice), plus demographics and expected heating costs.

Kommunale Wärmeplanung: Bedeutung für mein Haus	☒	☐	☐	☐
Ich denke, dass eine Wärmepumpe für mein Haus funktionieren kann	☐	☐	☒	☐

HEIZKOSTEN

Ich erwarte, dass Heizkosten f. Öl und Gas (nächste 5 Jahre): ☐ sinken ☐ gleich bleiben ☒ steigen

— Bitte ab hier erst *nach* der Veranstaltung ausfüllen —

B1 Zu diesem Thema fühle ich mich jetzt informiert:

Thema	B1	Gar nicht	Eher wenig	Eher gut	Sehr gut
Energiekosten-Entwicklung		☐	☐	☐	☒
Eignung meines Gebäudes für Wärmepumpenheizung		☐	☐	☐	☒
Förderung, Finanzierung, grobe Kalkulation		☐	☐	☒	☐
Kommunale Wärmeplanung: Bedeutung für mein Haus		☐	☐	☐	☒
Ich denke, dass eine Wärmepumpe für mein Haus funktionieren kann		☐	☐	☐	☒

B2

B2 Heute besonders hilfreich fand ich heute diese Informationen: ☒ Energiekosten ☐ Gebäude
☒ Förderung/Finanzierung ☐ Kommunale Wärmeplanung ☒ Verbreitung/Funktion Wärmepumpe

Municipal heat planning: relevance for my house	☒	☐	☐	☐
I think a heat pump could work for my house	☐	☐	☒	☐

I expect heating costs for oil & gas (next 5 years) to: ☐ decrease ☐ stay the same ☒ rise

— Please fill in the section below only after the event —

B1 On this topic I now feel ... informed:

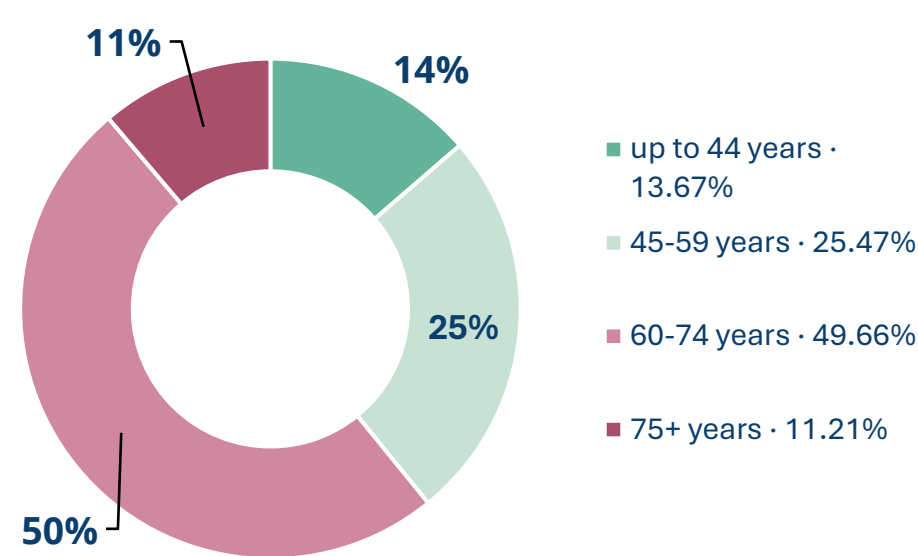
Topic	Not at all	Rather little	Rather well	Very well
Development of energy costs	☐	☐	☐	☒
Suitability of my building for heat-pump heating	☐	☐	☐	☒
Subsidies, financing, rough cost estimate	☐	☐	☒	☐
Municipal heat planning: relevance for my house	☐	☐	☐	☒
I think a heat pump could work for my house	☐	☐	☐	☒

B2 The information I found particularly helpful today:

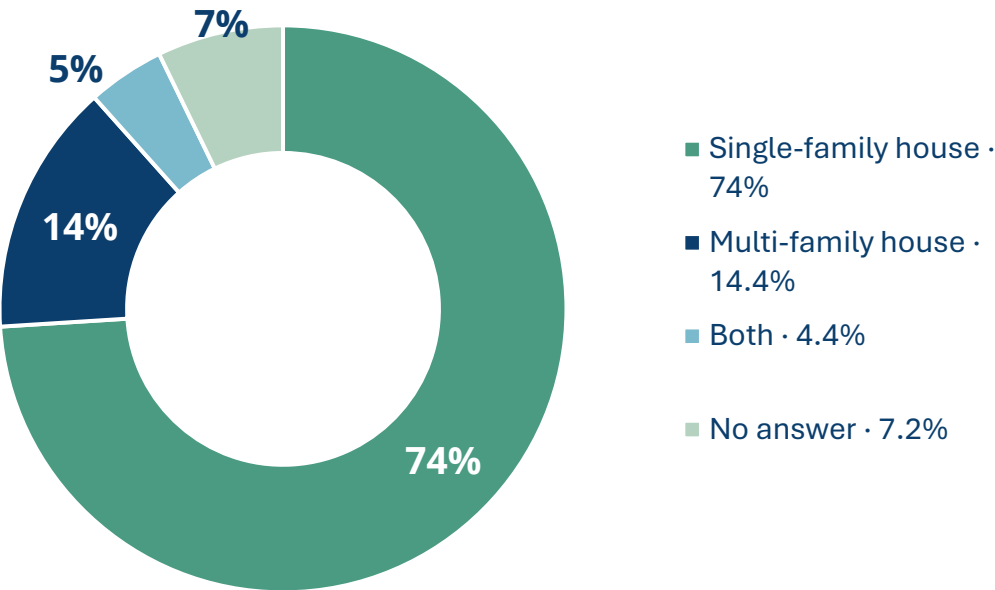
☒ Energy costs
 ☐ Building
 ☒ Subsidies / financing
 ☐ Municipal heat planning
☒ Heat-pump uptake & function

Who comes to the Heat Pump Info Day? The Late Majority.

Age distribution (12 events)



Building type of participants



The dominant group (60–74 years, single-family home) corresponds exactly to Rogers' "Late Majority" — those who are convinced last and who decide the market breakthrough.



Heidelberg, 20 October 2025
334 guests



Moosburg, 4 February 2026
600 registrations
Stadthalle



Neumünster, 10 February 2026
600 registrations
AFW solo (without Carsten Herbert)



Wärmepumpen
Infotag

Wie besetzt ein E-Auto?

Vorheißt noch mit Gas und Öl

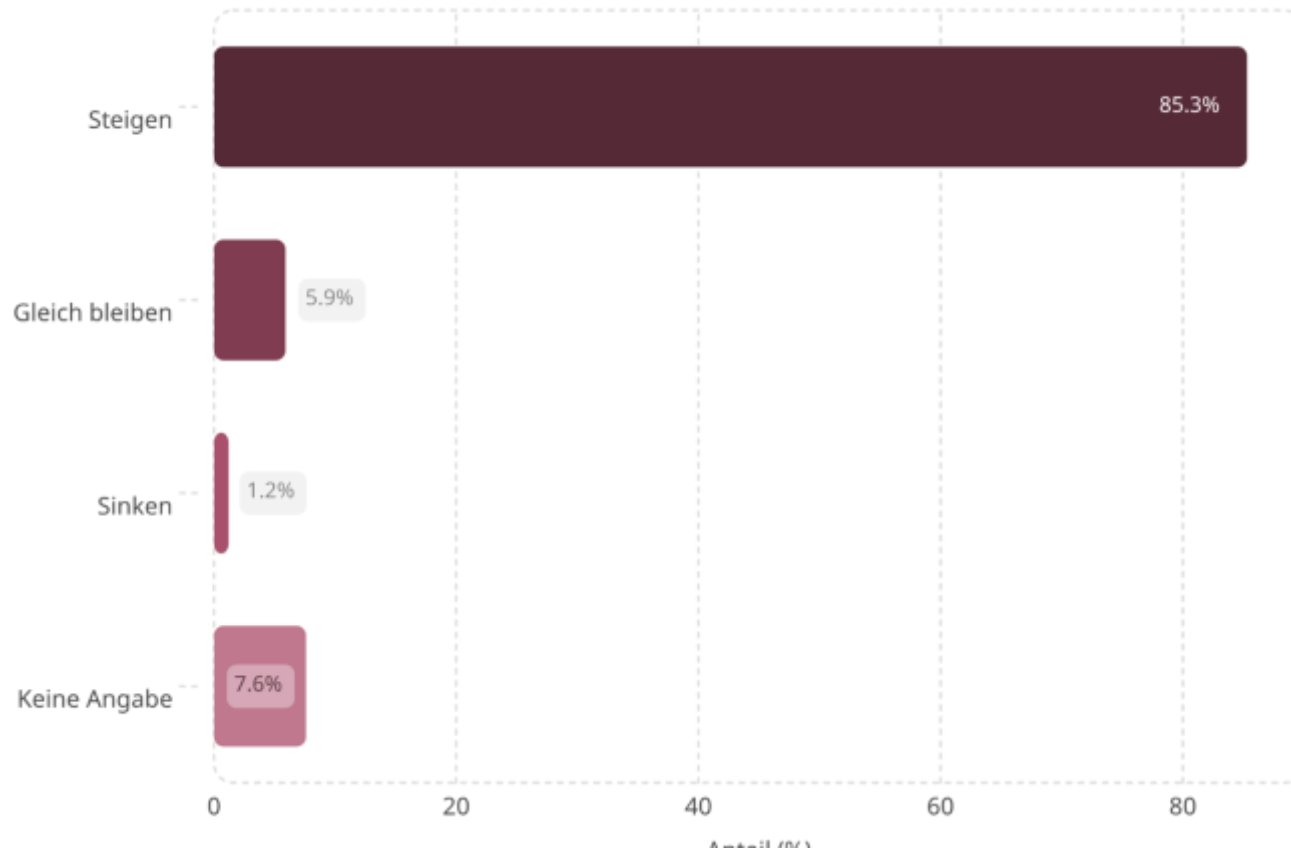
Erfurt, 28 November 2025
383 registrations



Weinheim, 21 April 2026
450 guests
Anja solo

Heating cost expectations: risk perception

"I expect heating costs for oil and gas over the next 5 years to ..."



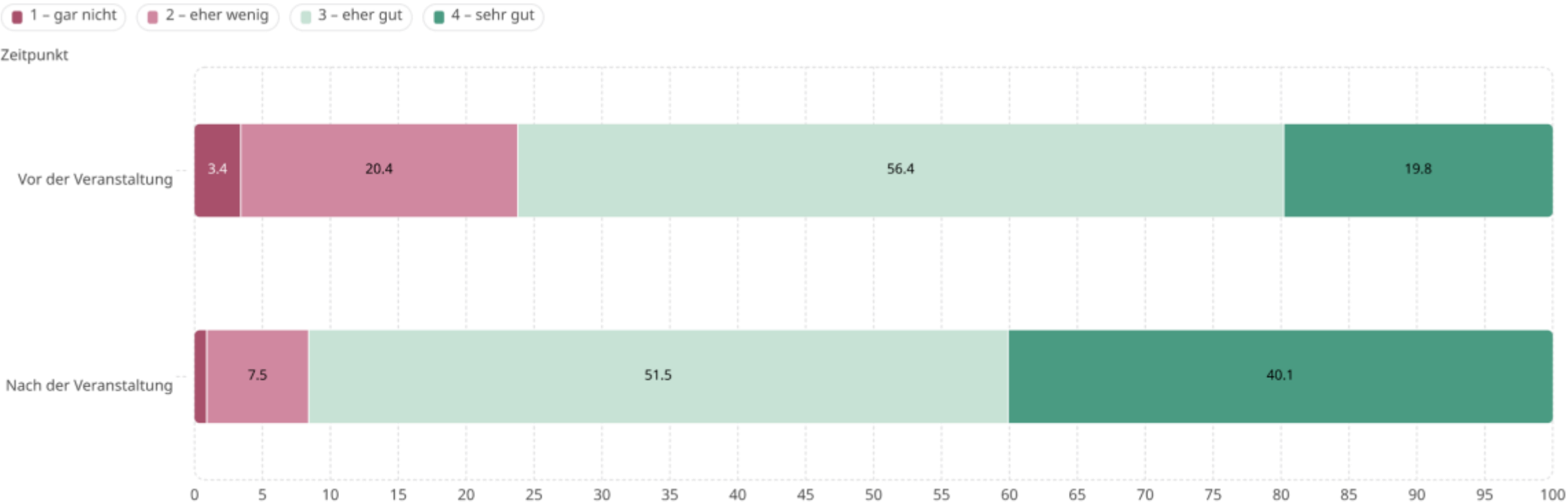
85,3 %

expect rising heating costs for oil and gas over the next 5 years — even before the first word of the talk.

Goal: Create awareness

Conviction lift: *‘a heat pump will work for my home’* from 76.2% > 91.6%

Distribution of responses on the 4-point scale, mean values across all 13 events.



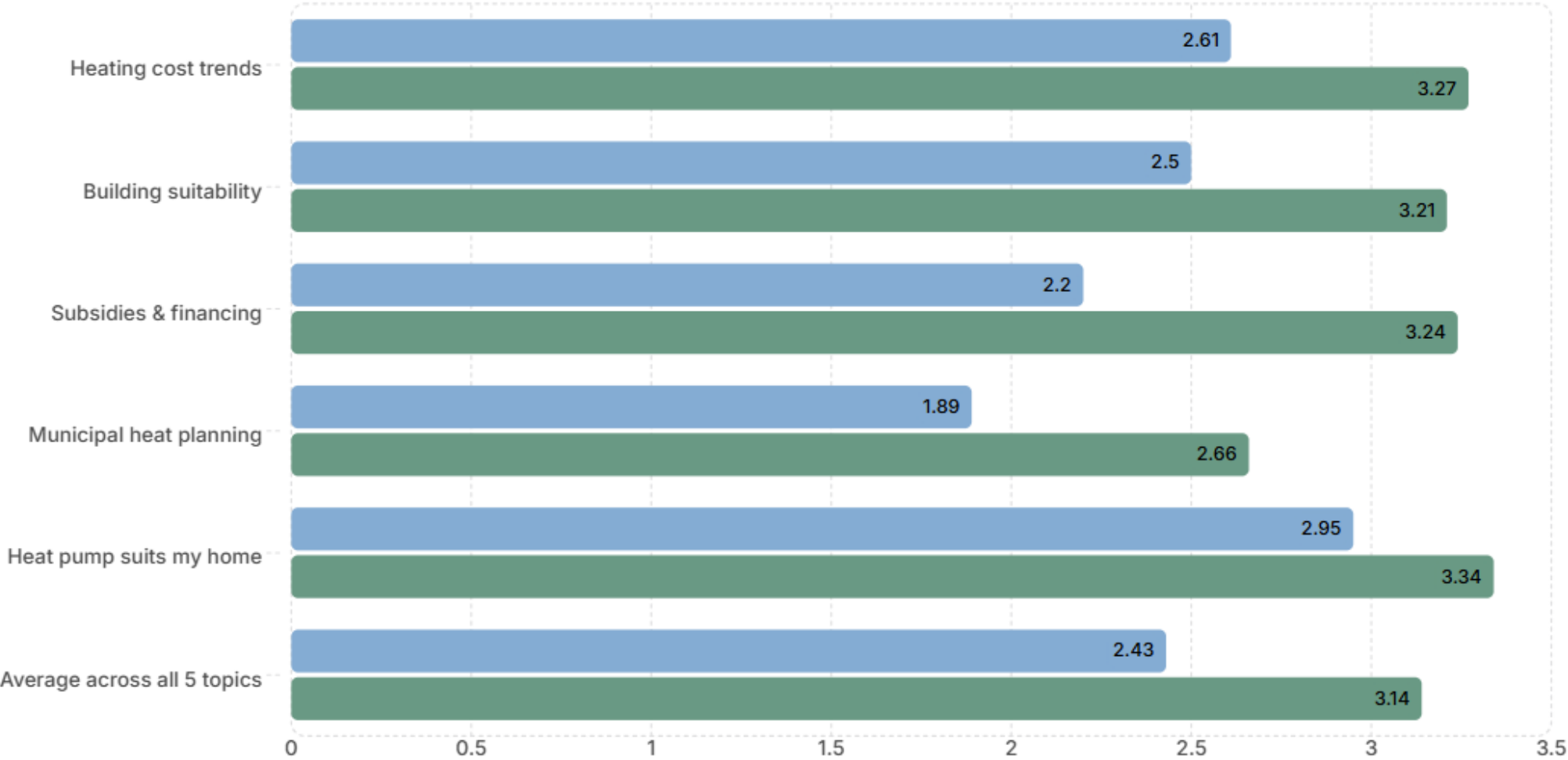
Convinced total (3+4) before: 76.2%

Convinced total (3+4) after: 91.6% 12 events **excluding Hanover: 92.8%**, of which 41.5% ‘very good’)

29 % knowledge gain in 110 minutes across all 5 topics

Mean values across 12 model municipalities, 4-point scale. A structured 90-minute talk produces measurable, significant knowledge gains across all topic areas.

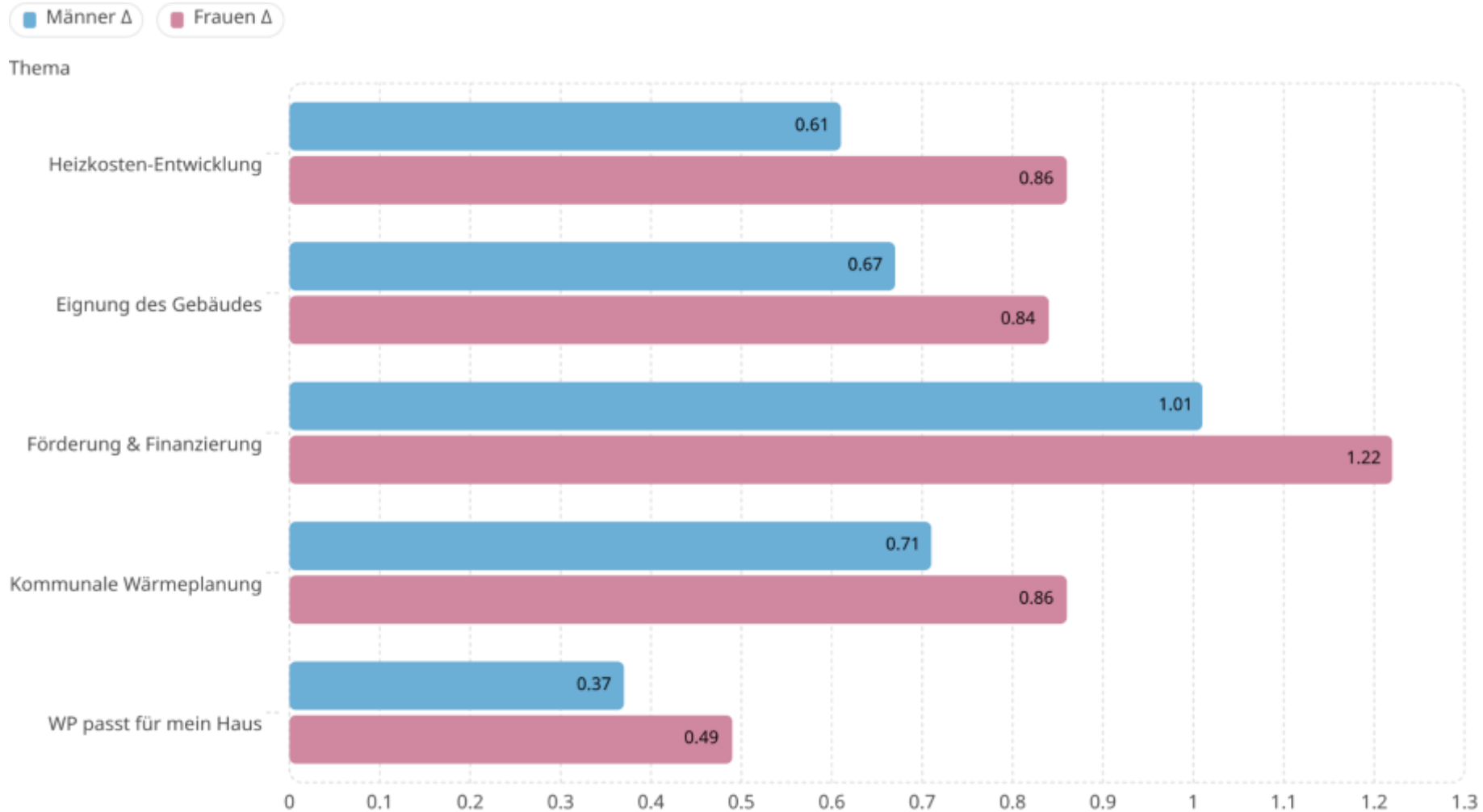
Before After



Overall mean: 2.43 → 3.14 ($\Delta +0.71$ / +29%) — consistent gain across all topics.

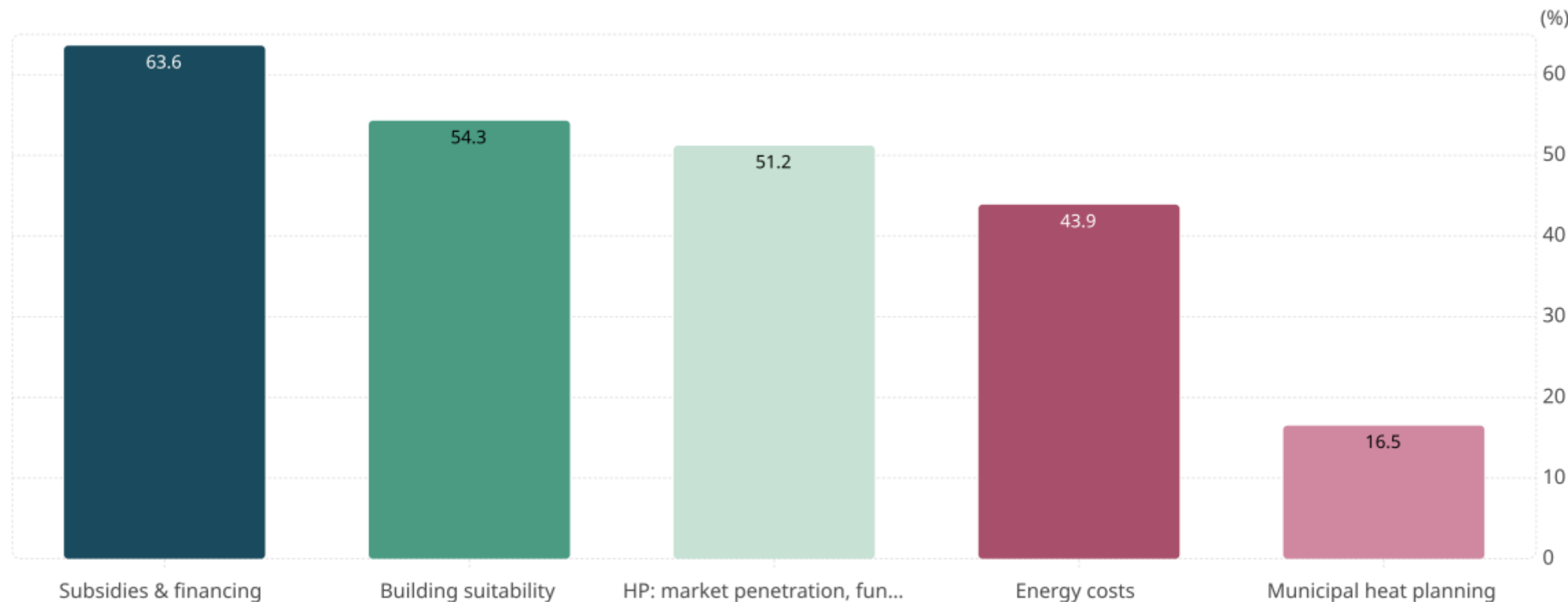
Knowledge gain: women benefit more

Knowledge gain (Δ) on the 4-point scale, by gender. Averages across all events with gender data captured. Women start with lower prior knowledge across all topics and therefore catch up more strongly.



'What was particularly helpful?'

Multiple responses possible. Averages across 12 model municipalities. The order of mentions matches the measured knowledge gaps



□ Funding is not only the biggest knowledge gain — it is also the most frequently mentioned helpful information.

Top topic: funding and financing

+47 %

Knowledge gain on funding and financing
— the largest jump of all five topics.

From 2.20 to 3.24 on the 4-point scale (Δ
+1.04 points)



Clarity on funding = decision
lever no. 1

Largest knowledge gap across all five topics — with the lowest baseline of 2.20. After the talk it achieved the largest absolute gain (+1.04 points).

Participants confirm this: funding is also the information most often cited as ‘particularly helpful’ (63.6%). A complex funding system creates information friction; a clear, neutral explanation dissolves it and enables action.

Behavioural mechanisms in the talk



Loss Aversion

Fossil heating costs rise — heat-pump running costs remain stable.



Social Proof

High installation shares in Nordic single-family homes.



Risk Reduction

Heat pump as a proven, widely deployed technology.



Herd Behaviour

Nearly 50% installation share lowers the perceived risk.



Friction Reduction

Technology simplified, first step explicitly named.



Autonomy Preservation

Framing the decision as a voluntary, rational choice.

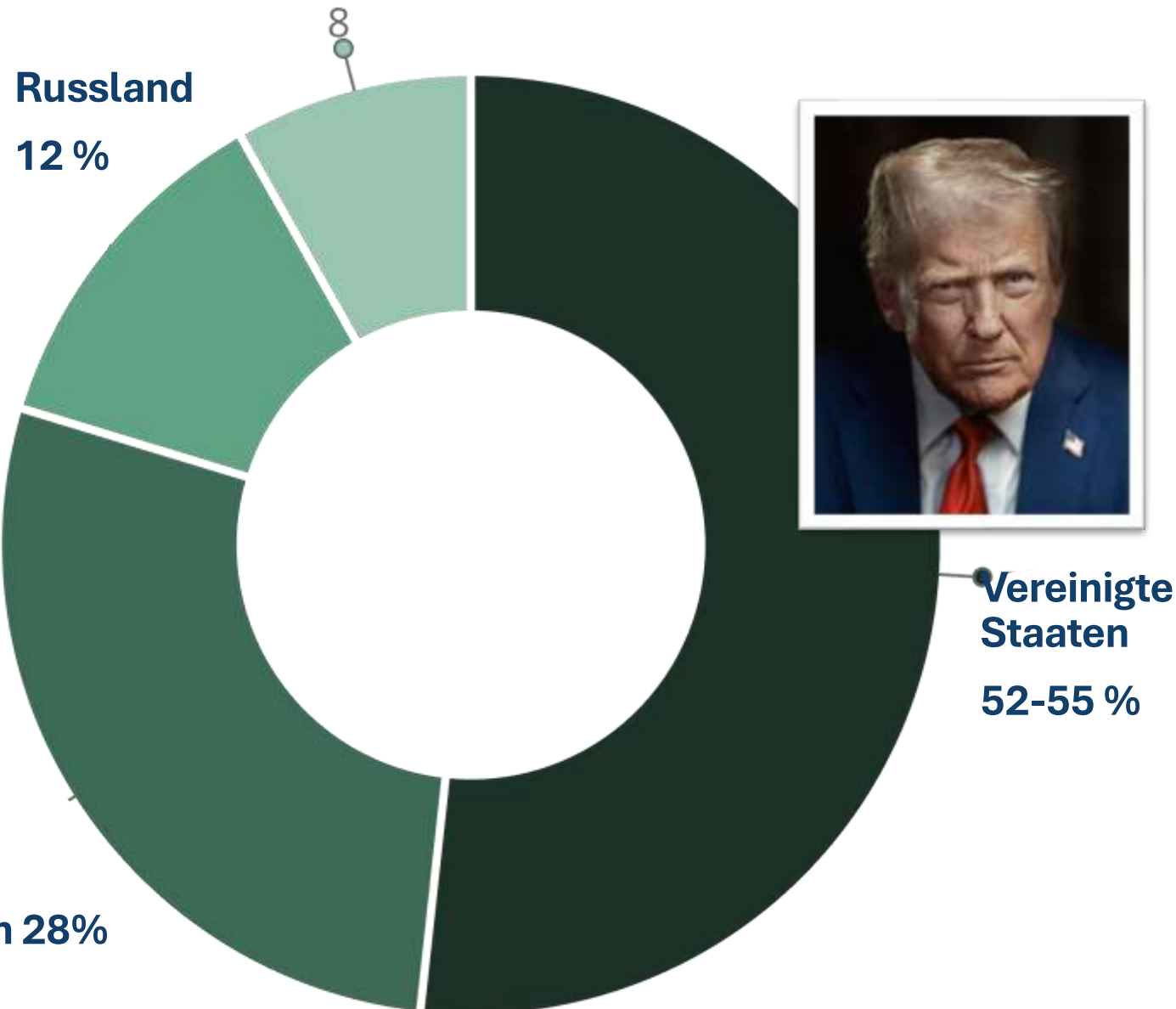
Woher Deutschland sein Gas bezieht

Belgien + Niederlande
= 45% der dt. Importe
(Deren LNG kommt "weitgehend" aus USA
→ ca. 93% von 45% = ~42% indirekt)
+10% direktes LNG
= 52% USA gesamt

= 2 von 3
Heizungstagen

Bildquellen <https://creativecommons.org/licenses/by/4.0/deed.en>
Official Presidential Portrait of President Donald J. Trump (2025).jpg,
Khamenei.ir,
<https://www.thetimes.com/world/europe/article/emmanuel-macron-rebrands-himself-as-anti-russia-hawk-to-german-fury-dlphbbzs>

Rest 5 % (Trinidad u. Tobago, Angola, Ägypten)



Norwegen 28%

Russland
12 %

A look across Europe:

Heat pumps already widespread in Nordic countries

In Norway

65 %

of all households heat with a heat pump.

In Denmark

68 %

of all individual heating systems are heat pumps.
(66% of households receive district heating, partly from large-scale heat pumps.)



The Path of Self-Conviction

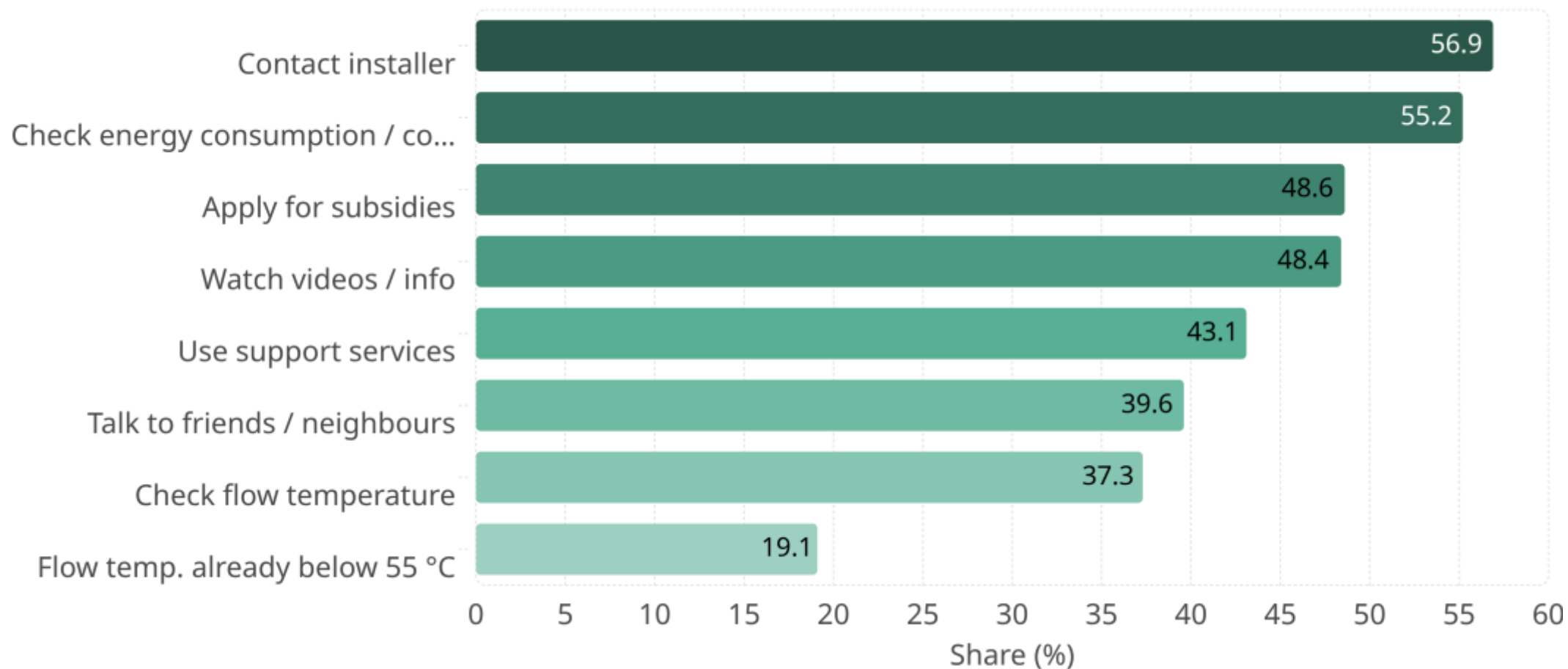
The background of the slide is a stylized illustration. It features a blue road with white dashed lines that leads towards a bridge in the distance. The road is flanked by green grass and dark, jagged hills. In the background, there are small houses and a body of water. The sky is a vibrant blue with swirling patterns and a bright yellow sun or moon. The overall style is reminiscent of the painting 'The Starry Night' by J.M.W. Turner.

Action drives belief

**→ People adjust their
thinking to match what
they already do**

What participants plan to do next

Multiple responses possible. Averages across 12 model municipalities. The range of planned steps shows that participants act on several levels at once — from information to implementation.



Activation Rate

92,5%

Planning concrete steps

Around 9 in 10 participants say they intend to take action after the info day.

3,35

Steps per person

On average, 3.35 of 7 possible concrete steps are planned.

- ✓ Closing the gap between intention and action: knowledge alone isn't enough — structured, behaviour-focused communication in a familiar local setting is what makes the difference.



Conclusion



Late Majority shows up

The hard-to-activate group (60+, single-family homes) shows up voluntarily — **when communication is locally anchored and manufacturer-neutral.**



Knowledge is gained

29% of knowledge gain in 110 minutes. **Funding/financing as the top topic** with $\Delta +1.04$ — the biggest information gap closes the most.



Action follows

92.5% plan concrete steps, on average 3.35 — from calling the installer to submitting the funding application. **Intention turns into action.**



Outlook 2026/27

Scaling 2026/2027:
58 municipalities on the waiting list, **25 events are planned.**
The format is scalable — and it works.

**The path leads to empowerment.
Capacity to act leads to action.
→ Communicate based on cognitive science.**

Anja Floetenmeyer-Woltmann

Systems Accelerator

As a **strategist for transformation and climate communication**, I bring a background in marketing and communication psychology to local government practice – **and apply proven behavioural principles to transformation.**

In projects such as '**My Climate Coach**', '**Heat Pump Week**' and the '**Heat Pump Info Days**', I translate complex topics into action.

As a **member of the EU Commission's Heat Pump Advisory Board**, I support local authorities, associations and institutions through strategic advice, facilitation and formats for action and decision-making.

Likes difficult topics.

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Bundesland

Stadtgröße

Format

Kommunen

Wunschmonate (alle)

KWP-Status

Score

In der Tour (25)

Sortieren

25 BEWERBUNGEN SICHTBAR

Stand 21.05.2026

25 In Tour

13 A 8 B 3 C 1 D

A

IN TOUR

Gemeindeverwaltungsverband
(GVV) Altbach, Deizisau,
Plochingen **VERBUND**
Baden-Württemberg - 27.700 EW

A

IN TOUR

Karlsruhe **VERBUND**
Baden-Württemberg - 995.787 EW

B

IN TOUR

Landkreis Emmendingen
Baden-Württemberg - 170.000 EW

A

IN TOUR

Landkreis Lörrach mit
folgenden Städten und
Gemeinden **VERBUND**
Baden-Württemberg - 240.000 EW

A

IN TOUR

Region Nordschwarzwald
VERBUND
Baden-Württemberg - 618.000 EW

A

IN TOUR

Stadt Heilbronn
Baden-Württemberg - 133.360 EW

A

IN TOUR

Stadt Konstanz, Stadt Singen
und Stadt Radolfzell
VERBUND
Baden-Württemberg - 167.000 EW

Stadt Ravensburg

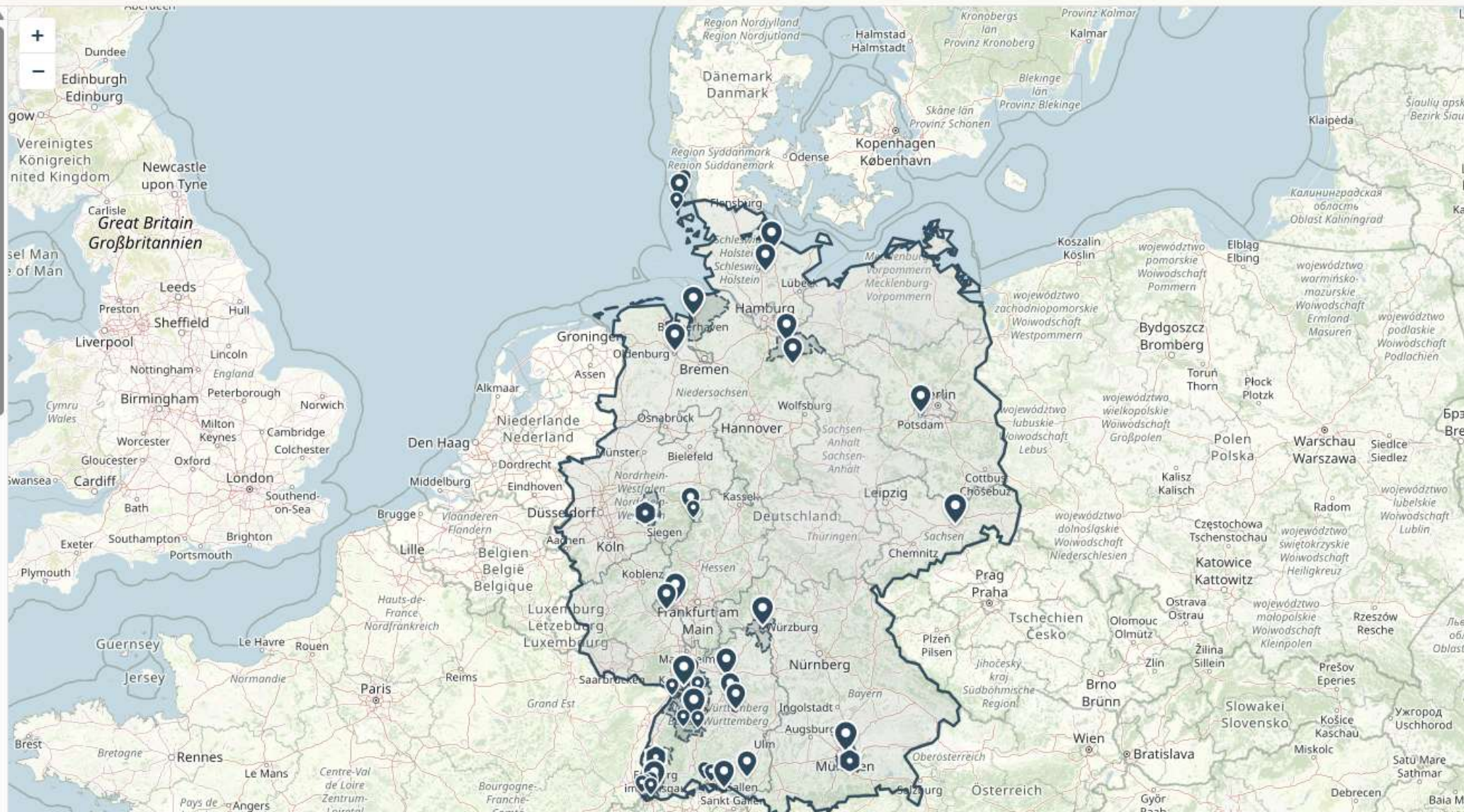


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Slide 4 TV report Erfurt — **Screenshot: MDR Thüringen Journal**

Slides 5, 22, 35 Heat Pump Info Day Weinheim — **Stadt Weinheim / Bernd Kreutzer**

Slide 6 Kuppelsaal Hannover — **Jens Clausen**

Slides 7, 13 Heat Pump Info Day Stuttgart — **Leif Piechowski**

Slide 8 Heat Pump Info Day Osnabrück — **Simon Vonstein**

Slide 9 Heat Pump Info Day Bonn — **Leila Morgenroth**

Slides 10, 12 Heat Pump Info Day Gütersloh — **Nadine Henke**

Slide 18 Heat Pump Info Day Heidelberg — **Philipp Rothe**

Slide 19 Heat Pump Info Day Moosburg — **Anja Floetenmeyer-Woltmann**

Slide 20 Heat Pump Info Day Neumünster — **Stadt Neumünster**

Slide 21 Heat Pump Info Day Erfurt — **Andreas Hultsch**

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