

Campaign for A-rated circulator pumps – a proven strategy

Facts about A-rated circulator pumps

- 1.2 million households in Denmark have a central heating circulator pump
- An estimated 800,000 pumps installed are old and inefficient
- Potential savings per year of 400 GWh and 200,000 tons of CO₂ can be achieved by replacing these obsolete pumps

Issue before campaign

- On average, A-rated circulator pumps consume 30-85% less electricity than older pumps
- Promoting the wider use of A-rated circulator pumps via an offensive campaign strategy which aims to influence both consumers and installers to participate actively in the choice of pump, thereby increasing the market share of A-rated pumps sold

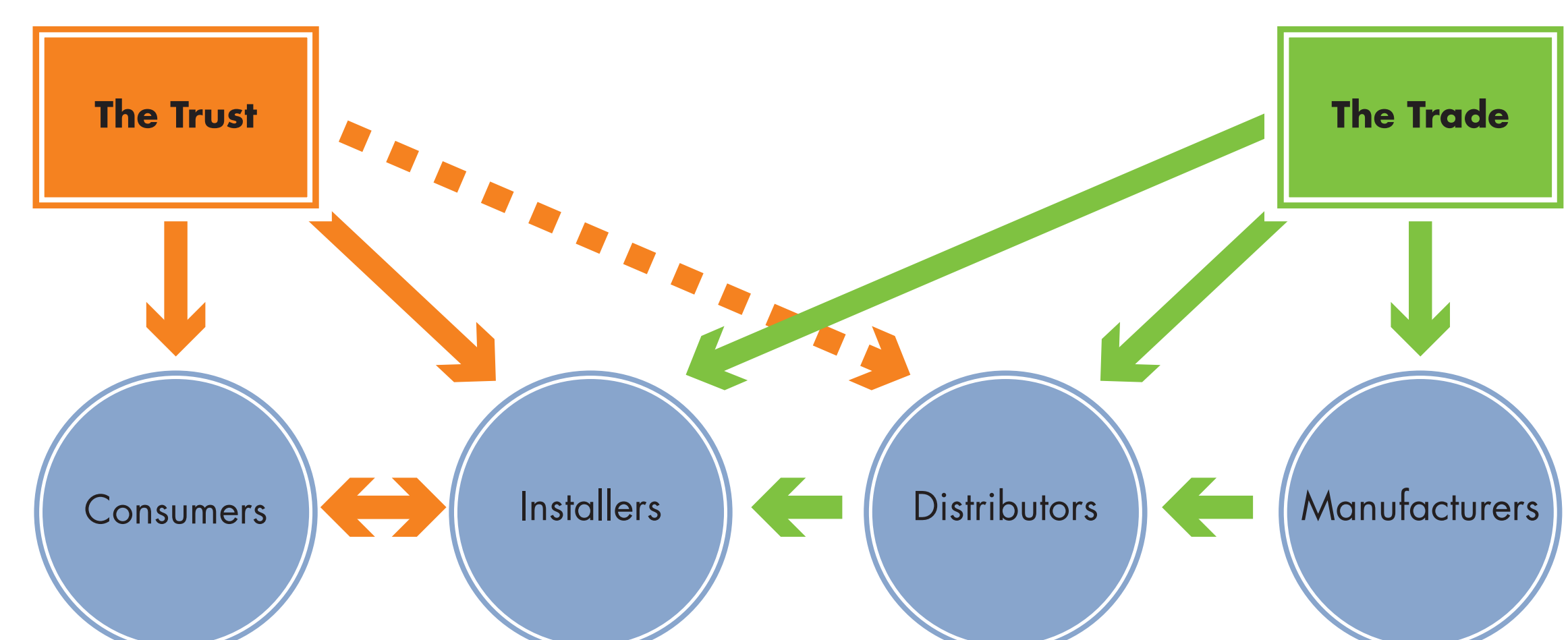
6 good reasons to switch

- 1** An A-rated pump can save a family 30-120 Euros per year
- 2** A-rated pumps use about a sixth of the power typically consumed by older circulator pumps
- 3** A-rated pumps automatically adjust their output to suit a home's variable heating demands, compared with ordinary pumps which run continually at full speed
- 4** A-rated pumps have a service life of 10-15 years
- 5** A-rated pumps can minimise the noise in a central heating system
- 6** Saving electricity reduces your carbon footprint. If all Danish households with a circulator pump switched to an A-rated pump, Denmark would save around 200,000 tons of CO₂ per year

Campaign strategy

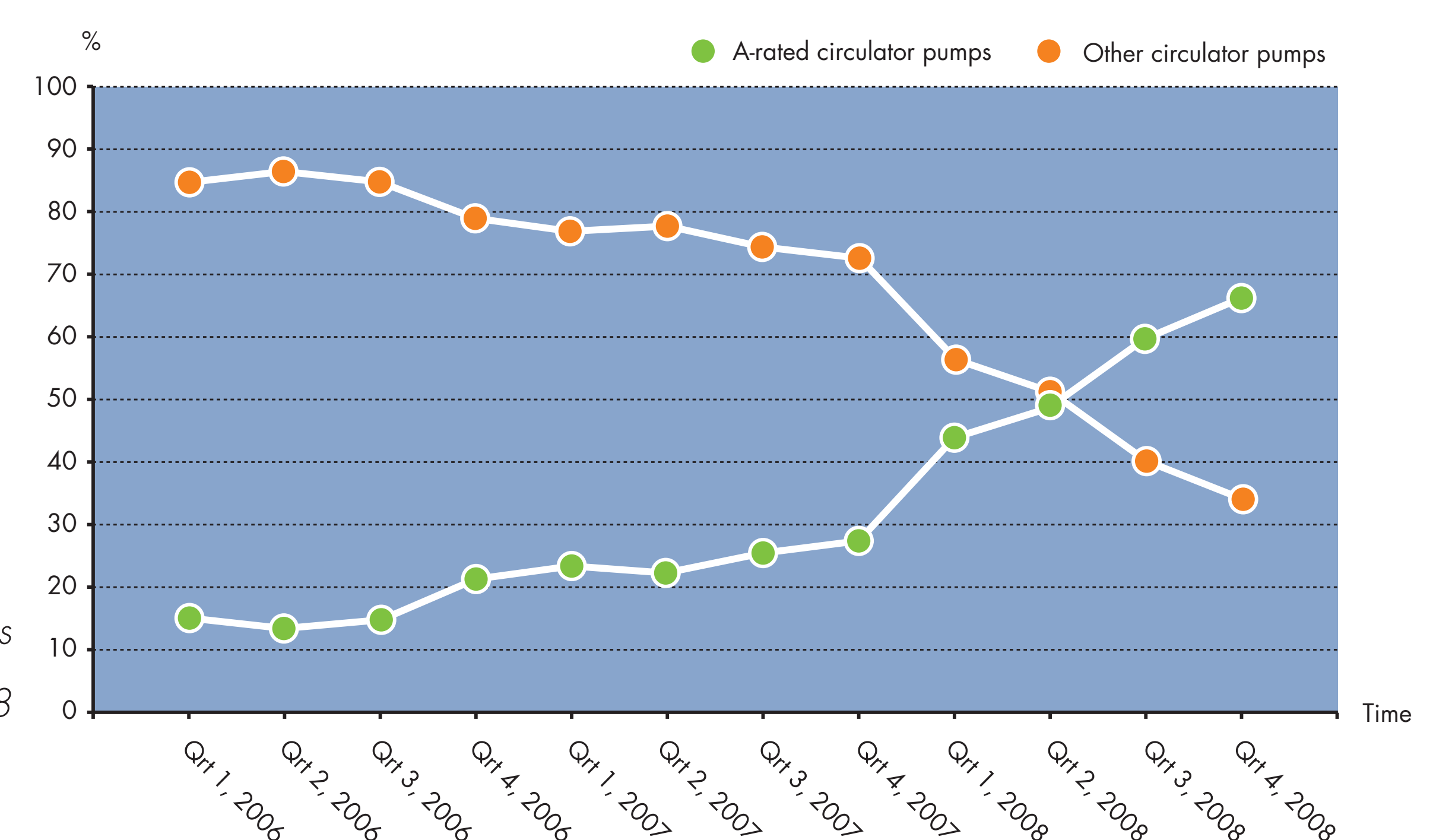
Broadly-based push-pull strategy which aims to influence both consumers and suppliers:

- Involvement of the supply side via voluntary agreements with producers, wholesalers, installers, and their trade organisations
- Partnerships with installers for fixed-price installations of A-pumps, with a 2-4 year payback time
- Influencing consumers through magazine advertisements and TV commercials



Campaign results

The results show that The Trust has managed to increase the market share for A-rated pumps from 15% to 60%. One producer (Grundfos) has decided to only put variable-speed A-rated circulator pumps for households on the market.



Development of the market share for A-rated pumps from January 2006 to autumn 2008