

18 %

GDP



110,000,000,000,000

19,900,000,000,000

4x



According to a stress test analysis by the Swiss Re Institute (2021), the global economy will lose up to 18 % of its GDP due to climate change if no action is taken.



**DRILL BABY  
DRILL!**

1.800.000.000



60.000.000



6.000.000



# The German Lesson

2022

June, November 2022

## Heat Pump Summits

Commitment to install  
500,000 heat pumps a year  
from 2024



Production ramp-up

Skilled installers

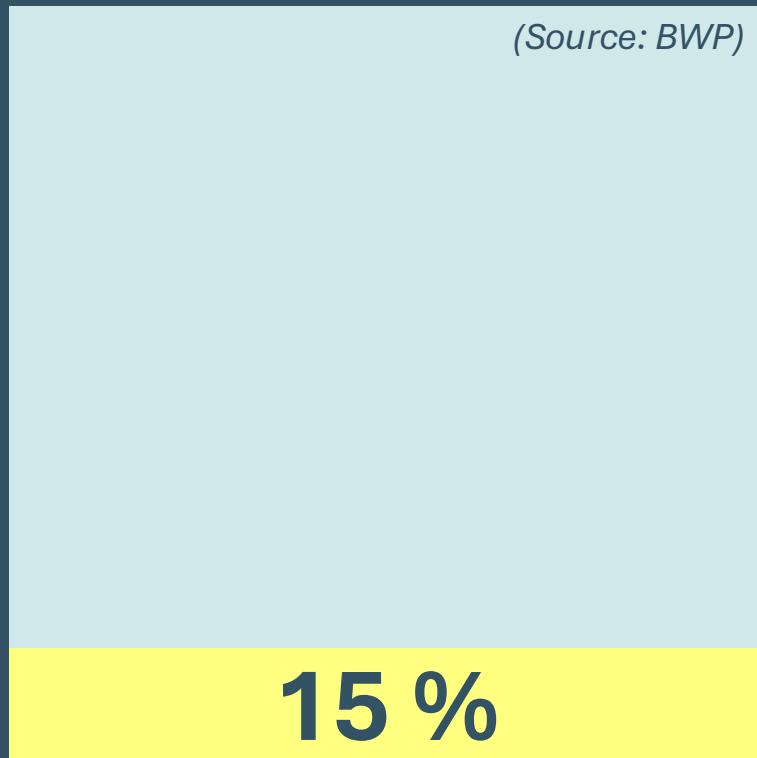


2023

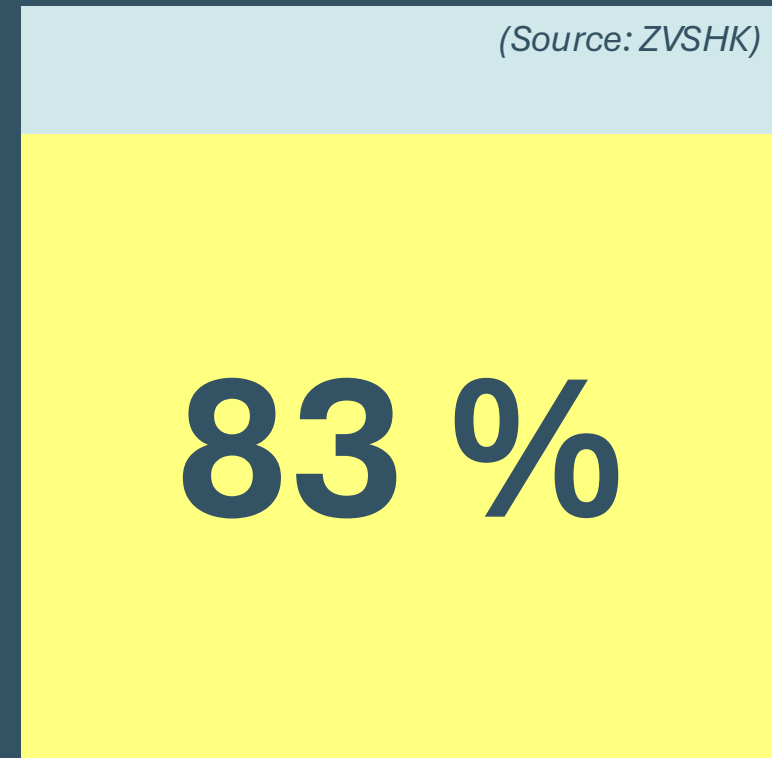
## Capacity expansion

more than 7.000.000.000 € of investments

# HVAC companies installing heat pumps



2020



2023

Spring 2023

DER SPIEGEL

Nr. 21  
20.5.2023

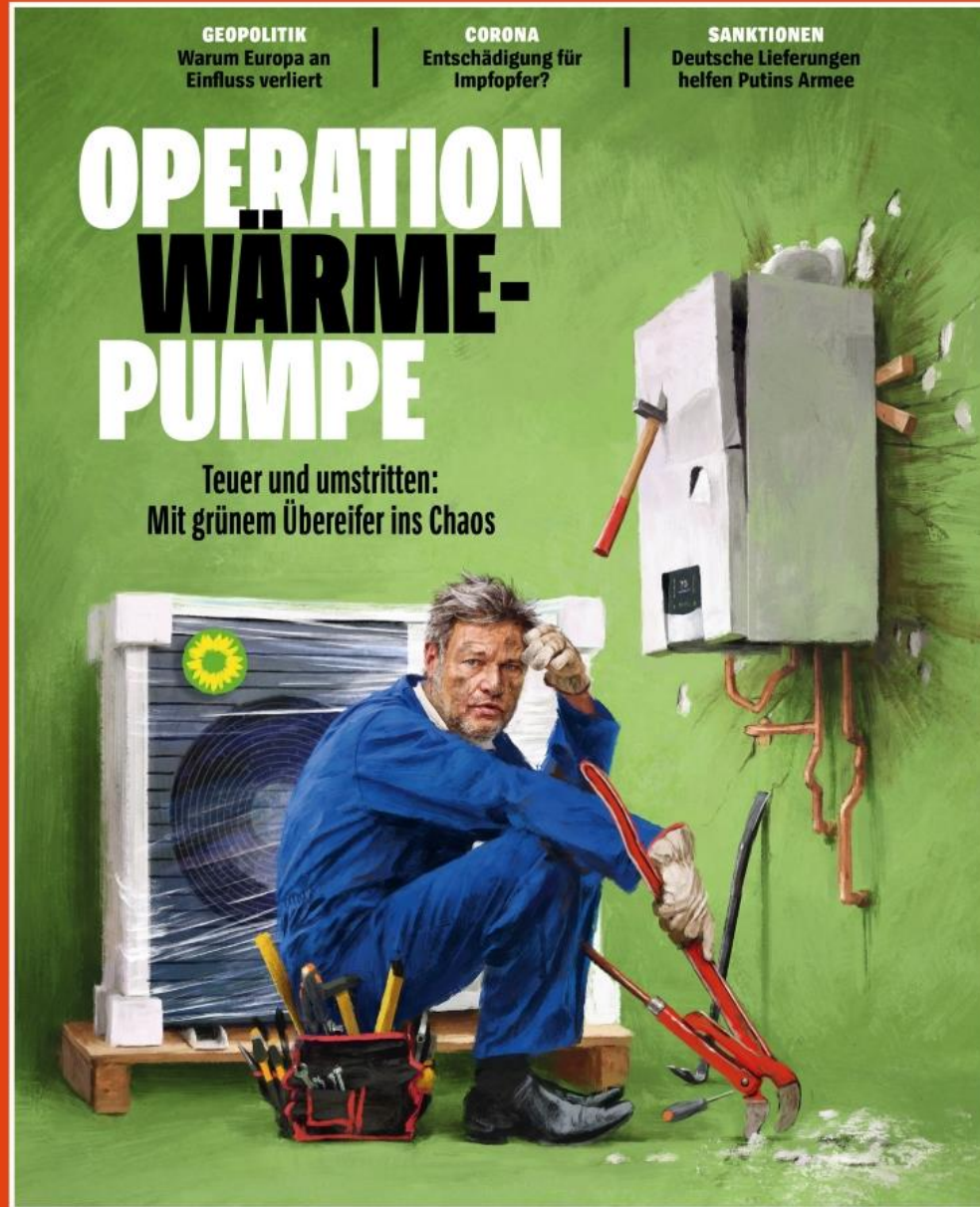
GEOPOLITIK  
Warum Europa an  
Einfluss verliert

CORONA  
Entschädigung für  
Impfopfer?

SANKTIONEN  
Deutsche Lieferungen  
helfen Putins Armee

# OPERATION WÄRME- PUMPE

Teuer und umstritten:  
Mit grünem Übereifer ins Chaos



Spring 2023



September 8, 2023

## German Energy Act for Buildings (GEG)

As of 2024 every new heating system should be powered by at least 65% renewable energy.

„Heat Pumps“

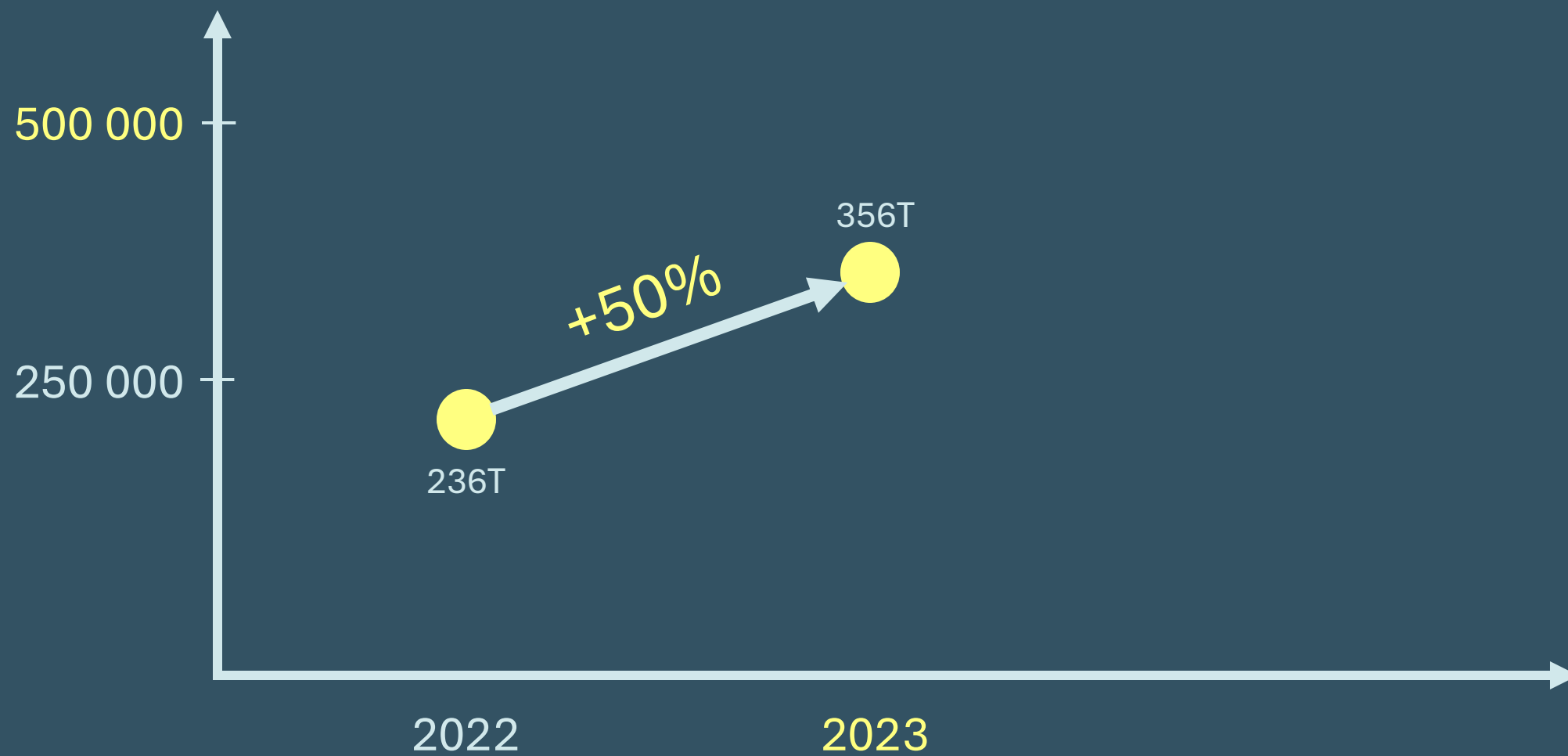
More than just a technology







# Heat pumps sales in Germany



2024

January 2024

New subsidies up to 70%

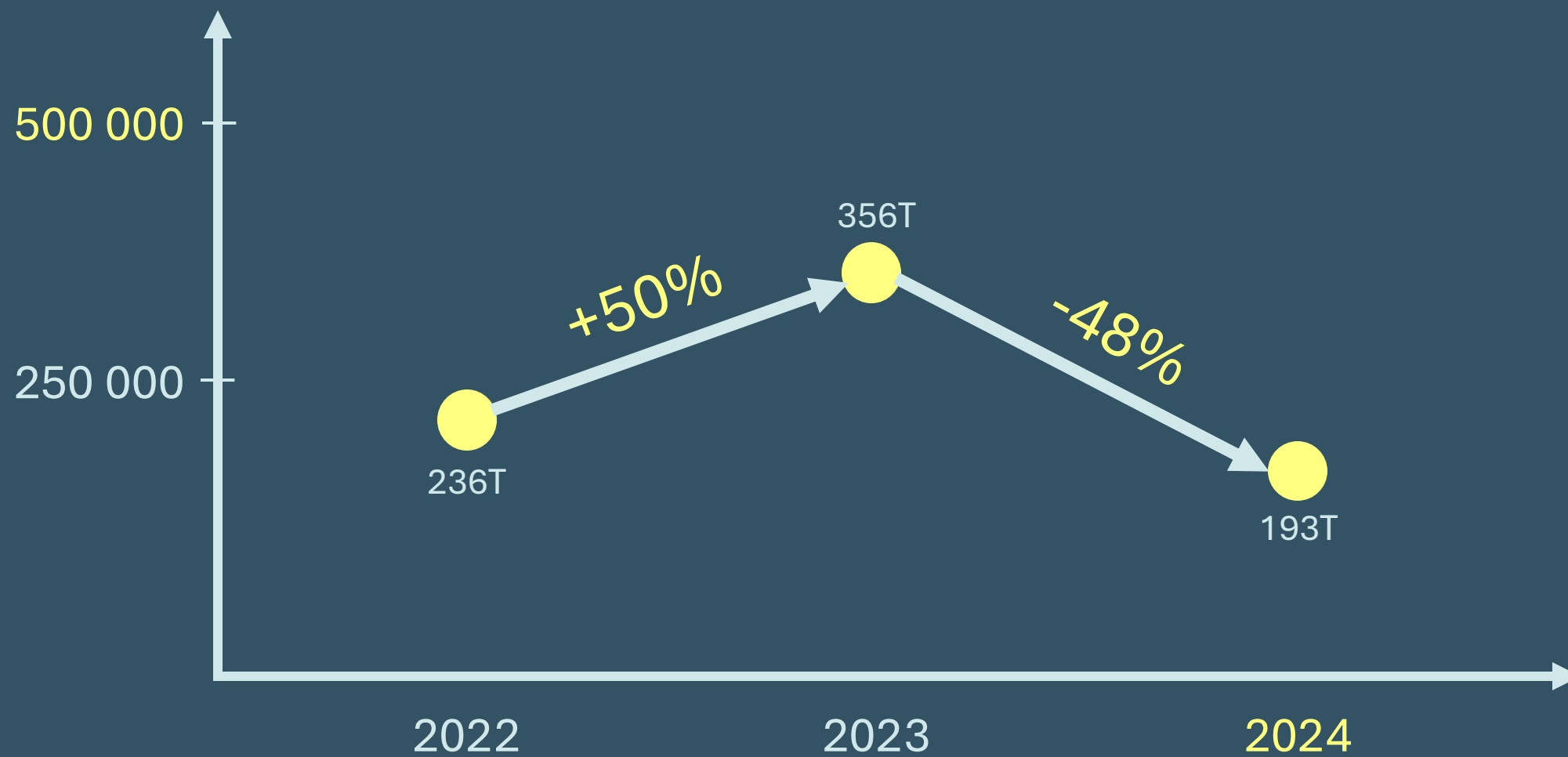
Later in 2024

Heat pump market in crisis

“Heating Law Crisis Hits Heat Pump Manufacturers”

“Short-Time Work,  
Cutting Jobs and Investments”

## Heat pumps sales in Germany



2025

July 2025

For the first time  
heat pumps are the most popular heating system

The number of heat pumps grew by 55 percent compared  
to the first half of 2024

Have ambition

Be precise when formulating the goals

Be prepared for the best result

Don't underestimate the power of misinformation

Don't underestimate the populists

Don't underestimate the fossil energy lobby

Communicate well

Communicate well one more time

Communicate even more...



Thank you