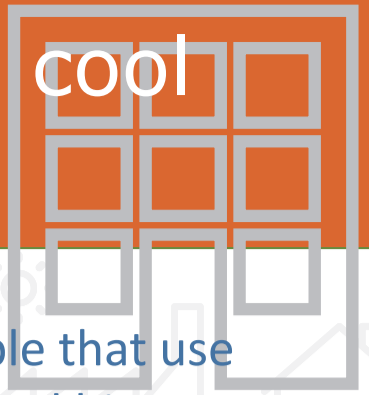


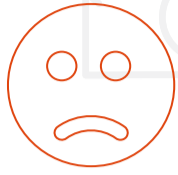
How the service sector decides to heat and cool buildings

Download the full report at www.front-rhc.eu



Current Systems

Most use **gas or electricity**



People are most unhappy about the **price of fuel.**



People that use gas and biomass are more satisfied than those who use electricity or oil

Information Sources



managers of public buildings and the health care sector are the most likely to seek information from energy agencies



Those most likely to use the internet are managers of offices and public buildings

Purchasing Criteria

When making a decision, people care most about

1
Reliability and safety

2
Total economic savings

3
Initial investment

Awareness



88% of this sector is aware of **Renewables for Heating and Cooling**

People are most familiar with solar thermal, followed by Biomass, air-source heat pumps, Geothermal heat pumps, and RES-based district systems

Perceived attributes

- 1 eco-friendly
- 2 imply high savings
- 3 require high investment

Spanish and Dutch people are more likely to think a higher initial investment is needed

Perceived adequacy

The least likely to change are managers of **public buildings, offices, commerce**, those without any **energy audit**, and those that do not receive any service from an energy service company (**ESCO**)

... and live in **Poland, Portugal and the UK**

Renewables for heating and cooling

Willingness to pay

42% would pay **more**

The most willing to pay are from the Netherlands, Spain, Poland, and the UK



Co-funded by the Intelligent Energy Europe Programme of the European Union

The sole responsibility for the content of this publication etc lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EASME nor the European Commission are responsible for any use that may be made of the information contained therein.