

Promoting Heat Pumps in Your Community

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December 7, 2013

Organizing a Workshop

Brattleboro Climate Protection

- Since 2002, working to reduce carbon emissions locally by promoting energy efficiency and renewable energy
- Hosted annual series of workshops on energy technologies (efficiency, solar, geothermal, wood heat)
- Teamed up with Sustainable Energy Outreach Network (SEON) to host heat pump workshop on November 18 (Monday evening), 5:30-8:30 pm
- SEON had previously hosted heat pump workshop for contractors in October (35 attendees)

Holding the Workshop

- Great response – 70 attendees (required pre-registration, had waiting list)
- Audience was mostly homeowners, with some landlords and contractors
- Speaker topics: how heat pumps work, product and installation examples, financing options, homeowner testimonial
- Five exhibitors in adjoining room – distributors, installers, credit union
- Following up with one-page handout to mailing list

For more information:

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