



# The Future of Water Heating is Here

Heat pump water heating technology is a game changer in the climate change fight. The Advanced Water Heating Initiative is working to make heat pump water heaters universal in every home and business. Join us to help cut carbon and other greenhouse gas emissions, invest in underserved communities, and create thousands of good-paying jobs.

## What is AWHI?

The Advanced Water Heating Initiative (AWHI) aims to scale heat pump water heater (HPWH) installations by shaping policies, building demand, bringing products to market, and educating the supply chain.

It is a member-funded collaborative of building owners, utilities, federal agencies, state and local governments, manufacturers, engineers, installers, advocates, researchers, and building industry professionals from across the U.S. Creating the change we need is not something one entity can do on its own. AWHI partners and participants leverage their work and act collectively.

Replacing existing stock with HPWHs will avoid emissions of nearly 100 million tons of  per year

## AWHI is working to make HPWHs universal in single-family, multifamily, and commercial buildings. Here's how:



### Improve availability of HPWHs for every building.

Support innovation and coordinate with manufacturers to make affordable, high performance, grid-enabled products available for all residential and multifamily and commercial buildings



### Ensure programs and policies working together.

Align upstream, midstream, and downstream incentive programs to share best practices and coordinate engagement with supply chains across cities and states.



### Drive higher consumer demand.

Deploy national, regional, and local marketing and communication efforts to build consumer awareness and demand. Use partnerships and collaborations to broaden our reach.



### Create experts along the supply chain.

Accelerate workforce development with compelling educational resources, modern instructional design, and on-the-go tools.

## Every building can be part of the solution to climate change.

We use a lot of energy on water heating—19-32% of building energy. HPWHs are 2-4 times more efficient than standard water heaters and proven technology is available for residential, multifamily, and commercial buildings.



**A new HPWH market.** AWHI will grow market share of HPWHs from the current 2% to 100% of all new sales for both single family and multifamily homes by 2030.



**New construction.** AWHI will influence building codes, engage with engineers and builders, and leverage public investment in affordable housing to create a new market standard.



**Grid connection potential.** Grid-connected, smart HPWHs can help shift energy demand to off-peak periods reducing greenhouse gas pollution from dirtier power generation. The demand response potential is major—20 to 40 Gigawatts.



**Existing buildings.** AWHI will support states, local governments, and electric utilities in deploying incentives, consumer marketing, and educational resources to proactively replace inefficient water heaters in existing buildings.



ADVANCED WATER HEATING INITIATIVE™

AWHI was launched due to increasing concern over the energy use and greenhouse gas emissions associated with heating water. Today, we facilitate and guide over 60 organizations that are working together to accelerate the adoption of efficient, grid-connected and low global warming potential (GWP) heat pump water heaters.

This work is not possible without the community of Partners that financially support AWHI and all of the participating organizations that contribute to this work. We are grateful for their efforts and welcome you to join us.

### AWHI Partners:



**Join us!**

Learn more at: [advancedwaterheatinginitiative.org](http://advancedwaterheatinginitiative.org).  
Want to know more about how you can participate?  
Contact: [info@advancedwaterheatinginitiative.org](mailto:info@advancedwaterheatinginitiative.org)