Business strategies for heat sector decarbonisation

- Overview of HRE4 outcomes
- Stakeholder experiences
- Real case
- HRE 2050 scenarios

HRE recommendations for each pillar → Known barrier(s) → Potential solution identified → Country-specific applicability → How and where to apply the solution
Business strategies for heat sector decarbonisation

1. Sell a service, not just a unit
2. The keyword is "easy"
3. Collaborate on a common decarbonisation strategy

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Brussels, BE – 13 February 2019
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4. Engage in partnerships

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