


NAME

PZ Anders



Goals

1. Energy-saving: Replace an oil bill of DKK 22.000 - 23.000 a year with an electricity bill of half that amount.

2. Adding value to the house: A heat pump should make Anders's house more valuable and attractive to potential buyers in 10 years' time.

3. Saving the climate: When the overall business case is positive Anders is interested to contribute to the environment.

4.

Quote

“

It will pay off in 10 years, and I'm sure it'll be easier to sell the house with a heat pump than with an oil burner

”

Background

Together with his wife, he has lived in the house since 1982. There has been an extension and several small renovation projects over the 37 years. Energy savings have also been considered.


Motivations

Frustrations

Brands and influencers

Demographic

years



Skills

Skill 1

0

25

50

75

100

Skill 2

0

25

50

75

100

Skill 3

0

25

50

75

100

Skill 4

0

25

50

75

100

Technology

Browsers

Channels