



Visit a heat pump

nesta

## MEDIA PACK

The campaign is brought to you by Nesta

[visitaheatpump.com](https://visitaheatpump.com)

Thank you for supporting the Visit a Heat Pump project, brought to you by Nesta. In this media pack you'll find everything you need to feature the campaign on your external and internal channels. We've included a campaign overview, suggested copy for partners and supporters, and [a suite of creative assets](#).

### ABOUT THE CAMPAIGN

Heat pumps are the best current technology to support decarbonisation of homes but there are only 250,000 homes with heat pumps in the UK.

Nesta has developed a service to help people register to visit a heat pump near them through a network of open homes.

Homeowners interested in installing a heat pump but who don't have any first-hand experience can book a visit to see an air source heat pump in action and learn more about what it's like to have one from heat pump owners and installers – the people who know best.

### ABOUT NESTA

We are Nesta, the UK's innovation agency for social good. We design, test and scale solutions to society's biggest problems. Our three missions are to give every child a fair start, help people live healthy lives, and create a sustainable future where the economy works for both people and the planet.

This project forms part of Nesta's sustainable future mission, which aims to help the UK cut household carbon emissions by 28% by 2030.

### SOCIAL MEDIA CHANNELS

Nesta's Twitter: [@nesta\\_uk](https://twitter.com/nesta_uk)

Nesta's LinkedIn: <https://www.linkedin.com/company/nesta>

Nesta's Facebook: <https://www.facebook.com/nesta.uk/>

Nesta's Instagram: [@nesta\\_uk](#)

## **CAMPAIGN HASHTAG**

#VisitAHeatPump

## **TWEETS**

Visit a heat pump near you - @nesta\_uk will soon launch a new service to help people learn first hand what it's like to own a heat pump, from the people who know best. Register your interest to visit or host a heat pump open home: <https://www.visitahheatpump.com/> #VisitAHeatPump

Have you ever seen a heat pump? @nesta\_uk will soon launch a new service linking heat pump owners with those who want to learn more about this green home heating tech. Register your interest to visit or host a heat pump open home: <https://www.visitahheatpump.com/> #VisitAHeatPump

Do you own a heat pump? Nesta will soon launch a network of heat pump open homes, helping people interested in upgrading their heating learn from the people who know best. Register your interest to host a heat pump open home in your area: <https://www.visitahheatpump.com/> #VisitAHeatPump

## **FACEBOOK / INSTAGRAM**

Have you ever seen a heat pump in real life? You'll soon be able to visit one near you, and learn more about them from the people who know best. A new service from Nesta will soon link heat pump owners with those interested in learning more about this green home heating technology - it's free and takes just a few minutes to register your interest in visiting a heat pump near you, or hosting visitors to your heat pump. #VisitAHeatPump

Register your interest: <https://www.visitaheatpump.com/> #VisitAHeatPump

#### **LINKED IN / WEBSITE / NEWSLETTER**

A new service from Nesta, the UK's innovation charity, will see a network of heat pump open homes welcoming visitors to learn more about what it's like to live with this green home heating technology.

Nesta wants more people who are interested in upgrading their home heating system to understand how heat pumps work, and be able to have their questions answered by the people who know best.

Interested heat pump owners or visitors are invited to register their interest to take part: <https://www.visitaheatpump.com/>

#### **CAMPAIGN CREATIVE**

You're welcome to use any of the linked campaign creative on your channels - if you need an image in a different size, email [grace.fothergill@nesta.org.uk](mailto:grace.fothergill@nesta.org.uk).

All campaign creative can be found in [this folder](#).