



Press Release

March 20, 2024

IGSHPA and GeoExchange Designate April 2024 as **National Geothermal Month!**

The International Ground Source Heat Pump Association (IGSHPA) and Geothermal Exchange Organization (GeoExchange) today announced the official designation of April 2024 as **National Geothermal Month**. In collaboration with state-level Geothermal Heat Pump (GHP) organizations, electric and gas utilities, GHP manufacturers and market stakeholders, National Geothermal Month will be a multi-faceted public awareness and public outreach effort intended to build momentum for the widespread application of the most efficient HVAC technology available today, the Geothermal Heat Pump.

From single-family homes to entire housing developments to community-scale Thermal Energy Networks, today's GHP technology constitutes one of the most impactful and scalable beneficial electrification opportunities available. As the nation moves to decarbonize both new and existing buildings, GHP technology is uniquely positioned as the most efficient and effective infrastructure choice for all-electric space conditioning and water heating. Electric and gas utilities, whether member-owned, publicly-owned, or investor-owned, are embracing this opportunity to build out the country's electric HVAC infrastructure for the sustainable clean-energy future.

The U.S. Department of Energy, in its December 2023 grid impact study, stated that the widespread application of GHP technology would result in –

- 12% cheaper wholesale electricity
- 7.34 GIGATONS CO₂e SAVED
- 33% fewer miles of transmission

- 47% cheaper grid decarbonization
- \$19 Billion/year fuel cost savings
- Cumulative savings > \$1 Trillion

“IGSHPA is proud to work with the Advocacy and Communications Task Force and many other industry stakeholders, including local and national/international geothermal organizations to promote National Geothermal Month for the first time in April 2024 in celebration of Earth Day (April 22),” said Jeff Hammond, Executive Director of IGSHPA. “Now is the time to spread the word about how geothermal technology can reduce demand on the electric grid, decrease the use of fossil fuels, and at the same, lower operating costs for building owners and homeowners. We want to celebrate and acknowledge geothermal technology as a solution to many of the goals associated with decarbonization and beneficial electrification!”

“2024 is shaping up to be a banner year for the geothermal heating and cooling industry,” said Ryan Dougherty, President of GeoExchange. “There is an unprecedented level of attention our technology is getting, much of it due to the Inflation Reduction Act and evolving state energy policies. Stakeholders and consumers are realizing that there is a cleaner, more comfortable, and cost-effective way to heat, cool, and produce hot water. It’s time to strike while the iron is hot and get the word out even more broadly. National Geothermal Month is our industry’s call to action to increase the visibility of and support for GHPs.”

IGSHPA and GeoExchange are working collaboratively to engage stakeholders and market participants in a long-term vision to accelerate the adoption of GHP technology, in North America and around the world. If you would like to get involved in National Geothermal Month on behalf of your company or organization, please send a request to info@igshpa.org to learn more and get on board.