



Net Zero by Industry Delivering consumer choice



We must ensure consumers have choices – especially when adapting homes or habits, which 62% of total UK emissions reduction may depend on¹.

This means giving the public options to control what changes they are happy to make, and which solutions best suit their lifestyle and budgets within the scope of electrification.



Policy must be criteria-based to unlock market innovation and investment to offer choice to the 88% of consumers who wish to make more sustainable decisions².

Criteria-based policy gives the supply chain scope to respond to market signals to tackle the decarbonisation challenge, without technology prescriptive policy.



Government funding must cover a broad range of technologies to decarbonise homes by offering consumer package options.

It must support the whole picture, focussing on a multi solution-based approach covering heating, ventilation, controls, EV charging points and insulation.



Information is key and the public must be ready for their part in Net Zero, with 4 out of 5 UK adults already recognising their role to reduce their emissions³.

The Government must work with trusted actors, including trade bodies, to lead an inspirational and scientific information campaign to prepare the public for Net Zero.

¹ The UK's contribution to stopping global warming (CCC, 2019)

² How to build a Net Zero society (The Behavioural Insights Team, 2023)

³ Consumer attitudes, behaviours and barriers towards Sustainability (Which?, 2023)

Choice does not mean compromise.

Reaching Net Zero is only cost effective with energy efficiency and offering a broad range of electrification technologies does not mean compromising on this. Utilising target-based policy and whole house thinking can help consumers to benefit from interconnected system offerings and tariffs which work together to balance energy cost and comfort with reducing emissions.

This will increase consumer options and understanding whilst supporting the creation of a retrofit market looking at the whole

decarbonisation challenge and the range of available solutions which can work together to offer low carbon homes and lifestyle choices. There are many proven Net Zero technologies already on the market, but other innovations may emerge before 2050, and changing market conditions can further improve the benefits of existing technologies.

To encourage this further and drive consumer uptake, efficiency targets can be applied to funding and policy to keep affordability front and centre whilst giving the market the manoeuvrability ability to innovate.

The market is ready to respond to clear Government signals.

Fostering a culture of choice will lead to market investment and innovation in new heating solutions, smart controls and the creation of flexibility focussed tariffs which enable load sharing between different solutions.

Policy must remain flexible and technology agnostic within electrification to enable this.

- **Electrification** is key for achieving Net Zero aligned domestic heat and light travel.
- **Consumer choice** within this is vital and must be supported with flexible funding options.
- **Criteria-based policy** will enable this without efficiency or affordability compromise.
- **Market manoeuvrability** within policy will increase innovation and connecting systems.

LEARN MORE ABOUT WHAT IT WILL TAKE TO DELIVER NET ZERO HOMES AND INFRASTRUCTURE – **VISIT OUR CENTRAL HUB**

