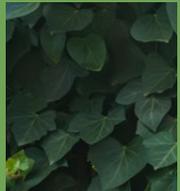


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Energy and sustainability report

Research into consumer opinions on net zero



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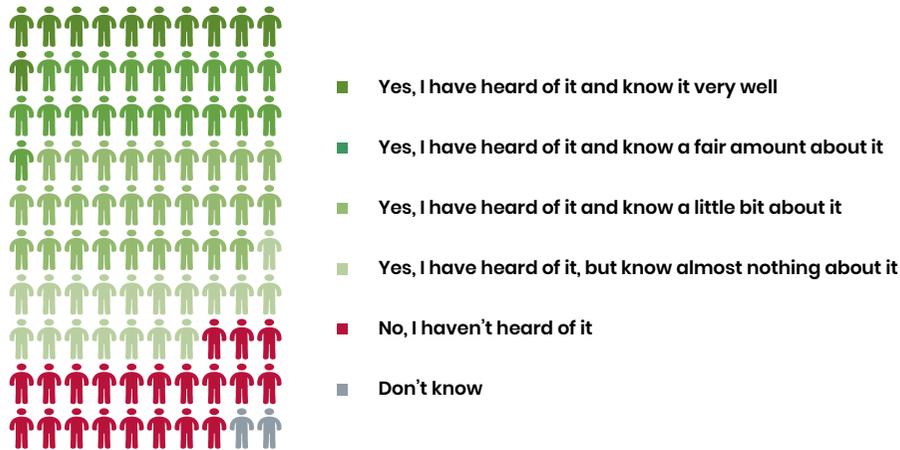
Net Zero

Awareness

The term 'net zero' is starting to crop up in the news on an almost daily basis – most often as a target for cutting the carbon emissions that cause climate change. But what does net zero actually mean? More importantly, is it possible?

As a growing topic, it's no surprise that 77% of people aged 16-75 have heard of the term 'Net zero', with varying levels of understanding.

Younger generations, such as millennials, are significantly more likely to have heard of it and know the topic better than generation X or baby boomers.



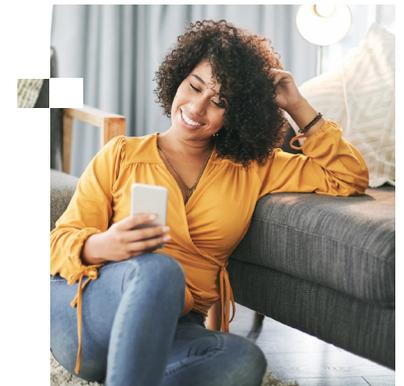
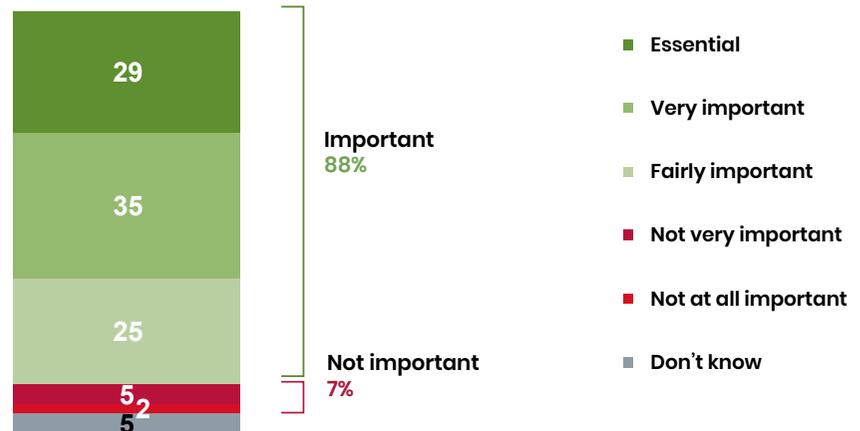
Q1. Before today, have you ever heard the term 'net zero'?



Importance

Reaching net zero emissions by 2050 isn't going to be cheap. The Committee on Climate Change has estimated that the annual cost of achieving net zero would be 0.6% of gross domestic product (GDP) by the early 2030s, falling to around 0.5% by 2050. This would mean increasing investment in low carbon technologies from around £10 billion in 2020 to £50 billion by 2050.

Ultimately, you can't put a price on the benefits of achieving net zero. It's not just about cutting emissions. 88% of people would agree that it's essential or important for the UK to reach net zero emissions by 2050. This will bring about a better way of life: cleaner air and water, warmer and healthier homes, cleaner transport, greener spaces and better habitats for our wildlife.



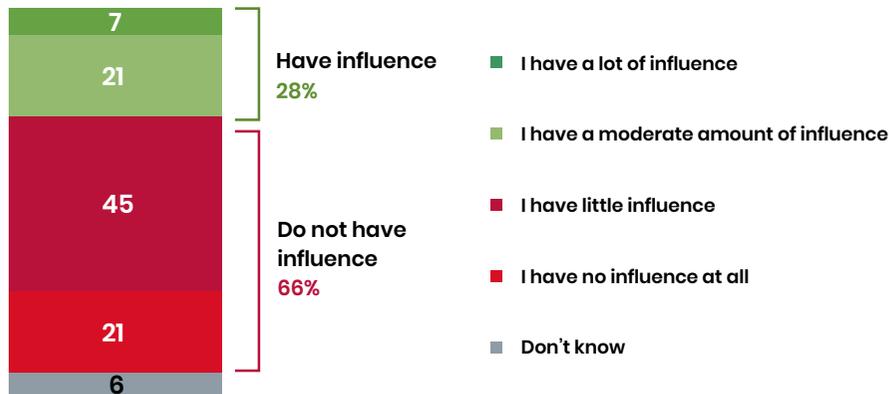
Q2. How important, or not, do you think it is for the UK to reach net zero emissions by 2050?

Net Zero

Influence

Do people feel like they have any control over their emissions? Only 28% of people say they have a good amount of influence in helping the UK reach net zero. They know about the environmental issues, but are either too busy or need to be inspired to take action.

Small changes to purchasing decisions and lifestyles can make a big difference in reducing their carbon footprint and preventing climate change. Consumers aged 16-44 are significantly more likely to say they feel they have some influence in helping the UK reach net zero emissions by 2050, compared to those aged 45-75.



Q3. How much influence, if any, do you feel you personally have in helping the UK reach net zero emissions by 2050?



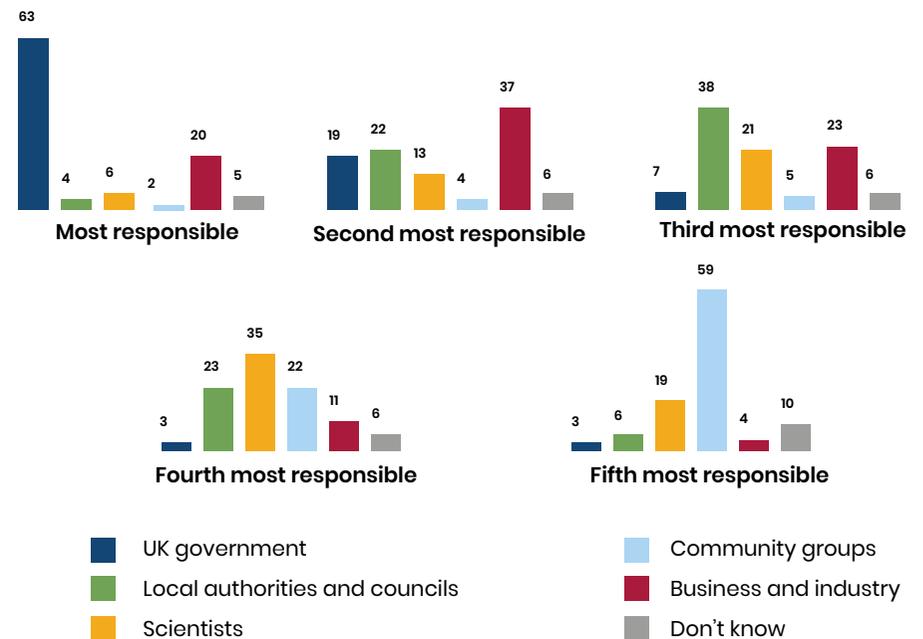
1. <https://www.bitc.org.uk/wp-content/uploads/2020/05/bitc-factsheet-environment-sustainablelivinginlockdown-June20-1.pdf>
 2. <https://bulb.co.uk/blog/how-lockdown-made-us-more-conscious-of-our-impact-on-the-planet>

Responsibility

Who do consumers think is most responsible for helping the UK reach net zero? Interestingly, 6 in 10 people say the Government is most responsible for ensuring the UK reaches net zero by 2050. Over a third said business and industries were second most responsible and a similar amount said local authorities and councils were the third most responsible.

With effective green strategies and grants by the UK government, carbon reduction initiatives by local authorities and businesses of all sizes making ambitious net zero commitments, it's clear that visibility and transparency is key to inspiring consumer confidence.

That isn't to say people are absconding their personal responsibility. According to Business in the Community¹ there's been an unprecedented increase in online searches on 'how to live a sustainable lifestyle' since most businesses were forced to adapt to home-working due to Covid-19. Following lockdown, 37% of people in the UK say they've lived more sustainably, according to a survey from energy supplier Bulb².



Q4. From the list below, who do you think should be most responsible for ensuring the UK reaching net zero by 2050? And who would be second, third, fourth and fifth most responsible?

Net Zero

Willingness

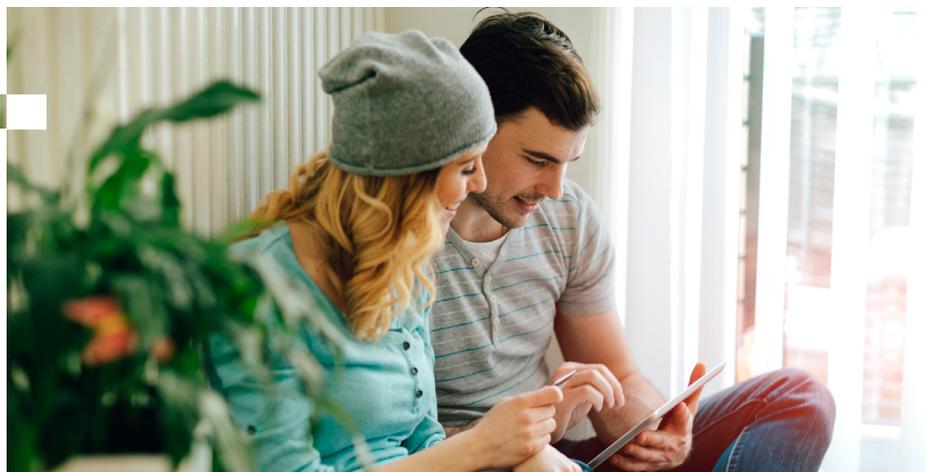
Overall, there is significant willingness for people to change areas of their lives in an effort to become more sustainable and reduce their carbon footprint. Almost 3 in 4 adults would be willing to heat their home using renewable energy sources and 7 in 10 would be willing to switch to a renewable electricity tariff.

When it comes to travel, energy efficient investments seem to be a big barrier. When asked, 22% of people would not be willing to switch to an electric vehicle, however half would be willing to use their petrol or diesel vehicle less, using public transport or active travel instead.

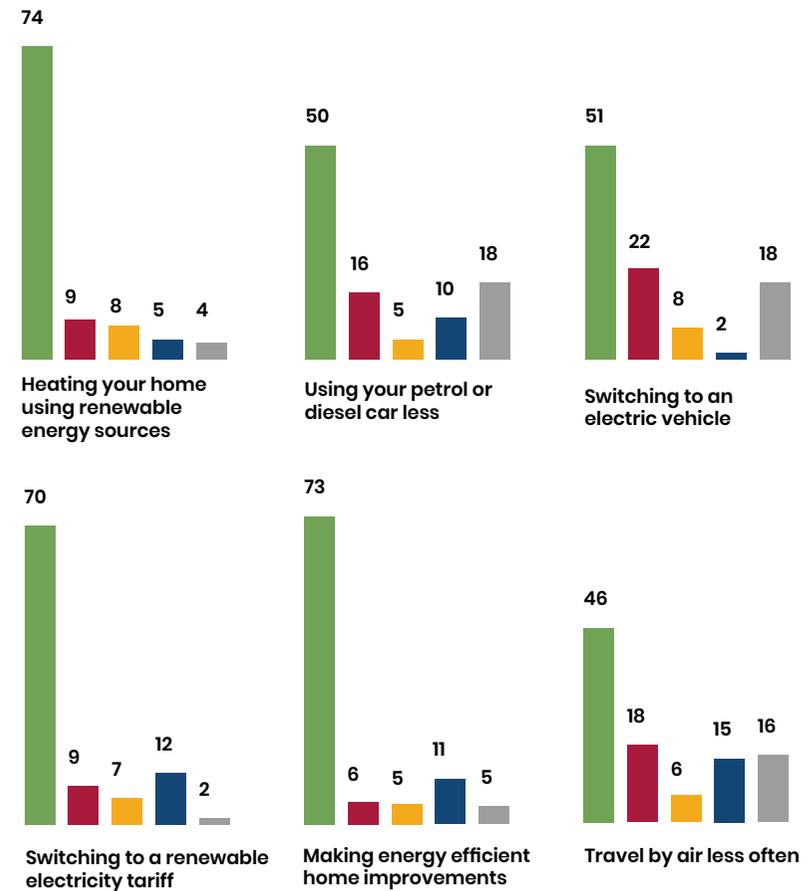
Looking forward

It's no wonder that 9 in 10 sustainability professionals think that building back better and greener will drive real climate action in the coming years³. Where will your business be in regards to sustainability, in 5, 10, or even 20 years?

The latest generations of people are demanding climate positive products and services that meet their needs without causing further damage to the planet. Consumers are increasingly expecting all organisations to do more when it comes to climate change and protecting the environment. This means long-term sustainability plans that include reducing waste, using recycled materials and ensuring that your sustainability efforts align with and are incorporated into your brand's core values.



3. <https://www.edie.net/news/7/Nine-in-ten-sustainability-professionals-excited-by-green-recovery-opportunities--survey-reveals/>



- Willing
- Not willing
- Don't know
- Already doing as much as possible
- This does not apply to me



Q5. How willing, or not, would you be to change the following areas of your life?

Q1-5: Study done by Ipsos Mori research survey base: All participants aged 16-75 in the UK (n=2235)

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Start your corporate sustainability journey today

Having a sustainability strategy for your business is more important than ever, especially if you want to assure customers of your corporate social responsibility and help the UK achieve net zero by 2050.

We can help you develop a bespoke sustainability strategy for your organisation. Our expertise includes:

- Knowledge across energy in buildings, operations, renewables and transport.
- Experience creating comprehensive and integrated plans from concept to delivery.
- Service delivery by our experienced in-house teams.
- Access to our extensive range of innovative and practical tools and services to support the implementation of your plan.

For more information about our sustainability strategy services, contact us and our team will be in touch.

business@est.org.uk

