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## Learning from how people use heat at home to reduce UK CO<sub>2</sub> emissions

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## Decarbonising heat is the most cost effective way to tackle climate change in the UK, but

Today fewer than

4%



have low carbon heating

and

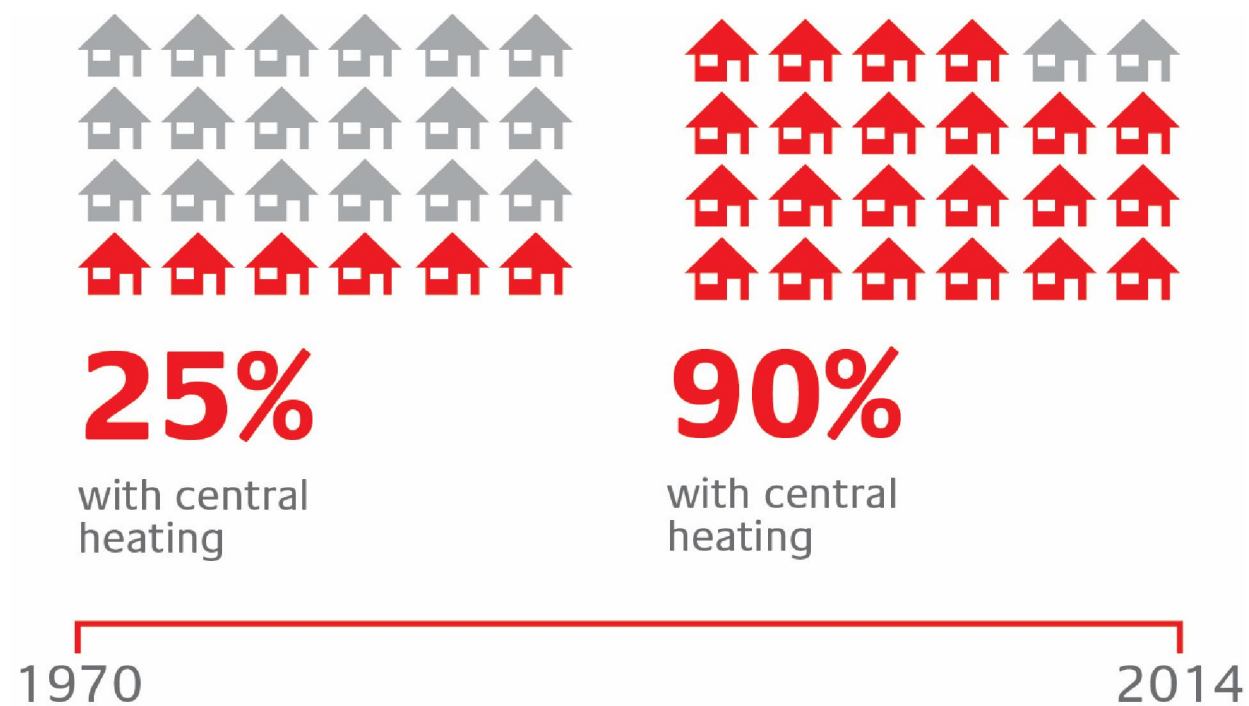
90%



prefer gas central heating given the choice



## Rapid change is possible



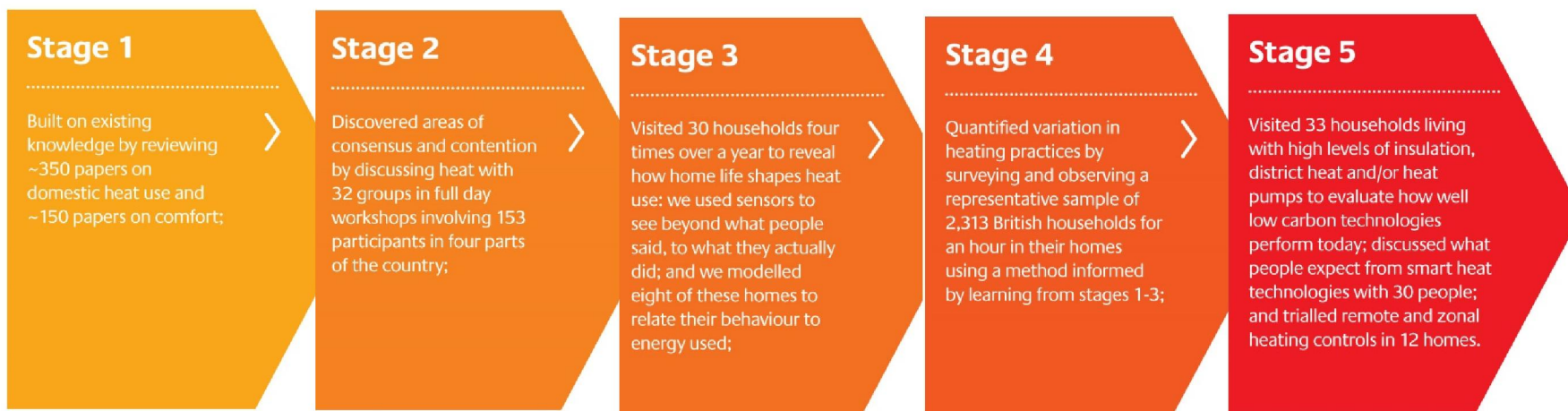


## We must focus on tackling 3 key challenges

1. Improve low carbon heat experiences
2. Simplify installations
3. Enhance control



## Based on 5 stages of consumer research



### Sensors

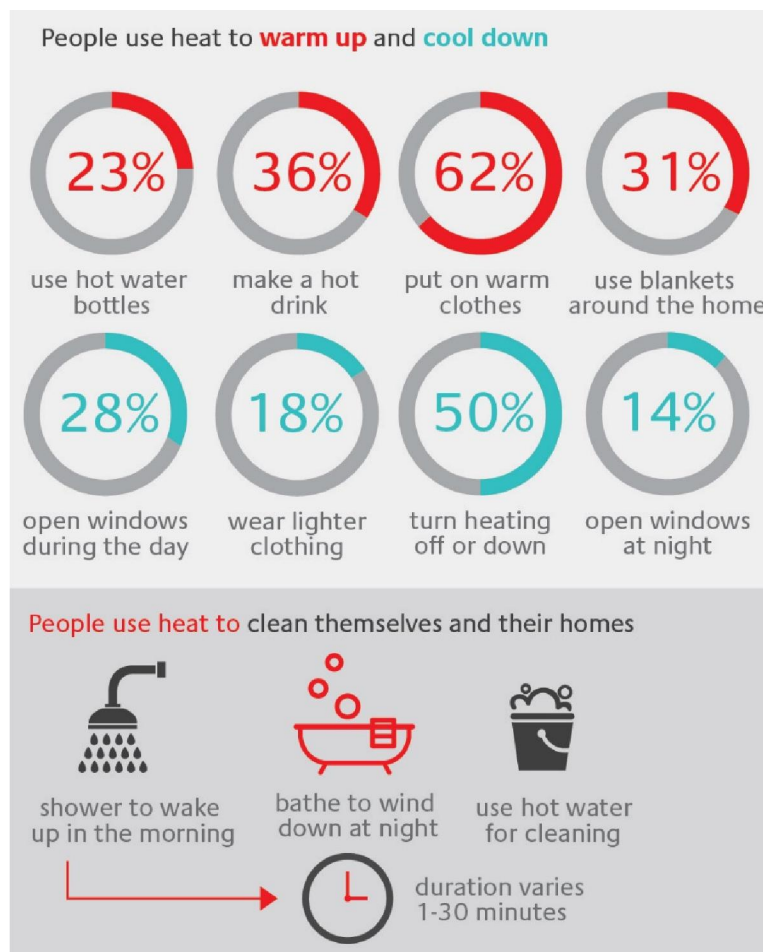


### Partners

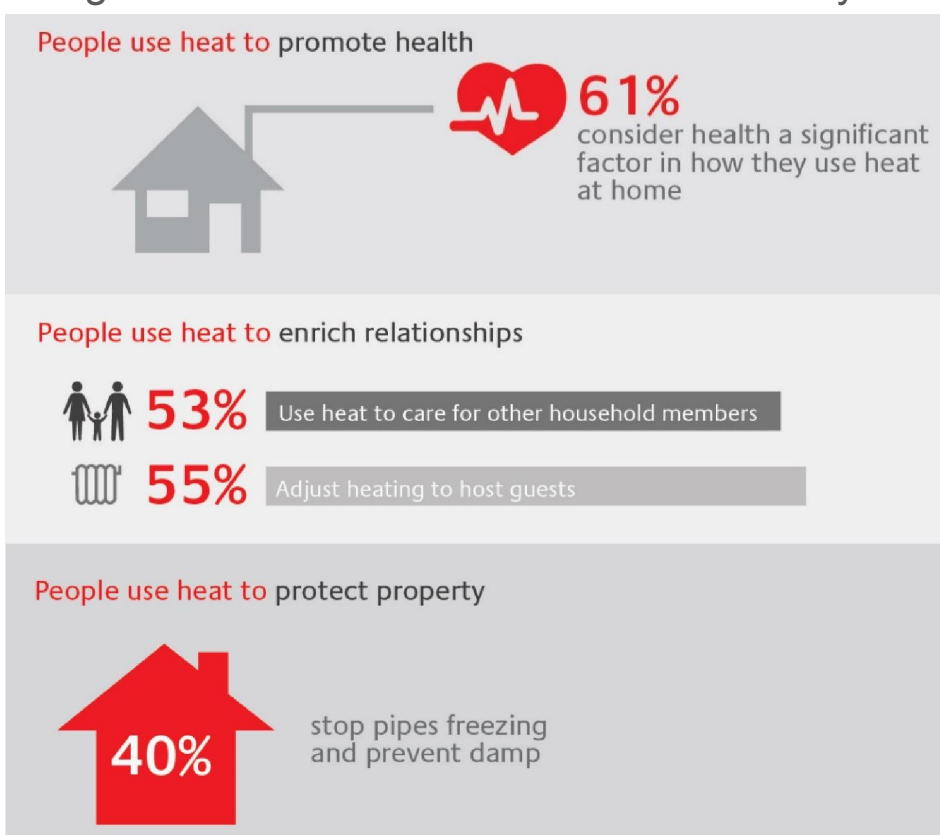




## Ways to improve low carbon heat experiences



- Systems should allow people to use heat to get clean and comfortable in diverse ways





## Ways to simplify low carbon heating installations

Location limits what solutions will be available in any area



and many homes will need modifying to make sure solutions work well

- Design solutions that can be installed in a similar timeframe to replacing a gas boiler
- Encourage people to prepare their properties during renovations
- Enable people to consider thermal details when making renovation decisions
- Explain what solutions will work in each area



## Ways to enhance control



**~£ 15 per week**

on heating and hot water in 2014 this equated to an annual spend of £750 or ~£ 15 per week



**80%**

On average households use 80% of their energy for home heating and hot water



**Rising Prices**

The proportion households have spent on energy has risen 6% per year in the last decade



**Control**

People are frustrated that they cannot control how much they spend making their homes feel comfortable

- Public concern over heating bills conceals private confusion over what heat costs
- People hold very different views on how they think heat should be used
- Controls should help people get the heat experiences they want
- Improved controls could prove key to unlocking deeper decarbonisation





## Three consumer challenges to decarbonising heat



Improve low carbon heating experiences



Make low carbon heat systems simple to install



Make low carbon heating easy to control



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