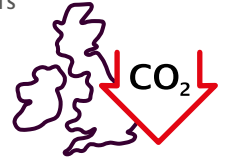


To tackle climate change, we need to effectively **eliminate the 20% of CO<sup>2</sup> emissions** that come from how we use heat in the home.

**20%**

So **low-carbon heating must appeal** to consumers if the UK is to tackle climate change.



## HOW CAN PEOPLE GET THE HEAT THEY WANT AT HOME, WITHOUT THE CARBON?



To move consumers to low-carbon heat we need to **rethink the consumer proposition**. The emergence of the “connected home” allows us to look at heat and comfort as a packaged service not simply the purchase of units of fuel.

Decarbonising heat means supplying homes with **something other than natural gas**.



Our consumer research shows **people care more about their experience of using heat** than how it is delivered.



No-one presently knows all of their heating options or which they think are **worth the cost**.



In other consumer centric markets businesses compete to **increase customer satisfaction and loyalty** by **differentiating their offerings** – this does not happen today with heat.



There exists the opportunity for businesses to **utilise the growth** in the Connected Home to deliver appealing, low-carbon consumer heat and comfort.

