

Eco Index 2021: Energy and Utilities

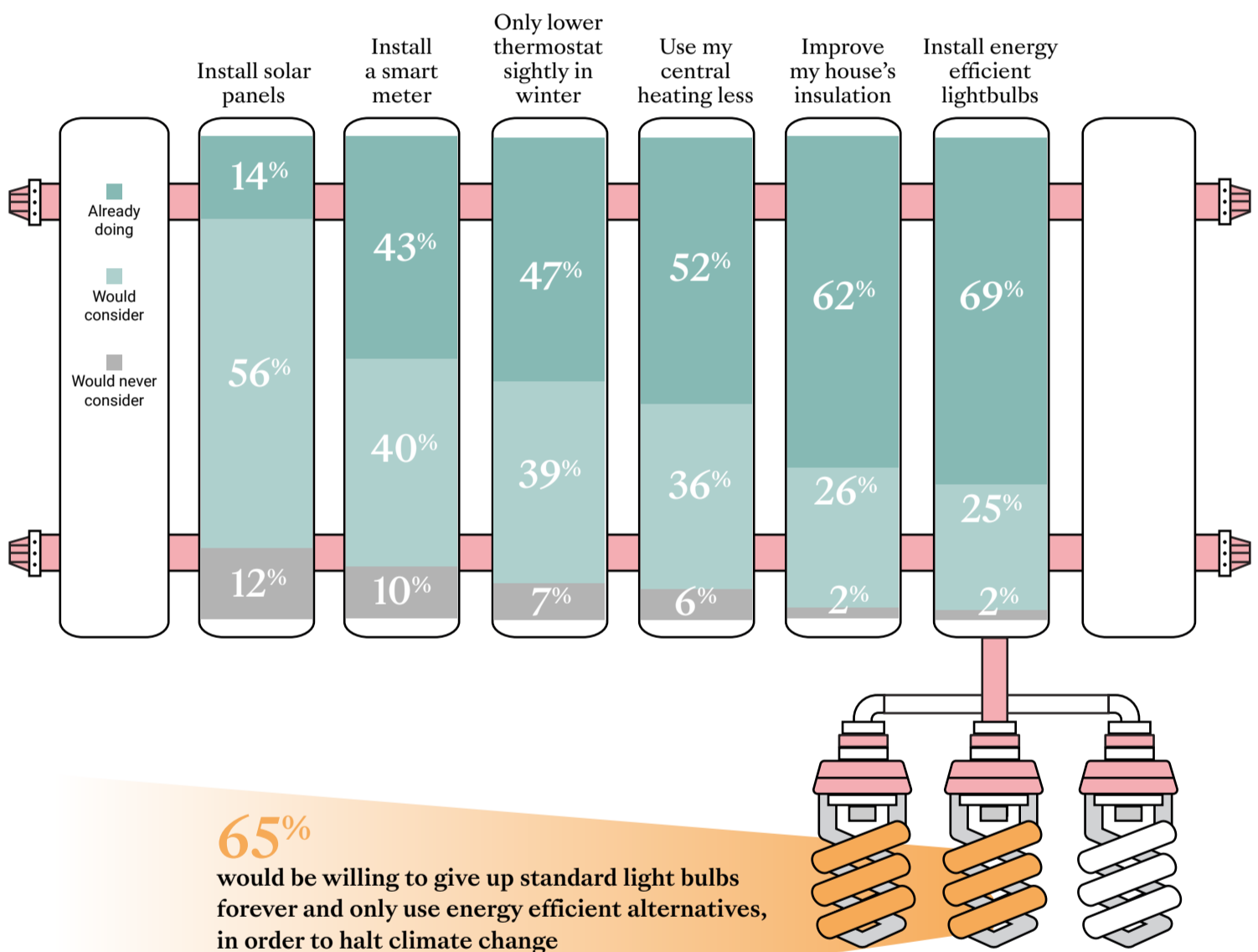
Savanta:



In order to achieve Net Zero, we need widespread customer behaviour change. The way that we each use energy in and around our homes will need to be revolutionised, and a variety of environmentally friendly technologies will need to be in most homes across the UK.



Our data shows that the UK population are generally open to changing their behaviour. In fact, many people are already adopting some of the technologies that will be vital to the transition...



While we do see positivity towards these technologies in the UK population, the scale of the Net Zero challenges means that we will need to convert considerers to adopters as soon as possible



Savanta has significant expertise in developing insight-driven behavioural change strategies in the energy and utilities sector.

Get in touch with oliver.worsfold@savanta.com to discuss this and how we can support with your strategic planning in the context of the Net Zero transition.