



# SUSTAINABILITY IN UTILITIES

**EXECUTIVE  
NETWORK  
GROUP**



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The planet is constantly adjusting in terms of climate change, humanity has evolved and changed exponentially, with many countries using advanced technologies and even renewable energy such as solar and wind power as a source of electricity. That said, there is still a long way to go to ensure the planet has a future.

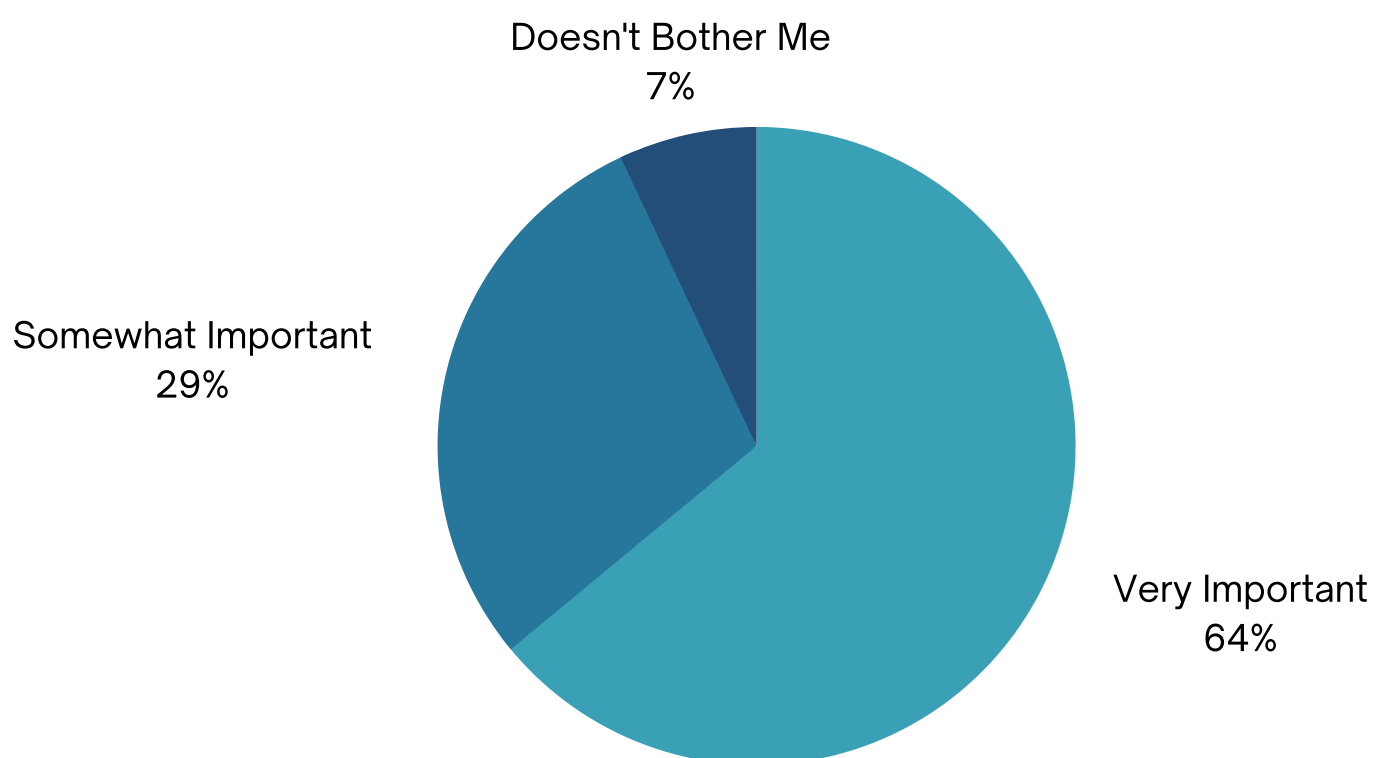
80% of the world's energy comes from fossil fuels, carbon-rich deposits formed from millions of years of decomposition of organisms. Fossil fuels provide electricity, heat and transportation. There is a limited supply of fossil fuels and carbon, with the world using more and more energy as each year passes by, the reserve of these fuels reduce significantly, increasing the need for renewable energy.

The UK is committing to a net-zero greenhouse gas emissions target by 2050, with emissions falling 40% since 1990 we are well underway, however, this progress is largely attributed to electricity supplies being decarbonised and renewable energy sources increasing. For consumers, smaller changes such as using solar power to provide electricity to their homes can make a large impact, but this is an expensive change to make for the average household.



Executive Network Group carried out research to understand consumer attitudes towards renewable energy and using utility providers that actively reduce their environmental impact.

Poll question 1: when choosing a utilities provider (e.g. water/electricity/gas etc.), how important is their dedication to reducing their environmental impact?



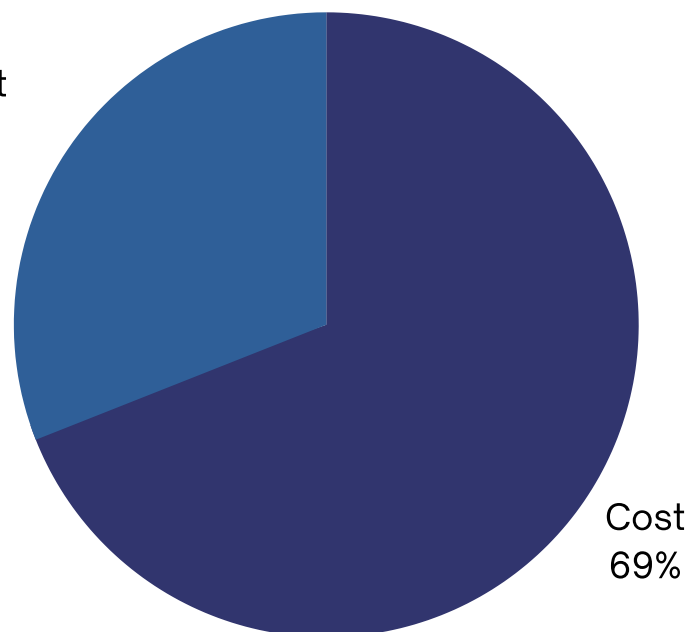
The results of poll 1 suggest that most consumers place importance on using a utility provider dedicated to reducing their environmental impact. With only 7% stating that they're unbothered about utility providers reducing their environmental impact, the future generally seems more positive as consumers are more dedicated to making a difference.



Poll question 2: what is the most important to you when choosing a new utility provider?

Environmental Impact  
31%

Other answers included brand name and recommendation, which both received 0 votes.



Although many consumers imply they are dedicated to improving their carbon footprint by choosing utility providers that are dedicated to environmental change, more than two-thirds state that cost is the most important factor over environmental impact, suggesting that consumers would choose a cheaper provider, even if it meant using a non-environmentally friendly method of sourcing energy.



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With the UK's leading energy providers delivering around 80% of the UK's energy market, the average renewable energy provided across the six is 37.9%, only slightly beaten by gas at 39.4%. British Gas provides the most renewable energy across the group, with 76% of their energy being renewable and the further 24% being nuclear, which doesn't produce a carbon footprint. With other providers such as Ecotricity, Octopus, Good Energy, Bulb Energy, and Green Tariffs all providing all, or nearly all, renewable energy, the 'Big Six' has the potential to change in future as a result of consumers leaning more towards environmentally friendly providers as indicated in the poll results.

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## SUMMARY

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To surmise, both consumers and utility companies have the intention of improving their carbon footprint and their impact on the environment, with the government introducing targets to achieve net-zero by 2050, it seems that consumers are more aware of the changes that need to be made - but until it is more cost-effective for the general population, the financial aspect takes precedence over the ability to make an environmental change.

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