

Action dashboard – Install renewable energy devices (e.g. heat pump, solar etc.)



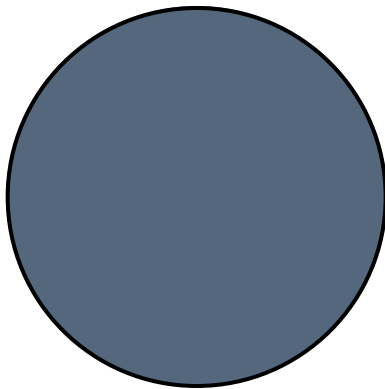
Opportunity size is the largest (1/18 actions)

Willingness is high (58%) and carbon saving is high

A focus on the upfront costs is a barrier – long term saving a motivator

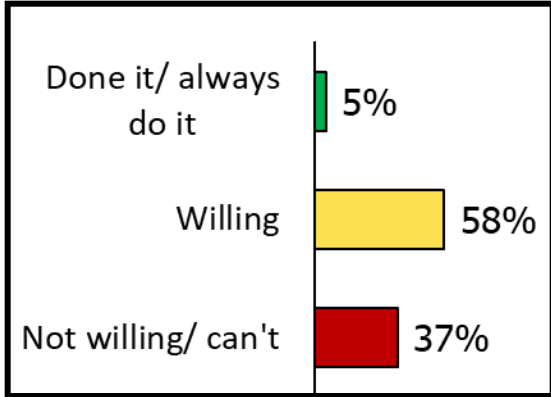
Finance is a good route in to encourage behaviour change

Size of opportunity
(outer line reflects largest opportunity)



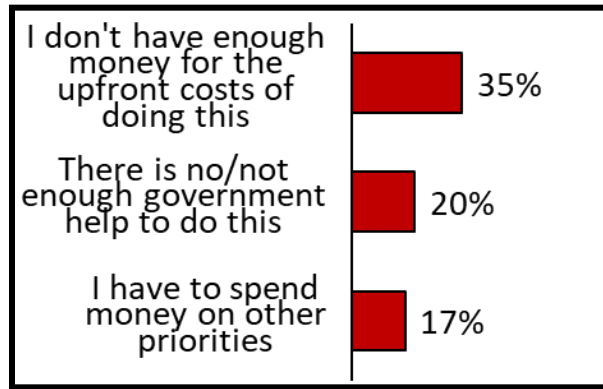
1690.49 million kgCO₂e

Willingness (Base: 3024)

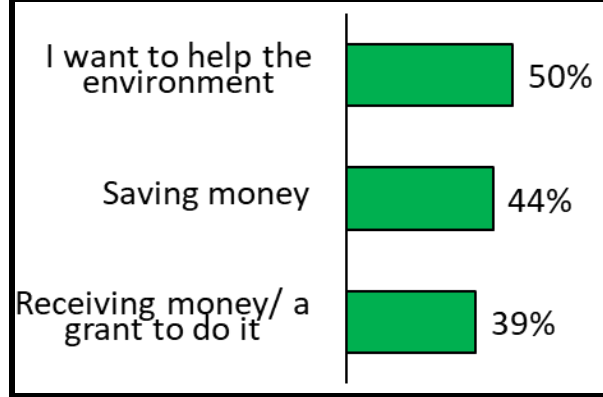


Carbon saving for one person taking the action:
1979.5 kgCO₂ equivalent annually

Key barriers (Base: 1759)



Key motivations (Base: 1759)



Behaviour change evidence

Impact of behaviour change campaign: Low

Existing evidence: Medium
Level of influence: Medium

Best marketing approach

Financial

Most linked action

Buy/lease an electric car