

Home energy conservation: Reducing emissions in Brighton and Hove

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Unit



A need for action on home energy retrofits



Energy efficiency gap in buildings 'is undermining UK's bid to reach net-zero'



- Energy use in buildings accounts for 17% of UK emissions
- The CCC estimates it will take at least £55 Billion in investment to meet Net Zero commitments
- This requires massive private investment for something that many people don't see as a priority

Trying – and not quite succeeding – to spur private investment

BBC

NEWS

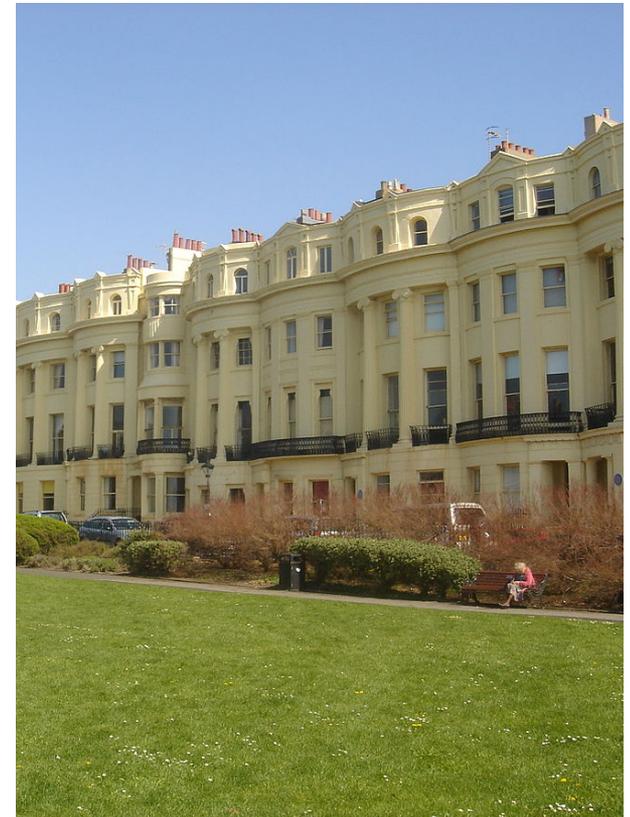
Green Homes Grant scheme to insulate houses axed



- We have the technology we need to make this happen – we lack investment, incentives, organisation and market supports
- Schemes have generally appealed only to those who are already motivated, and who have money – although even they have troubles
- Efforts to spur private investment in home energy retrofits have relied upon outdated assumptions of people as “rational economic actors”
- People are only occasional rational

From “rational economic actors” to “whole people”: A people-centred approach to net zero neighbourhoods

- Partnership between Sussex, Leeds and Strathclyde Universities, together with councils from Brighton and Hove, Leeds and Glasgow
- Takes a person-centred approach to acknowledge that we make energy decisions based on what the people around us do and think, and the resources to which we have access
- Focus on linking energy retrofits with general home improvements to leverage the money people already spend on their homes – home upgrades are a highly non-rational investment area
- We will be conducting interviews and running workshops over the next 20 months – so you may hear from us again soon!



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