

Let's build a Fair Future

Matt Lipson

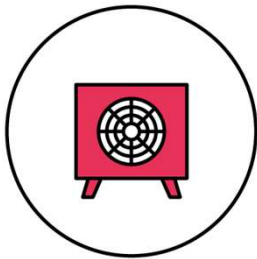
Business Lead – Consumer Insight

September 2021

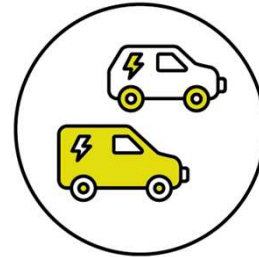
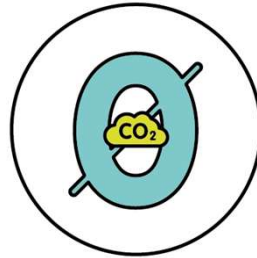
 @EnergySysCat 



Getting to net zero will involve major change



4.7m heat pumps
by 2030



9.5m EVs
by 2030



Smart heating and
charging

How can we make sure everyone can enjoy net zero?



12m people can't
use the internet for
basic tasks



34% of UK adults
have less than £1k
in savings



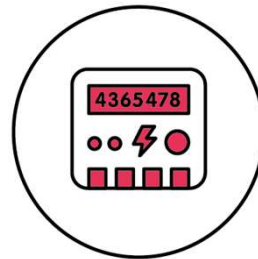
30% of households have
no space for off-street
parking



Older and vulnerable
consumers switch less
than other consumers



75% of dissatisfied energy
customers could not
understand their bill

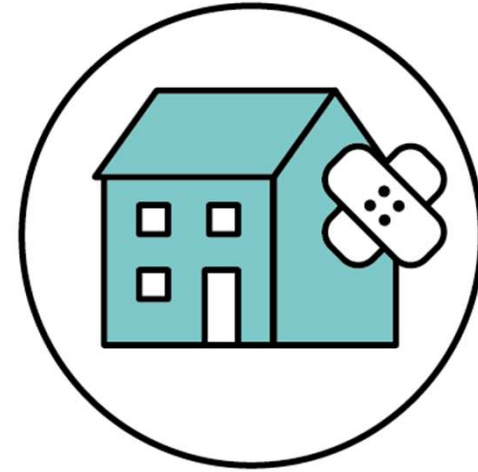


15% of customers pay
for their energy
upfront

To make sure the future of energy is fair, we need to...



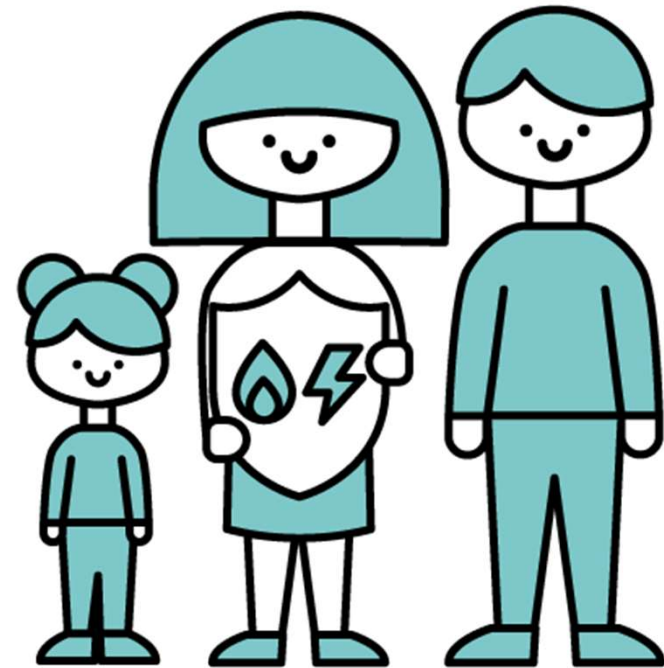
Use innovation to benefit
everyone



Pre-empt and prevent risks
we can see coming

That's why we created a Fair Future programme

- Working with others to make sure low carbon energy policies, products and services work for all (including low income and vulnerable consumers)

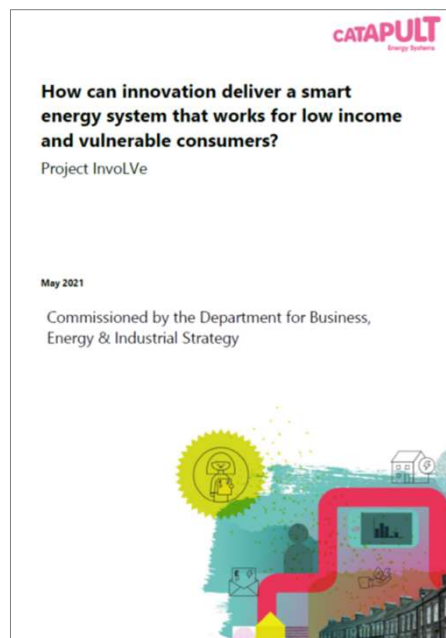
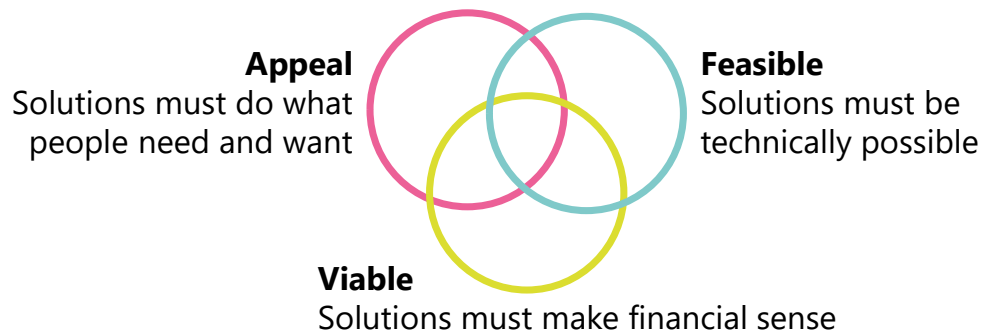


It applies three steps of innovation best practice

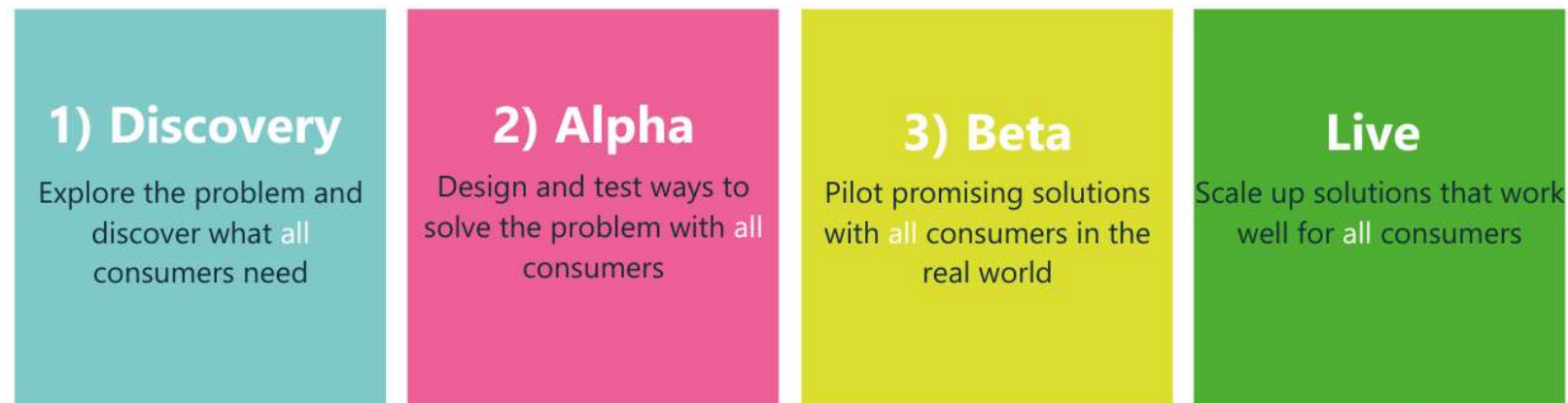


Department for
Business, Energy
& Industrial Strategy

BEIS asked us “how future innovation projects can enable low income and vulnerable consumers to increasingly benefit from a smart energy system”



[Link](#) to the report



So, what do people at risk of fuel poverty want from their heating?

Discovery

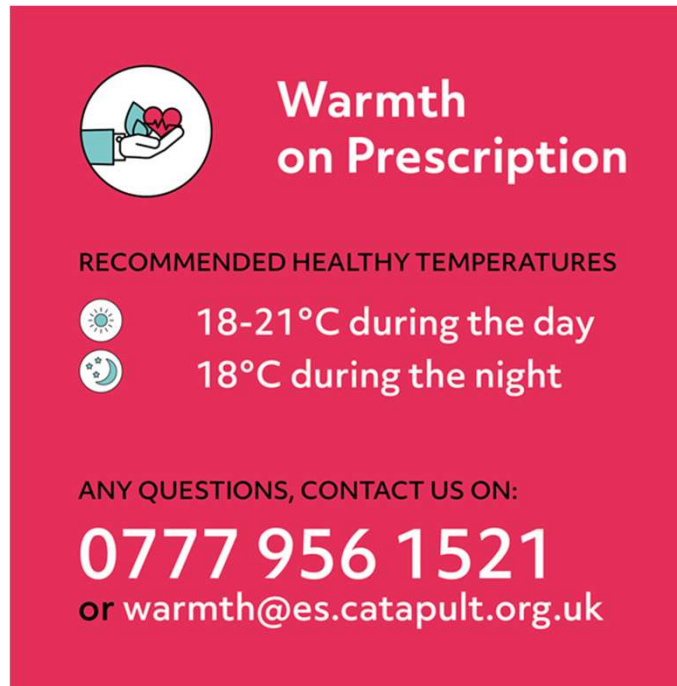
- We worked with social landlords to find out how they used smart controls in our [living lab](#)
- We found they wanted to control how much they spend getting the heat they need ([link to report](#))



Could GPs prescribe them a warm home?

Alpha


- We designed and tested a prototype [Warmth on Prescription](#) service
- It showed how patients could pay a set amount for the heat they need (as they do with prescriptions for medicines)
- Next we're planning to trial this service in the NHS




The graphic is a pink rectangular box with rounded corners. At the top left is a circular icon showing a hand holding a heart with a pulse line. To the right of the icon, the text 'Warmth on Prescription' is written in white. Below this, the text 'RECOMMENDED HEALTHY TEMPERATURES' is written in white. Underneath, there are two rows of icons and text: a sun icon followed by '18-21°C during the day', and a moon icon followed by '18°C during the night'. At the bottom, the text 'ANY QUESTIONS, CONTACT US ON:' is written in white, followed by the large white number '0777 956 1521' and the email address 'or warmth@es.catapult.org.uk'.

**Warmth
on Prescription**

RECOMMENDED HEALTHY TEMPERATURES

 18-21°C during the day

 18°C during the night

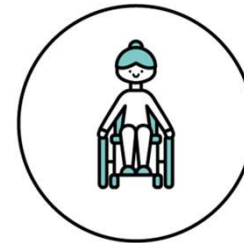
ANY QUESTIONS, CONTACT US ON:

0777 956 1521
or warmth@es.catapult.org.uk

We have found it is possible to create a Fair Future



Helped EDF create a [Net Zero Town](#) with all local residents



Adding disabled people to our [Living Lab](#) to enable more inclusive innovation



Created and tested smarter [consumer protections](#) for new energy products and services



Pioneered this approach to help [Ofgem and BEIS](#) design a fairer retail market



Created [a manual](#) that helps innovators protect vulnerable consumers



Defined [a vision](#) for a low carbon future without fuel poverty

We're starting to help others create Fair Future



- Using [data to find and help](#) vulnerable people more effectively



- Enabling disabled people to get [electric vehicles](#)



- Making it safe to switch vulnerable people from methane to hydrogen

PEOPLE
LAB

CATAPULT
Energy Systems

Matthew.Lipson@es.catapult.org.uk

Find out more at: www.peoplelab.energy/fair-futures/