

# *Encouraging Uptake*

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**“I need a new heating system”**  
**“I want to do my bit for the environment”**  
**“I want to save money”**  
**“Should I install a wind turbine or insulate  
my loft?”**

- Need good advice and information service

# “How do I know what it will generate/save?”

- Need certainty about savings
  - field trials
  - product accreditation

# **“Why is this product so expensive?”**

## **“Will I ever save money?”**

- Need cheaper products
  - financial support
    - LCBP/SCHRI
    - EEC
  - development of products
  - materials research
  - Fiscal incentives e.g. council tax

# “What about the electricity I generate but don’t use in my own home?”

- Income for generation
  - Export tariffs
  - Feed in tariffs
  - ROCs

**“What does it look like?”**

**“No one I know has one”**

- Demonstration
- Word of mouth (need products to do what they say)

**“Do I need planning permission?”**  
**“How much will planning permission  
cost?”**

- Permitted development
- or clear guidance about what they will need to do and how much it will cost

# “I did it for the carbon savings”

- need to get consumers to value carbon highly
  - A high carbon price
  - internal valuation due to environmental concerns

**“It was already installed in my new home”**

- Take it out of consumers hands
  - planning policies for new build

# “I didn’t have a choice”

- Force consumers into it
  - regulations e.g. when re-roofing or installing new heating system



***What is needed for each technology?***

# MicroCHP, including fuel cells

- Technology development
- Building regulations
- Information and advice
  - Financial support in early market
  - Export tariff



# Wind

- Accreditation/credibility – field trials
- Product development
- Export reward
- Planning guidance
- Information and advice
  - Financial support in early market



# Biomass

- Building regulation
  - Planning guidance
  - Positive planning requirements
  - Fuel poverty programmes
  - Supply chain support
  - Information and advice
- Financial support in early market



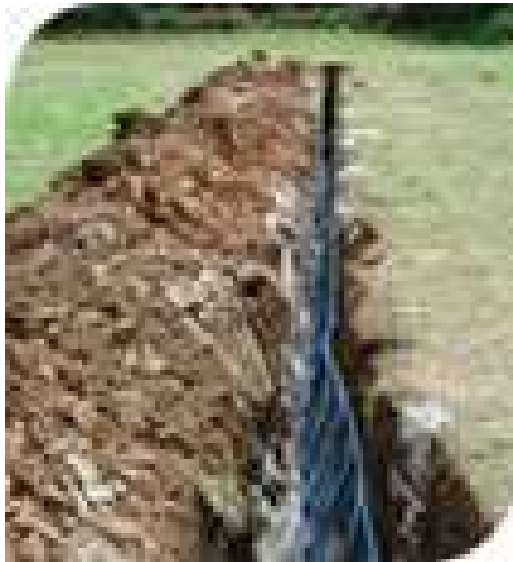
# Solar water heating

- Accreditation
- Positive planning policies
- Permitted development
- Information and advice



# Ground source heat pump

- Regulation
- Financial support in early market
- Fuel poverty schemes
- Information and advice



# Air source heat pump

- Information on savings
- Regulation
- Financial support in early market
- Fuel poverty schemes
- Information and advice

# Photovoltaics

- Technology development
- Export reward
- Significant financial support
- Information and advice



## Key policy principles

- Our modelling indicates the key policies are:
  - early market financial support
  - regulation to require use of cost effective technology
  - a fair price for electricity
- Integration of microgeneration into a common framework with energy efficiency so that policy
  - promotes the delivery of cost-effective, carbon saving measures at least cost, but also
  - supports innovation and early markets for technologies with future benefits, and
  - addresses barriers faced by individual technologies