



Delivering positive low carbon living

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# **Grassroots organisations and the transition to Net Zero**

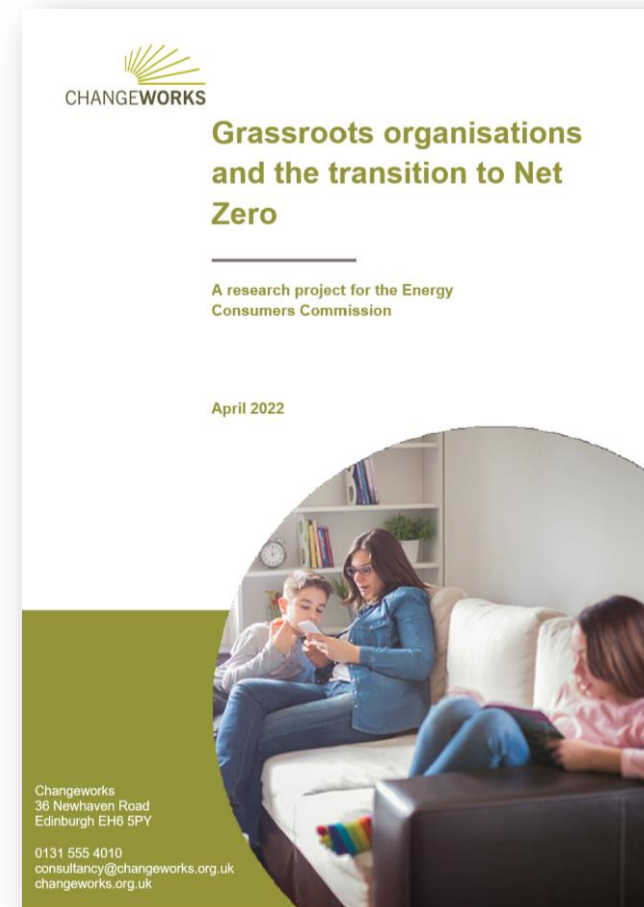
**A research project for the Energy Consumers Commission**

**Hannah Dunne – Researcher**

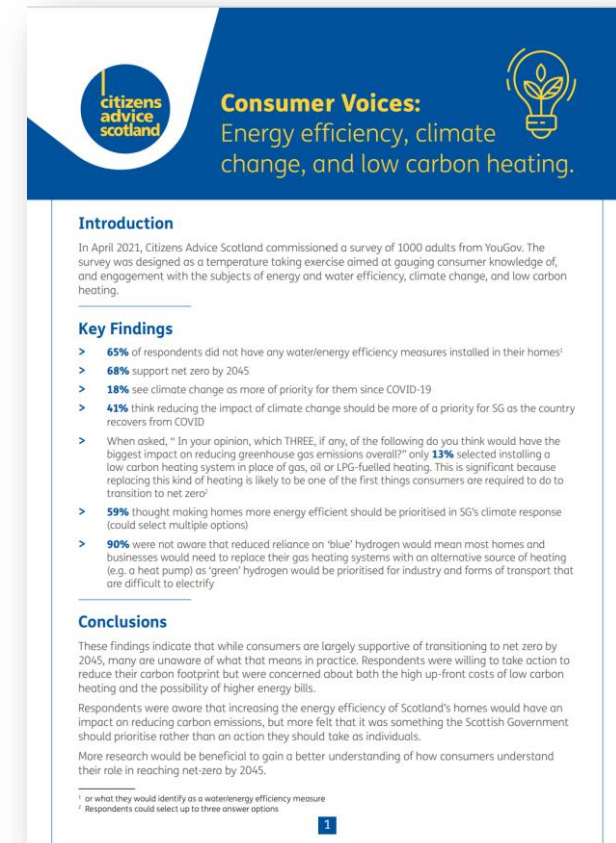
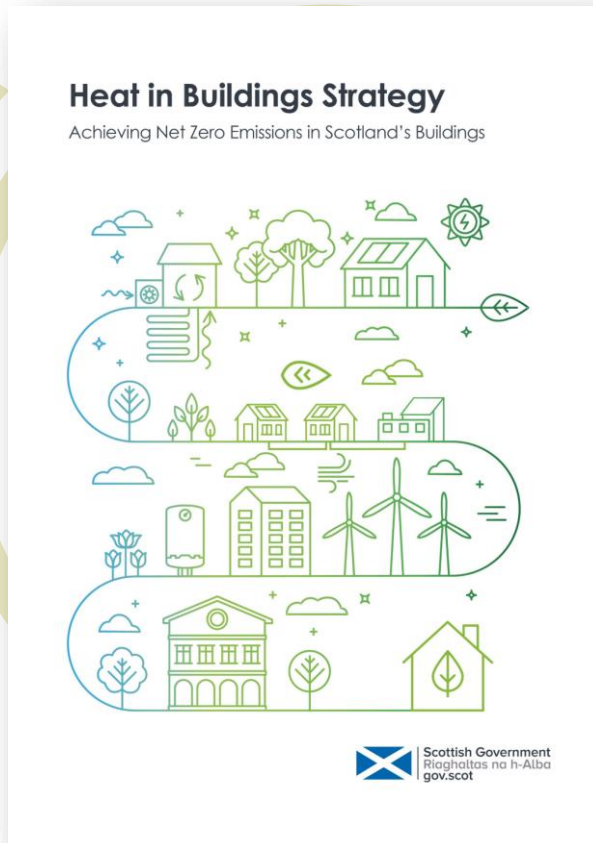
# Aims and objectives

**To understand the readiness of frontline advisors for empowering consumers in Scotland to engage in the transition to Net Zero.**

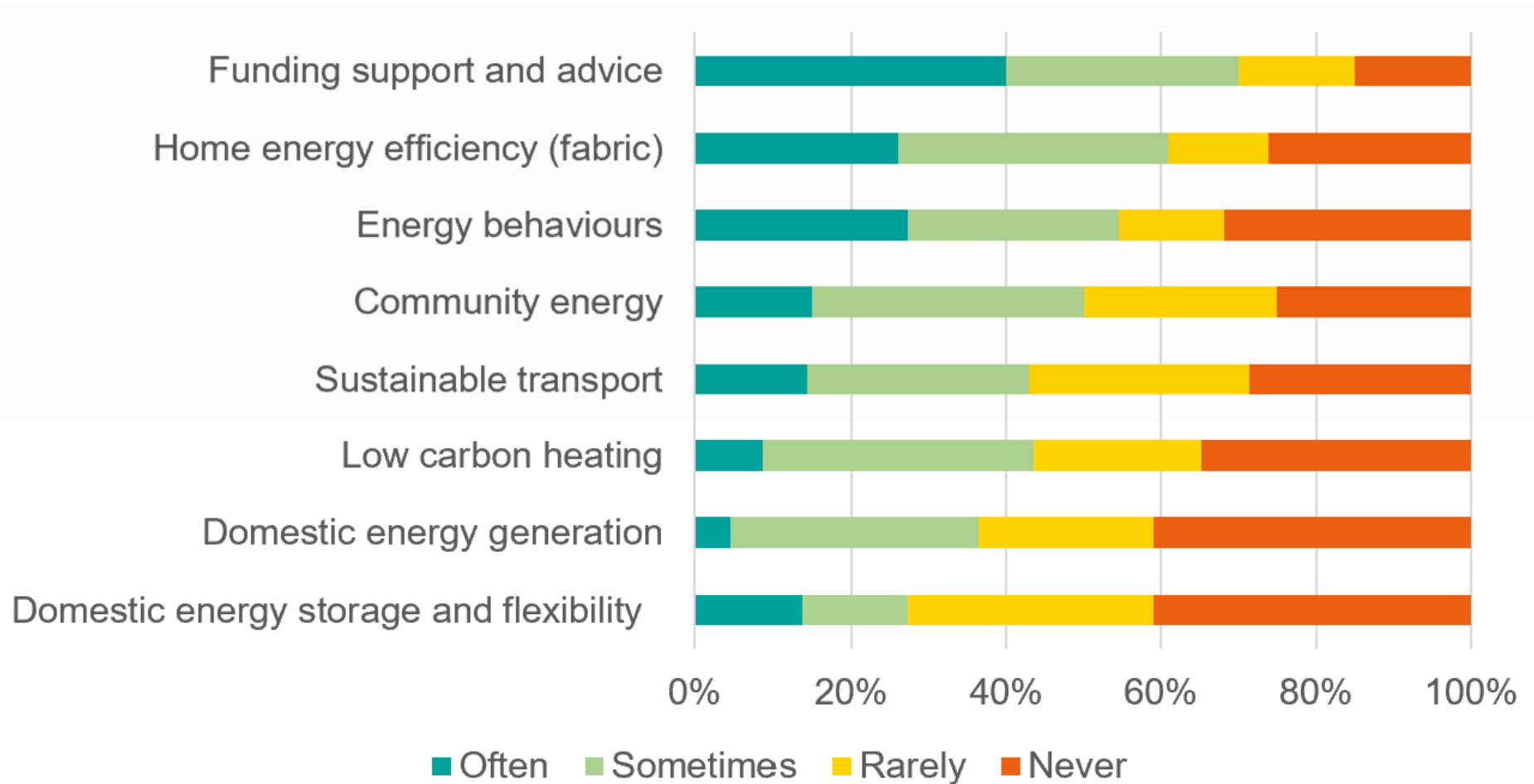
1. Assess how well-equipped grassroots organisations and frontline advisors are for providing advice about Net Zero
2. Identify unmet needs of advisors and organisations
3. Determine how grassroots organisations and frontline advisors perceive key policy developments



# Rationale for the research



# Consumer awareness and motivation

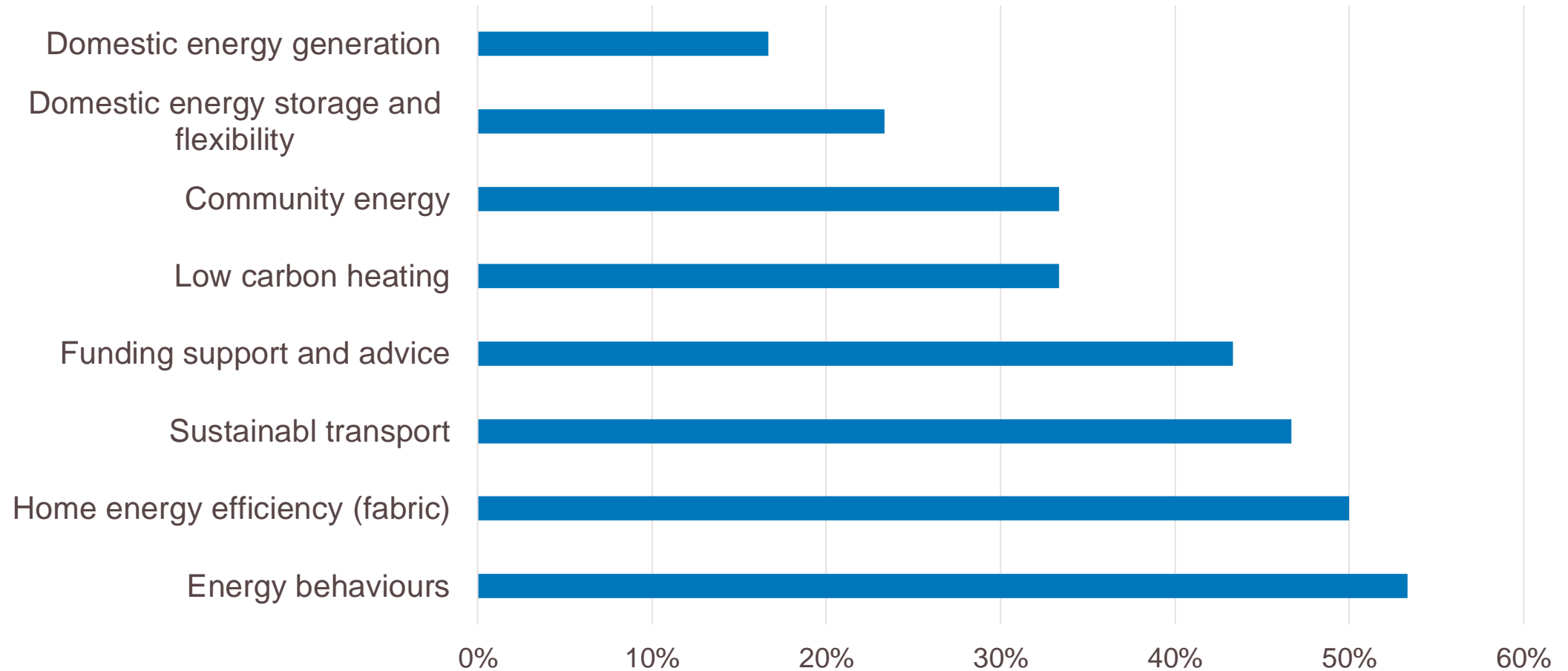


# Consumer awareness and motivation

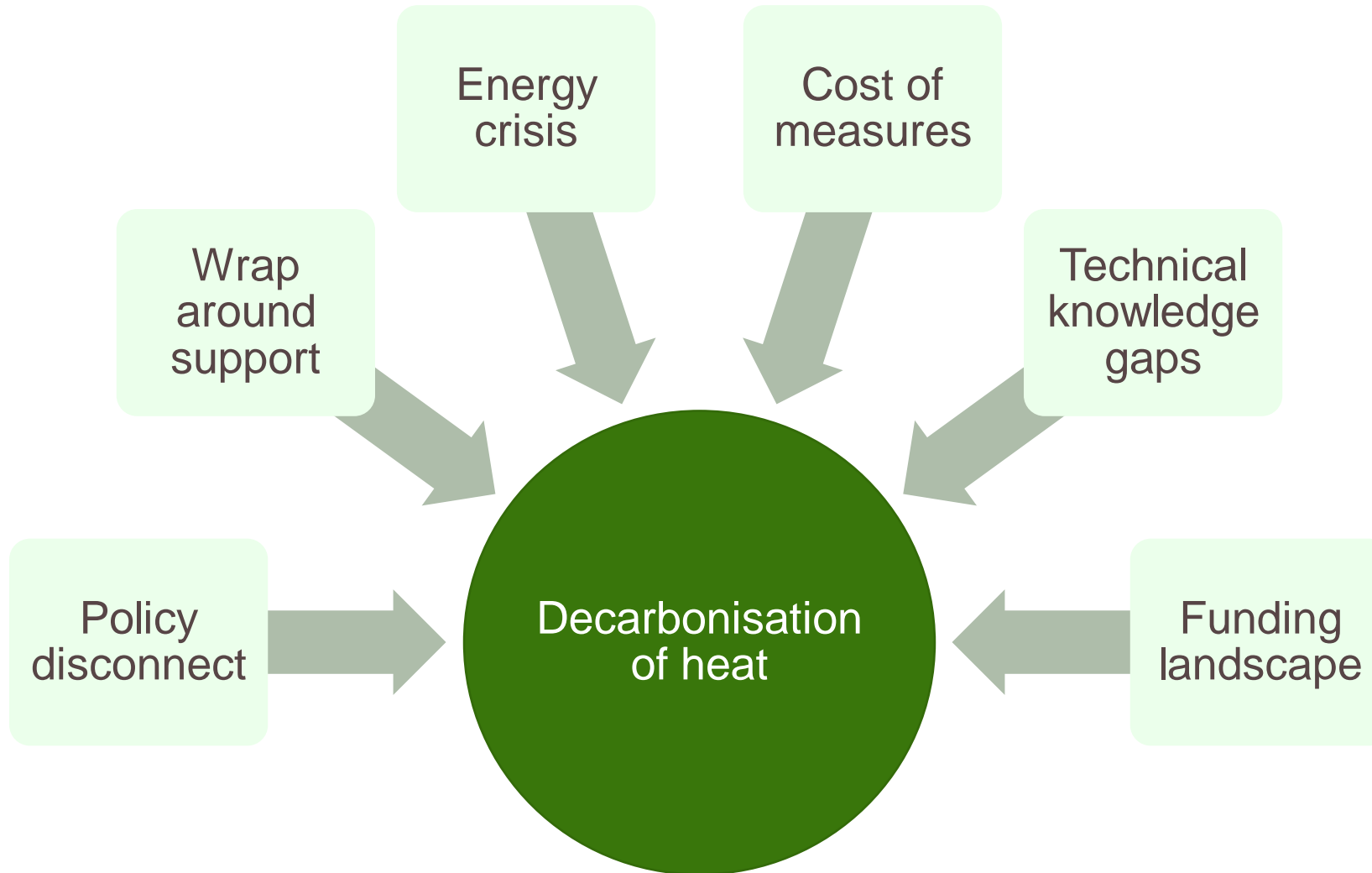


*“The community groups we are working with are definitely motivated – rising costs is a factor, but a lot are looking at carbon costs for buildings. They are happy to invest where they can to prepare buildings for net zero. They are also really helping to get communities on board too.” –*  
Community support organisation

# Service provision



# The barriers



# What is needed?

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Technical  
training

Collaboration  
with private  
sector

Community  
empowerment

Funding

Long term  
support

Policy



# Key findings

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- Not as simple as increased training
- Greater clarity for both consumers and grassroots organisations
- Collaboration is key:
  - Local authorities
  - Supply chain
  - Other advice organisations

# Keep in touch

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