The Consumer advocacy roadmap

We are building a global multistakeholder coalition to put consumer-powered energy transitions into action.

November 2022

The role of consumer leadership will highlight policy and business energy transitions.

The CONSUMER EMPOWERMENT world, connect them in global programmes and bring their recommendations to global fora. Our Members

Consumers International is the global membership organisation of over 100 consumer groups representing more than 200 million consumers across categories including household devices, lighting, transportation and buildings.

Consumers Korea

CHOICE (Australia)

Consumers grouped ' and run a

Bill Hero

Consumers Council of Zimbabwe

ZERA and run campaigns on clean-cooking in urban areas.

Permitting and inspection requirements can act as a barrier to consumers installing heat pumps. Costs and technical requirements can also be barriers, which stand in the way of transformative action.

Removing barriers to consumer action

Understanding the barriers faced by consumers and taking steps to remove them requires a systemic approach that considers each stage:

availability, repair and redress, implementation and reliability and safety.

The potential for energy – and economic – saving connected to the use of electric vehicles is significant. ‘Smart heating’ with heat pumps will reduce consumers’ heating costs by up to 31% compared to conventional gas heating. But many consumers do not face burdensome processes when investing in and installing solutions.

Regardless of access to credit or alternative payment schemes, affordability remains a key barrier for lower-income consumers, highlighting the need to reduce the production cost of such technologies.

There are affordable options available in the market for consumers to choose. For instance, in the Netherlands, almost 90% of boilers sold are heat pumps. Despite this, less than 5% of households own a heat pump.

Knowledge, values and awareness

The potential for further action by consumers is significant. In 2013, the International Energy Agency (IEA) estimated that demand-side changes could reduce greenhouse gas emissions by up to 25%.