



THE BRITISH ENERGY CHALLENGE

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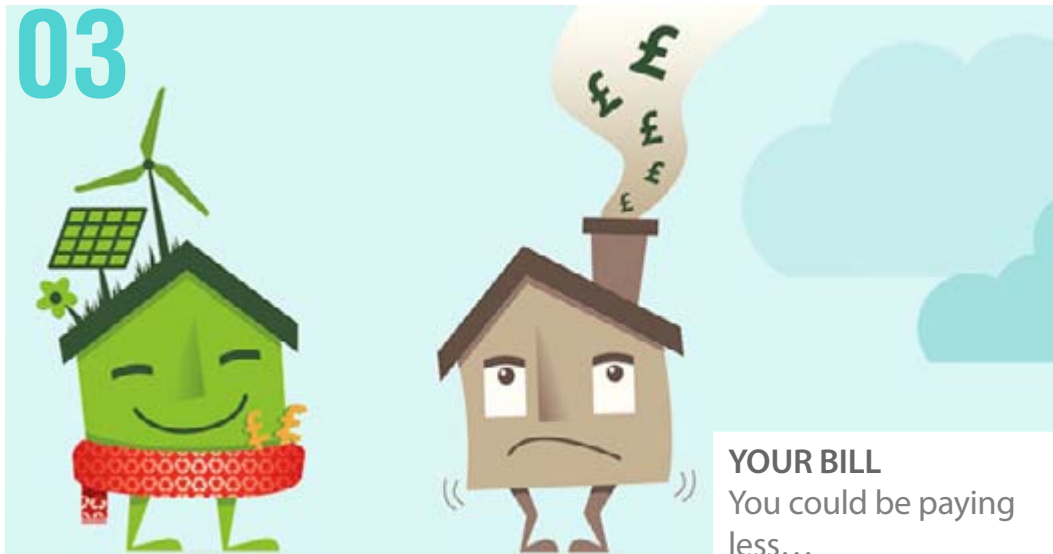
THE CHALLENGE
Power the country and protect the planet

02



ECONOMIC OPPORTUNITY
Energy investment is higher than any other sector...

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YOUR BILL
You could be paying less...

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ENERGY OPTIONS
How would we produce our energy?

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GET INVOLVED
Start engaging in the British Energy Challenge



The Challenge

Moving to a low-carbon economy while keeping the lights on is one of the most urgent issues facing the UK.

We need to decide how we are going to power the country tomorrow. The decisions we make will impact on all areas of life from the economy and employment to health, security and the environment. To find out more about the energy challenge and how we can tackle it, watch this short animation.



The Energy Challenge animation

Explore the various options for yourself using the My2050 calculator.



My2050 simulator



USA Today published this cartoon just before the 2009 Climate Change Conference in Copenhagen (© Joel Pett)





Economic Opportunity

The energy challenge represents a big opportunity for the country. Energy investment is larger in scale and more dispersed across the country than any other sector. Upgrading our infrastructure is key to getting our economy moving in the short term.

“The choice between going green and going for growth is a false choice. Green and growth do go together, and the statistics back this up.”

CBI – The ‘Colour of Growth’ report

The low carbon economy has undergone significant growth in recent years, carving out a £122 billion share of the global market and employing close to a million people by 2010-11 according to the CBI.

Treasury estimate of future planned investment £ billion (2011-12 prices)



Waste - **£2 billion**



Flood - **£4 billion**



Communications - **£14 billion**



Water - **£14 billion**



Transport - **£91 billion**



Energy - **£175 billion**



New jobs

In 2010-11 low carbon and environmental jobs across the UK comprised more than telecoms, motor trade manufacture and retail combined and almost as many as those employed in the financial services sector (Green Alliance). These jobs are spread across a range of sectors (such as manufacturing, engineering, supply, consulting, distribution, R&D, construction and maintenance) and regions.





Your Bill

Significant savings can be achieved by making your home more efficient and engaging in simple energy saving behaviours.

There are things you can do to start cutting your bill now. One of the best ways to lower costs is to reduce the amount of energy we use to heat our homes.

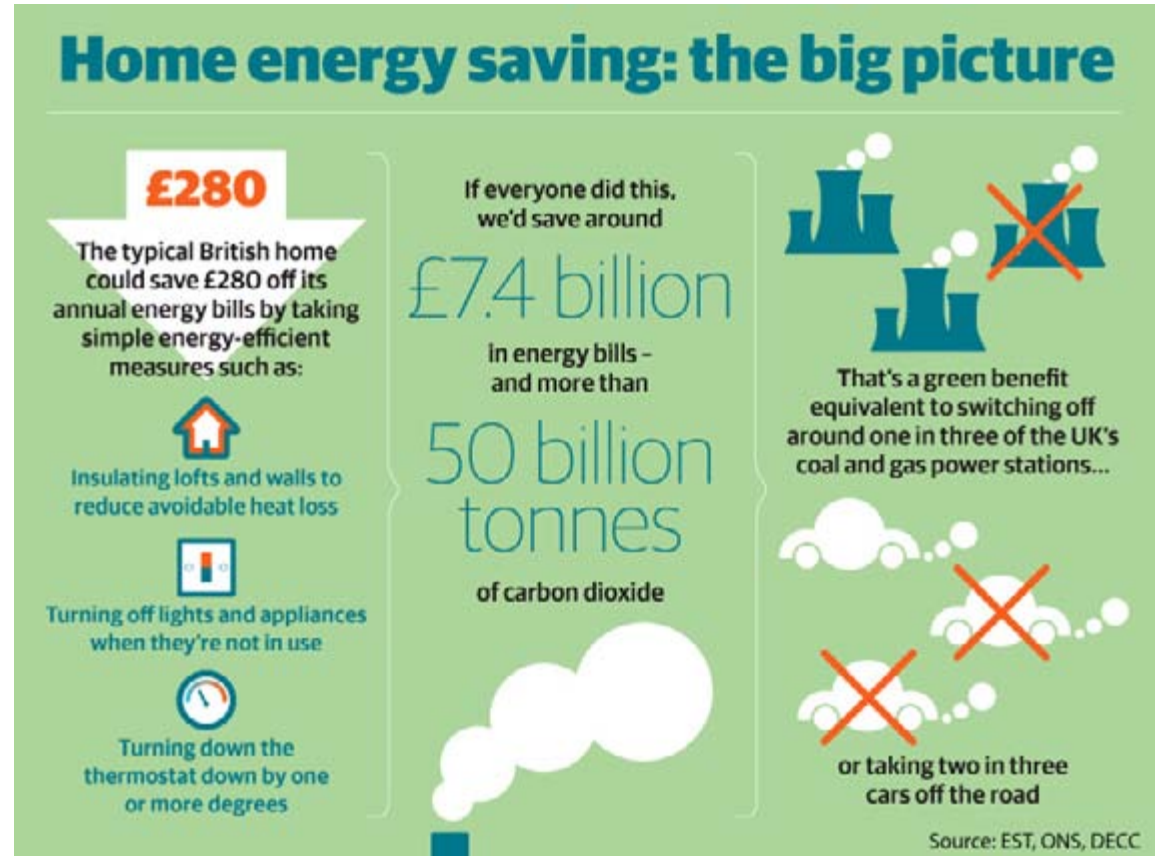
“Be smart with your thermostat. For every degree that you turn down the thermostat, you’ll save roughly 10% off your heating consumption. Put thermostats on all radiators. Make sure the heating is off when no-one is at home – do the same at work.”

David MacKay – Chief Scientific Adviser to the Department of Energy and Climate Change

A longer-term way to reduce heat consumption is to make your house more efficient. The Green Deal supports consumers to cut waste and reduce bills by providing help to pay for and install energy efficiency measures such as insulation and double glazing. To learn more about the Green Deal, click on the icon to the right.



Home energy savings (courtesy of The Guardian)



Potential Saving

Households could save £150 a year by switching supplier and switching to direct debit payments or £90 a year on average by switching to direct debit payment (DECC).

Find out more

To get further advice on reducing your energy bill, go to gov.uk/energyhelp or phone the Energy Savings Advice Service on **0300 123 1234**



Energy Options

Should we do more to cut demand or rely more on increasing and decarbonising the energy supply? How should we produce our energy? Which technologies should we adopt?

The **Carbon Plan** is the government's response to this challenge, but the 2050 calculator lets you explore the options for yourself.

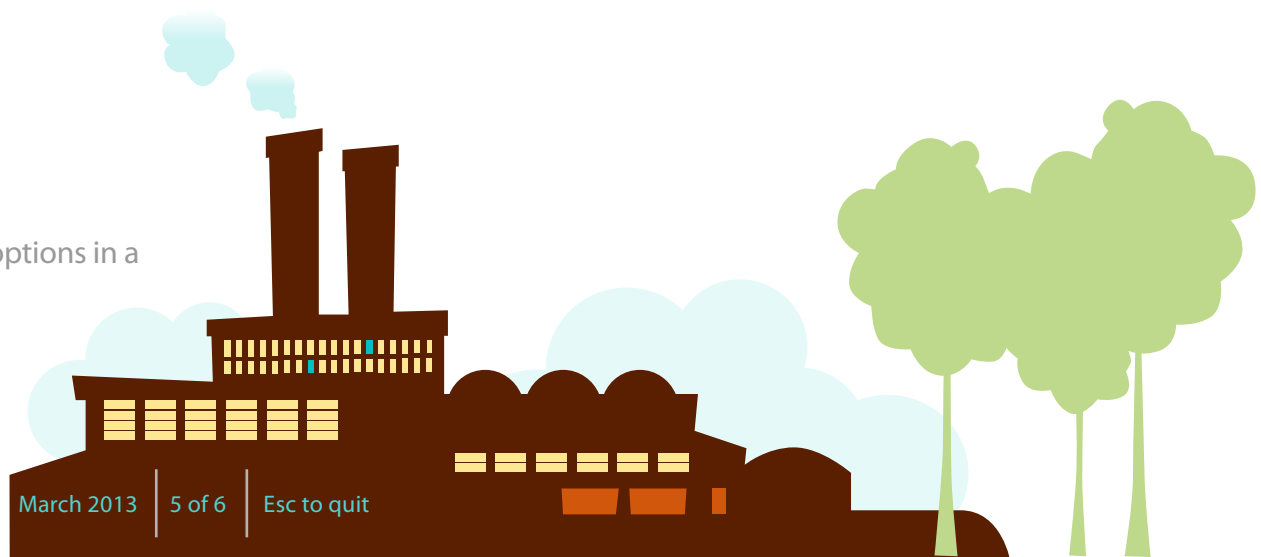
2050 Pathways Calculator



The 2050 pathways calculator is for those who want to explore the options in a bit more detail. To find out how to use it [click here](#).

Compare My Energy

Use the Compare My Energy Tool to find out how much energy you use compared to similar households and get tips on how to reduce consumption. Click on the icon below to visit the website.





Get Involved

There are lots of different ways to start engaging in the British energy challenge.

Here are a few ideas on how you can do this:

- Share this leaflet
- Encourage others to use [My2050](#) and to share their experience
- A [My2050 schools toolkit](#) is available for younger audiences

To find out more on the energy challenge:

- Contact [energy related groups](#) in your area
- Go to the [DECC website](#)
- Sign up to the monthly [DECC Stakeholder newsletter](#) or to get other updates

To find out more on the presenters at the Liverpool British Energy Challenge event on 18 April:

- Read David MacKay's *Sustainable Energy – Without the Hot Air*. Free online at www.withouthotair.com
- Visit Mark Lynas's website at www.marklynas.org

We would welcome any comments on this leaflet to britishenergychallenge@decc.gsi.gov.uk

Available in a large text version for the visually impaired

