

More than half of the UK public say businesses aren't doing enough to meet net zero targets

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New research of more than 2000 UK consumers has revealed that over half (56%) believe that businesses need to step up their sustainability efforts to help achieve the country's net zero targets.

The research, conducted by [Wattstor](#), a leader in the design and delivery of onsite renewable energy systems, also showed that a significant majority – 70% – believe that businesses should face serious repercussions if they don't take sustainability seriously.

In fact, one in three (30%) respondents said that they strongly felt that the government should hold companies accountable if they don't meet net zero targets.

It also revealed some scepticism about whether net zero was achievable, with half (50%) saying they don't believe the target will be met, and nearly one in five (19%) unsure. In addition, one in four (43%) consumers believe that businesses should have all or most of the responsibility for meeting net zero targets.

That said, the research also demonstrated the potential commercial advantage for those businesses who do invest in sustainable solutions. More than two-thirds (69%) of respondents said that a business' approach to sustainability and use of renewable energy was a key factor when choosing to buy from them.

Stephan Marty, CEO at Wattstor, said:

"This research gauges the expectations UK consumers have when it comes to businesses and net zero.

While many companies are already taking it seriously, the results of our survey show that more can be done, particularly when the public believes that businesses should be taking a leading role in the UK's decarbonisation journey.

"However, during challenging economic times, we know that building the business case for investment in sustainability measures can be difficult. That said, this research highlights a clear commercial imperative for doing so – consumers want to buy from responsible businesses and have said that it is a key consideration when choosing where they spend their money.

"There are many measures businesses could consider, particularly those that have capacity for an onsite renewable energy system. As well as helping them hit sustainability targets, benefits of an onsite asset include cost certainty and protection from the volatility in the wholesale energy market."

The full report is available [here](#).

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