

Claire Baker MSP  
Convener of Economy and Fair Work Committee  
By email: [economyandfairwork.committee@parliament.scot](mailto:economyandfairwork.committee@parliament.scot)

24<sup>th</sup> July 2024

Dear Convener,

### **Investigation into the market for low carbon technologies and energy efficiency measures**

Consumer Scotland is the statutory body for consumers in Scotland. Established by the Consumer Scotland Act 2020, our purpose is to improve outcomes for current and future consumers. We are independent of government and accountable to the Scottish Parliament.

Consumer Scotland has today launched an investigation into the market for low carbon technologies and energy efficiency measures.

The transition to clean heating and decarbonised, energy efficient homes will have significant benefits for consumers. The Scottish Government is proposing new laws that set bold targets for progress. If enacted, these will create an extensive market for green technologies such as heat pumps, solar panels, and insulation in Scotland over the next twenty years.

Strong consumer demand for such green technologies will be necessary to achieving Scotland's net zero targets, so consumer confidence in the market is key. As the pace of adoption increases consumers will need strong incentives to engage in the market, access to trusted sources of advice and information, affordable and fair financial solutions, competitive and clear product choices, and strong consumer protections at every stage of their journey.

While many early adopters of low carbon and energy efficiency technology have had positive experiences, the existing consumer protection framework is not always as supportive as it could be. There is evidence of a confusing array of standards bodies, trade associations and public support schemes; capacity constraints for independent advice organisations; and some evidence of misleading claims and scams.

Our investigation will review the consumer protection framework in the market for low carbon technologies and energy efficiency measures. It will make recommendations that will help build consumer confidence and protect consumer interests in Scotland's journey towards cleaner, more efficient home heating.

The findings from the investigation will be published at the end of the year, and, in line with legislative protocol, a copy of our report will be sent to Scottish Ministers.

If you would like to feed into the investigation, or would like to hear more, we would be delighted to hear from you. Please get in touch with us via email:

[heatinginvestigation@consumer.scot](mailto:heatinginvestigation@consumer.scot)

Further information on the investigation is available on our investigation webpages [Converting Scotland's home heating \(HTML\) | Consumer Scotland](#).

Yours sincerely



Sam Ghibaldan