

AMDEA PRESS NOTICE

FOR IMMEDIATE RELEASE

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GOVERNMENT NEEDS TO INCENTIVISE THE PURCHASE OF ENERGY EFFICIENT APPLIANCES FOR LOW INCOME HOUSEHOLDS

The [Association of Manufacturers of Domestic Appliances](#) (AMDEA) was delighted to see the Government's emphasis in the King's Speech yesterday on reaching net zero without unduly burdening families and businesses.

However, the Government needs to broaden its sights when encouraging home energy efficiency, beyond its current target of heat pumps.

AMDEA CEO, Paul Hide, urged the Government to provide incentives for purchasing energy and water efficient domestic appliances as a practical and attractive route to lowering emissions.

The King's Speech stated that the Government's focus was "on ensuring we reach net zero without unduly burdening families and businesses, increasing the use of our own secure energy sources like renewables, nuclear and oil and gas, improving the energy efficiency of homes and boosting investments in clean technologies of the future that will grow the economy and create jobs".

Yet, only last week the Department for Energy Security and Net Zero (DESNZ) published a report showing that the Green Homes Grant did not work. The [Evaluation of the Green Homes Grant Voucher Scheme \(GHGV\): Final outcome and economic evaluation report](#) revealed fewer than 50,000 households used the funding put aside to support 600,000

homes in upgrading to heat pumps. The shortfall was due in part to the huge financial outlay required by eligible householders.

AMDEA CEO Paul Hide said: “The Green Homes Grant Scheme has failed to support UK householders in improving their home energy efficiency. So, to reduce the 20% of our carbon emissions created by our homes, the Government needs to offer more attractive and affordable incentives. With 98% of households having at least one large domestic appliance, incentives to purchase the most energy and water efficient domestic appliances would go a long way to enable those on lower incomes to enjoy both energy and cost savings.”

Calling on DESNZ to engage meaningfully with industry associations such as AMDEA, he added: “We need a home energy efficiency grant scheme that delivers against the objectives of reducing the environmental footprint of the UK’s housing stock more widely. This could be achieved by offering more inclusive and accessible incentives, including inducements towards buying modern energy efficient domestic appliances.”

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Notes to Editors

AMDEA is the UK trade association for manufacturers of large and small domestic appliances; representing over 85% of the domestic appliance industry, rising to 90% of white goods brands. Members’ products include most of the UK’s top selling brands of major white goods, other large and small kitchen appliances, heating, water heating, floor care, waste disposal and ventilation equipment.

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