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| Cost | Is there an upfront cost, and if so can it be made affordable, or spread over time? | Are ongoing costs similar or less than, carbon emitting options? | Are consumers on low incomes able to participate? | Are costs split fairly between current and future consumers? |
| Convenience | Is it simple for consumers to change behaviours? | Have barriers been removed from processes or markets? | Is specialist knowledge necessary to participate? | Can trustworthy products and installers be easily identified and found? |
| Clarity | Is it clear to consumers what they need to do? | Is trustworthy information and advice easy to find and provided proactively to consumers? | Is information and advice easy to understand? | Are there additional benefits or risks and have they been articulated? |
| Confidence | Do consumers understand why they need to act? | Are consumers able to see benefits from changing behaviours experienced by family, friends or neighbours? | Are consumers protected from rogue traders and exploitative business practices? | Are there prompt and effective redress mechanisms if things go wrong? |