

Australians Embrace Energy Choice

Almost 90 per cent of consumers worldwide say they would switch energy providers to favour companies that offer products and services that help reduce greenhouse gas emissions, with 88 per cent of Australians saying they would be willing to switch to an energy provider that offers environmentally friendly services, according to a study released this week by consulting firm Accenture.

Over 90 per cent of Australians say they would like their energy provider to provide them with renewable electricity products and financial support for energy efficient products.

The study on consumer behaviour and climate change, based on a survey of more than 7500 people in 17 countries, found that there is greater concern about climate change in emerging-market countries.

Ninety eight per cent of respondents in Brazil, China and India say they believe climate change will directly affect their lives, compared with 73 per cent of respondents in Europe, Accenture reports.

Among all respondents, 89 per cent say they would switch energy providers to companies that offer reduced carbon-emitting products and services, and 64 per cent say they would be willing to pay a higher price – or a premium of 11 per cent on average – for such products and services.

Ninety per cent of the respondents say they would have a negative perception of any energy provider that is not taking concrete action to address climate change, according to the survey.

While more than 80 per cent of consumers say climate change will have the greatest impact on weather and the ecosystem, 74 per cent say they believe it will also have a significant effect on people's health.

Accenture's study on climate change "suggests that while the initial impact in business terms may be most evident on energy providers, it seems likely that this impact will increasingly spread to other resources companies either directly or as the impacts trickle through the supply chain from consumer-facing businesses," says Accenture's resources operating group chief executive Sander van't Noordende.

[Source essa news]