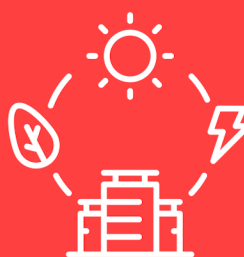


# SME NET ZERO & ENERGY SURVEY

2023

TotalEnergies Gas & Power UK



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# 01. INTRODUCTION

The United Kingdom has been making strides towards a more sustainable future, focusing on reducing carbon emissions and transitioning to renewable energy sources.

This aligns with the Climate Change Act 2008, which commits the UK government to reduce greenhouse gas emissions to net-zero levels by 2050.

Small and medium-sized enterprises (SMEs) have been encouraged to adopt renewable energy products and technologies as part of this effort.



*TotalEnergies and SSE Renewables Seagreen Project*

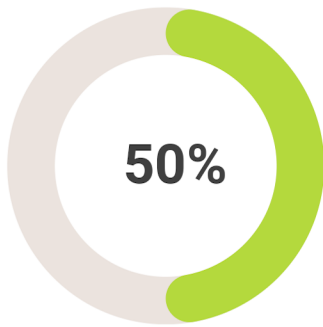
TotalEnergies Gas and Power (TEGP), part of the larger TotalEnergies group, is committed to providing renewable energy solutions, recognising their environmental significance.

In June 2023, TEGP reached out to the subscriber base for Smallbusiness.co.uk to gain insight into their comprehension and preparedness for Net Zero, as well as their interest in various solutions.

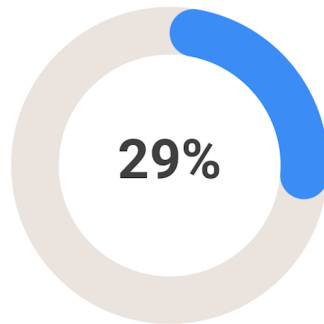
This report is a result of that survey and looks to provide insights into the current state of renewable energy among UK SMEs, their awareness of available products, and the key challenges and drivers for adoption.

## 02. INTEREST & ADOPTION

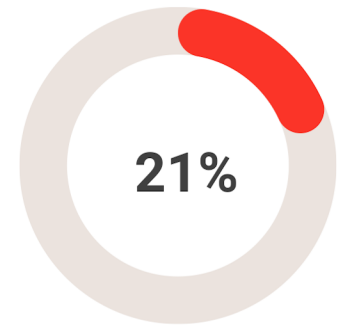
The survey revealed that most SMEs are highly aware of the commitment to net zero, with 83% of the respondents having some knowledge of the journey towards the 2050 target. However, varying degrees of relevance were assigned to how important reducing emissions is to their business.



see reducing emissions as very important and have a plan in place for doing this



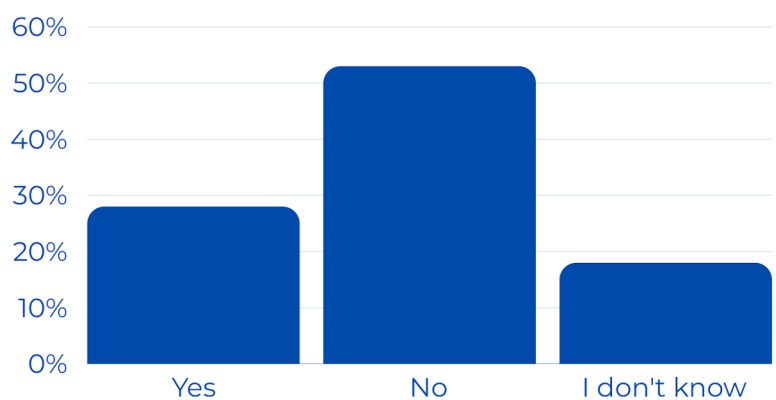
see reducing emissions as important, but don't have a plan for for this yet



do not consider reducing emission to be important for their business

80% of SMEs see reducing emissions as important, while 50% said they were actively taking action to reduce emissions and 77% were taking active action to reduce costs. However, there was not a corresponding uptake in renewable energy contracts. With only 28% currently having a renewable energy contract in place, an apparent disparity exists.

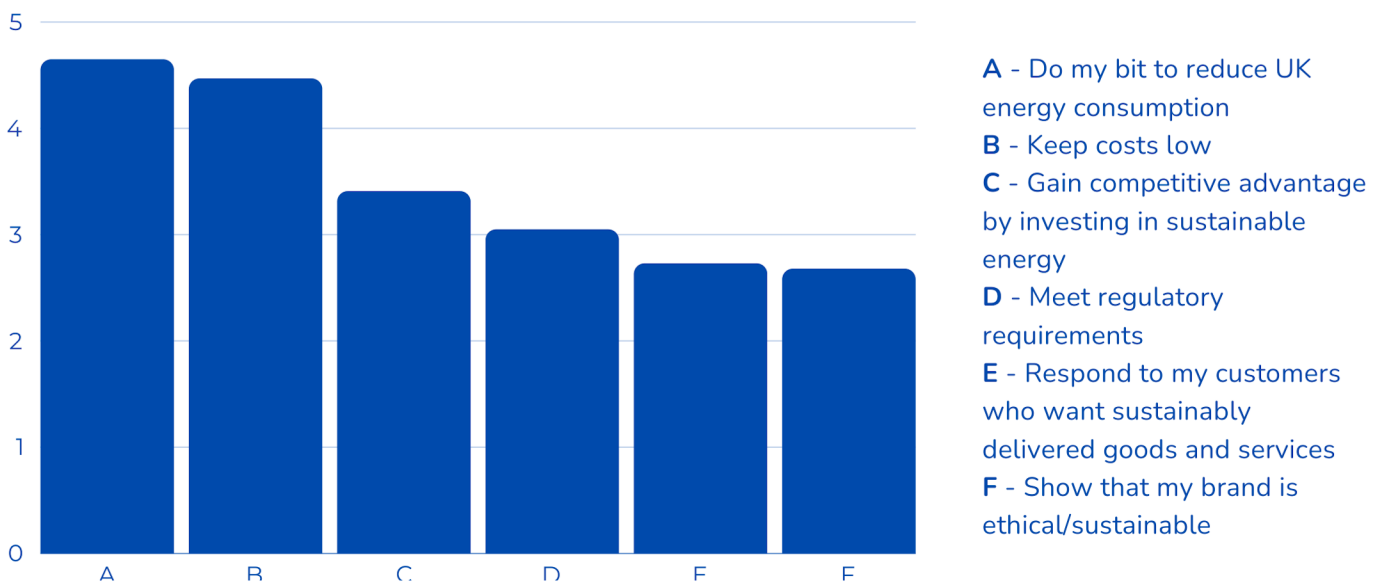
This seems to indicate that either customers aren't aware of renewable energy as an option, they don't believe it is a good way to reduce emissions, or have been put off by other barriers.



Do you currently have a contract for renewable energy with your energy supplier?

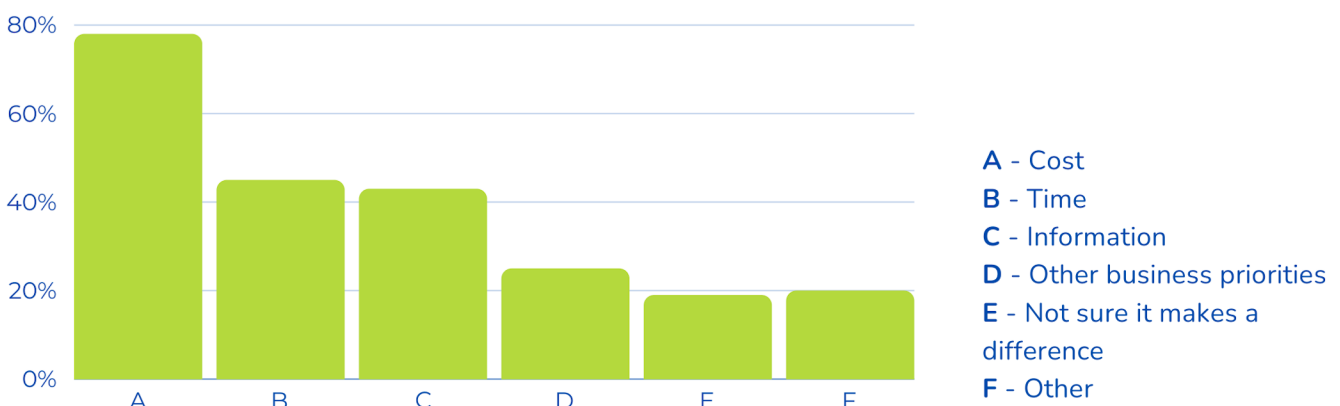
# 03. PRIORITIES AND BARRIERS

There could be an assumption that cost would be a business's primary priority related to energy, and the survey sought to test this hypothesis. Interestingly, the SMEs ranked "doing their bit to reduce consumption" as their biggest priority concerning their business energy for the next five years. Keeping costs low was a close second and shows that energy spend remains a key business priority.



What are your key priorities with your energy supply over the next 5 years?

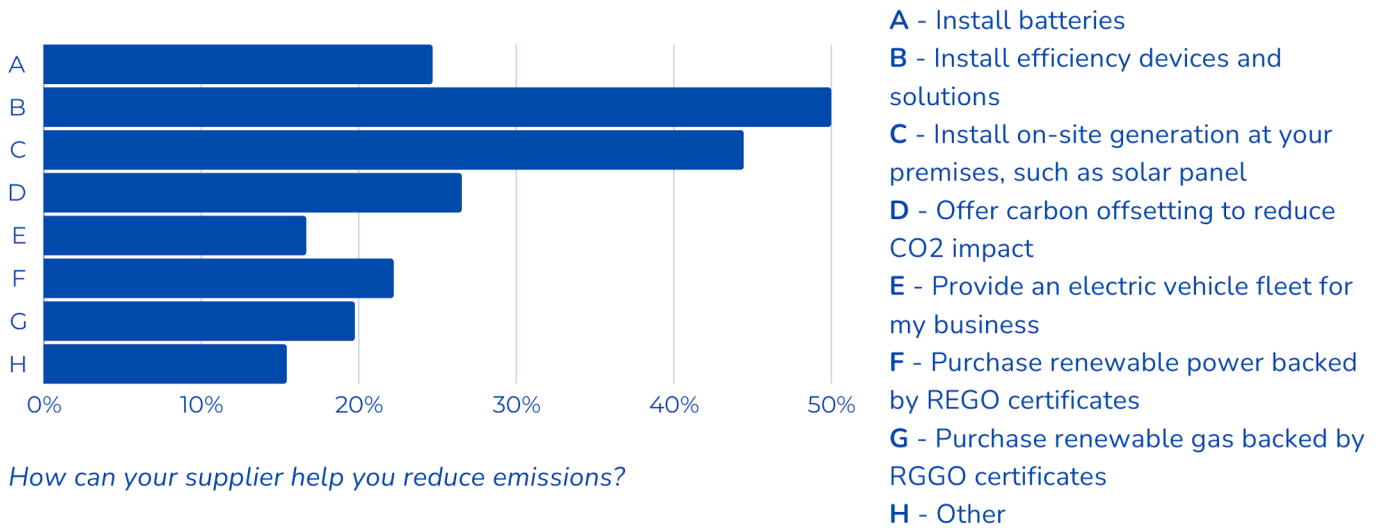
The challenges and barriers experienced by SMEs to achieve these priorities highlighted again the role of cost. 78% of businesses cited it as the leading barrier to attaining their net zero goals.



What are some barriers you face achieving these priorities?

# 04. SUPPLIERS & SOLUTIONS

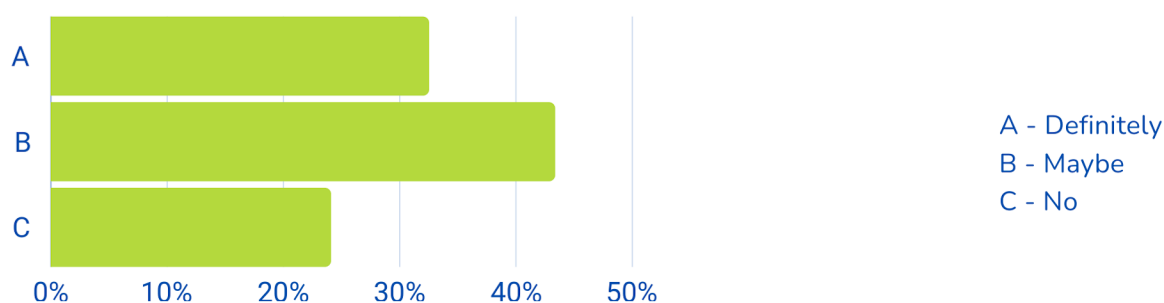
Suppliers can play a role in terms of helping small businesses navigate what is a complex area, with respondents saying that a suppliers role could be broader than just energy supply. Energy efficiency measures and on-site generation solutions came out strongly.



Solar panels were of particular interest to this group. When asked if they were interested in having them installed, 13% said that they were already using them and 50% were interesting in having them.

In regard to the offering of renewable energy contracts there was some desire for suppliers to provide additional features related to Net Zero, with 41% of respondents wanting tree planting to be part of a renewable contract.

However, given the current market cost of renewable gas and electricity a number of respondents would consider Carbon Offsetting as a viable alternative to a renewable gas or electricity contract.



Would you consider carbon offsetting your gas or electricity if it was cheaper than renewable energy?

## 05. CONCLUSION

Small businesses will need help and support on the journey to Carbon Net Zero, and suppliers have a key role to play.



A variety of low carbon products with trusted information will make the net zero transition more accessible for SME businesses. At TotalEnergies, we have a number of ways you can de-carbonise your energy supply and are keen to understand and aid your journey to sustainability.

**Adil Ahmed**  
**Product and Go-to-Market Manager**  
**TotalEnergies Gas & Power**



The results of the survey highlight that small businesses have a strong interest in carbon net zero and making changes over the next 3-5 years, but will require help from suppliers and others in finding approaches to do it in a simple and cost effective way.

**James Turner**  
**Head of Product and Marketing**  
**Total Gas & Power**

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Based on the findings of the renewable energy research, we conclude that businesses are keen to reduce carbon emissions and implement renewable energy solutions. However, the adoption of renewable energy contracts remains low for SMEs. It is crucial for suppliers to introduce initiatives to support the adoption of renewable energy and other solutions to support Net Zero to promote sustainable practices and reduce carbon footprints.

# ACKNOWLEDGEMENTS

Thank you to the Product and Marketing Team at TotalEnergies Gas & Power:

- Conceptualisation:  
James Turner; Head of Product and Marketing
- Writer & Research Coordinator:  
Emi Edun; SME Marketing Manager
- Energy Product Consultant:  
Adil Ahmed; Product Manager
- Survey Audience Partner:  
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