

How a price on carbon reduces emissions

ELECTRICITY

By making polluters pay, a price on carbon pollution kickstarts behaviour changes and innovation. A well designed price on carbon pollution ensures that as the price increases, so do the number of options to lower your footprint. As it's non prescriptive, there are many possible solutions across sectors.

TODAY

Individuals can make easy adjustments to reduce electricity use.



Efficient light bulbs



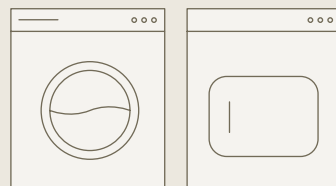
Lighting/heating timers



Turning off power bars

MID-TERM

Large ticket appliance purchases can be more efficient.



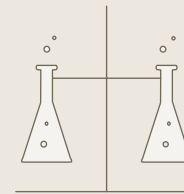
Washer and dryer



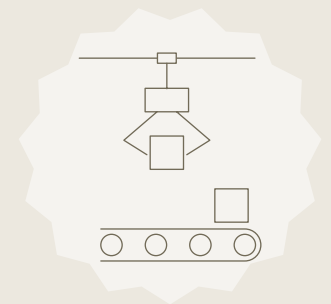
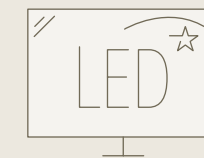
Fridge

LONG-TERM

Companies innovate and create more cost-efficient solutions for energy efficient appliances, providing more options to consumers.



Developing new technologies



Manufacturers increase options