

# How a price on carbon reduces emissions

## HEATING

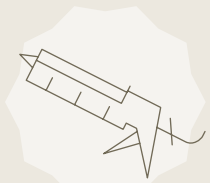
By making polluters pay, a price on carbon pollution kickstarts behaviour changes and innovation. A well designed price on carbon pollution ensures that as the price increases, so do the number of options to lower your footprint. As it's non prescriptive, there are many possible solutions across sectors.

### TODAY

Individuals can make easy adjustments to reduce heat used.



Programmable thermostat



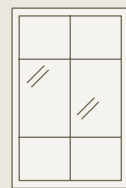
Seal leaks

### MID-TERM

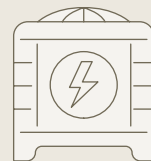
Large ticket renovations and purchases can be more efficient.



Insulate attic



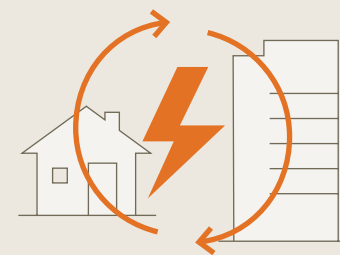
New windows



Heat pumps

### LONG-TERM

Innovations from the building industry offer consumers more options for efficient homes and buildings. Government policies can support adoption (e.g. requiring ultra efficiency as standard build).



Ultra efficient homes and buildings



More choices of buildings types