

# Advocates of net zero need to live the brand

It is not a sensible approach to green matters to impose more and more rules and restrictions on the lives of the many, only for the establishment to show scorn for such rules in the way they themselves behave. I think all those who preach the green revolution should ask themselves two things before saying anything. The first is, have they done themselves what they are telling others to do? If not it is hypocrisy, and will damage their cause. The second is to check that their advice to everyone else offers practical and sensible ways of conforming with their views that people can afford and accept.

I remember attending a presentation on the need for electric cars sometime ago before the pandemic in Westminster. The person presenting on how we all needed to switch to electric vehicles invited questions at the end. I asked him the simple question of when had he bought one, what was it and how had it worked out for him. It was not meant to be a trick question and it never occurred to me that such a devoted advocate would not have bought one, but he confessed he had not yet made the purchase. I asked the supplementary of when would he, and he still fluffed it, refusing to commit!

I still have not met people with a heat pump on their wish list and when I last made enquiries of heating engineers they guided me off any such idea on grounds of high cost and poor effectiveness. Sales of diesel and petrol cars are down as people have grasped the government intends to make owning them dearer and more difficult, but sales of electric cars are far from replacing the lost sales. People are not reassured about range and battery performance, and think the products are still dear.

The Green revolution needs popular good value products promoted by people whose own lifestyles conform with their net zero doctrine.