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Solar popular but - more green ideas are needed

If the Government is serious about significantly reducing the carbon emissions released by the UK housing stock, then it must take steps now to make future home buyers more aware of the importance of eco technologies within the home according to VELUX.

Recent research conducted by Savills, VELUX and Design for homes into children aspirations for their home's for the future homes has found that just three percent of the nation's potential home buyers included eco technologies in their dream home. Kevin Brennan, head of sustainability at VELUX comments: "It is disappointing to see such a small percentage of children considered including eco features in their designs, suggesting that the right green messages are not reaching the home buyers of the future.

"This research clearly shows that the Government needs to do more to inform this very important audience. Schools already play an important part in highlighting the importance of reducing the UK's carbon emissions. However, this needs to be related to the use of more energy saving technologies so that tomorrow's home buyers will be better equipped to make the right decisions."

Yolande Barnes, of Savills, adds: "This research has given us a clear indication what buyers are likely to be looking for in the future. Given the top billing that ecology gets in schools, it was surprising that only three percent of children included eco features in their designs. This suggests that the 'green' messages are not being translated into aspirations. 'One living planet' probably needs to acquire celebrity status appeal to the home buyers of the future."

Of those eco technologies included in the school children's designs, solar collectors proved the most popular, suggesting that this the most widely known and understood of the energy saving technologies currently on the market.

Brennan adds: "Solar thermal technology, which effectively uses collectors on a property's roof to capture heat direct from the sun to heat water in the home, is one of the most cost effective and readily available technologies on the market, and

I was delighted to see that all of the eco measures included in the children's designs, that solar panels came out on top.

"However, the fact that such a small number of homes included any form of energy savings technology is a worrying sign in today's climate and the Government must step up to fill this educational black hole."