

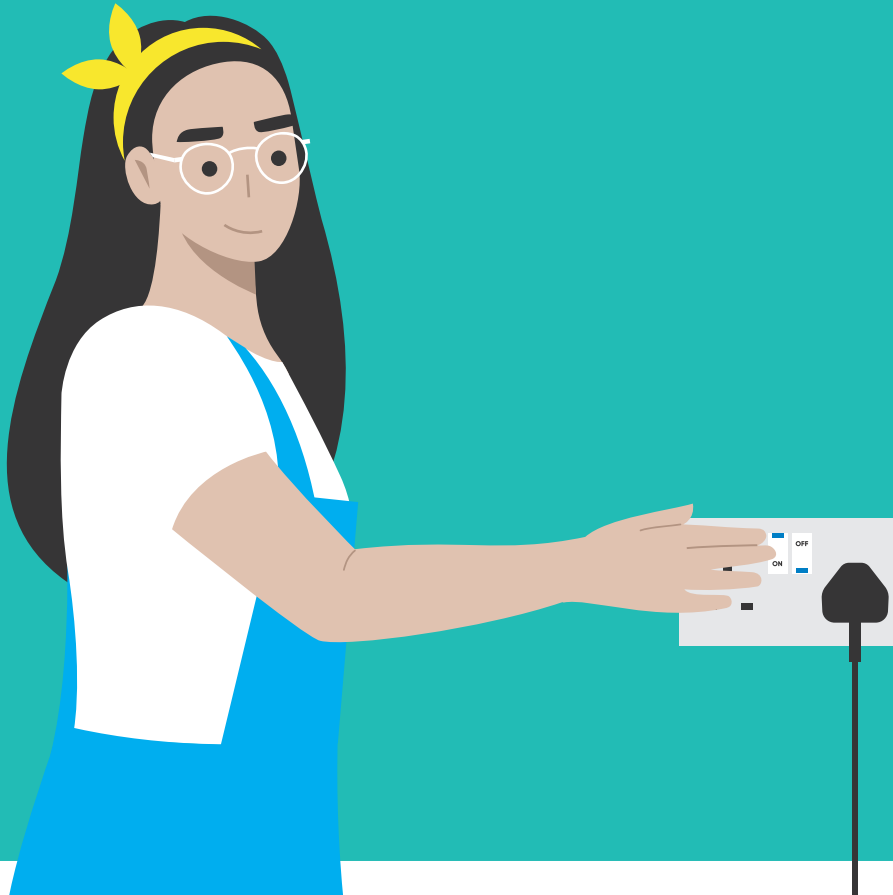
WASTE LESS. SAVE MORE.

Join millions of households and save
£££s with Utilita's award-winning
High 5 campaign – just make free
and simple changes at home.

www.utilita.co.uk/high5



Since its launch in January 2020, our multi award-winning High 5 campaign has helped millions of households save on their energy spend by making free and simple changes at home.



15 ways to save

MAKE THE TOP THREE CHANGES
SAVE UP TO £281*
A YEAR

Simple tweaks to the way we use energy at home can make a big difference to the pocket and the planet.


With the cost of living soaring, we appreciate that lots of households are already doing everything they can to save money, including cutting their energy usage. To fully understand what actions households have already taken to save energy, we conducted a 5,000 household study asking which of our 15 ways to save they already do, and which ones they intend to do.

The findings revealed that three of the most effective ways to save are being ignored by 40% of households. We feel it's important to flag these three actions that can help households make the biggest savings, so no one misses out:

- ✓ **Turn the heating down by 1°C**
- ✓ **Turn down hot water tap temperature**
- ✓ **Use more efficient appliances**

JOIN THE MOVEMENT!
utilita.co.uk/high5

*All energy usage data is based on Energy Saving Trust Infact Report (September 2019 / June 2021) and Utilita's Review of the Energy Cost of Cooking (September 2022). All energy costs are based on the Government Energy Price Guarantee (January 2025). Savings may vary as many factors will be important in determining your actual savings.



ENERGY HIGH 5

Small changes to the way we use energy at home can make a big difference – lowering costs and reducing impact on the planet. We've identified five ways that households can cut their home energy costs, without feeling that they're going without.



Make **five simple changes** to the way we use energy at home:

**£136**

Turn the heating down by 1 degree

**£55**

Air dry laundry when possible

**£47**

Avoid standby and unplug gadgets

**£22**

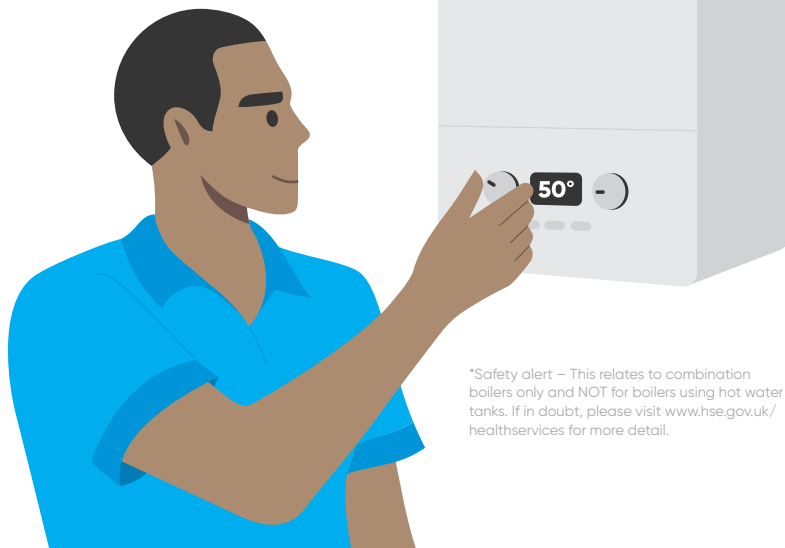
Switch lights off in unoccupied rooms

**£8**

Always fully load the washing machine



Every time we wash – whether that’s ourselves, or a load of laundry – the cost of heating up the water to do so really adds up. Water High 5 provides five low to no cost ways to cut energy spend, by making little tweaks.



*Safety alert – This relates to combination boilers only and NOT for boilers using hot water tanks. If in doubt, please visit www.hse.gov.uk/healthservices for more detail.

Make **five simple changes** to the way we use water at home:



£68

Set your hot water tap temperature to 50°C*



£66

Keep showers to 4 mins maximum



£42

Use a plug when washing up



£15

Swap one bath per week for a 4 min shower



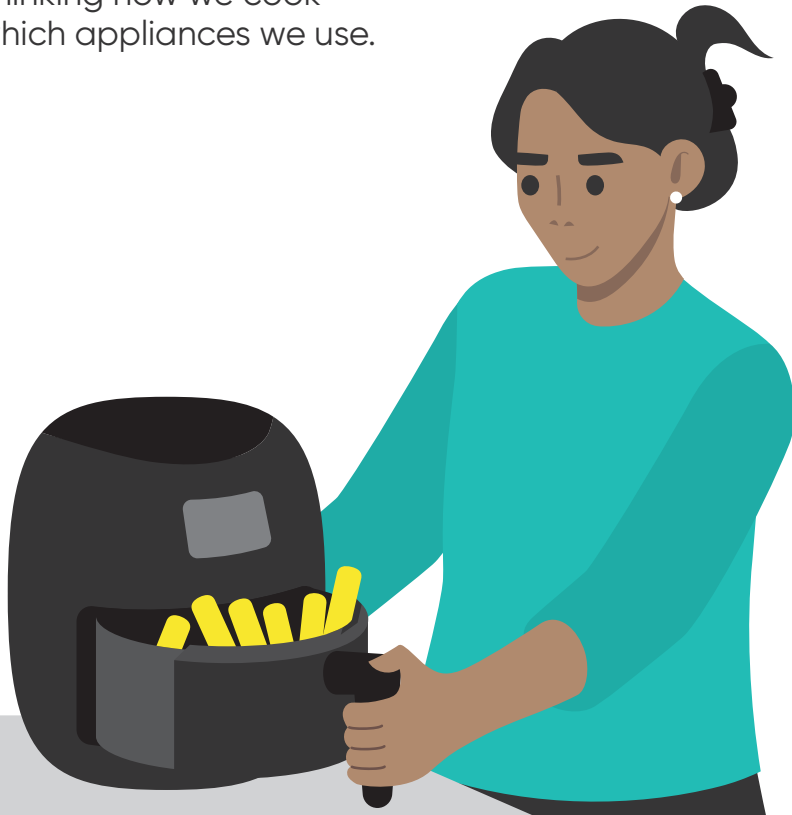
£14

Wash laundry at 30°C instead of 40/60°C



COOKING HIGH 5

Utilita's Cooking High 5 has, for the first time, revealed the potential savings that every household can make by rethinking how we cook and which appliances we use.



Make **five simple changes** to the way we cook at home:



£77

Use the most efficient cooking appliance



£47

Batch cook when possible



£37

Use the right size pan with a lid



£35

Simmer rather than boil



£9

Avoid over-filling the kettle

15 ways to save

15 ways to save

More ways

More ways



More ways to save

Energy-savvy Utilita customers have inspired our latest campaign to help households cook for less. In partnership with Iceland, we've come up with more ways you can save by switching up your appliances.



How much does it cost to cook?*

Appliance	Day	Week	Month	Year
Electric cooker	26p	£1.80	£7.79	£ 93.44
Dual cooker	22p	£1.53	£6.65	£ 79.82
Gas cooker	9p	£0.64	£2.77	£ 33.22
Slow cooker	8p	£0.58	£2.52	£ 30.29
Air fryer	7p	£0.51	£2.23	£ 26.73
Microwave	4p	£0.29	£1.27	£ 15.22

Join the air fryer revolution

Save hundreds by switching to an air fryer for your daily cooking needs.

Visit utilita.co.uk/iceland to find a number of air fryer recipes, exclusive competitions and discounts!

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BEST CONSUMER ENGAGEMENT AWARD 2022

Edie Sustainable Leaders Awards

BEST ENERGY EFFICIENCY AWARD 2021

Uswitch Awards



**JOIN THE
MOVEMENT!**

www.utilita.co.uk/high5

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