

Watt a Save

The financial benefits and carbon efficiency of new homes

Communications guide

Autumn 2022



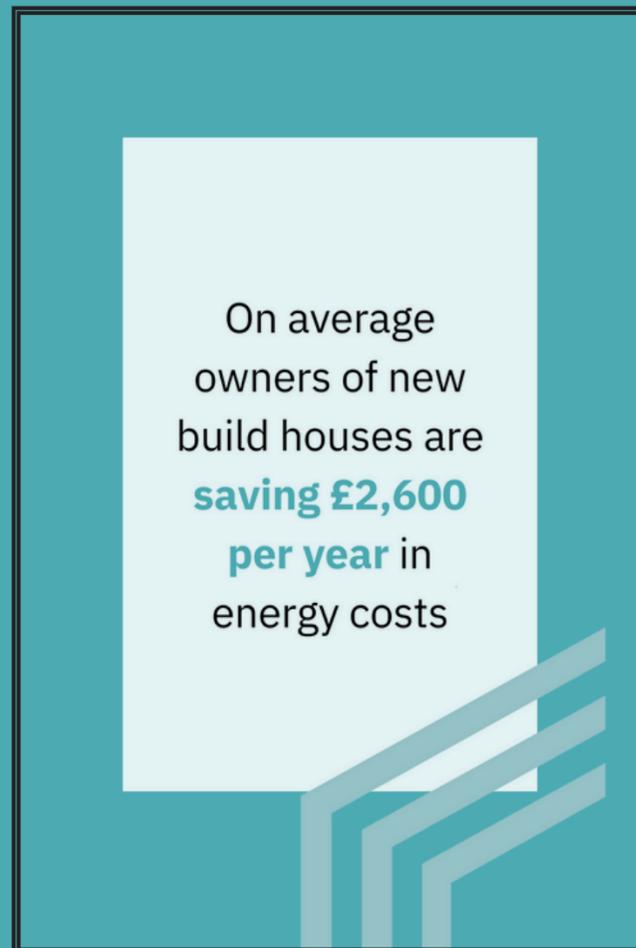
About Watt a Save

On 12 October 2022, the Home Builders Federation (HBF) published a report highlighting the environmental and financial benefits of new homes verses existing properties. The report is available on the HBF website: www.hbf.co.uk

Key messages

- New build homes help reduce carbon emissions by more than 500,000 tonnes per year, emitting a third of the carbon of an older property.
- New build houses can save homeowners £2,600 in energy bills each year.
- UK house builders are committed to increasing the energy efficiency of new homes.
- The UK house builders are embracing new technologies to realise potential environmental and financial savings of new homes.

Social media assets



Instagram stories

Design layouts x 4

Design overlays x 3

The overlay designs are on a transparent background so you can overlay them on top of a photo of a building from a recent development

Social media assets



Facebook posts
Design layouts x 4



LinkedIn posts
Design layouts x 4



The Home Builders Federation is the principal representative body for private sector home builders and voice of the home building industry in England and Wales.

For more information contact Rianna Fry at rianna.fry@hbf.co.uk