



EMBARGOED 00:01, Tuesday 14 April 2026

E.ON joins campaign to lower electricity bills and electrify households and businesses

- Independent campaign group Electrify Britain now backed by suppliers providing more than half of UK households with energy
- After recent spikes in gas prices, Electrify Britain backers Octopus, EDF and E.ON see significant increases in sales of solar panels and heat pumps

E.ON has officially joined Electrify Britain as the independent campaign group's third supporter, alongside founding companies Octopus Energy and EDF.

An industry-backed campaign group, Electrify Britain was established to advocate for households, businesses and institutions to switch from gas and oil to electric technologies. As part of its work, it seeks to provide the government with practical solutions to help reduce energy bills across the country.

E.ON's support means that Electrify Britain is now backed by energy suppliers serving more than half of UK households [1]. E.ON's decision to support Electrify Britain reflects a shared commitment across the three major energy companies to bring down the cost of electricity, drive electrification across the UK and make energy bills cheaper and fairer.

In recent weeks, gas and oil prices have spiked due to conflict in the Middle East. During the energy crisis of 2022-23, the then government spent around £40 billion supporting households and businesses. Electrify Britain believes that volatile international markets, and the continuing, relative dependency of UK households and businesses on fossil fuels, demonstrates the need for an urgent transition from oil and gas to the electrification of heating, transport and industry.

Recent data from EDF, E.ON and Octopus Energy indicates rising demand for electric technologies, including solar panels, battery storage and heat pumps. Sales of solar panels have increased by more than 50% in recent weeks across the businesses, alongside strong growth in the uptake of heat pumps and electric vehicles [2]. This trend suggests growing consumer recognition of the cost and energy security benefits these technologies can offer.

Electrify Britain believes that there are two immediate ways the government can electrify households and businesses. First, ministers could move legacy levies away from electricity. This would address the disproportionately high cost of electricity relative to gas and make electricity cheaper - including for electric-only households who are twice as likely to be in fuel poverty.

Second, Electrify Britain is calling for ministers to enable households and businesses to expand access to the technologies - electric vehicles, heat pumps, solar panels and batteries - that can shield them from price shocks. This would not only help create demand for the electricity being produced by the UK Government's drive to develop domestic clean power, but enable people to benefit from cheaper bills [3].

Camilla Born, CEO of Electrify Britain, said:

"E.ON's decision to join the campaign demonstrates the urgency of getting off fossil fuels and shifting to electrification. As the government considers how it can protect households and businesses from volatile fossil fuel prices, it is clear that technologies such as heat pumps, electric vehicles and rooftop solar run are the key to lower, fairer bills and greater energy security for Britain.

"Electrification gives households and businesses more control, cheaper bills and modern tech run on homegrown energy.

"With oil and gas prices spiking, we will keep pushing for levies to be shifted off electricity bills into general taxation and for every policy possible to accelerate electrification across Britain."

Chris Norbury, Chief Executive of E.ON UK said:

"The case for electrification has never been stronger or more urgent. The only lasting protection against global energy shocks is to reduce our dependency on fossil fuels altogether. That's why we're already making new energy work for everyone by helping people and businesses take advantage of innovative tariffs and technologies like solar, batteries and EVs - that give people real control and put more pounds in their pocket.

"Joining Electrify Britain reflects our shared belief that government, industry and consumers need to move faster together. The technology is already here. The demand is growing. What we need now is the desire to accelerate the transition and bring its benefits to more people, more quickly."

- ENDS -

Notes to Editors

[1] A report from Ofgem suggests that, together, Octopus, EDF and E.ON supply 51% of UK households with electricity, and 47% of households with gas.

[2] In recent weeks Octopus, EDF and E.ON have seen increases of more than 50% in the sales of solar panels. There has been similarly high interest in heat pumps and EV chargers.

[3] Electricity is four times cheaper to produce than gas but, due to multiple and costly levies on electricity and the way energy is priced, currently costs the consumer more. You can read more about this in Electrify Britain's recent report, [Plug In, Pay Less](#).

CONTACT

Benjamin Halfpenny, Head of Press, Electrify Britain

benjaminhalfpenny@electrifybritain.org