



**Advancing energy for  
homes and businesses**

## **About EUA**

EUA is the UK's alliance for energy and utilities, uniting specialist groups and the wider supply chain to advance an affordable, secure and sustainable energy future. For over a century, EUA has provided technical expertise, market insight and policy engagement that help members adapt and thrive as the energy system changes. **EUA – Advancing energy for homes and businesses.**

### **Background to EUA**

For over a century, EUA has powered progress in the UK's energy and utilities sector, evolving from gas industry roots to today's forward-looking, technology-agnostic alliance. In a landscape defined by constant change – new technologies, new regulation and new expectations – EUA brings clarity, connecting specialist expertise with a unified voice to guide responsible policy and better decisions.

EUA serves members through specialist groups that deliver sector-specific insight, standards and advocacy while the alliance unites them around one purpose: to drive affordable, secure, sustainable energy for homes and businesses. Members gain competitive edge from shared intelligence, reduced risk through collective experience and increased influence through one voice at government level.

As the system transforms, so does EUA's story, expressed in an evolved identity whose symbol reflects interconnected strength and continuous progress, and whose language puts advancement at the fore. When we unite, we lead. When we collaborate, we create change. And when we advance together, we make energy work – for homes, for businesses, for everyone.



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## Fact sheet (at-a-glance)

**Name:** Energy and Utilities Alliance (EUA).

**What we are:** The UK alliance uniting specialist groups across energy and utilities to drive affordable, secure and sustainable energy for homes and businesses.

**What we do (high level):**

- Provide market data, technical insight and standards to inform better decisions.
- Engage government to help shape responsible, evidence-based policy.
- Connect members via networks and events to accelerate collaboration.

**Structure:** Six specialist groups:

- **Utility Networks** – Represents network operators and ecosystem partners ensuring safe, secure energy distribution across the UK.
- **HHIC – Domestic Heating & Hot Water** – Manufacturers and stakeholders focused on household heating and hot water solutions and standards.
- **ICOM – Industrial & Commercial Heating & Hot Water** – Industrial/commercial manufacturers and specialists addressing non-domestic heat and hot water.
- **MEHNA – Heat Network Equipment** – Companies enabling UK heat networks through compliant, efficient equipment and practices. (Presented as Heat Network Equipment specialist group.)
- **MARC – Radiators & Convectors** – Manufacturers focused on efficient heat emitters and system performance.
- **HWA – Hot Water Storage** – Organisations focused on safe, efficient hot water storage solutions across the market



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## **FAQs**

### **Why rebrand now?**

To reflect today's pace of change in energy, bring clarity to the industry EUA serves (energy for homes and businesses), and align specialist groups more closely under one alliance for simpler stakeholder navigation.

### **What exactly has changed?**

An evolved logo and a new symbol; a refined strapline and messaging; and a simplified presentation of six specialist groups within one alliance brand.

### **What remains the same?**

EUA's role supporting members through insights, standards, advocacy and government engagement, helping shape responsible policy and better decisions.

### **Does this affect membership?**

Members continue to engage via specialist groups, gaining both alliance-level benefits and sector-specific benefits. The join journey is being simplified to reflect this model.

### **Is EUA backing a single technology?**

No. EUA is technology-agnostic and focuses on advancing affordable, secure and sustainable outcomes, connecting expertise across all relevant energy technologies.