

WHAT IS THE DESIRED RESPONSE?

“I will adopt responsible, low carbon transport because I will save on fuel costs and I want my business to be seen as environmentally responsible.”

HOW WILL ENTRIES BE JUDGED?

Entries will be assessed based on the following criteria:

- Fulfillment of the creative brief
- Originality and creativity of communication
- Clarity and persuasiveness of the message (see **THE PROPOSITION** below)
- Application of the approach to ‘real world’ examples
- Effective engagement with the target audience
- Likelihood of desired response from target audience

All submissions must be received by noon on Wednesday 16th May 2007.

Completed entries should be sent to:

CARS NOT CARBON Competition
c/o Satellite Marketing Communications Ltd,
Unit G19, Clerkenwell Workshops,
31 Clerkenwell Close, London EC1R 0AT

If you have any question regarding entries, or for further information, please call **020 7014 3787** or email sonia@satellitemc.com

THE PROPOSITION

There have been many segmentations of sustainability audiences published that have led to the identification of three main groups described as the “Environmentally Committed”, the “Environmentally Aware” and the “Environmentally Unaware”.

For each brief, in terms of the desired response, we have generally focused the proposition on the “Environmentally Committed” who realise what the issues relating to climate change are and understand terms such as “low carbon”, “carbon neutral” and “carbon offsetting”. However, when targeting your communication you can consider a different segment to focus on such as the “Environmentally Aware” or the “Environmentally Unaware”.

The “Environmentally Committed” are very susceptible to communications and simply need more information and a well communicated call to action. The benefit to them can be altruistic or merely personal esteem.

The “Environmentally Aware” know about the problems but underestimate the value of individual actions. They need to be told that they can make a difference and explained how they can do it.

The “Environmentally Unaware” are in denial about environmental issues and they resist personal engagement in anything other than their personal needs. These are a very tough target as winning and retaining their attention is very hard.

SUPPORTING MATERIAL

Businesses can help to assist in the reduction of both the number of vehicles on the road and in the level of carbon emissions by rationalising their operations and assessing the alternatives to road travel. Fleet managers can help by selecting the right vehicle for the job: the most efficient size, shape and fuel for the travel requirements. For example, is it necessary for a sales rep’ to drive a 3-litre, 7-seat estate car?

Business vehicles should be regularly serviced so they operate with optimum efficiency and any opportunities to reduce mileage by recording and analysing business travel acted upon. Advances in technology such as satellite navigation can also help to reduce emissions by informing drivers and allowing them to avoid congestion.

Other businesses can encourage responsible travel amongst their workforce by advertising car or lift-share schemes on staff intranet or by installing bicycle racks and promoting nationwide cycling initiatives. Other innovative approaches by organisations to reduce their transport ‘carbon footprint’ can also be considered under this category, e.g. teleconferencing.

USEFUL WEBSITES: The LowCVP: www.lowcvp.org.uk; the Energy Saving Trust: www.est.org.uk

Accelerating the shift to low carbon vehicles and fuels