



## 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](mailto: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

**BIOFUELS:** A biofuel is any fuel that is derived from biomass (plant material, vegetation, or agricultural waste used as an energy source). Therefore, unlike petroleum, coal, and nuclear fuels, biofuels come from a renewable energy source. In addition they are biodegradable and therefore relatively harmless if spilled. In the UK, the Renewable Transport Fuel Obligation has set a target for 5% of the fuels sold in UK by 2012 to be comprised of biofuel. Examples of biofuels are: (i) Biodiesel – produced from vegetable oils including rapeseed oil, soybean oil, sunflower oil, mustard seed oil or waste cooking oils. (ii) Bioethanol – like biodiesel – is a liquid biofuel made from starch plants (corn, wheat, cassava), sugar plants (beet and cane) and cellulose plants (trees). Whilst straight vegetable oil can be used in some older diesel engines, ethanol is the most common biofuel, and over the years many engines have been designed to run on it.

**HYDROGEN:** There are two main methods for using hydrogen as a power source: direct combustion or fuel-cell conversion. The combustion method is very similar to traditional gasoline engines. In fuel-cell conversion, the hydrogen is turned into electricity through fuel cells which then power an electric motor. The main benefit of hydrogen is that it burns almost pollution free or, when combined with oxygen, produces water vapour and electricity, thus seen by many to be the ultimate clean fuel. However, the hydrogen should be produced using a low carbon energy source in the first place or there may be significant – or, even, higher – total carbon emissions over the fuel's product life-cycle.

**OTHER GASEOUS FUELS:** Natural gas (mainly methane) can be used in compressed or liquefied form and is extensively used, mainly in freight vehicles and buses. Natural gas can reduce CO<sub>2</sub> emissions as well as local pollution. Methane can also be derived from municipal waste, sewage gas or biomass. Liquefied petroleum gas (LPG) is a blend of propane and butane which is produced as a by-product of oil refining or from natural gas. Driving on LPG can reduce local pollution (particulates and oxides of nitrogen) and make a limited contribution to CO<sub>2</sub> reduction compared with petrol.

**SYNTHETIC FUEL (SYNFUEL):** Any liquid fuel obtained from coal, natural gas, or biomass. (Note: Synfuel based on biomass has the greatest potential to directly reduce greenhouse gas emissions.)

**USEFUL WEBSITE:** The LowCVP: [www.lowcvp.org.uk](http://www.lowcvp.org.uk)