

# Cutting Carbon Through Greener Motoring Marketing and Other Approaches



## The Low Carbon Vehicle Partnership Fourth Annual Conference 28 June 2007, DTI Conference Centre, London SW1

- | **cutting carbon** – what are the key policies to deliver greener road transport?
- | **greener motoring marketing** – how it can cut road transport's carbon footprint
- | **the BIG debates** – 'Can regulation cut road transport carbon?' plus 'Biofuels: more good than harm?'
- | **the King/Stern review** – decarbonising road transport
- | **plus leading speakers** including Transport Secretary Douglas Alexander MP, Prof Julia King, Chris Grayling MP, Graham Smith, Jos Dings, Mike Longhurst and more ...

**LowC<sup>VP</sup>**  
low carbon vehicle partnership

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[www.lowcvg.org.uk](http://www.lowcvg.org.uk)

## The LowCVP Fourth Annual Conference

The LowCVP's fourth annual conference will:

- Present the winning entries to the LowCVP's 'Cars NOT Carbon' marketing challenge and explore how better marketing can cut road transport's carbon emissions
- Push forward the debate on the big current issues including CO<sub>2</sub> regulation for cars and the introduction of biofuels
- Highlight the latest 'state of play' of the King/Stern Review which is examining vehicle and fuel options to decarbonise road transport
- Present results of the LowCVP's first full stakeholder opinion survey
- Showcase LowCVP's main activities and achievements and plans for the future. **Plus** latest survey results on the impacts of the fuel economy label.

## Who should attend?

The LowCVP annual conference will be of interest to representatives of:

- motor and fuel company managers and strategists;
- central, regional and local government policy makers;
- university, 'think-tank' and other academic representatives;
- marketing specialists with interest in environment issues;
- new technology suppliers, transport operators and road user groups;
- energy, transport and environmental consultants;
- energy, motor and other trade organisations;
- other LowCVP 'stakeholders'.

## The LowCVP 'Cars NOT Carbon' marketing challenge



**CARS NOT CARBON**

The Cars NOT Carbon competition aims to reward the best examples of creativity focused on greener motoring.

The objective of the competition is to raise awareness of the opportunities for promoting greener motoring in the UK and to encourage engagement between motor and fuels industry decision makers and the creative industries.

**The LowCVP conference will focus on how better marketing can encourage low carbon vehicle and fuel choices. It will showcase the best examples of the creative approaches taken in the Cars NOT Carbon challenge.**

*"The biggest advertising agencies are predicting a wave of green marketing campaigns as businesses compete on their environmental claims – some even arguing that it could become a matter of their very survival."*

Carlos Grande, Marketing Correspondent, Financial Times

### *The scale of the climate challenge*

- Road transport contributes nearly a quarter of the UK's emissions of carbon dioxide
- CO<sub>2</sub> emissions from road transport grew by 10% between 1990 and 2005
- Without new initiatives, CO<sub>2</sub> emissions from road transport are projected to rise 6% by 2010, and 11% by 2020
- Total UK CO<sub>2</sub> emissions have risen for each of the last three years

Source: Defra 2006 and 2007.

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*“It’s important we all take action to tackle climate change and I hope that the LowCVP’s Cars NOT Carbon competition will help to engage the creative energies of marketers, car makers, energy suppliers and others in helping us move to a lower carbon transport future.”*

Rt Hon Douglas Alexander, Secretary of State for Transport

Further information about the Cars NOT Carbon competition can be found at [www.lowcvp.org.uk/carsnotcarbon](http://www.lowcvp.org.uk/carsnotcarbon)



## The BIG Debates

Panels of high profile speakers will respond to questions from delegates in two facilitated debates on key issues. In the morning we’ll focus on cars and CO<sub>2</sub> regulation and how vehicle manufacturers and fuel suppliers should act to achieve proposed targets. In the afternoon we’ll visit the ‘hot topic’ of biofuels and discuss the impacts – positive and negative – of the coming shift to these renewable fuels.

## The first LowCVP stakeholder attitude survey

Conference delegates will be the first to learn the results of the first large scale survey of the views of representatives of the LowCVP’s member organisations which now number over 250. The survey, targeted at this highly informed audience, aims to cover some of the key policy issues now on the low carbon vehicle and fuels agenda.

## ...and leading speakers



The LowCVP conference will feature leading speakers including a keynote address from Douglas Alexander MP, Secretary of State for Transport. Other speakers include Professor Julia King who, with Sir Nick Stern, is leading the Government’s review on the de-carbonisation of road transport; Chris Grayling, the Shadow Transport Secretary; Mike Longhurst, Senior Vice President of McCann-Erickson EMEA; Graham Smith, SMMT President and Chair of the LowCVP; and Jos Dings Director of influential Brussels-based pressure group T&E, and many more from the worlds of media, politics and industry.

### *The Low Carbon Vehicle Partnership*

*The Low Carbon Vehicle Partnership is an action and advisory group, established in January 2003, to help accelerate the shift to low carbon vehicles and fuels in the UK. The LowCVP is a partnership which includes representatives of over 250 organisations. The membership includes most leading automotive and fuel companies, government, academia, environmental organisations, road user groups and other stakeholders.*

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# Registration

## Meeting the Low Carbon Challenge

28th June 2007, DTI Conference Centre, London SW1

### Delegate details

Please complete the following in BLOCK CAPITALS

Title (Mr/Mrs/Miss/Ms/Dr) \_\_\_\_\_

First name \_\_\_\_\_

Surname \_\_\_\_\_

Position \_\_\_\_\_

Company \_\_\_\_\_

Booking contact position \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_ Country \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

You will receive joining instructions by email. Please provide an email address in the space below.

\_\_\_\_\_ @ \_\_\_\_\_

### Registration fees and payment details

Registration fees include lunch and refreshments. All fees are payable in advance of the conference. Delegates may be refused admission if payment is not received prior to the event. Delegates from outside the UK are in all cases liable to VAT. A VAT receipt will be issued on payment. Cheques should be made payable to **The Waterfront Conference Company Ltd.**

#### Delegate fees

	Standard	LowCVP Member
Commercial	<input type="checkbox"/> £300+ VAT = £352.50	<input type="checkbox"/> £225+ VAT = £264.38
Government and Local Authority	<input type="checkbox"/> £200+ VAT = £235.00	<input type="checkbox"/> £150+ VAT = £176.25
Non-commercial	<input type="checkbox"/> £100+ VAT = £117.50	<input type="checkbox"/> £75+ VAT = £88.13

Early booking is recommended as places are limited.

I enclose a cheque for £ \_\_\_\_\_ made payable to:

**The Waterfront Conference Company Ltd**

Please debit my credit card  Mastercard  Visa  Maestro

Card no

Expiry date   /   (NB Amex not accepted)

Please provide credit card holder's address if different from company address

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

#### Receipt details

Please send my receipt to the accounts department

Purchase order no. (if applicable) \_\_\_\_\_

Accounts department contact name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_ Country \_\_\_\_\_

Tel \_\_\_\_\_

Please indicate by ticking the relevant box below if you wish to attend the main session, or the Cars NOT Carbon breakout session.

Both sessions commence at 3:30pm in the second half of the LowCVP Conference afternoon.

Main Session

Cars NOT Carbon Breakout Session

**Exhibition spaces available.** Contact lowcvp: [secretariat@lowcvp.org.uk](mailto:secretariat@lowcvp.org.uk)

**Ready to book?** See overleaf for full booking details and instructions

# Conference booking details

The Waterfront Conference Company is handling conference registrations on behalf of the LowCVP.

## How to register

**I online** at  
[www.thewaterfront.co.uk/conferences/conf\\_calendar.php](http://www.thewaterfront.co.uk/conferences/conf_calendar.php)

**I email** [conference@thewaterfront.co.uk](mailto:conference@thewaterfront.co.uk)

**I post** fill out the registration form overleaf and send to:  
The Waterfront Conference Company,  
130–132 Tooley Street, London, SE1 2TU

**I fax** the registration form overleaf to 020 7787 1211

Alternatively, contact Emiko Priest or Silvana Fabbrini.

Tel: +44 (0)20 7787 1210 Fax: +44 (0)20 7787 1211

## Online bookings

Bookings can be made online. Payment may also be made online with a credit card by clicking on 'pay now by credit card' at the bottom of the booking form.

[www.thewaterfront.co.uk/conferences](http://www.thewaterfront.co.uk/conferences)

## Invoices

Please note that invoices will not be issued.  
Registration forms must be received with payment.

## Credit card bookings

Payment may be made by credit card. Please fill in your credit card details in the spaces provided on the registration form and either fax to 020 7787 1211 or post it to The Waterfront Conference Company, 130–132 Tooley Street, London, SE1 2TU.

Please provide a billing address if different from the company address.

## Venue and date

The seminar will be held on 28 June 2007 at the DTI Conference Centre, 1 Victoria St, London SW1H 0ET

## Cancellations and substitutions

If for any reason you are unable to attend, cancellations received in writing (letter or fax) before **21st June 2007** will receive a refund of the full amount less a **£50** administration charge. There will be no refunds after this date for whatever reason. Substitutions can be made at any time at no extra cost.

## Exhibition Opportunities

There are limited spaces available for inside exhibition at this year's LowCVP Conference. For details and prices please contact the LowCVP Secretariat on **020 7222 8000** or email [secretariat@lowcvp.org.uk](mailto:secretariat@lowcvp.org.uk)

## Note

All revenues from the LowCVP Conference will be used to support future work programmes of the Partnership.



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[www.thewaterfront.co.uk/conferences/conf\\_calendar.php](http://www.thewaterfront.co.uk/conferences/conf_calendar.php)

# LowCVP Annual Conference Programme, 28 June 2007

## Cutting carbon through greener motoring marketing and other approaches

### 09:30 **Registration and Coffee**

10:00 Chairman's Introduction  
Naresh Ramchandani, media consultant and Guardian columnist

10:05 The power of marketing  
Mike Longhurst, Senior Vice President, McCann-Erickson EMEA

10:20 Influencing consumer choice  
Ian Armstrong, Manager – Customer Communications, Honda (UK)

10:35 The role of communications in delivering road transport carbon targets.  
Jos Dings, Director, the European Federation for Transport and the Environment (T&E)

10:50 Q&A discussion

### 11:05 **Tea and Coffee break**

11:30 **Keynote address**  
Rt Hon Douglas Alexander, Secretary of State for Transport

11:50 The King/Stern Review on decarbonising road transport  
Professor Julia King, Vice Chancellor, Aston University

12:05 **THE BIG DEBATE (PART ONE)**  
Can regulation cut road transport carbon – panel session

Chair Juliette Jowit, Transport and Environment Editor, The Observer  
Panel Motor Industry Representative\*

Caroline Lucas MEP

Chris Grayling MP, Shadow Secretary of State for Transport

Jos Dings, Director, European Federation for Transport and Environment (T&E)

Professor Julia King, Vice Chancellor, Aston University

Michael Hurwitz, Department for Transport

### 12:50 **Lunch**

Opportunity to visit Cars NOT Carbon exhibits and other displays

2:00 Chairman's introduction  
Graham Smith, Chair, Low Carbon Vehicle Partnership (Senior Vice President, Toyota Motor Europe and President, SMMT)

2:05 Announcement of Cars NOT Carbon: From concept to reality.  
Philip Sellwood, Energy Saving Trust (including awards presented by Mike Longhurst/Graham Smith)

2:25 Winning professional presentations (x3)

2:55 Winning student presentation

3:05 Tea and Coffee break

### **MAIN SESSION (SEE OPTIONAL SESSION BELOW)**

3:30 LowCVP report: 2006–7 and 2007–8 objectives  
**plus** fuel economy label survey results  
Graham Smith, Chair, LowCVP

3:50 Attitudes and views of LowCVP members – opinion survey results  
Greg Archer, Director, Low Carbon Vehicle Partnership

### 4:00 **THE BIG DEBATE (PART TWO)**

Biofuels: more good than harm?

Chair Greg Archer, Director, Low Carbon Vehicle Partnership

Panel Lord Oxburgh, Chairman, D1 Oils

Malcolm Fendick, Department for Transport

Ed Matthews, Friends of the Earth

Alastair Dickie, Home-Grown Cereals Authority

Dr Paul Jefferiss, Director of Environmental Policy, BP

### **OPTIONAL 'CARS NOT CARBON' SESSION**

3:30 Cars NOT Carbon: Creative marketing approaches to speed the low carbon shift  
Discussion session led by industry experts

4:45 Chairman's summing up

### 4:50 **Conference ends**

Post-conference drinks reception (tbc)

\* Speaker to be confirmed.

Agenda subject to change. See the LowCVP website for latest news: [www.lowcvp.org.uk/events](http://www.lowcvp.org.uk/events)



Mike Longhurst



Rt Hon Douglas Alexander MP



Naresh Ramchandani



Graham Smith



Professor Julia King



Jos Dings