

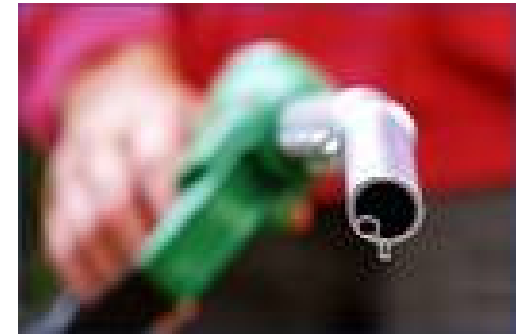
The role of the media in effecting change: the consumer context

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Senior Policy Advocate

What change?

- Climate change
 - Mitigation
 - Adaptation
- Energy Security
- Fuel poverty

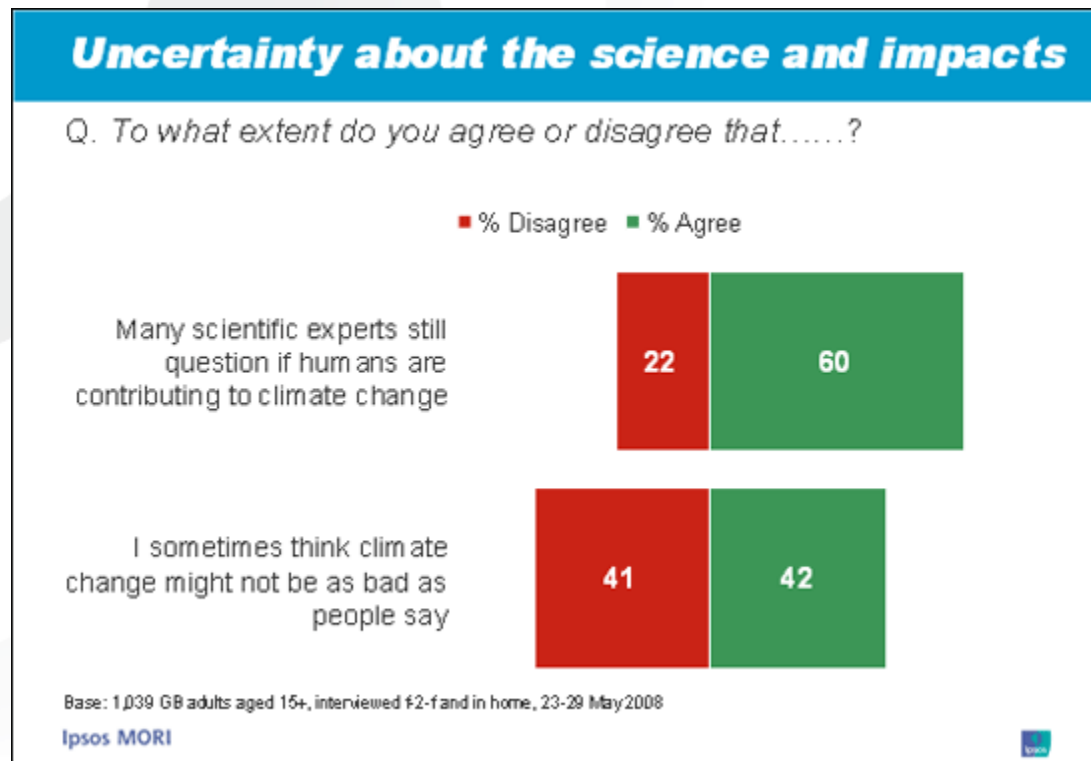


Government plans

- Heat and Energy Saving Strategy
 - 2015: Cavity wall and loft insulation
 - 2020: 7m homes have ‘whole-house’
 - 2030: All homes ‘whole-house’ treatment
- Decarbonise energy supply
- Electric cars
- Cttee on Climate Change: need to reduce individual’s carbon footprint by a third by 2020 to hit 42% target

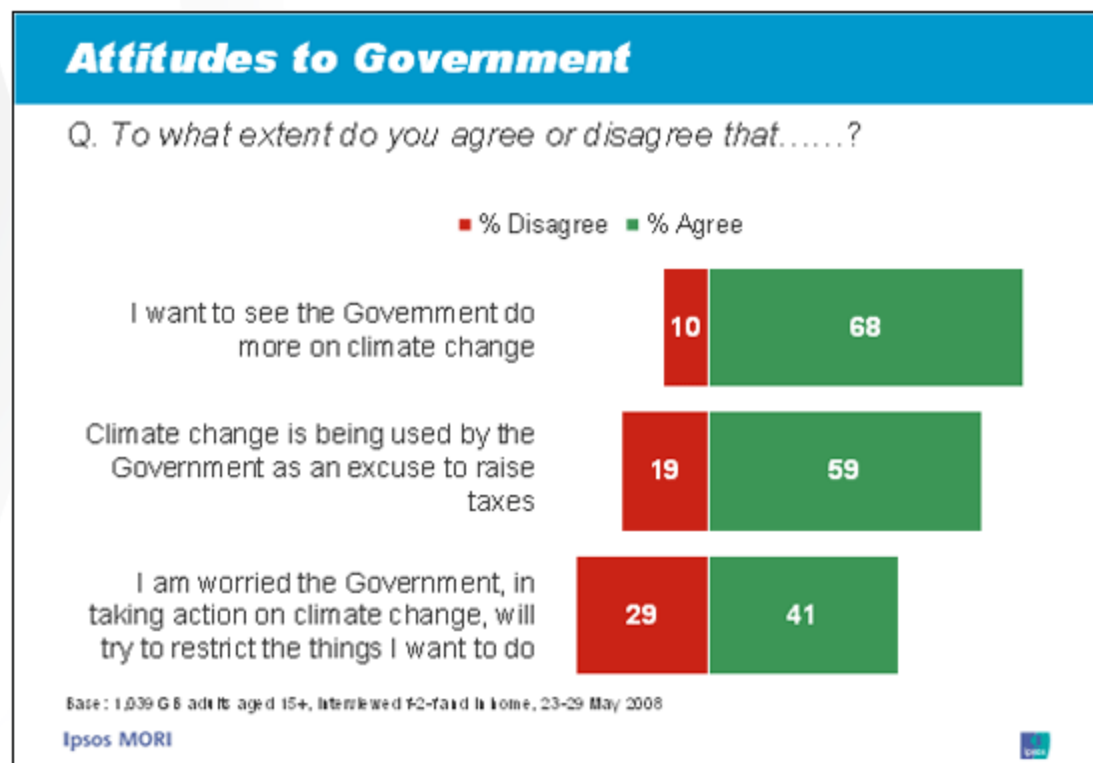
Consumer understanding of impact

- Public pulling in different directions
- 60% believe scientists still question if humans activity contributes to climate change



Consumer understanding of role

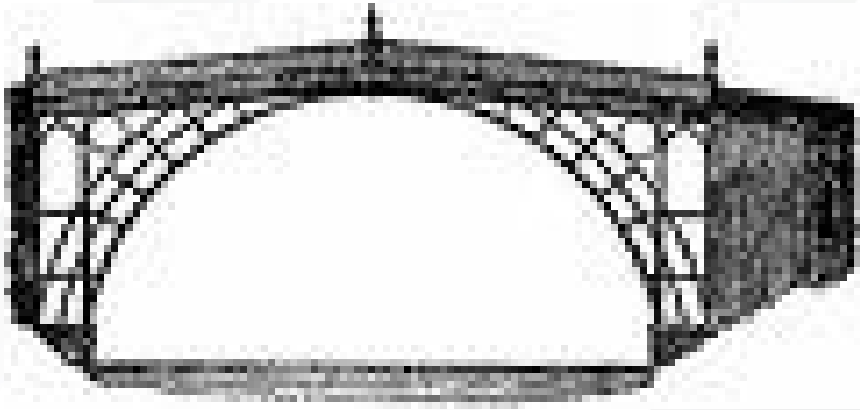
- 70% say no individual influence
- 68% want action from the Government... but
- Scepticism about green taxes



Gap to bridge



2009



2050

How to persuade consumers

- Price, price, price
- Reinforced in positive messages
 - Make energy efficiency and renewable energy affordable
 - ‘I will if you will’
 - Action in workplace
- No conflicting government policy
- Advice from builders and plumbers
- NOT a catastrophic climate event

Media have power, and responsibility?

- Communicate risks and benefits
 - Help consumers to bridge the gap between them and the global climate
 - Appeal to different values and attitudes
- Have debate...
 - reflecting balance of peer-reviewed science
 - identifying solutions
 - encourage innovation (mistakes will be made)
- Adopt the precautionary principle



**Consumer
Focus**
Campaigning for a fair deal

