

CONSUMER ENGAGEMENT WORKSTREAM MEETING AGENDA

FRIDAY, 30. JANUARY 2009, ENERGY SAVING TRUST LONDON OFFICE

0930 – COFFEE / TEA ON ARRIVAL

0945 – WELCOME AND INTRODUCTIONS

1000 – ROLE OF ZERO CARBON HUB AND THE CONSUMER ENGAGEMENT WORKSTREAM

1030 - THE CONSUMER VIEW – WHAT WE KNOW TO DATE AND WHERE ARE THE GAPS

Topics covered:

- Principles of consumer purchasing behaviour – What general consumer behaviour tells us about how people buy houses and other things?
- Framing the current marketing challenge – that is: the buyer / builder gap.
- Exploring level of consumer knowledge about low/zero carbon – and views on look, style, technologies of low/zero carbon homes.
- Other barriers / issues influencing consumer opinion.

1130 – MARKETING THE PROPOSITION

Topics covered:

- Current language / messaging techniques used to market low/zero carbon homes.
- Pros and cons of these.
- Initial view as to how messaging can be made more effective

1200 – COFFEE BREAK

1215 – UNDERSTANDING CONSUMER NEEDS AND WANTS

Topics covered:

- Consumer research proposal – are there any gaps?

1245 - THE WAY FORWARD

Topics covered:

- Next steps – content and schedules

1315 CLOSE – OPTIONAL LUNCH