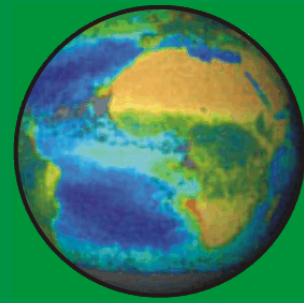


Earthly Ideas

Diversification, Environmental and Marketing Advice



Going Green Workshop

The Action for Market Towns
National Convention

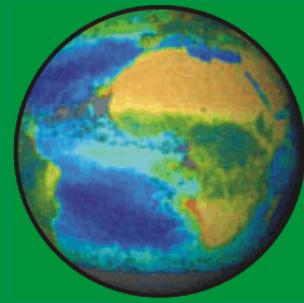


Earthly Ideas

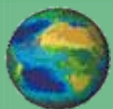
Diversification, Environmental and Marketing Advice

www.earthlyideas.co.uk

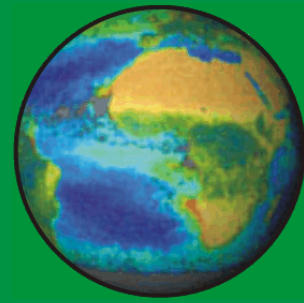
Problems



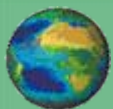
- Moral responsibility argument not effective
- Lack of understanding of triggers and motivations
- British public only driven by price and convenience (You could say lazy)



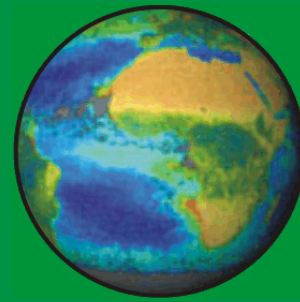
Problems continued



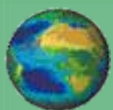
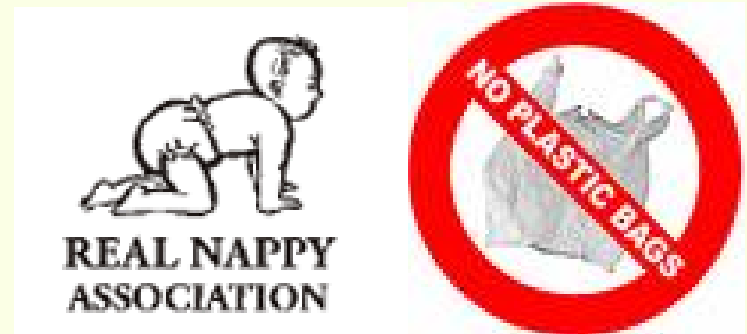
- Eco-friendly seen as low quality and expensive
- Environment is now main stream conversation (Even politicians fly green banner)
- Still not main stream action
- Government targets hold back



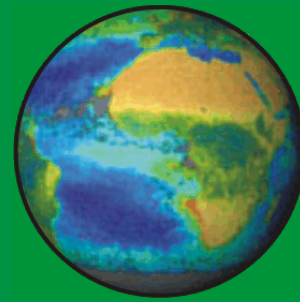
Remove Choices



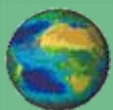
- Bulbs
- Plastic bags
- Packaging materials
- Electrical products
- Nappies
- Fuels



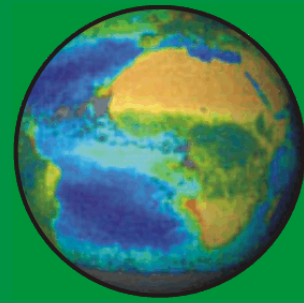
Building Regulations



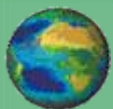
- Radical reform
- Eco-friendly technologies
- Higher levels of insulation
- Reduced water usage
- Scandinavian standards



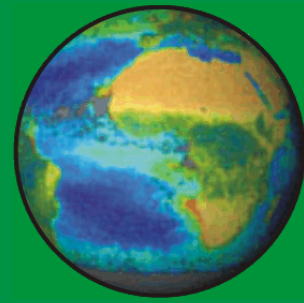
Explain the Savings



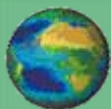
- Simple case studies
 - Type of house / premises
- See installations as investments
- Companies need decisions to add up
- Financing should be available



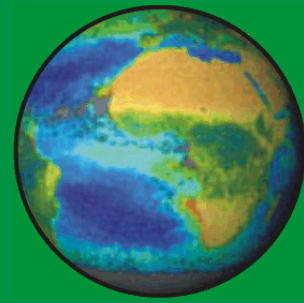
Subsidise Installations



- First 100,000
- Netherlands and Germany
- Encourages installations
- Increases players in market
- Reduces price



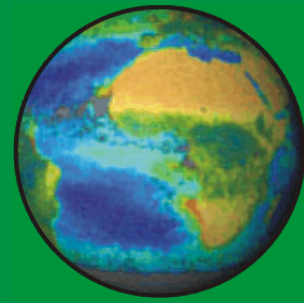
Tax, VAT and Income



- Sales slow : Low tax take
- Removal reduces price
- Reintroduce VAT when mainstream
- Increase domestic production income
- Bring in line when mainstream



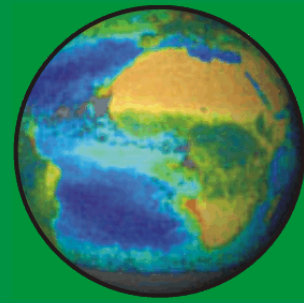
'No brainers'



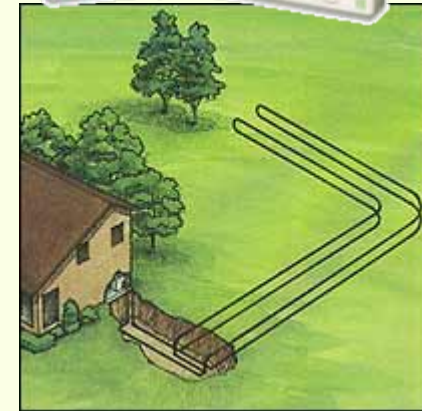
- Energy efficient lighting
- Underfloor heating
- Highly efficient boilers
- Heavy duty insulation
- Rain water harvesting



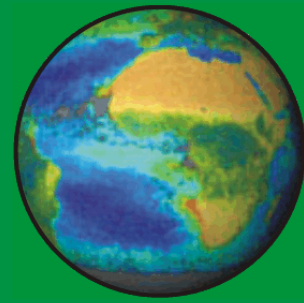
Investment 'No brainers'



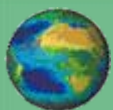
- Boiler controls
- Solar water heating
- Wind turbine
- Reed beds
- Ground source heat pump



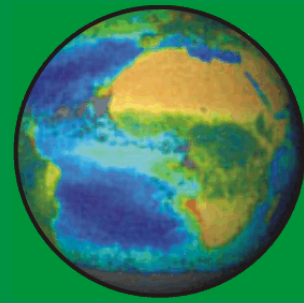
Invest and see



- Photovoltaic panels (PV)
- Grey water and black water recycling
- Lime mortar and limecrete
- Straw bale buildings



Conclusions



- Radical policy is required
- See global warming as health and safety issue
- Precedents have already been set
- Politicians have to take a lead, stop thinking about re-election

