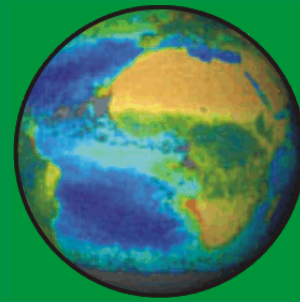


# Earthly Ideas

Forward thinking diversification consultancy



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## Annual Conference

“Shaping economies – making it easier  
to make sustainable choices”

Jason Borthwick – Earthly Ideas

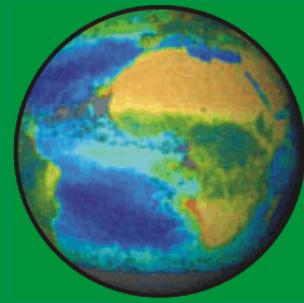


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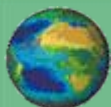
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[www.earthlyideas.co.uk](http://www.earthlyideas.co.uk)

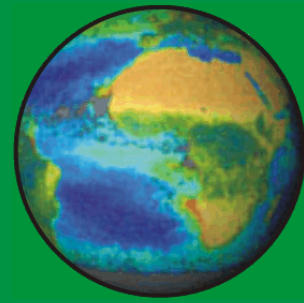
# Problems



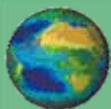
- Moral responsibility argument not effective
- Lack of understanding of triggers and motivations
- British public only driven by price and convenience (You could say lazy)



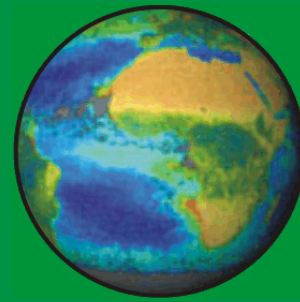
# ... Continued



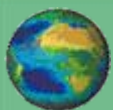
- Eco-friendly seen as low quality and expensive
- Environment is now main stream conversation (Even politicians fly green banner)
- Still not main stream action
- Government targets hold back



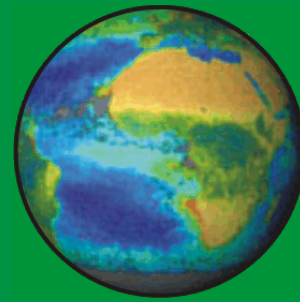
# Remove Choices



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



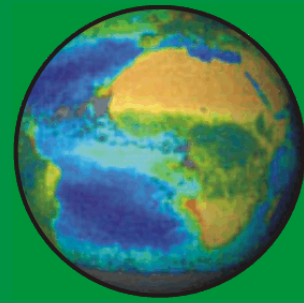
# Building Regulations



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



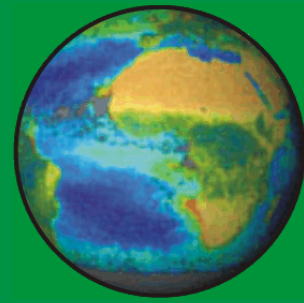
# Explain the Savings



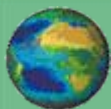
- Simple case studies
  - Type of house / premises
- See installations as investments
- Companies need decisions to add up
- Financing should be available



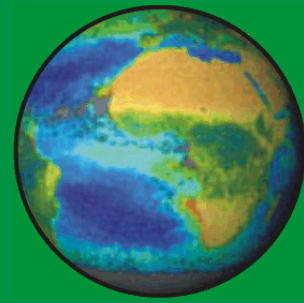
# Subsidise Installations



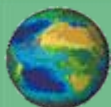
- First 100,000
- Netherlands and Germany
- Encourages installations
- Increases players in market
- Reduces price



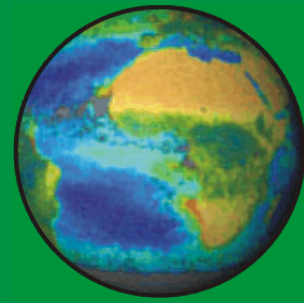
# Tax, VAT and Income



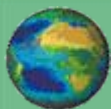
- Sales slow : Low tax take
- Removal reduces price
- Reintroduce VAT when mainstream
- Increase domestic production income
- Bring in line when mainstream



# Conclusions

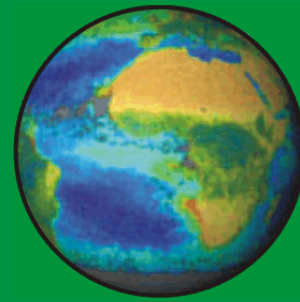


- Radical policy is required
- See global warming as health and safety issue
- Precedents have already been set
- Politicians have to take a lead, stop thinking about re-election



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