



London Sustainability Exchange

NEWS RELEASE

For general release from 16th April 2004

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Selling “green” in London

Yesterday over 60 local council officers, marketers, environmentalists, and campaigners gathered to find new ways to motivate Londoners to be more environmentally friendly.

The network is part of the Motivate London project, which will initiate projects throughout the city in the next few months to persuade us to recycle our rubbish, use public transport, save water and pollute less. Yesterday, the **London Motivators Learning Network** was kickstarted with a look at how to use the tricks of the marketing trade to encourage Londoners to be more “green”.

Introducing the launch, Penny Shepherd, Chief Executive of London Sustainability Exchange, said: “This is a unique opportunity for environmental campaigners to find out what works and what doesn’t in London”.

Speaking at the launch, marketing and sustainability specialist Solitaire Townsend, challenged the approach of traditional environmental campaigns. She pointed out that market research into the public’s attitudes to green behaviour was tiny compared to the research undertaken for a simple product like orange juice.

She also introduced the audience to the five “P”s of marketing: Price, Product, Point of Sale, Packaging and Promotion. The tools of marketing have been developed over decades, and she called upon environmentalists to overcome their distrust of marketing and PR and seize upon a formula that works.

Though marketing and the environment have traditionally been seen as enemies, Townsend cited the familiarity of brands like Body Shop, Fairtrade and the ethical bank Smile as proof that attitudes can change. As Tony Lavender of TLA said: “Why should the devil have all the best tunes?” Another participant, Lucy Jenkins, agreed: “Maybe the environmental movement needs to have more of a business head.”

In small groups, participants discussed how marketing ideas could influence their own campaigns and local projects in the city. Examples included a Kilburn project to promote Fairtrade to diverse minority ethnic communities using local radio, ethnic media and links with faith groups to get the message across. Communication needs to

be both ways: “We have many great orators, but how good are environmentalists at listening to people?” said Miranda Waugh of the London Wildlife Trust.

Homebuyers will also be targeted. Among the Motivate London projects is a campaign for people moving house in London encouraging them to “buy green”. After yesterday's event Londoners can expect to see the power of marketing harnessed to sell “green” behaviour across the capital.

Ram Gidoomal CBE, Chair of London Sustainability Exchange, said: “Challenging perceptions about what works to ‘sell’ environmental lifestyles to London’s diverse communities must be a good thing. We need the Motivate London approach to share the wisdom of the marketing world.”

To get involved in Motivate London or find out more about what is happening in your local area, visit the London Sustainability Exchange website at www.lsx.org.uk or phone Paula Smith on 020 7324 3626.

Notes:

1. The launch of the **London Motivators Learning Network** was held on THURSDAY 15 APRIL 2004 from 2 pm – 5.30 pm at the Open University Conference Centre, 344-354 Gray’s Inn Road, London.
2. The Motivate London project started in November 2003 with the aim of establishing what makes Londoners behave in more environmentally sustainable ways. It will run pilot projects throughout 2004, including:
 - encouraging homebuyers in London to “buy green”
 - raising environmental issues with the Turkish community in Enfield, through Turkish-language newspapers, local radio and community groups.
3. London Sustainability Exchange brings people together from different sectors to approach the challenges of making London sustainable. It identifies opportunities for strategic partnerships, and motivates people to share knowledge and ideas. It provides essential learning and practical support for networks of organisations in diverse fields. It enables London to play a major role in sustainable development worldwide.
4. For Press enquires:

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5. For further information on the Motivate London project and the London Motivators Learning Network, please contact:

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