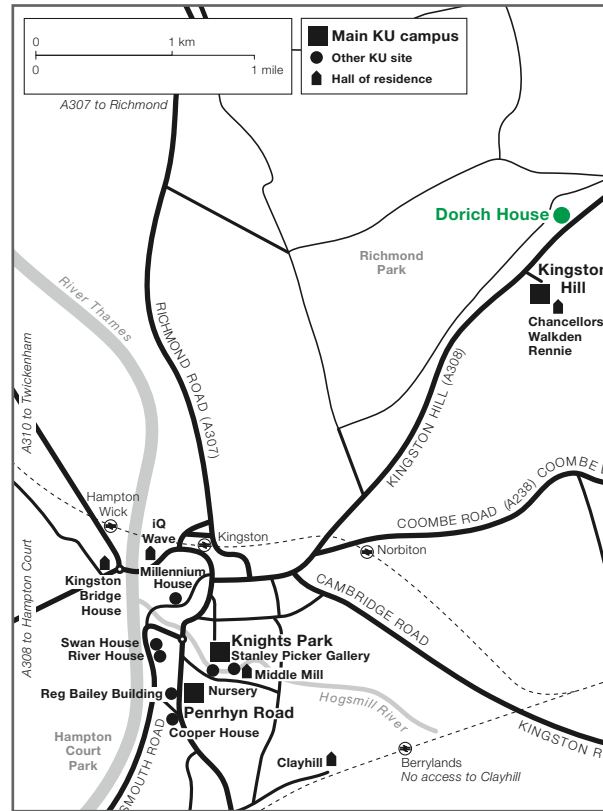




The Venue: Dorich House

A fascinating example of 1930s modernism, Dorich House overlooks Richmond Park. Its rather forbidding exterior conceals a warm and exotic interior created by the unusual and bohemian couple who built it. Since 1994, Dorich House has been renovated and sensitively restored by Kingston University who now use it as a conference centre. The house is also home to a superb collection of sculpture and Russian Imperial art.



For further details go to <http://www.kingston.ac.uk/green>
 Email: Ruth Rettie rm.rettie@kingston.ac.uk
 Phone: Wendy Eatenton on 020 8547 2000 ext. 65511

The Green Agenda

Are we engaging the consumer?



To Book

Visit <http://www.kingston.ac.uk/green>
 Or send this form to Wendy Eatenton, Kingston University, Kingston Hill, Surrey, KT2 7LB or fax for attention of Wendy Eatenton 020 8547 7026

A One Day Conference
 22 April 2009

Kingston University London

The Green Agenda

Are we engaging the consumer?

The rise and rise of the green agenda is creating an ever increasing number of green initiatives, CSR projects and local and national government proposals. Almost all organisations – both commercial and non commercial – want to establish their green credentials and communicate them to the consumer.

But what do consumers themselves think about this? Are they listening? And how does the green agenda really impact on them? Key questions that we should ask are:

- How do they see *themselves*? Do they consider themselves 'green' and how do they evaluate this? What effect does this have on their attitudes to the green initiatives they encounter?
- What is it that *actually* engages them? Do we assume too often that just telling the consumer that there is an environmental 'problem' will enlist their support? Do they see the green agenda as one that they share or does it really belong to someone else? Who are the green opinion leaders?
- What are the key features of *effective* green communication? What kinds of commercial or governmental stance are the most likely to change the perceptions and attitudes of consumers? What are the key elements of this?

In order to answer these questions we need to go beyond the familiar and well trodden paths that lead so often to 'green wash'. We need to explore ways of delivering green credentials that are authentic, motivating and transformational for the consumer.

To explore these issues and to find new ways of engaging the consumer, Kingston University has brought together a number of leading experts from a wide range of sectors – manufacturing, retailing, NGO's, academics and a number of consultancies.



Conference Programme

- 9.30 **Registration**
Coffee and Pastries
- 9.50 Welcome: Ruth Rettie and Chris Barnham
- 10.00 **Kirsten Reeves**, *Consumer Insight and Segmentation Manager at DEFRA*
Consumer insights and a pro-environmental behaviour segmentation model
- 10.40 **Pete Askew**, *Managing Director GoodBrand & Company London*
What can brands promise? Can brands assist the transition from consumer to sustainable society?
- 11.20 Refreshments
- 11.40 **Julia Clark**, *Head of Marketing at Tate & Lyle*
Consumer engagement: ethically sourced vs green?
- 12:20 **Professor Elizabeth Shove**, *Lancaster University*
Beyond the consumer
- 1.00 Lunch
- 2.00 **Ruth Rettie**, *Reader Kingston University & Chris Barnham*, *Partner Chris Barnham Research and Strategy*
Making green 'normal'
- 2.40 Refreshments
- 3:00 **Louise Adams**, *Sustainability Specialist at Innocent*
An innocent approach to engagement
- 3.40 Delegates and Panel – Open Discussion
- 4:00 Depart

Booking Form

To book complete and send this form to Wendy Eatenton, Kingston University, Kingston Hill, Surrey, KT2 7LB or fax to 020 8547 7026

Delegate details

First name _____

Last name _____

Company _____

Job title _____

Email address _____

Telephone _____

Total Fee: only £59 (includes refreshments and lunch)

Payment Method

Cheque (made payable to Kingston University)

Credit card

Please charge my Visa Mastercard

Maestro/Switch

Amount £59

Card No _____

Issue No _____ Start date _____ / _____

Expiry date _____ / _____ Security No _____

Cardholder's name _____

Signature _____

Cardholder's address (if different from above) _____

Postcode _____