
Promoting and Sustaining Consumer Demand for Highly Fuel Efficient Automobiles

June 2009

A "How-To" Guidebook Developed by Pollution Probe
and CAA South Central Ontario



The combustion of fuel to power automobiles is a significant source of greenhouse gas (GHG) emissions in Canada, contributing 12–13 per cent to the nation's total GHG emissions inventory. Reducing levels of GHGs released into the atmosphere is considered a critical strategy in mitigating the negative impacts of climate change. By choosing and driving more fuel efficient automobiles, that consume less fuel per kilometre travelled, GHG emissions from automobiles can be reduced and their impact on the environment lessened. In addition, fuel efficiency improvements can help consumers reduce fuel expenses and make fewer trips to the pump.

Beginning in 2011, new automobiles sold in the US (including passenger cars, minivans, SUVs, pickup trucks and cargo vans) will be subject to regulations requiring continuous improvement in fuel efficiency performance. The Government of Canada has announced that regulations will be developed and implemented here, as well. This means that automakers and dealers will need to sell automobiles that are generally more fuel efficient than in the past. It is expected that new automobiles will incorporate a variety of advanced, fuel-saving technologies.

These are all very positive developments in the context of environmental improvement. But is the consumer prepared to pay for (and drive) a new generation of fuel efficient automobiles? Historically, consumers have shown little interest in fuel efficiency when buying new automobiles, resulting in little incentive for automakers to supply the market with more, highly fuel efficient vehicles. Hence, fleet-average fuel efficiency levels in new vehicles have not substantially improved in more than 20 years.

In 2007, Natural Resources Canada announced a funding opportunity to support community-based social marketing measures to reduce GHG emissions from automobiles by promoting fuel-saving driving and purchasing behaviours among Canadians. In response, Pollution Probe and the CAA South Central Ontario (CAASCO) proposed to research, identify and analyze the barriers that inhibit or prevent consumers from purchasing more, highly fuel-efficient vehicles, and use the outputs of the investigation to make recommendations on how to effectively address the barriers. This guidebook summarizes our findings and presents our recommendations.

It is our hope that this work informs actions that can lead to strong and sustained market demand for highly fuel efficient automobiles, vehicle technologies and designs. In this way, market demand can become aligned with the thrust of forthcoming fuel efficiency regulations, such that consumers recognize the value of automobiles designed with an eye towards saving them fuel and protecting the environment.

Pollution Probe thanks Natural Resources Canada for supporting this project through the ecoENERGY for Personal Vehicles Funding Opportunity. Special thanks goes to our main project partner, the Canadian Automobile Association South Central Ontario, as well as to the Ontario Ministries of Transportation and the Environment, whose support and expert input contributed substantially to the value of this work.

How to Use this Manual

This guidebook was developed for people and organizations seeking to reduce GHG emissions from personal vehicle use by promoting and sustaining consumer demand for more, highly fuel efficient vehicles (hereafter referred to as *practitioners*).

For practitioners who want to target a specific audience, this guidebook describes specific psychographic segments that may be present in their communities, describing who they are, what they think about fuel efficiency, what barriers and benefits they associate with fuel efficient vehicles, and what a social marketing campaign might look like with an emphasis on necessary policy and education interventions.

For practitioners who have already identified a specific barrier within their community that they wish to target, this guidebook identifies the target audiences and recommended actions to overcome the barrier.

This guidebook also includes a checklist that outlines actionable measures for different types of practitioners (e.g., non-government organizations (NGOs) and consumer affairs organizations, governments and industry), in recognition of the fact that different organizations are oriented towards different types of activities and are exposed to different opportunities to promote fuel efficiency.

The content of this guidebook has been informed by:

- Exhaustive literature research and analysis conducted by Pollution Probe in collaboration with the Centre of Excellence for Public Sector Marketing (CEPSM).
- Primary research consisting of quantitative and qualitative surveys conducted by Pollution Probe in collaboration with Environics Research, CAA South Central Ontario and CEPSM. The survey community included members of the CAA South Central Ontario, and the research was conducted during January–February 2009.

For more information, please refer to the primary research report titled “Public Opinion Research: Purchasing Fuel Efficiency in Canada” as well as the secondary research report titled “Purchasing Fuel Efficient Vehicles in Canada” available on Pollution Probe’s website at www.pollutionprobe.org

Table of Contents

Introduction	2
Understanding the Target Audience: Segmentation of the Purchaser Population	4
Enlightened Adopters	6
Confused Seekers	8
Passive Receptives	10
Unapologetic Drivers	12
Addressing the Barriers	14
Practitioner Recommendations	18
Checklist for NGOs and Consumer Affairs Organizations	19
Checklist for Governments	21
Checklist for Automakers and Auto Dealers (Industry)	23
Additional Resources for Social Marketing	25

Introduction

When faced with the need to effect behavioural change to achieve a societal good (e.g., public health and safety or environmental protection), three general methods can be employed: education, social marketing and law. The key roles of these methods, respectively, are to raise awareness, to enhance the desirability of the behaviour change to the consumer, and to heighten the consequences of alternative behaviours.

Education, social marketing and law define a “continuum of interventions” to address barriers to change. To be effective, the intervention measures must be matched to the requirements of the target audiences and often work best in combination. For example, education programs may raise public awareness about fuel efficiency, but this may not necessarily lead to increased consumer demand for fuel efficient vehicles. Also, while laws and regulations can mandate the supply of fuel efficient vehicles, they do not directly mandate what consumers prefer to buy. Furthermore, some social marketing campaigns may not target the correct barriers or audiences and therefore may not achieve significant progress.

When developing a behavioural change campaign, there is a need to recognize and understand the competing behavioural norms and barriers to the audience adopting the desired behaviour. Once identified, programs should work to remove barriers and enhance benefits to encourage individuals to respond positively. Social norms should also be considered as a means of encouraging behaviour change. When individuals understand that their social peers expect a behavioural change of them, it is more likely they will comply in the interest of social acceptance.

There are three types of objectives that behaviour change campaigns can target:

- **Behaviour Objectives:** simple, clear and achievable actions that individuals can make;
- **Knowledge Objectives:** individuals within the target group should know and understand the benefits of the proposed behavioural change, and be aware of the tools available to help them undertake the change; and
- **Belief Objectives:** the target group should believe that they are capable of performing the desired behaviour and that it will produce the desired results. In some cases, the target group should also believe that there is a consequence to their current behaviour.

In order to bring about serious change as quickly as possible, a comprehensive approach is needed that builds on past experience, identifies specific target audiences and the barriers they face, and offers a combination of approaches that can be used (in this case, to effectively grow consumer demand for more, highly fuel efficient vehicle models). While the interventions are presented as a menu, it is important that organizations undertake a sustained, comprehensive social marketing approach that uses multiple interventions to create real behaviour change. Education alone is not enough.

This document attempts to help organizations develop a social marketing approach by identifying the primary practitioners and target audiences, and recommending roles and activities to promote consumer demand for more, highly fuel efficient vehicles.

The following recommendations and suggestions have been informed by previous research, as well as recent quantitative and qualitative research conducted with CAA South Central Ontario members who had either recently purchased a new vehicle (within the last 12 months) or were planning on purchasing a new vehicle within the next year.

(Source: Social Marketing National Excellence Collaborative. 2003. www.turningpointprogram.org/Pages/pdfs/social_market/smc_basics.pdf; and Rothschild. 1999. *A Conceptual Framework for the Management of Public Health and Social Issue Behaviors*. Journal of Marketing. Vol. 63, 24–37.)

Understanding the Target Audience: Segmentation of the Purchaser Population

Generally, potential buyers of automobiles fall into one of four segments that describe purchaser orientation towards fuel efficiency. The segments comprise quadrants defined by two axes: 1. the degree of interest in (and receptivity to) fuel efficiency information (north-south axis); and 2. the level of concern about the environmental impacts of vehicle use (east-west axis).

Enlightened Adopters

(27 per cent of recent/prospective purchasers)

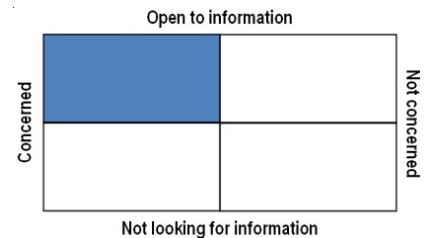
Environmentally-conscious, informed, already driving efficient vehicles.



Confused Seekers

(23 per cent of recent/prospective purchasers)

Drivers who deny personal responsibility for the impact of emissions, but want more information on how to be fuel-efficient drivers.



Potential buyers of automobiles fall into one of four segments that describe purchaser orientation towards fuel efficiency.

Enlightened Adopters
27 per cent

Confused Seekers
23 per cent

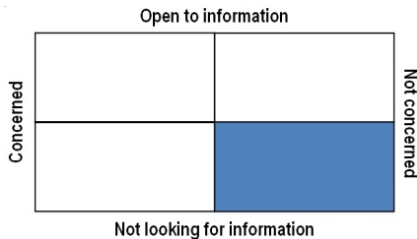
Unapologetic Drivers
26 per cent

Passive Receptives
24 per cent



Passive Receptives
(24 per cent of recent/prospective purchasers)

Not overly concerned about environmental impact, but receptive to information on how to be a more fuel-efficient driver.



Unapologetic Drivers
(26 per cent of recent/prospective purchasers)

Knowledgeable drivers who refuse to compromise their driving desires for efficiency/emissions. Least concerned about fuel efficiency.



Environmentally-conscious individuals who are well-informed and likely to be driving fuel efficient vehicles already.

Enlightened Adopters

General Profile

Enlightened Adopters are the most environmentally-conscious segment and have already adopted the ethos of conservation. They believe that individuals can make an impact on air quality and that it is the responsibility of individual Canadians to minimize the effects of vehicle use on the environment. They resent drivers of inefficient vehicles and see these vehicles as status symbols. Because of their proactive position, however, they are not specifically looking for additional information for themselves, and also believe there is already enough information out there for others to educate themselves on this issue.

Demographics — Top socio-economic group (household income and education); evenly divided by gender (55 per cent men, 45 per cent women); most likely to report driving alone (single occupancy vehicle); urban; younger than average; single.

Orientation to Fuel Efficiency

Enlightened Adopters have a positive orientation to fuel efficiency, for all the right reasons. They are most likely to:

- Choose the smallest vehicle to meet their needs.
- Believe the fuel efficiency performance of their current vehicle is better than average.
- Be willing to pay a premium for fuel efficient vehicles.
- Think fuel efficiency and emissions are important considerations in the vehicle purchase decision.
- Be conscious of the environmental benefits of fuel efficiency (relating to air quality and GHG emissions).
- Have considerable trust in government ratings.
- Know where to look for fuel efficiency information.

Implications for Social Marketing

This segment is already where Canadian consumers need to be in terms of placing a priority on fuel efficiency and acting on this perspective. As such, they do not warrant particular social marketing focus, because they can already be counted on to make fuel efficiency an important consideration in vehicle selection with little added persuasion. At the same time, it is still important to continue to reinforce this orientation wherever possible, given that fuel efficiency will compete with other purchase considerations even for the most ardent believers.

Enlightened Adopters may prove to be important role models or influencers to others in their social networks who are less attentive to vehicle fuel efficiency in terms of demonstrating a commitment to fuel efficient vehicles and providing informal testimonials to their desirability.

Barriers:

- Initial purchase price premium
 - Perception of competition or trade-offs between fuel efficiency and other valued vehicle attributes
-

Opportunities:

- Committed to environmental choices and behaviour
 - Can act as a role model for others
-

Possible Interventions:

- Purchase incentives (financial or other)
- Use Enlightened Adopters as influencers for other audiences by demonstrating the benefits of fuel efficient vehicles



Drivers who deny personal responsibility for the impact of emissions, but want more information on how to be fuel-efficient drivers.

Confused Seekers

General Profile

Confused Seekers want to do the right thing, if only they could figure out what that is. With a higher proportion of seniors than other segments, Confused Seekers have seen a lot of conflicting information pass their way over the years, leading them to develop some misconceptions about fuel efficiency (e.g., fuel efficient vehicles are less safe than other vehicles). Confused Seekers are the most keen on the financial savings of driving more fuel efficient vehicles; they also recognize the environmental benefits, though they tend to deny the impact of their own driving.

Demographics — Older, lower levels of education and income, and more likely immigrants (all factors typically linked with challenges with access to information); urban residents; higher proportion of men (64 per cent); carry the highest average number of passengers (perhaps due to larger families), and so tend to need larger vehicles (along with Passive Receptives, Confused Seekers tend to say they choose the largest vehicle they can afford).

Orientation to fuel efficiency

Confused Seekers are open to fuel efficiency, especially if it will save them money. They are most likely to:

- Value the economic benefits associated with fuel efficiency.
- Think operating costs are important.
- Believe that increasing fuel efficiency will make a significant difference to their fuelling expenses.
- Believe that most vehicles of the same type and classification achieve the same level of fuel efficiency.
- Believe fuel efficient vehicles cost more to maintain.
- Believe fuel efficient vehicles are not available in the size and style they want.

- Believe fuel efficient vehicles are less safe.
- Rate fuel efficiency and emissions/pollution as important factors in their vehicle purchase decision.
- Be least familiar with sources of fuel efficiency rating information.
- Have the greatest difficulty finding comparable information for vehicles of interest.
- Are limited in vehicle choices due to lower socio-economic status and, in some cases, larger families.

Implications for social marketing

Along with Passive Receptives, this segment is a primary target for social marketing initiatives. This group would also respond to more effective information about vehicle fuel efficiency, but in this case the focus needs to be on economic factors, and on addressing attitudinal barriers (e.g. misplaced associations with higher maintenance costs). Confused Seekers are likely to act on better knowledge because they are focused on reducing expenses. At the same time, their lower socio-economic status and larger families can restrict the vehicle options from which to choose. Financial incentives will be key to reaching this segment.

Barriers:

- Have difficulty accessing information and often find conflicting information
- Have difficulty finding information on how to compare vehicles of interest
- Have misconceptions about fuel efficient vehicles (e.g., believe they are less safe)
- Deny personal responsibility for emissions
- Believe fuel efficient vehicles are not available in the size and style they want
- Believe fuel efficient vehicles cost more to maintain
- Limited finances for vehicle purchasing

Opportunities:

- Interested in the economic benefits of fuel efficiency
- Want more information about vehicle fuel efficiency

Possible Interventions:

- Present information about fuel efficiency in an understandable and actionable format, with a focus on economic benefits
- Target attitudinal barriers
- Financial purchase incentives



Not overly concerned about their environmental impact, but are receptive to information on how to be a more fuel-efficient driver.

Passive Receptives

General Profile

Passive Receptives are an “in between” segment, in that they do not stand out demographically, behaviourally or attitudinally, falling between Enlightened Adopters and Unapologetic Drivers. They tend to think that individuals can make a difference in improving air quality and that it is their responsibility to do so. This group sometimes thinks about fuel efficiency when driving, and about the larger effect of vehicle emissions on the environment, but tend not to consider larger, less fuel efficient vehicles as status symbols or resent those who drive them, being more likely to be SUV drivers themselves.

Demographics — Rural, evenly divided by gender (55 per cent men, 45 per cent women), owns slightly older vehicles that are larger than average (mid-size, large and SUV vehicles), younger, have more children, and have slightly lower income and education.

Orientation to Fuel Efficiency

This segment, as the name implies, is receptive to the idea that driving a more fuel efficient vehicle can benefit both the environment and their pocketbook. They express interest in learning more about vehicle fuel efficiency, but have done little about it, in part because they have not been able (or made the effort) to find comparable fuel efficiency information that would better inform their choices. They are among the most likely to rate their current vehicle (or their prospective new vehicle) as “about average” in fuel efficiency performance. This group is most likely to:

- Appreciate fuel efficiency for both its environmental and economic impacts.
- Want more information about vehicle fuel efficiency to better inform their choices, but have done little about it.

- Want comparable fuel efficiency information on the vehicles that they are considering.
- Believe their current vehicle is 'about average' compared to other vehicles.
- Want fuel efficient vehicles that offer the desired vehicle styling and size.
- Think fuel efficiency standards are the most effective way to improve the performance of vehicles in Canada.
- Emphasize the pocketbook benefits of fuel efficient vehicles.

Implications for Social Marketing

This segment offers clear potential for social marketing intervention, mainly because these consumers have some awareness of the importance of fuel efficiency, in terms of both environmental and economic benefits. However, they need a "push" and solid support to translate this orientation into action. This would entail: a) the development and delivery of more effective fuel efficiency information to help inform their vehicle choices; b) feedback on the fuel savings achieved due to the purchase of a fuel efficient vehicle, in order to reinforce the benefits resulting from that choice; and c) concrete incentives in the form of purchase rebates or lower registration fees. Passive Receptives are likely to be the group most influenced by the actions of others (e.g. Enlightened Adopters), who demonstrate a positive experience with fuel efficient vehicles.

Barriers:

- Lack motivation to act
- Have difficulty finding information for comparing vehicles options

Opportunities:

- Interested in the economic benefits related to fuel efficiency
- Influenced by technology demonstration and anecdotal reviews
- Know that their vehicle could be better

Possible Interventions:

- Fuel efficiency information and guides to inform vehicle choices
- Testimonials or feedback on fuel savings from fuel efficient vehicles to reinforce their next purchase decision
- Purchase incentives or lower registration fees
- Demonstration of positive experiences that community leaders or enlightened adopters have had with fuel efficient vehicles



Unapologetic Drivers

General Profile

Unapologetic Drivers, in direct contrast to Enlightened Adopters, are the least environmentally-conscious segment. They do not want to compromise on vehicle performance and features, and this is the major influence in their selection of vehicles. They are divided about whether or not consumer behavior can make a difference in air quality, and are the most skeptical about the effectiveness of government policy encouraging Canadians to choose more fuel-efficient vehicles (perhaps because they are the most resistant themselves).

Demographics — Unapologetic Drivers have among the highest levels of education and income of any segment, and are also predominantly men (73 per cent).

Orientation to Fuel Efficiency

Unapologetic Drivers do not so much have a negative orientation to fuel efficiency as they are indifferent to it, only considering it important for economic reasons — to minimize the cost of fuel (although they are least apt to feel the pinch of fueling expenses given their relative affluence). They may link increased fuel efficiency to improved air quality and reduced greenhouse gas emissions, but largely in the abstract: Unapologetic Drivers would likely respond negatively to any suggestion that they need to change or compromise their *own* driving or vehicle purchasing habits for their own good or that of anyone else. They do not accept the notion that their personal driving behaviour negatively affects the environment and are not worried about their own vehicle's emissions or fuel consumption because they believe there are already enough people out there driving fuel efficient vehicles by choice.

Knowledgeable drivers who refuse to compromise their driving desires for efficiency/emissions and are the least concerned about their fuel efficiency.

This segment is *least* likely to:

- Think about fuel efficiency when driving.
- Consider a more fuel efficient vehicle, no matter what the conditions, let alone pay more for one.

Implications for Social Marketing

This segment offers the least potential for social marketing initiatives because Unapologetic Drivers have well-established opinions about what they want to drive, and cannot be easily influenced by more compelling information about vehicle fuel efficiency (this is a well educated group that generally knows what it wants). Unapologetic Drivers will likely be the most resistant (and vocally so) to government interventions such as mandated fuel efficiency standards or carbon taxes. The only intervention likely to move this segment would be a significant and steady rise in fuel prices, which might prompt some to search for more fuel efficient versions of their preferred vehicle type.

Barriers:

- Initial purchase price premium
- Deny personal responsibility for emissions
- More concerned about air quality pollutants than greenhouse gases
- Lack motivation / Resistant to change

Opportunities:

- Interested in the economic benefits of fuel efficiency
- Highlight the use of advanced technology to save fuel and reduce emissions, as this is representative of exclusive, highly valued performance features

Possible Interventions:

- Increased fuel prices
- Market fuel efficiency as a proxy for advanced and highly-valued technology (i.e., portray fuel efficient technologies as a status symbol)

Addressing the Barriers

Practitioners can use this section to align their activities with the barriers they wish to address and with the appropriate target audience. Often, barriers may apply to more than one group, and consequently this section will help practitioners choose a primary *and* a secondary audience. Also listed are possible market interventions that various types of practitioners can consider to effect behaviour change within their target audience.

Barrier	Audience	Interventions	Practitioners
Price premium	All Segments	1. Financial purchase incentives.	1. Government
	Confused Seekers	2. Preferential financing options.	2. Industry / Financial institutions (banks)
		3. Preferential insurance options.	3. Government / Insurance companies
		4. Substantial fuel tax.	4. Government / NGOs / Consumer Groups
Lack motivation to act	Passive Receptives	5. Demonstrate the financial benefits of fuel efficiency through education campaigns and development of effective information/decision-making tools.	5. Government / NGOs
	Unapologetic Drivers	6. Make information easily accessible by training dealers about the economic benefits of fuel efficiency.	6. Government
		7. Substantial fuel tax.	7. Industry / NGOs
Have difficulty comparing vehicles (both finding the information and understanding what it means)	Passive Receptives (unmotivated to find)	8. Provide incentives (i.e., rewards, recognition, certification) to community dealerships for displaying fuel efficiency labels.	8. Government / NGOs / Consumer Groups
		9. Train dealers and provide with materials and tools to help customers compare vehicles based on fuel efficiency.	9. Government / NGOs
	Confused Seekers (uncertain what it means)	10. Regulate mandatory display of fuel efficiency information in advertising and at dealerships.	10. Government / Industry
		11. Develop a vehicle rating or recognition system that more intuitively communicates a vehicle's level of fuel efficiency performance, relative to other vehicles.	11. NGOs / Consumer Groups
		12. Develop a buyers' reference to guide consumers through the vehicle purchasing process and towards the most fuel efficient vehicle that meets their needs.	12. NGOs / Consumer Groups

Barrier	Audience	Interventions	Practitioners
Misconceptions about fuel efficiency (i.e., believe that there is very little variation in fuel efficiency within a vehicle class, and that consequently only small vehicles are fuel efficient)	Confused Seekers	13. Emphasize the availability of fuel efficient vehicle options across the range of size categories to correct the misconception that only small vehicles are fuel efficient.	13. Government / NGOs / Consumer Groups
		14. Develop a recognition system that acknowledges best-in-class performers.	14. NGOs / Consumer Groups
		15. Focus on examples of vehicles that are top-performers in fuel efficiency, quality and safety, in order to address the misconception that a trade-off must be made between these attributes.	15. NGOs / Consumer Groups / Industry / Government
		16. Develop a labeling system that intuitively communicates a vehicle's level of fuel efficiency performance, relative to other vehicles in its class and across all vehicles classes.	16. Government / Industry
		17. Demonstrate, through letter writing campaigns and petitions, consumer demand for more fuel efficient options in all classes to (a) encourage the setting of fuel efficiency standards; and (b) encourage manufacturers to bring additional options for consumers to market.	17. NGOs / Consumer Groups
Deny responsibility for personal emissions	Confused Seekers	18. Emphasize the financial benefits of fuel efficient vehicles in communication and education campaigns.	18. NGOs / Consumer Groups / Industry / Government
	Unapologetic Drivers	19. Demonstrate, through comparative calculations, the expected financial savings associated with a more efficient vehicle choice (possibly as an on-line tool or as service provided in the dealer showroom).	19. NGOs / Consumer Groups / Industry / Government
	Passive Receptives		
Believe that driving behaviour has a larger effect of fuel consumption than technology	N/A (This barrier arose in unsegmented focus groups)	20. Include information on the relative importance of both technology <i>and</i> driving behaviour on vehicle fuel efficiency performance in driver education/training materials.	20. Government / NGOs / Consumer Groups

Barrier	Audience	Interventions	Practitioners
Believe that new, fuel efficient technologies are unproven and experimental (consumers are afraid that their vehicle will be unreliable or will be expensive to maintain)	Confused Seekers	21. Develop educational information about conventional and advanced vehicle technology, highlighting proven track records of use (i.e., hybrid technology has been on Canadian roads for ten years), as well as the potential issues relating to more leading-edge (i.e., “experimental”) technologies.	21. NGOs / Consumer Groups / Industry / Government
	Passive Receptives	22. Organize demonstrations of advanced, fuel-saving technologies at community events.	22. NGOs / Consumer Groups / Industry
	Early Adopters	23. Encourage purchasing and use by local businesses and government to demonstrate reliability (e.g., municipal fleet early adopters).	23. NGOs / Consumer Groups / Industry / Government
		24. Develop an interactive, on-line community, dedicated to fuel efficiency that allows Early Adopters to share their experiences using new technologies with Confused Seekers.	24. NGOs / Consumer Groups
		25. Address concerns of new vehicle technology adopters regarding maintenance and identify what services they can continue to rely on their current, trusted mechanics to deliver.	25. Government / Industry
		26. Promote the (“aura” of) prestige of the ownership of highly fuel efficient vehicles.	26. Industry
		27. Emphasize reliability when marketing fuel efficient vehicles	27. Industry
		28. Ensure that highly fuel efficient and advanced technology vehicles (and provision for parts and servicing) are readily available in rural as well as urban areas.	28. Industry

Practitioner Recommendations

Coordinated efforts by all practitioners can leverage better progress towards higher consumer appreciation and willingness-to-pay for fuel efficient vehicles. This can benefit the environment, consumers and the auto industry. This section presents a checklist for practitioners to help coordinate, plan and execute campaigns to promote and sustain consumer demand for fuel efficient vehicles (and advanced, fuel-saving vehicle technologies) in ways that are consistent with their strengths and capacities.

Checklist for NGOs and Consumer Affairs Organizations

NGOs and Consumer Affairs Groups may want to promote consumer demand for more, highly fuel efficient vehicles for the following reasons :

Environmental — to decrease GHG emissions from personal vehicles in Canada (representing approximately 12–13 per cent of total GHG emissions).

Economic — to protect consumers from the economic impacts of increasing and fluctuating fuel prices, and ensuring vehicle technology returns value to the consumer in terms of fuel savings.

Develop a Buyers' Guide to help consumers who are interested in fuel efficiency navigate the new vehicle purchasing process. Ensure that the guide includes:

- ❑ An emphasis on the financial benefits of fuel efficiency (consideration for operational and maintenance savings, as well as resale value).
- ❑ A guide to interpreting fuel efficiency labels and how to use the information to evaluate comparative models.
- ❑ An identification of vehicle options, features and add-ons that either contribute to improved fuel efficiency performance, or detract from it.
- ❑ An explanation that while driving behaviour can influence on-road fuel efficiency performance, the best opportunity to save fuel is at the point of purchase, where the consumer can choose the most fuel efficient vehicle to meet their needs.

Partner with local automotive dealers to disseminate information on fuel efficiency and help to promote fuel efficient vehicle technologies (to help connect consumers with the value represented by improved fuel efficiency).

- ❑ Educate/train dealers about the economic benefits of fuel efficiency and fuel efficient technologies.
- ❑ Develop information materials that dealers can distribute to interested consumers.
- ❑ Provide incentives (i.e., rewards, recognition, certification) to community dealerships for displaying fuel consumption labels or distributing information on fuel efficiency to customers.

Develop tools and systems to better communicate the benefits of fuel efficiency and the choices that are available to consumers.

- ❑ Develop a tool for consumers and dealers that enables more comprehensive and personalized payback calculations.
- ❑ Develop a rating or recognition system that more intuitively communicates the differences between vehicles' fuel efficiency levels. This tool should emphasize fuel efficient options in all vehicle classes.

Demonstrate support for, and reliability of, new and advanced fuel efficiency-enhancing technologies.

- ❑ Highlight examples where fuel efficiency, quality and safety are consistent and compatible vehicle attributes (specifically, that these attributes are not mutually exclusive).
- ❑ Develop educational information about conventional and advanced vehicle technology, highlighting proven track records of use (i.e., hybrid technology has been on Canadian roads for ten years), as well as the potential issues relating to more leading-edge technologies.
- ❑ Organize demonstration of new and advanced fuel-saving technologies at strategically-selected public and community events.
- ❑ Encourage the purchase and use of fuel efficient vehicles among local businesses and government agencies to demonstrate reliability and foster familiarity and acceptance.
- ❑ Develop an interactive, on-line community, dedicated to the topic of fuel efficiency, that allows Early Adopters to share their experiences in using new technologies with Confused Seekers.

Checklist for Governments

Local, provincial or federal governments may want to promote consumer demand for more, highly fuel efficient vehicles for the following reasons:

Environmental — to decrease GHG emissions from personal vehicles in Canada (representing approximately 12–13 per cent of total GHG emissions).

Economic — to better insulate the economy from the negative effects of sharply fluctuating fuel prices.

Industry Support — to align market demand for fuel efficient vehicles and technologies (i.e., market ‘pull’) with the effect of regulated fuel efficiency standards (i.e., technology ‘push’) to lessen the burden on automakers by fostering the emergence of a Canadian market that values, demands and is willing to pay for increasing fuel efficiency performance.

Help consumers overcome the initial barrier of increased purchase price.

- Offer financial purchase incentives for highly fuel efficient vehicles that use advanced technology and are priced at a premium.
- Encourage preferential insurance options for highly fuel efficient or advanced technology vehicles.
- Increase fuel prices.

Help consumers compare vehicles based on fuel efficiency.

- Train dealers to disseminate information about fuel efficiency.
- Make mandatory the display of fuel efficiency labels in vehicle advertising and at dealerships.
- Develop a labeling system that facilitates comparison of a vehicle’s fuel efficiency performance with that of other vehicles in its class, and among all available models.

Promote consumer familiarity with fuel efficient vehicle models and foster acceptance of new and advanced fuel-saving vehicle technologies.

- ❑ Develop educational information about conventional and advanced vehicle technology, highlighting proven track records of use (i.e., hybrid technology has been on Canadian roads for ten years), as well as the potential issues relating to more leading-edge (i.e., “experimental”) technologies.
- ❑ Organize demonstration of new and advanced fuel-saving technologies at strategically-selected public and community events.
- ❑ Provide incentives to encourage the use of highly fuel efficient vehicles by local businesses and government agencies.
- ❑ Address concerns of new vehicle technology adopters regarding maintenance, and identify what services they can continue to rely on their current, trusted mechanics to deliver.

Educate consumers.

- ❑ Demonstrate the financial benefits of fuel efficiency through education campaigns and development of effective information/decision-making tools.
- ❑ Train/equip dealers to help customers compare the relative value of vehicle options based on fuel efficiency (i.e., fuel savings).
- ❑ Highlight examples where fuel efficiency, quality and safety are consistent and compatible vehicle attributes (i.e., not mutually exclusive).
- ❑ Explain that while driving behaviour can influence on-road fuel efficiency performance, the best opportunity to save fuel is at the point of purchase, where the consumer can choose the most fuel efficient vehicle that meets their needs.

Checklist for Automakers and Auto Dealers (Industry)

Automotive Industry Stakeholders may want to promote consumer demand for more highly fuel efficient vehicles for the following reasons:

Environmental — to decrease GHG emissions from personal vehicles in Canada (representing approximately 12–13 per cent of total GHG emissions); and to establish competitive advantages among environmentally-oriented consumer segments.

Economic — to help foster and develop broad market demand for fuel efficiency enhancing vehicle technologies that they are compelled by regulations to produce under a stringent fuel efficiency standard; and to establish competitive advantages among economically-oriented consumer segments.

Make highly fuel efficient and advanced technology vehicles more accessible to consumers.

- Offer preferential financing options.
- Offer preferential insurance options.
- Offer extended warranties, particularly to address uncertainty or concerns about the reliability of newer technologies.
- Showcase the range of choice that consumers have to own highly fuel efficient vehicles across all vehicle classes, serving a range of consumer needs.
- Ensure that fuel efficient vehicles (and provision for parts/service) are readily available in rural as well as urban areas.

Make highly fuel efficient vehicles desirable to consumers.

- ❑ Create an 'aura of prestige' surrounding the ownership of highly fuel efficient vehicles, or vehicles exhibiting fuel-saving enhancements.
- ❑ Emphasize the reliability of fuel efficient vehicles in marketing materials.

Help consumers compare vehicles based on fuel efficiency.

- ❑ Display fuel efficiency labels on all vehicles in the showroom and on the dealer's lot.
- ❑ Participate in developing a labeling system that enables comparative fuel efficiency information within class and among all available models.
- ❑ Provide education and training that enables salespeople to address questions and concerns about vehicle fuel efficiency, and help to connect consumers with the value of efficiency-enhancing vehicle technologies.

Additional Resources for Social Marketing

Health Canada's free Social Marketing e-learning tool — <http://bit.ly/WBPbi>

Centre of Excellence for Public Sector Marketing (CEPSM)'s Social Marketing Workbook — <http://bit.ly/4uhBFb>

Tools of Change Website — <http://www.toolsofchange.com>

Pollution Probe

TORONTO OFFICE:

625 Church Street
Suite 402
Toronto, Ontario
Canada M4Y 2G1
tel. 416-926-1907
fax 416-926-1601

www.pollutionprobe.org

OTTAWA OFFICE:

63 Sparks Street
Suite 101
Ottawa, Ontario
Canada K1P 5A6
tel. 613-237-8666
fax 613-237-6111

CAA South Central Ontario

SOUTH CENTRAL ONTARIO OFFICE:

60 Commerce Valley Drive East
Thornhill, Ontario
Canada L3T 7P9
tel. 416-221-4300
fax 1-800-268-3750

www.caasco.com