

PRESS RELEASE

Haddock Research & Branding Inc.

Understanding people's relationship with climate change and the low-carbon economy

Montreal, Oct 8th 2008

Haddock Research & Branding Inc. is a new full-service market research agency focusing on climate change and the low-carbon economy. Making use of the latest advances in survey design, Haddock will advise businesses on how best to develop profitable low-carbon opportunities; and provide governments with the vital information they need to mobilize people to take action on climate change.

Peter Winters, the company's founder, has worked in market research for over 20 years and has had an active interest in environmental issues for as long as he can remember; including undertaking a study, commissioned by the Conservation Foundation, on reactions to the Rio Earth Summit¹. An article on the front page of the Times entitled "*The Green Divide: the gulf between what people think and say, and what they actually do*"² set him thinking about how to marry his business experience with his passion for the environment – in particular, helping businesses help consumers to help the planet.

*"Based on current scientific theory, we need to understand how people behave in terms of **internal drivers** (how choice is based on a combination of both rational and emotional ingredients and aligned to people's personal narratives of how they see the world); **practical drivers** (people tend to have complex and context-specific lives with differing incentives for action); and **social drivers** (how we are inevitably affected by others, to a greater or lesser degree). We want to provide strategic advice reinforced with practical 'next steps' for our clients."*

Peter Winters also said *"There are an increasing number of international surveys being conducted on climate change, and as far as I am aware, most of those in the public domain are aimed predominantly at governmental policy-makers. Yet the low-carbon economy is also a massive business opportunity, and the involvement of the private sector is essential if we are to solve the climate crisis. We will help businesses to develop their low-carbon brands, which should give these companies secure long-term financial prospects, and for them to offer worthwhile employment opportunities. But commercial success in this area should always be guided by whether it is helping to deal with the climate crisis; we will not work on 'greenwash'."*

Environmental Choices™

The Environmental Choices™ syndicated survey was conducted from 25th September to 3rd October 2008. Fieldwork for the study was conducted online, in native language, amongst nationally representative samples of a minimum of 1,000 people in each of Canada, the UK and the USA – 3,156 respondents in all. Results will be presented in 14 section reports focusing on the different themes explored in the study.

James Ambler, Director of UK Operations, said *"Our Environmental Choices™ syndicated survey is being used to launch Haddock and provide baseline data and analysis. We felt it necessary to make this investment to gauge current consumer thinking about climate change and various low-carbon market sectors. An international perspective was important to contrast the climate change challenges facing each country, as well as enable businesses to understand the different nuances of their local markets. We are planning further waves of the study which will include many more countries and even larger samples."*

¹ The Road from Rio: A Survey on Reactions to the Earth Summit (1993)

² The Times, 8 November 2006

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"Moreover, in these uncertain times, syndicated research data (which is available to all buyers as opposed to a single client) can be a much more cost-effective, and time-effective, way for our clients to obtain vital market research information!"

It will be possible to buy either individual section reports or the whole study, with summary information from each report available free of charge, following a quick registration via the website. Please visit the Haddock website for updated information - www.haddock-research.com. Haddock has offices in Canada and the UK. Contacts are Peter Winters, President (peter.winters@haddock-research.com) and James Ambler, Director of UK Operations (james.ambler@haddock-research.com).

Title	Release date
Attitudes (towards climate change)	October 20, 2008
Influencers on climate change & social tipping points	October 27, 2008
Power generation: Reactions to coal & nuclear power; & Al Gore's plan for 100% renewable electricity in 10 years, in the USA	November 3, 2008
Climate change campaigning organisations & marketing campaigns	November 10, 2008
Government mandates for action on climate change	November 17, 2008
Climate change & the home	November 24, 2008
Green energy companies & hydrogen fuel cells	December 1, 2008
Telepresence & flying	December 8, 2008
Transport, cars & car-share organisations	December 15, 2008
Carbon-offset companies & business reputations	December 22, 2008
The branding of climate change	January 12, 2009
Feelings (towards climate change)	January 19, 2009
Behaviour (towards climate change)	January 26, 2009
Materialism, happiness, incentives and passions - & dealing with climate change	February 2, 2009
Full and Final Report	February 27, 2009