

MEDIA INFORMATION

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Time to Change Calls for green rewards

Two new surveys published today suggest the Government should adopt a new approach to achieving domestic energy efficiency targets. The public have had enough green stick and are looking for the carrots.

While 51% of the public claim to agree with the introduction of green taxes, when questioned more closely an overwhelming majority (70%) thought that other approaches which rewarded environmentally-friendly behaviour would be more successful. According to a survey commissioned by the Association of Manufacturers of Domestic Appliances (AMDEA), 70% of those surveyed favoured financial incentives such as tax breaks and cash-back schemes to encourage the purchase of energy efficient products.

Launching Time to Change, its new initiative to encourage the public to replace 15.4 million outdated domestic appliances with new high efficiency models, AMDEA Chief Executive, Douglas Herbison, said: "Throughout Europe and even in the United States financial incentives have proved by far the most effective measure to effect market transformation and prompt the public to action. The carbon savings from our 11.7 million cold appliances alone could save the country nearly £900 million worth of electricity. This level of reduction could make a major contribution to greenhouse gas targets and must warrant financial backing."

The calculator on www.t2c.co.uk shows that savings to individual households, based on upgrading their old model for the latest A+ fridge freezer, are also significant ranging from around £36 - £40 a year. But are they enough of an inducement to green behaviour?

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A separate study by the insurer Allianz Schemes suggests not. Confirming the extent of the challenge, the survey found that one in three houses had at least one appliance that was 10 or more years old. This figure rose among those on fixed incomes (50% of those 65+) or those not working (44%), who are keeping old appliances longer. A quarter of respondents were aware of the environmental benefits of newer appliances and said they planned to change them as a result. However, despite seriously considering the environmental benefits of modern appliances and finding the utility savings attractive, economic considerations rule the day for the vast majority, who would still only replace a large appliance when the cost of repair outweighed the price of a new model.

Andrew Cackett, Strategic Marketing Manager of Allianz Schemes comments, "The challenge is to persuade the owners of these outdated models that the longer term advantages of cost savings on utility bills and safeguarding the environment outweigh the short term financial outlay of the domestic appliance."

Time to Change marks the latest in a series of industry actions aimed at releasing the full eco-potential of the latest generation of fridges, freezers and washing machines; including the great strides in energy and water saving technologies developed in the last decade.

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NOTES TO EDITORS

- 1 To preview www.t2c.org.uk before 11 October, please call or email for password details.
- 2 Examples of incentive schemes in other countries, include:
A system being set up in Italy for consumers to receive a tax deduction, if they replace an old appliance with the most energy efficient version. Spain has implemented cash-back rebate schemes.
- 3 AMDEA research was conducted by YouGuv, in October 2007, using a sample of 2,000 GB adults (18+).
- 4 Allianz Schemes' white goods survey was undertaken by GfK NOP who conducted a nationally representative telephone omnibus survey amongst 1000 adults aged 16+. Fieldwork was conducted 31st August - 2nd September. Weighting was applied to the data to bring it in line with national profiles.

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AMDEA is the UK trade association for the manufacturers of small and large domestic appliances; representing over 80% of the domestic appliance industry. Members are all manufacturers, importers or distributors of household appliances.

Allianz Schemes, a trading division of Allianz Insurance plc, provides innovative insurance solutions in the areas of extended warranty, payment protection, mobile technology and all risks. Based in Tunbridge Wells, Kent since 1991, Allianz Schemes employs 245 staff in the UK and India. Allianz Insurance employs 4,000 staff across the UK and Northern Ireland.

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