



# HOW WILL CLIMATE CHANGE AFFECT CONSUMER BEHAVIOUR?

EPA Victoria's Carbon Innovators Network invites you to an event featuring the newly released study by Net Balance Foundation, AccountAbility and LRQA, "What Assures Consumers on Climate Change".

**Date:** Wednesday  
1 October 2008  
**Time:** 9.30 – 11.30am  
**Venue:**  
Novotel Melbourne  
on Collins  
Cantala Room  
270 Collins Street  
Melbourne  
(between Elizabeth and  
Swanston Streets)

We face a period of substantial change as business, government and consumers grapple with the issue of Climate Change. This research reveals for the first time a set of powerful insights into the emerging new consumer drivers:

**How will their purchasing behaviour change?**

**Who do they trust as sources of information?**

**How can business empower consumers to mitigate climate change?**

**How willing are consumers to buy "green"?**

The answers to these and many more questions will be revealed, then debated by our expert panel including:

**Ross Wyatt**

General Manager, Net Balance Foundation

**Lee Sargent**

Insights Strategist, Foster's Group

**Marc van Beek**

Business Manager Origin Carbon, Origin Energy

**RSVP by Friday 26 September 2008**

Kim le Cerf, EPA Victoria

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To minimise the environmental impacts associated with food wastage, please inform us if your circumstances change and you are no longer able to attend.



*As this is a Carbon Innovators Network sponsored event, by registering to attend, you will automatically become a member of EPA's Carbon Innovators Network. If you do not wish to become a member, please notify Kim with your RSVP.*



EPA VICTORIA - CARBON INNOVATORS NETWORK [www.epa.vic.gov.au/climate-change/carbon-innovators](http://www.epa.vic.gov.au/climate-change/carbon-innovators)

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