

## BG takes CO<sub>2</sub> high ground with Green Streets drive

British Gas is taking a swipe at the Government as it starts the latest element of its energy reduction campaign, warning the UK will miss its CO<sub>2</sub> targets due to ill-thought-out policy.

To highlight the anticipated failure to meet carbon reduction targets it is rolling out an initiative labelled Green Streets. BG calls the drive "a year-long social experiment" that will demonstrate how existing homes can be made more energy efficient.

The Centrica-owned energy supplier claims "there is too much focus on energy efficiency in new homes and not enough on existing stock".

The Green Streets initiative will focus on 64 households from eight streets, with each street being given £30,000 to spend on energy-saving equipment, including light bulbs, solar panels and heat humps. The "winning" street will be awarded a £50,000 energy saving makeover for a local project.

Phil Bentley, BG managing director, says: "While strict standards on new-builds are needed, most of the energy consumed is in the ageing homes we live in today. Making changes in these properties will give us the biggest carbon emission reductions."



British Gas: Street talk

# Sainsbury's set for green range launch

By Nathalie Kilby

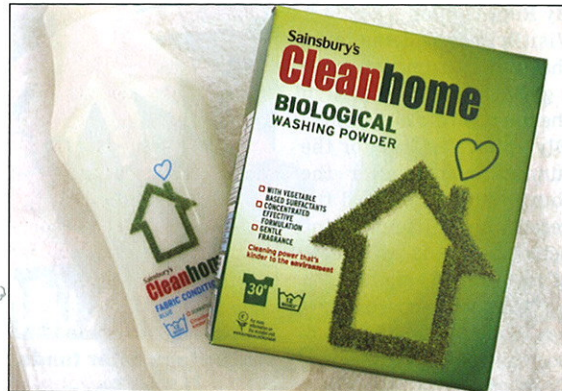
Sainsbury's is launching a raft of own-label "green" household cleaning products called Cleanhome next week.

The seven Sainsbury's Cleanhome formulations use sustainable natural ingredients "to deliver outstanding cleaning performance, at no additional cost to the Sainsbury's shopper". The supermarket chain says that "wherever possible, packaging is recyclable or made from recycled materials".

The launch sees the retailer go up against ethical brand Ecover and packaged goods giants Unilever, Procter & Gamble and Reckitt Benckiser, which are all launching green household products.

The ethical range has been developed in conjunction with WPP Group-owned research and brand development group Added Value.

Sainsbury's says it aims to



Green detergents: Sainsbury's Cleanhome range

be a "leading example" on biodegradability and avoiding unnecessary chemicals.

The products have been developed in response to research by Added Value, which assessed consumers' greatest concerns around environmentally friendly products. "Consumers will choose products that are environmentally responsible, as long as there's no trade-off on

functionality or price," says Added Value UK chief executive Lucy Richardson.

Sainsbury's head of brand policy and sustainability Alison Austin says: "We are very passionate about finding ways to help our customers make a big difference to the environment, and one way of doing this is introducing greener options for everyday products."

## MPs get marketing lessons

Parliamentarians are being encouraged to sign up for a course to learn about marketing and its role in business.

The Secrets of Marketing course is the first of its kind to be offered to MPs and peers. It is to be run by the Bradford University School of Management, which was awarded the contract by the Industry and Parliamentary Trust (IPT) following a tender involving ten other institutions. The IPT is an inde-

pendent, registered charity, which aims to increase understanding between business and Parliament through study programmes.

The course starts from October 24 and will cover fundamental marketing principles and include topics such as carbon footprinting and organic food. It aims to give MPs a better understanding of issues affecting businesses in their constituencies, including the impact of legislation

on marketing activities.

Ian Stewart, MP for Eccles in Salford, is among the first to sign up for the course. He says: "I know nothing about marketing. I need to understand the business pressures and modern techniques for promoting British business locally and globally."

Secrets of Marketing has been devised by Julian Rawel, an academic with a business background and also a chartered marketer.

## Bonmarché includes paid-for gaming in online offering

Bonmarché, the value clothes retailer, has launched paid-for gaming on its website as way of adding "fun" to its online site.

A spokesman says Bonmarché Games has been introduced after customer

feedback showed shoppers missed a free game called Bongo Bingo, scrapped during a recent website redesign.

Customers can now play bingo, slot machines and casino games such as The Price is Right Bingo and Deal

or No Deal Slots on the site powered by jackpotjoy.com. The site is provided by online gaming company Mice & Dice and is believed to be the first Web partnership between a high street retailer and a gaming company. It will be oper-

ated on a revenue sharing basis and promoted in-store.

This initiative from Bonmarché comes a week before it launches the Bonus Club Benefits Book, a booklet that provides discounts on third-party goods and services.

### IN BRIEF

**COI** is creating a second non-executive director position to bolster the organisation's board-level expertise. The new director will be appointed for three-years and will join a 12-strong board.

**King of Shaves** founder Will King is entering the snacks market this week with the launch of the Will Bar, an energy bar enhanced with caffeine and taurine. The bars, which were first mooted last year (*MW* February 9, 2006), will appear exclusively in Boots and are the first in a range of products planned by King's company W Brands.

**British Airways** is looking for a "new generation" of marketers as part of a reinvestment in its brand and product communications. It is the first time the airline's marketing department has recruited externally since 9/11.

**Whitbread**, the budget hotel owner, is hoping the recent turmoil in financial markets will lead to more demand for its rooms as travellers tighten their belts. The company, which owns the Premier Inn brand, has released research suggesting that the budget sector has the potential for rapid expansion in the next five years.

**Procter & Gamble** brand Wash & Go has signed football legend John Barnes to front a charity initiative aimed at providing football facilities in Ethiopia. The shampoo brand has teamed up with UK charity Link Ethiopia to deliver a campaign called "Score Ethiopia".