

Workshop Agenda

The objective of this workshop is to present and interpret recent research on consumer attitudes towards purchasing highly fuel efficient or electric vehicles in order to develop guidelines for future vehicle fuel efficiency campaigns and programs.

Tuesday, March 24, 2009

- 9:00 Refreshments and Registration
- 9:30 **Opening Remarks, The Motor Vehicle Fuel Efficiency Project** — Bob Oliver, Executive Director, Pollution Probe
- 10:00 **A Social Marketing Review of Purchasing Fuel-Efficient Vehicles in Canada** — Anne Lavack, Dean, Faculty of Business Administration, University of Regina
- 10:45 **Questions and Discussion**
- 11:00 Break
- 11:15 **Barriers and Opportunities to Purchasing Highly Fuel Efficient Vehicles: Research Results** — Keith Neuman, Group Vice President, Public Affairs, Environics Research Group
- 11:55 **Questions and Discussion**
- 12:15 Lunch
- 1:00 **Canadian Awareness and Attitudes Towards Electric Vehicle Technology: Research Results** — Keith Neuman, Group Vice President, Public Affairs, Environics Research Group
- 1:40 **Questions and Discussion**
- 2:00 Break
- 2:15 **Interpretation and Next Steps** — Rebecca Spring, Project Manager, Pollution Probe
- 2:35 **Facilitated Discussion**
- 3:30 **Closing Remarks**