

## Research reveals Brits are not willing to pay to be “green”

12 March 2010

Research released today by automotive, consumer goods and industrial technology company Bosch, has revealed that even though 90% of people in the UK claim to care about the environment, most are unwilling to spend extra to live a “greener” life.

When asked how much more each week they would be prepared to pay to reduce their impact on the environment, survey participants say they were reluctant to pay much if anything. Almost 40% say they are not willing to spend any money, while only 30% say they would spend up to £5.

Speaking about the research results, President of Bosch in the UK, Peter Fouquet said that these attitudes provide a real challenge for companies to make the required investment in delivering products and services that have increased green credentials without making this an additional cost for the consumer to bear.

“Last year Bosch invested 9% of our turnover, or roughly £3.5 billion, into research and development, and almost half of this activity was focused on technology that reduces the impact on the environment. This isn’t a question of “CSR”, it is simply good business sense, because as these survey results show, people do care about the environment and there is a definite trend towards environmentally-friendly technology.

“Statistics state that homes are responsible for almost 20% of the EU’s CO<sup>2</sup> emissions. I believe that there is huge potential for improvements in household energy efficiency through the use of technology and that is why Bosch is going to great lengths to provide solutions that will help achieve emission reduction targets here in the UK”.

The research shows most people only do green things because they have to. More than four in five say they recycle (92%) and use energy saving light bulbs (81%), although the threat of fines and the end of non-energy saving light bulbs

have had much to do with that. Just a third (37%) say they use their car less and a similar number (40%) buy locally sourced groceries to cut down on food miles.

The research also highlighted a disparity of knowledge as to what levels of energy everyday goods use. A quarter of people incorrectly thought a microwave is a high energy user (it is low, producing just 56kg of CO<sup>2</sup> per year).

Bosch has always had a reputation for providing high quality products and services and that is why the company continually invests in sustainable improvements to its existing product range and the development of new technologies. Bosch offers some of the most energy efficient and eco-friendly products available for all areas of the home; from battery powered lawn mowers and power tools to energy saving domestic appliances such as the latest generation of fridge-freezers that use 64% less energy.

For more information on how you can improve your home's energy efficiency and reduce your carbon emissions, visit our virtual home at: [www.bosch.co.uk](http://www.bosch.co.uk).

ENDS

Press photo: 1-XX-XXXXXX

Contact person for press enquiries:

Emma Hills

Press and Communications Manager

Phone: 01895 83 8545

Email: [Emma.Hills@uk.bosch.com](mailto:Emma.Hills@uk.bosch.com)

Notes to Editors:

*The research was carried out online by Opinion Matters between 24/12/2009 and 07/01/2010 amongst a nationally representative sample of 1,738 UK adults aged 16+. Opinion Matters adheres to and follows the codes of the Market Research Society (MRS) and are fully registered and compliant with the Data Protection Registrar.*

*The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 280,000 associates generated sales of 45.1 billion euros in fiscal 2008. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in over 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network are the foundation for further growth. Each year, Bosch spends more than 3.5 billion euros, or eight percent of its sales revenue, for research and development, and applies for over 3,000 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.*

*The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.*