

# Living Smart at Home and Work

## FINAL EVALUATION REPORT AND RECOMMENDATIONS

October 2008



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# INTRODUCTION

## *Welcome to Living Smart at Home and Work!*

Living Smart and Living Smart at Home and Work program's are community environmental education programs that empower participants with the knowledge and skills to take action to improve the sustainability of their homes and their workplaces.

The aim of the Living Smart program is to:

- Raise knowledge and understanding of sustainability issues;
- Create positive behaviour change in participants; and
- Develop a sense of community and empower participants to actively participate in their community.

Living Smart is different to other environmental education programs in that it does not focus on a single environmental issue but adopts a holistic approach by looking at environment, lifestyle and community. It also includes a winning formula to facilitate behaviour change both in the home and workplace.

The Living Smart program is aimed at the household level and materials have been developed specifically for this (please see the website for more details).

Living Smart at Home and Work is the specific extension program that focuses on businesses. It starts with running the household Living Smart program with a Work Smart topic and then inviting participants to join the Living Smart at Home and Work program to suit the needs of their workplace. The rationale is that those that are interested are most likely to make the changes necessary for sustainability (based on the Enterprise Facilitator Model by Ernesto Sirolli and Community Based Social Marketing).

The approach for Living Smart at Home and Work is based on:

- linking behaviours at home and the workplace together to support behaviour change through the Living Smart program;
- identifying clear and common sustainability issues faced by most small businesses;
- helping participants set realistic goals based on an understanding of the costs associated with practices which have the potential to damage the environment and the actual environmental impact of their business;
- working with the businesses to develop individualised action plans to meet participant's individual goals for increasing the sustainability of their business;
- providing tools for measuring progress;
- providing individualised support in the participant business' workplaces; and
- monitoring progress and improvement on an ongoing basis.

What makes Living Smart at Home and Work so unique is that it is a well researched and evaluated program and has been formed through a unique partnership. Its strength lies in the research and evaluation process and how the information and resources collected from the key partners have gone into the design and delivery of the program. Furthermore, the Living Smart at Home and Work program is modelled on the Living Smart program that has been developed from the findings of 10 programs held in Fremantle, three of which focussed on businesses.

These strengths have been recognised and the Living Smart program has been awarded the:

- ❑ 2004 National Eureka Prize for Sustainability Education;
- ❑ Adult Learners Week 2003 Award for Outstanding Environmental Care Program; and
- ❑ Contributed to the City of Fremantle winning the Western Australian Environment Award for Government Leading by Example in 2002.

Living Smart at Home and Work is the outcome of a strong partnership between the Meeting Place Community Centre, City of Fremantle, Murdoch University, Southern Metropolitan Regional Council, Coastal Business Enterprise Centre, Jay Hardison (Business, Economic & Community Development) and Robyn Williams (Persistence of Vision).

Information and feedback from the Evaluation process contributes to the development of an effective and relevant programme that achieves its aims. This report details the evaluation results of the Living Smart for the Workplace program held during 2006-2007.

From this evaluation report, a Living Smart at Home and Work Kit has been prepared. This report is therefore structured on the findings of the Living Smart for the Workplace program compared to the Living Smart with Work Smart program. Therefore references throughout this report are made to two programs. The final approved program is Living Smart with Work Smart but re-branded as Living Smart at Home and Work.

Resources, time and effort from the partnership between the Meeting Place Community Centre, City of Fremantle, Murdoch University, Southern Metropolitan Regional Council, Coastal Business Enterprise Centre, Jay Hardison (Business, Economic & Community Development) and Robyn Williams (Persistence of Vision), have combined to produce the kit.

There are three sections to the Living Smart at Home and Work Kit.

- ❑ Participating: This section is for Living Smart at Home and Work participants. It contains the Living Smart at Home and Work Action Guide (for workplace information) and the Living Smart Participant's Guide (for household information).
- ❑ Facilitating: This section is for Living Smart at Home and Work Facilitators. It contains the resources and other important information you will need to facilitate a successful program. It supports the How to Facilitate Living Smart guide for the household program.
- ❑ Hosting: This section is intended for organisations, centres, businesses, anyone who is interested in running Living Smart at Home and Work. It provides important information on starting up your program. It too supports the How to Host Living Smart Guide for the household program.

The Living Smart at Home and Work Kit is available as a CD which can be obtained from the City of Fremantle by calling 08 9432 9999. Or it can be freely download from the Living Smart website:

[www.livingsmart.org.au](http://www.livingsmart.org.au)

## OVERVIEW OF LIVING SMART AT HOME AND WORK

The Living Smart at Home and Work Program has evolved from the Living Smart for the Workplace program (2006-2007). This evaluation report covers the findings from the evaluation of two programs, Living Smart for the Workplace and Living Smart with Work Smart.

The aims of the August 2006 – June 2007 Living Smart for the Workplace program were:

- Improved business performance of participating businesses including improved financial management, future planning, marketing and advertising and product development;
- Increased and enhanced employment opportunities for participating businesses.
- Increased number of sustainable behaviours exhibited by businesses and their staff at work and at home in Fremantle and beyond.
- Improved environmental performance of participating businesses including reduced energy consumption and greenhouse gas emissions, increased levels of recycling, less waste to landfill, reduced water consumption, reduced use of chemicals in the workplace, improved health of staff and reduced gas emissions from the transport of goods and services by switching to local producers and companies.
- Revised set of Living Smart at Home and Work materials to allow other organisations and groups to run the program for businesses in their own areas.

As with the Living Smart communities program, Living Smart for the Workplace was designed around adult learning principles. Participants were actively involved in the learning process through:

- Catering for the different learning styles through a combination of presentations and discussions.
- Recognising prior knowledge by involving them in discussions and activities in presentations.
- Allowing them to make choices about their learning when creating their action plans.
- Providing time for discussion and reflection in the presentations and during site visits.
- Teaching the power of goal setting and encouraging them to set realistic goals to enable the transfer of knowledge into positive action.

## DETAILS OF LIVING SMART FOR THE WORKPLACE

The Living Smart for the Workplace Program had the following ingredients:

- Effective program delivery partnerships.
- Presentation of sustainability topics identifying and emphasising the links between environment, health, workplace and lifestyle through the Living Smart course.
- Goal setting as the key behaviour change tool.
- Discussion time during course to present and discuss each topic, exchange information and undertake activities.
- Two participant booklets, Living Smart at Home and Work Action Guide (for the workplace) and Living Smart Action Guide (for the household).
- Onsite energy audits to provide detailed information on consumption use and recommendations for savings.
- Development of individualised Action Plans that reflected each business's immediate and longer-term goals.
- On-going guidance, advice, tools and encouragement for during the implementation process.
- Program evaluation.

A key component of the Living Smart for the Workplace Program was the focus on establishing partnerships to assist in the promotion and delivery of the program. The Manager of the Coastal Business Enterprise Centre and the City of Fremantle's Economic Development Co-ordinator joined representatives of the Living Smart Steering Committee to bring a business focus to the project.

An overt aspect of the Living Smart for the Workplace Program was recognition that despite concern and commitment for environmental and social issues, the majority of small business can only engage in or maintain activities that have a direct impact on their financial bottom line. It was acknowledged that the key sustainability issues for small business to consider were:

### **Reduce Operating Costs**

This can come from activities that result in a reduced consumption of power and/or water and/or better waste management.

### **Increase Revenue**

This usually comes from increased patronage from existing or prospective clients who want to support eco-friendly businesses.

## METHODOLOGY

Two models of delivery were undertaken in 2006-2007 to test the most effective method for recruitment, engagement and behaviour change for businesses towards sustainability.

### *Model One – Workplace Specific*

Model One was focussed on the workplace and involved the direct recruitment of business proprietors or managers into the programme, expert seminar series, audits, action planning and goal setting with support and advice for a period of time. Pre- and post- intervention questionnaires were used to measure the differences in behaviour, attitude and knowledge change as a result of the program.

Key Living Smart for the Workplace topics included:

- **Think Smart, Be Smart**  
Identify areas for improvement, decide on a preferred future, and commit to steps for achievement of goals.
- **Business Smart**  
Clarify business purpose and drivers, plan for success, consider customers needs, marketing edge and benefits of sustainable practices. Includes Corporate Social Responsibility and Sustainable Responsible Investment considerations.
- **Health Smart**  
Increase productivity and performance through awareness of Occupational Health and Safety issues and care and consideration for the well being of staff and colleagues.
- **Waste Smart**  
Examine real costs of consumption and looks at re-use, replace and recycle options.
- **Water Smart**  
Acknowledge the growing issues of water shortage and the rising costs of drinking quality water.
- **Power Smart**  
Reduce consumption, carbon emissions and costs; promote a range of strategies for energy efficiency and the financial benefits that flow on as a result.
- **Move Smart**  
Consider practical options to single occupant car use. Introduce incentives to car-share, walk, cycle, or use bus and train.
- **Smart Supply Chain**  
Pay attention to sourcing materials and services locally and business-to-business opportunities to reduce transport costs and build reciprocal relationships.
- **Garden Smart**  
Focus on aesthetically pleasing and climate sensible landscaping.

In working through these and other sustainability topics, participants were given information, tools, opportunities to discuss the information and time to experience aspects of sustainability to make the changes necessary to lead healthy lifestyles and workplaces.

Model One specifically involved these stages and elements.

## Participant Recruitment

Recruitment is a difficult aspect of many for programs targeting small and medium sized businesses in which owners are often working long hours and are attending to a range of issues related to their business. Research indicates this and the past Living Smart for the Workplace Program supported these findings.

Living Smart for the Workplace Program participants were chosen for their 'readiness'. Readiness was defined by the type of goods and services provided by the business, their involvement in other environmentally related programs, such as "Plastic Bag Free Fremantle", or through word-of-mouth recommendations. The time for turn-around was of the essence so the focus of recruitment was on the approachable side of the bell curve. Perceived 'early adopters' were invited to participate and potential 'laggards' avoided (in line with the Community Based Social Marketing model).

Personal invitations and visits supplemented focussed mail-out, media releases and newsletter promotion through the City of Fremantle's Freo-Splash newsletter (sent to over 11,000 households), the Fremantle Chamber of Commerce newsletter (sent to over 500 members) and Coastal Business Centre email networks (sent to over 2000 recipients).

## Living Smart Action Guides

Participants were given two Action Guides to support learning and engagement, and to promote discussion and enquiry.

### Living Smart for the Workplace Action Guide

This guide provided participants with background information on the Living Smart for the Workplace topics. The aim was to raise awareness of issues, provide some tips on what to do in each of the topics and provide information on how to get started.

A checklist and a series of Action Plan templates were included in the Action Guide. Participants were invited to identify which of the topics and associated workplace checklists they wished to pursue. The Action Plan templates were designed to provide businesses with a means of starting to plan their sustainability actions and goals, but were not meant to be final or definitive. Participants were encouraged to modify Action Plans to suit their way of working and their area of interest.

### Living Smart: Creating Sustainable Communities Action Guide

Living Smart for the Workplace links behaviours at work with those at home. This guide provided participants with background environmental information for the household. This guide raised awareness of issues and included positive messages about how to act, the benefits of those actions and how these sustainability actions could make a difference.

## Focussed Seminars

Four seminars were held to introduce participants to the key Living Smart topics. Speakers at each seminar were invited based on their knowledge of the subject matter and capacity to motivate participants. The seminars reflected and reiterated the structure and information of the Action Guides. The four seminars took place from September to November covering:

- Sustainability; Waste Smart (programme launch)
- Power Smart; Water Smart; Think Smart, Be Smart
- Business Smart; Health Smart

- Move Smart; Smart Supply Chains

## Workplace Energy Audit

Based on the business maxim that “*you can’t manage what you can’t measure*” participating businesses were offered a walk-through energy audit. Electricity, gas, water and waste practices are noted, and reviewed against 12 months of utility records to determine patterns of consumption and deviations from norms. The audits aimed to confirm what was working and which areas needed attention.

## Goal Setting

Goal setting is a feature of all Living Smart programs and is considered to be an essential technique to assist participants in identifying and describing the behavioural changes necessary for introducing and maintaining sustainable behaviours in the home, community and workplace. The intent was to assist participants in setting realistic goals and manageable steps towards achieving sustainability initiatives that they desired. Goal setting was intended to increase focus, commitment and motivation towards adopting sustainable behaviours.

Participants were encouraged to set goals as part of the Action Planning phase with the intent of improving their level of sustainability on particular topics. These goals were as simple or as complex and challenging as participants wanted, and were dependent upon lifestyle, workplace circumstances and current practices.

## Action Plans

Participating businesses were supported to prepare an Action Plan to guide their future sustainable actions according to program elements, which are most appropriate for their circumstances. Goals were set according to the opportunities, constraints, and interests of the business owner or workplace champion. Areas of greatest impact and return were recommended. Actions that the participating workplaces had already implemented, were also noted and acknowledged in the Action Plans to give them a sense of achievement to begin with.

## One-on-One Support

Advice, guidance, tools and encouragement were offered to each participating business to support the implementation of their Action Plan. The Living Smart for the Workplace Facilitator worked to the schedules, capacity and constraints of each participating workplace to achieve their goals.

## *Model Two – Living Smart With Work Smart*

Model Two focussed on recruiting participating businesses through the household Living Smart program normally advertised through the Meeting Place newsletter. The Meeting Place is a community learning centre which has historically achieved a high enrolment rate for the Living Smart course. A Work Smart topic was included as a part of the standard Living Smart: Creating Sustainable Communities program; seven weeks of focussed sessions, incentives, field visits and goal setting. Pre- and post- intervention questionnaires were used to measure the differences in behaviour, attitude and knowledge change as a result of the program.

The key difference between the two models was that Model Two was household specific and worked on the existing Living Smart: Creating Sustainable Communities program with the additional Work Smart

topic introduced. Participant recruitment was focussed at the household level (as compared to the workplace level for Model One).

The aim of introducing Model Two was to test the level of effectiveness in participant recruitment and compare this with the level of behaviour change between the two models.

Typically, Living Smart (for households) is oversubscribed and capped at 30 participants. The aim was to test the whether we could effectively introduce similar numbers of sustainable behaviours at the workplace through the household program with the additional topic of Work Smart (as compared to Model One). If this occurred then this model would be preferred in terms of effort and costs associated with recruitment of workplaces.

Model Two specifically involved these stages and elements.

### **Living Smart Action Guide**

The Living Smart Action Guide provides participants with background environmental information for the household. This guide raises awareness of issues and include positive messages about how to act, the benefits of those actions and how these sustainability actions could make a difference.

### **Goal Setting**

Each week participants set a goal for the pertaining to the session's topics with an aim to accomplish it before the following week.

### **Focussed Seminars**

Participants attended seven weekly sessions, each focussing on two or three Living Smart modules, and one field trip.

Key Living Smart sustainability topics included:

- Thinking Smart, Being Smart
- Simple Smart Living
- Work Smart
- Health Smart You and Home
- Waste Smart
- Water Smart
- Power Smart
- Move Smart
- Community Smart
- Garden Smart for Biodiversity and Productivity

In working through these and other sustainability topics, participants were given information, tools, opportunities to discuss the information and time to experience aspects of sustainability to make the changes necessary to lead healthy lifestyles and workplaces.

### **Work Smart Module**

Work Smart was included as a new module in the Living Smart course to further facilitate the transfer of sustainable behaviours at home into the workplace. The employment profile of the Living Smart course included retirees, full and part-time employees, self-employed, students and home-makers. Two participants were engaged by their respective workplaces as sustainability practitioners and each had a work related, as well as personal, interest in attending.

The Work Smart module was presented as a power point presentation to clearly and succinctly offer the benefits of sustainable actions within the workplace. Living Smart guests were encouraged to invite employers and colleagues to attend, and an invitation was extended to Living Smart for the Workplace participants and their staff.

To complete the session, participants gathered in topical groups related to key areas for action in the workplace being Power, Water, Waste, and share strategies or possible actions that could be implemented. The outcomes were fed back to the larger group. Reference information was also provided.

## **LINKING BEHAVIOUR AT HOME WITH WORK**

There are more and more people becoming aware of climate change and other critical issues affecting them, future generations and the earth itself. People can and are making decisions to increase their sustainable behaviours at home. This is born out by the waiting lists that occur when a Living Smart: Creating Sustainable Communities course is announced.

The main theory behind Living Smart at Home and Work is that if we can change participants' behaviour at home and encourage them to take those behaviours into the workplace, then the workplace increasingly becomes more sustainable. Goal setting is the key behaviour change tool and with support and information, participants are then encouraged to take those practices into the workplace.

## **EVALUATION METHODOLOGY**

Consistent with past Living Smart Evaluation methodology, all participants were invited to complete a pre- and post-intervention questionnaires designed to determine:

- Their attitudes to and level of knowledge on sustainability issues before and after the program;
- An assessment of their satisfaction with and the effectiveness of each of the program elements; and
- Changes in their workplace and household behaviours as a result of the program.

For Model One (Workplace specific), actions agreed to via the Action Planning phase as well as verbal feedback during the final evaluation sessions were assessed and included.

For Model Two (Living Smart with Work Smart), workplace participants were surveyed by phone to determine the extent and number of behaviours adopted in the workplace following the Living Smart course. By and large, each participant had either implemented or attempted actions, and in many cases managed, to influenced their workplace.

# PARTICIPANTS

## Profiles

### Model One – Workplace Specific

Following a period of promotion and targeted mail-out, approximately 40 businesses in Fremantle were directly approached and invited to join the Living Smart for the Workplace program. Although interest and willingness levels ranged between quite interested to very interested, participation tended towards lower levels of follow through. This trend continued through all stages of the program.

Engagement was sporadic with eleven individual organisations taking place in the Living Smart for the Workplace program. Seven completed Action Plans, with a further four committing to actions.

### Project Participation Source

While some businesses first heard about the program through Council or Chamber of Commerce newsletters, all businesses were recruited as a result of visits by the Living Smart for the Workplace Facilitator. 75% of participants also first heard about the program via the Living Smart for the Workplace Facilitator (Figure 1).



Figure 1  
How workplace participants first heard about Living Smart for the Workplace

## **Business Profiles**

Engagement with businesses was sporadic and while initial response was higher, eleven individual organisations stayed the distance. Of those, three joined in the middle of the programme and were particularly keen. Each had specific issues that they sought to address through participation. A description of each of these is provided as follows.

### **LA TROPICANA CAFÉ**

This café and coffee lounge was the first café in Fremantle to serve only fair trade organic coffee and it is a 'venue of choice' for small fundraising and educational events for environmental and social justice issues. The aim was to improve business practices and support the community to stop environmental destruction. Priority program elements: Waste Smart; Power Smart; and Power Smart.

### **FLY BY NIGHT CLUB**

The Fly is a community arts venue specialising in contemporary music. It was the first venue in WA to go smoke-free and maintains a commitment to leadership in sustainable practices. The venue is located in an old workshop in Parry Street and is a building of interest, which constrains structural changes. The Fly is community based and has a history of doing the 'right thing'. They want to be, and be seen to be, environmentally friendly and show others how to do it. Priority program elements: Waste Smart, Power Smart, Water Smart and Business Smart.

### **REMEDY**

"Retail with a conscience" describes this specialty store in the West End. Thoughtful and delightful gifts, lifestyle products and children's toys, all with a design edge and favouring organic and Fair Trade and a triple-bottom line approach in their dealings with suppliers. Priority program elements: Power Smart and Smart Supply Chains.

### **THE FREO DOCTOR**

This independent liquor store in Arundel Street is the latest incarnation of a heritage building that has been a liquor and provisions merchant since it commenced 80 years ago. The owners stock organic and biodynamic wines amongst their comprehensive range. The aim was to save energy and money as the structure and age of building provides challenges to energy efficiency. Priority program elements: Waste Smart, Power Smart and Business Smart.

### **ROASTED COFFEE HOUSE**

This popular café on the 'cappuccino strip' roasts and grinds their own coffee beans, including organic varieties and supports Fair Trade through choices of beverage and community awareness efforts. Roasted supports local artists by providing wall space for exhibitions. Priority program elements: Waste Smart and Water Smart.

### **LITTLE CREATURES**

Little Creatures Brewing is regarded as one of Australia's leading craft brewers. The combined brewery, restaurant and bar is established at Fremantle's Fishing Boat Harbour. Little Creatures has a corporate commitment to sustainable business management and encourages staff to take "Little Green Steps". Priority program elements: Waste Smart; Water Smart; Power Smart and Smart Supply Chain.

### **FREMANTLE TOYOTA**

Catering to the needs of the Fremantle community for more than three decades, this Toyota dealership in Queen Victoria Street has won numerous awards. An impending change of premises in a couple of years

offers opportunities for sustainable development of new showrooms. Living Smart for the Workplace was seen as an information gathering exercise in the first instance with a desire to save money and help the environment. Priority program elements: Waste Smart, Power Smart, Water Smart and Business Smart.

#### WORLD OF ENERGY

Western Power’s Museum of Energy in Parry Street is an education centre for school children and exhibition facility. With a vested interest in the production and use of electrical energy, and housed in an awkward heritage building, the World of Energy is receptive to suggestions for improving operations. Priority program elements: Power Smart.

#### THE PROFESSIONALS

This real estate sales company in the Fremantle Malls operates from a small office and a handful of staff, and has a Fremantle Councillor at the helm who is keen to contribute to a better environment and set an example for other businesses. Priority program elements: Power Smart and Business Smart.

#### FREMANTLE CHAMBER OF COMMERCE (FCC)

Established in 1873, the Fremantle Chamber of Commerce is the oldest Chamber of Commerce in Western Australia. The Chamber is active in the marketing and promotion of Fremantle for the benefit of local business and the community and has a membership of over 500. Priority program elements: Business Smart.

#### FREMANTLE ART CENTRE

FAC is a business unit of the City of Fremantle located in the heritage listed Old Fremantle Asylum for Women, which it shares with an annexe of the WA Museum. Its aim is to bring people together in the exploration of the arts and cultural ideas through exhibitions, creative courses, music and literary events. The FAC is well placed to provide an educational model and was participating in a Greenskills waste recovery project targeting a range of outdoor concert venues over summer. Priority program elements: Power Smart and Waste Smart.

### Model Two – Living Smart with Work Smart

#### Project Participation Source

Participants for Living Smart with Work Smart (Model Two) were drawn through The Meeting Place Community Centre’s newsletter, promoting the course to over 11, 000 households in Fremantle. The course was oversubscribed with 45 willing applicants. Due to budget and space restrictions only 28 could be enrolled. Table 1 outlines that The Meeting Place newsletter and Council newsletter were both the most effective forms of promotion that led to enrolment.

Table 1: How household participants first heard about Living Smart

Medium	Percentage of Responses %
Council newsletter	28%
A friend or family member who had attended Living Smart	4%
A friend or family member who had heard of Living Smart	8%
Local newspaper article	20%

Living Smart poster	0
Meeting Place program	28%
Colleagues	12%

## Employment Profile

Nineteen participants (67%) declared that they were employed; the remainder were homemakers, retirees or full-time students. Of those employed, two were actively employed in sustainability related activities and three people were studying sustainable development (Table 2).

Table 2: Employment status of household participants with Paid Work

Employment Status	Number of Participants
Self-Employed	3
Full-time	7
Part-time	5
Casual	1

## Demographic Information

### Model One – Workplace Specific

Of the eleven directly participating businesses, eight returned the pre-course questionnaire from which the following data is drawn. Not all questions were however, answered and in some cases, only seven responses were received.

**Age Range:** Ages ranged from 26 to 65, with five between 36-45yo (62.5%). One respondent didn't disclose their age.

**First Language:** All participants who responded nominated English as their first language. Two of this group are second generation Australians and one migrated to Australia as a young man.

**Education:** Of the seven responses to this question, all completed at least Year 12. One participant had a TAFE qualification (14.3%) and four have completed an Undergraduate degree (57.1%). Two are currently studying or completed a post-secondary education (28.6%).

**Tenure of Work Premise:** Four were renting (50%), one had a mortgage (12.5%) and three owned premises outright (37.5%).

**Annual Business Revenue:** Four participants (including one not-for-profit) reported annual business revenues greater than \$100,000 per annum, and one in the \$50-65,000 bracket. The other participants did not disclose their revenue figures.

## Model Two – Living Smart with Work Smart

Twenty pre-course questionnaire's were received. Not all questions were however answered.

**Age Range:** Ages ranged from 26 to over 65, with over half of the participants between 35-49 (55%), four between 50-64 (20%), two over 65 (8%), 3 between 25-24 (12.5%) and one undisclosed.

**Tenure of Accommodation:** One was renting, 12 have mortgages and five owned their homes outright. Two people didn't respond.

Table 3 outlines the life stage of the Living Smart with WorkSmart participants.

Table 3: Number of Living Smart with WorkSmart Participants at a specific life stage.

Life Stages	Number of Participants
Young single/sharing accommodation	3
Young couple with no children	5
A family with oldest child aged 12 or under	3
A family with oldest child a teenager/ living at home	3
A family with oldest child an adult living at home	1
An older single couple working, no children at home	2
Retiree/s	3

Generally participants stated their interest to be in increasing their sustainability behaviour and were highly motivated to learn, share and make changes. Only one person, an Environmental Coordinator, specifically mentioned sustainable change opportunities in the workplace.

# ENVIRONMENTAL KNOWLEDGE, ATTITUDES AND BEHAVIOURS

## Profiles

### Model One – Workplace Specific

#### Knowledge

The pre-course responses indicated that participants had a good level of environmental knowledge and were reasonably well informed about environmental impacts. For 5 of the 7 questions the majority of participants responded correctly (Figure 2).

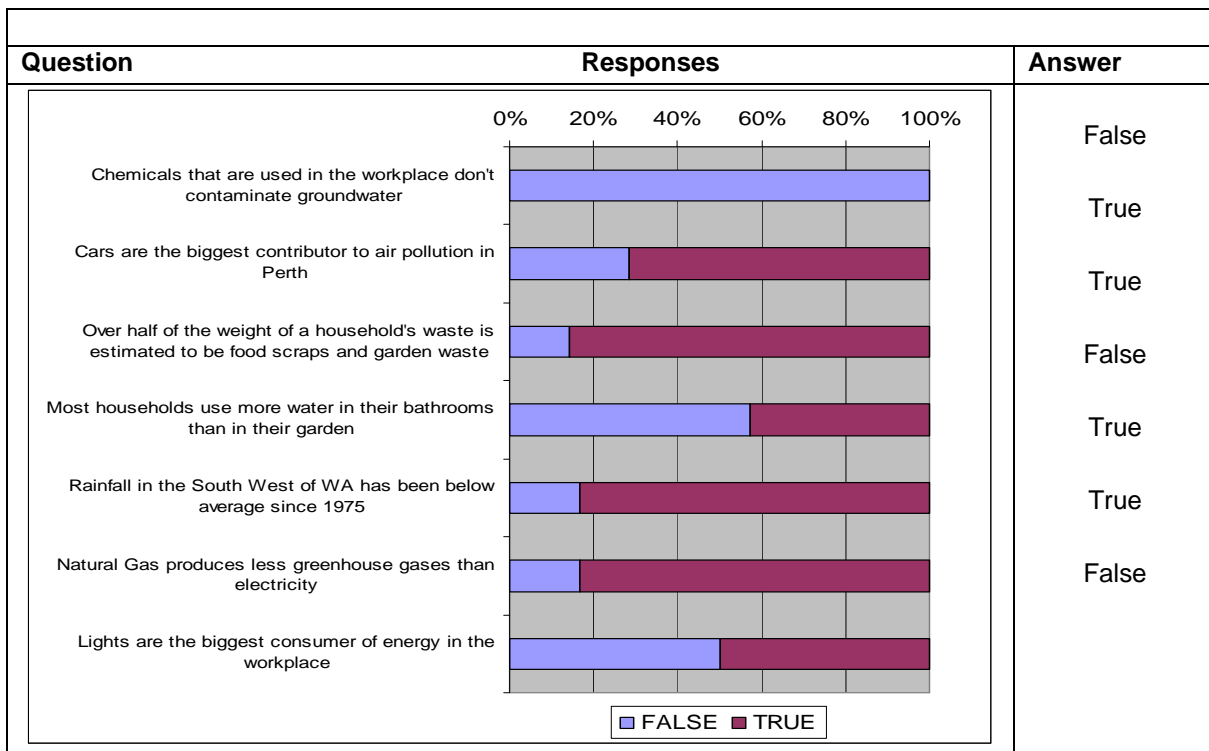


Figure 2  
Workplace Participants' Environmental Knowledge

Table 4 demonstrates that the participants attitudes were considered to be supportive of the overall aims and objectives of the Living Smart at Home and Work program.

Table 4: Attitudes of the Living Smart at Home and Work participants.

Attitude	Percentage					Total
	Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree	

Attitude	Percentage					Total
	Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree	
It is important for people to use their car as little as possible to reduce air pollution	0	0	0	43	57	100
Water is a valuable and scarce resource, and it is everybody's responsibility to conserve it	0	0	0	14	86	100
Humans need not adapt to the natural environment because they can remake it to suit their needs	57	14	0	29	0	100
There is sufficient land available for large amounts of landfill, therefore, minimising waste and recycling is not important	71	14	0	14	0	100
My daily activities contribute to the degradation of the local natural environment	0	14	29	57	0	100
When humans interfere with nature it often produces disastrous consequences	0	0	0	86	14	100
Domestic power use can significantly contribute to the level of greenhouse gases in the atmosphere	0	0	0	86	14	100
Humans should adapt their daily lifestyle so as to have minimal impact on the local natural environment	0	0	0	71	29	100
It is important that we reduce, reuse and recycle as much of our waste as we can	0	0	0	43	57	100
There are limits to growth beyond which our industrialized society cannot expand	0	0	14	57	29	100
The productions of consumer goods uses valuable resources and energy, and therefore, consumer choices should be made wisely	0	0	14	43	43	100
Consumers have the right to use as much power as they want and can pay for	100	0	0	0	0	100
Humans have the right to modify the natural environment to suit their needs	57	14	14	14	0	100
Business waste significantly contributes to the amount of waste going to landfill	0	0	0	57	43	100

Attitude	Percentage					Total
	Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree	
We are approaching the limit of the number of people the earth can support	14	14	14	14	43	100

## Behaviour

Questions were asked of the Workplace specific course on their current level of behaviours to assess if the course itself as an intervention, would generate any changes in behaviour within the workplace. Table 5 demonstrates that:

- There was a general shift of behaviours towards more sustainable actions as a result of participating in the program, supported by the comparison between the pre and post intervention questionnaires and the written goals and action plans.
- The number of sustainable behaviours carried “sometimes” increased on average, from 29% to 30%.
- The number of sustainable behaviours carried “usually” increased on average, from 32% to 43%.
- The number of sustainable behaviours carried “always” decreased on average, from 17% to 12%.
- The number of sustainable behaviours carried “never” decreased on average, from 21% to 11%.
- The greatest changes occurred in the areas of using non-toxic chemical alternatives for cleaning, buying locally grown/made products, turning off appliances at the power point, display and room lights, opening windows instead of turning on air-conditioning, buying water efficient appliances, checking and repairing water leaks, reconsidering the use of individual suppliers because of environmental concerns, review of operations, review of business plans where the behaviours shifted from never to either sometimes, usually or always.
- There were significant increases in the areas of buying organic food for staff and the business for catering, buying and stocking locally grown or made products, buying takeaway food, reconsidering the use of individual suppliers because of environmental concerns, reuse of cardboard, repair tools and appliances rather than replacing them and choosing stock or purchase products because they have minimal packaging. Here participating businesses went from never to always to implementing these actions.
- There were interesting changes occurring in the data that need further exploration. In some instances, the behaviours switched from always to sometimes or usually. Factors that may contribute to this include a change in attitude and awareness from the beginning of the course to the end where respondents may have found that what they were doing wasn't that frequent, thereby skewing results. Another factor could be that one respondent didn't return their post-intervention questionnaire so some of the behaviours may not be completely comparable.

Table 5: Comparison between pre and post behaviour (in percentages).

Behaviour	Pre-course					Post-course				
	Never 0	Sometimes 1	Usually 2	Always 3	Not Applicable 4	Never 0	Sometimes 1	Usually 2	Always 3	Not Applicable 4
Use non-toxic chemical alternatives for cleaning	14	29	43	14	0	0	33	33	17	17
Buy organic food for staff/yourself for catering purposes	29	71	0	0	0	17	67	0	17	0
Buy or stock locally grown/made products	29	14	57	0	0	0	50	17	33	0
Offer exercise programs for staff/yourself (three times a week for at least twenty minutes)	100	0	0	0	0	100	0	0	0	0
Buy takeaway processed meals for staff/yourself	43	43	14	0	0	50	33	17	0	0
Buy energy efficient appliances	0	14	71	14	0	0	17	83	0	0
Turn off appliances at power point rather than leaving on standby function	29	14	43	14	0	17	50	33	0	0
Use alternative transport (walk, bus, bike, CAT) when possible	0	29	43	29	0	0	50	33	17	0
Turn off display and room lights when not required	13	0	38	50	0	0	50	17	33	0
Use cold water when ever hot water is not necessary	43	29	14	14	0	0	17	67	17	0
Open windows or use fans rather than turning on the air-conditioning	13	63	0	25	0	0	0	57	29	14

Behaviour	Pre-course					Post-course				
	Never 0	Sometimes 1	Usually 2	Always 3	Not Applicable 4	Never 0	Sometimes 1	Usually 2	Always 3	Not Applicable 4
Catch and reuse cold water while waiting for water to heat up from tap	71	29	0	0	0	57	43	0	0	0
Implement other strategies to reduce water use in the workplace	0	0	43	57	0	0	14	86	0	0
Plant natives for landscaping premises	0	14	14	14	57	14	14	29	0	43
Turn off tap while cleaning or washing around the store	0	14	57	29	0	0	29	57	14	0
Buy water efficient appliances	13	25	38	13	13	0	14	71	14	0
Check and repair all water leaks	13	13	38	38	0	0	0	57	43	0
Review operations to identify areas where water use can be conserved	38	25	25	13	0	17	17	67	0	0
Reconsider the use of individual suppliers because of environmental concerns	50	13	38	0	0	14	57	14	14	0
Review operations to identify areas where power use can be conserved	25	38	25	13	0	0	57	29	14	0
Talk to others or have a mentor to help you when you need it	13	50	25	13	0	0	43	57	0	0
Seek out new ways that improve the way you carry out your business	0	25	25	50	0	0	29	57	14	0
Review your business plan to see if you are meeting your	13	38	13	38	0	0	57	43	0	0

Behaviour	Pre-course					Post-course				
	Never 0	Sometimes 1	Usually 2	Always 3	Not Applicable 4	Never 0	Sometimes 1	Usually 2	Always 3	Not Applicable 4
goals/targets										
Recycle items - if so give examples:	0	71	14	14	0	0	14	71	14	0
Reuse cardboard boxes and other packaging for other uses	0	38	63	0	0	14	43	29	14	0
Reuse unused side of paper	13	0	63	25	0	14	0	86	0	0
Hire, share or borrow things rather than buying new ones where possible	13	50	25	13	0	0	29	57	14	0
Repair tools and appliances rather than replacing them	0	38	63	0	0	0	14	57	29	0
Choose stock or purchase products because they have minimal packaging	25	50	25	0	0	14	43	29	14	0
<b>Average</b>	<b>21</b>	<b>29</b>	<b>32</b>	<b>17</b>	<b>2</b>	<b>11</b>	<b>30</b>	<b>43</b>	<b>12</b>	<b>3</b>

## Community

The intent of this section was to determine how well placed the participating workplaces were within the Fremantle community and how well they felt as a member of the collective community after participation in the program.

Table 6 presents the percentage figures for the Living Smart for the Workplace businesses about how they felt prior to the course.

Table 6: Percentage of participants and their involvement in the community.

Question	Percentage									
	Low			Mid				High		
	1	2	3	4	5	6	7	8	9	10
My knowledge of local business networks, resources and services	14	14	0	14	0	14	29	0	14	0
Our ability to make a difference in the local community	0	17	0	0	0	17	33	17	17	0
Our involvement within community activities	14	14	0	0	14	0	14	14	29	0
How much my workplace feels a part of the local community	0	29	0	0	0	14	0	29	14	14
My knowledge of local community resources and services	0	29	29	0	0	43	0	0	0	0

After the course,

- 71% of Living Smart for the Workplace participants felt more a part of the local business community.
- 86% of Living Smart for the Workplace participants increased their knowledge of community resources and services.
- 43% of Living Smart for the Workplace participants felt they had increased their sense of wellbeing.
- 100% of Living Smart for the Workplace participants increased their knowledge on sustainable living and working.

The figures demonstrate that overall, there had been a shift to greater awareness and understanding of local community resources, services and feeling more a part of the local business community from participating.

## Preparedness for Change

Living Smart for the Workplace participants were asked “If you wanted to significantly change the amount of impact your workplace activities have on the environment, do you think you have the ability to make those changes?”.

43% strongly agreed that they were in a position to make changes that they felt necessary, 29% agreed and 29% were undecided.

### Perceptions of Barriers to Change

There was a wide range of perceptions about the significance of potential barriers. Participants were asked “What factors do you think may be important in preventing you from making those changes?”.

Table 7 demonstrates that for most participants, money, time and the ability to influence other staff members were the most significant factors that prevented them from making changes.

Table 7: Factors affecting participants from making changes in the workplace

Question	Percentage		
	Not Important	Sometimes Important	Very Important
Don't know how	43	43	14
Other priorities	29	57	14
Already doing as much as I can	50	50	0
Money	13	50	38
Time	29	43	29
Influencing other staff members	25	25	50
Keeping motivated	25	63	13

## Model Two – Living Smart with Work Smart

Living Smart with WorkSmart participants were also involved in the pre- and post-intervention questionnaires, however the questionnaire was focussed largely at the household level. The standard Living Smart Pre-Course Questionnaire didn't adequately cover workplace specific issues. Consequently, comments and actions, specific to the workplace, were drawn from those that participated via feedback forms, discussions and observations.

### Knowledge and Attitude

Participants were forthcoming with their reasons for enrolling in the Living Smart course and expressed a reasonable to very good understanding about environmental issues. All were engaged in sustainability activities at home, ranging from a little to significant, and demonstrated a willingness to learn and improve their actions. Some of the responses to why they enrolled included:

*“We are doing some good things...always feel that we could do more.”*

*“Want to live a more sustainable life and engage my children in actively thinking about the effect on our lifestyles and acting upon it.”*

*“Learn better ways to conserve energy, water and provide our own food from the garden.”*

*“To find out what I can do to save the planet.”*

## Behaviours

About half of the participants indicated that they undertook environmentally favourable behaviours often or more commonly (Table 8). Buying organic food and takeaways were the behaviour least undertaken.

Table 8: Living Smart participant's behaviour prior to the course (in percentages)

Behaviour	Percentage Figures								
	Never 1	2	3	4	5	6	Always 7	N/ A	Total
Purchase products that have little packaging	5	15	10	10	45	10	5	0	100
Repair clothes, tools and appliances rather than replacing them?	0	5	10	15	45	15	10	0	100
Hiring, sharing or borrowing things rather than buying new ones where possible?	0	15	10	35	15	15	10	0	100
Reuse unused side of paper	0	5	0	5	15	45	30	0	100
Reuse gift wrapping paper, cardboard boxes	0	0	5	0	30	30	35	0	100
Reuse glass jars and plastic containers	0	0	0	5	25	40	30	0	100
Place recyclable items into the curbside collection	5	0	0	10	5	10	70	0	100
Check and repair all water leaks	0	5	5	20	10	40	15	5	100
Buy water efficient appliances	0	0	5	5	20	15	40	15	100
Don't leave tap running while brushing your teeth, shaving or washing	5	5	5	0	10	20	55	0	100
Plant natives	0	10	5	25	25	15	15	5	100
Minimise the amount of water you use in the garden	0	0	10	25	20	10	30	5	100
Catch and reuse cold water while waiting for water to heat up	15	15	10	10	20	10	20	0	100
Use cold water whenever hot water is not necessary	0	5	5	10	15	35	30	0	100
Turn off lights when leaving a room	0	0	0	5	10	40	45	0	100
Use alternative transport(walk, bus, bike) when possible	0	15	25	20	10	10	20	0	100
Hang washing out rather than using a clothes dryer	0	0	5	0	5	20	70	0	100
Only run full loads in dishwasher/ washing machine	0	0	5	5	15	15	50	15	100
Take shorter/ cooler showers	0	5	10	15	15	20	35	0	100
Turn off appliances at power point rather than leaving on standby function	10	10	5	5	20	20	30	0	100
Buy energy efficient appliances	0	5	0	0	25	40	30	0	100
Buy takeaway processed meals	15	50	15	15	0	0	0	5	100
Exercise three times a week for at least twenty minutes	0	0	10	25	20	15	30	0	100
Buy locally grown/ made products	0	10	10	10	30	25	15	0	100
Buy organic food	10	15	20	20	20	15	0	0	100

Behaviour	Percentage Figures								
	Never 1	2	3	4	5	6	Always 7	N/ A	Total
Use non toxic chemical alternatives for cleaning	0	15	10	15	15	10	35	0	100
<b>Average</b>	<b>2</b>	<b>8</b>	<b>7</b>	<b>12</b>	<b>19</b>	<b>21</b>	<b>29</b>	<b>2</b>	<b>100</b>

### Community Engagement

Mixing with “like-minded” people and the potential for enjoying the company of others was also mentioned as a motivating factor for participation in some cases. The social opportunity was a strong driver for retirees and some participants with health issues.

Table 9 indicated that while only some felt aware of considered themselves to be part of their local community, most felt capable of expressing themselves to groups.

Table 9: Percentage of participants and their level of confidence

Participant's community awareness	Percentage								
	Low 1	2	3	4	5	6	High 7	N/ A	Total
My knowledge of local community resources and services	5	30	20	20	20	0	0	5	100
How much I feel a part of the local community	5	15	20	30	10	5	10	5	100
My involvement within the community activities	20	15	30	10	15	5	0	5	100
My ability to make a difference in the local community	0	30	20	20	15	10	0	5	100
My ability to express your opinions in a group discussion	0	0	5	15	30	35	15	0	100
My confidence in talking in front of a group	0	5	15	10	20	35	15	0	100
<b>Average</b>	<b>5</b>	<b>16</b>	<b>18</b>	<b>17</b>	<b>18</b>	<b>15</b>	<b>7</b>	<b>3</b>	<b>100</b>

### Workplace Change Potential

Few participants were employed at a high enough level of authority within their organisations to be able to direct change, however most had the opportunity to become champions within the workplace. Two participants' work centred on sustainability related activities and the opportunity to influence others in the workplace in that capacity. Sustainability students also expressed potential for influencing behaviour change in others. A few responses included:

*“...suitability for Murdoch University businesses, students and community.”*

*“...to learn more on how to live sustainably ... with a view to broadening the DPI program.”*

*“Learn about facilitating sustainability in the community...potentially I can do this in other group situations.”*

## **Barriers to Workplace Change**

Suggested barriers that came from the participants were confidence levels, level of support, area specific information and opportunity to engage with decision-makers.

# PARTICIPANTS' ACHIEVEMENTS AND ASSESSMENTS

## Goals and Actions

### Model One – Workplace Specific

The outcomes of the Living Smart for the Workplace Program represent the beginning of a process of change for some participants and an ongoing commitment for improvement for others. Although there was an interest and willingness to implement positive actions within their workplace, competing priorities in small businesses are a barrier to engagement and implementation. Each participant's goals and actions are summarised as follows.

#### Goals and Actions

##### *The Professionals*

Prior to Living Smart for the Workplace

- Had installed efficient fluorescent tubes

<b>Task/Action</b>	<b>Brief Description of task details and what is required</b>	<b>Goal</b>	<b>Plan for meeting Goal</b>
Establish a permanent recycling solution	An easy way for all office paper and ink carts to be recycled	Recycle all waste	Contact recycling services (e.g. Planet Ark for ink carts)
Send Positive feedback to suppliers who use recycled/environmentally friendly/less packaging	When impressed by effort made, send a note to that supplier	Encourage innovation and uptake	Make it a habit
Subscribe to 'Natural Power', or similar	Decide on a percentage of power to be green and sign up	Become carbon neutral	Price alternatives and choose best
Install flow reducing filter on basin tap	Easy option is a screw on aerator type	Use less water	Check taps for compatibility
Replace cisterns with dual flush	Choose dual flush when cisterns need replacing	Use less water	Encourage maintenance people / owner to do the right thing
Attract more local producers/suppliers	Use nearby suppliers for stationary etc.	Less transport fuels consumed	Always check locally first

<b>Task/Action</b>	<b>Brief Description of task details and what is required</b>	<b>Goal</b>	<b>Plan for meeting Goal</b>
Lobby council for more trees and more visible leadership in sustainability	Freo needs to be the best town it can be.	Be trading in a city to be proud of.	Write to papers, and councillors.
Attend Freo Biz Resource recovery meeting 26th June	Presence.	Gain and share information.	Put this in the diary.
Promote fair trade and artisan work	Stock more local and fair trade items.	Healthy economies here and globally.	Keep in touch with what is available.

### *Roasted*

#### Prior to Living Smart for the Workplace

- Installed shade over northern window onto arcade to cut excessive direct sun
- Had trialled low watt lighting but was not satisfied with reliability issues (possibly due to power spiking)

<b>Task/Action</b>	<b>Brief Description of task details and what is required</b>	<b>Goal</b>	<b>Plan for meeting Goal</b>
Establish a permanent, affordable recycling solution (including composting of organics)	Solve space problems and find a system that works	Recycle all waste	Investigate prices and choose best
Send Positive feedback to suppliers who use recycled/environmentally friendly/less packaging	When impressed by effort made send a note to that supplier	Encourage innovation and uptake	Make it a habit
Investigate 'Natural Power', or similar	Compare Synergy and Alinta if applicable	Become carbon neutral	Price alternatives and choose best
Resolve Power conditioning problem one way or another	A solution to the power spiking issue	Be able to use low watt lighting economically	Contact utility
Install flow reducing filters Fix leaky tap ware	Easy option is a screw on aerator type	Use less water	Check taps for compatibility
Use more local producers/suppliers Stock more organic lines	Use nearby suppliers for stationary etc.	Less transport fuels consumed	Always check locally first

<b>Task/Action</b>	<b>Brief Description of task details and what is required</b>	<b>Goal</b>	<b>Plan for meeting Goal</b>
Lobby council for more trees and more visible leadership in sustainability	Freo needs to be the best town it can be.	Be trading in a city to be proud of.	Write to papers, and councillors.
Promote fair trade	Stock more local and fair trade items.	Healthy economies here and globally.	Keep in touch with what is available.

### *Remedy*

Prior to Living Smart for the Workplace

- Shared recycling with K Sister at Christmas
- Have been commuting by bike or on foot
- During Living Smart in the Workplace
- Packaging has been increasingly bio-degradable (e.g. corn foam etc.)
- Started using compact fluorescent bulbs
- Registering with 'Fair Trade'

<b>Task/Action</b>	<b>Brief Description of task details and what is required</b>	<b>Goal</b>	<b>Plan for meeting Goal</b>
Establish a permanent recycling solution	Coordinate with High St neighbours	Recycle all waste	Investigate prices and choose best
Send Positive feedback to suppliers who use recycled/environmentally friendly/less packaging	When impressed by effort made send a note to that supplier	Encourage innovation and uptake	Make it a habit
Subscribe to 'Natural Power', or similar	Decide on a percentage of power to be green and sign up	Become carbon neutral	Price alternatives and choose best
Install flow reducing filter on basin tap	Easy option is a screw on aerator type	Use less water	Check taps for compatibility
Attract more local producers/suppliers	Use nearby suppliers for stationary etc.	Less transport fuels consumed	Always check locally first
Lobby council for more trees and more visible leadership in sustainability	Freo needs to be the best town it can be.	Be trading in a city to be proud of.	Write to papers, and councillors.
Attend Freo Biz Resource recovery meeting 26th June	Presence.	Gain and share information.	Put this in the diary.

<b>Task/Action</b>	<b>Brief Description of task details and what is required</b>	<b>Goal</b>	<b>Plan for meeting Goal</b>
Promote fair trade and artisan work	Stock more local and fair trade items.	Healthy economies here and globally.	Keep in touch with what is available.

*Fremantle Toyota*

<b>Task/Action</b>	<b>Brief Description of task details and what is required</b>	<b>Goal</b>	<b>Plan for meeting Goal</b>
Establish a permanent recycling solution	Coordinate with High St neighbours	Recycle all waste	Investigate prices and choose best
Send Positive feedback to suppliers who use recycled/ environmentally friendly/ less packaging	When impressed by effort made send a note to that supplier	Encourage innovation and uptake	Make it a habit
Subscribe to 'Natural Power', or similar	Decide on a percentage of power to be green and sign up	Become carbon neutral	Price alternatives and choose best
Attract more local producers/suppliers	Use nearby suppliers for stationary etc	Less transport fuels consumed	Always check locally first
Lobby council for more trees and more visible leadership in sustainability	Freo needs to be the best town it can be.	Be trading in a city to be proud of.	Write to papers, and councillors.
Attend Freo Biz Resource recovery meeting 26th June	Presence	Gain and share information.	Put this in the diary.
Default photocopier to double-sided printing	Set default	Use less paper	Wade thru the manual and inform staff
Recycle ink carts through Planet Ark or similar	Collect used carts and take them in	Re-use recycle	Establish a collection point
Turn off computers at night	Program machines and involve staff	Cut energy consumption	Ask staff to get involved
Energy efficiency training for staff	Involve staff in making improvements	Cut energy consumption	Decide on a time and invite a specialist

<b>Task/Action</b>	<b>Brief Description of task details and what is required</b>	<b>Goal</b>	<b>Plan for meeting Goal</b>
Install flow reducing filters in washrooms	Easy option is a screw on aerator type	Use less water	Check taps for compatibility

*The Freo Doctor*

Prior to Living Smart for the Workplace

- Have been making improvements to building (without the support of the owner)
- Have been lobbying owner for further improvements
- Have been commuting by bike or on foot
- Major stockist of local and organic wines
- During Living Smart in the Workplace
- Resealed cool room back door to cut energy consumption
- Staff are now 'on-side' with energy efficiency ideas
- Bottles being recycled at local supermarket
- Stock of local and organic wines always growing
- Cardboard is now collected fortnightly for recycling

<b>Task/Action</b>	<b>Brief Description of task details and what is required</b>	<b>Goal</b>	<b>Plan for meeting Goal</b>
Improve building insulation and passive climate control	Improve western part of building	Less power consumption, more comfort	Keep lobbying owner
Send Positive feedback to suppliers who use recycled/environmentally friendly/less packaging	When impressed by effort made send a note to that supplier	Encourage innovation and uptake	Make it a habit
Subscribe to 'Natural Power', or similar	Decide on a percentage of power to be green and sign up	Become carbon neutral	Price alternatives and choose best
Uncover reasons for water consumption fluctuations	Find if there is a leak or if owner is responsible	Use less water	Keep monitoring
Attract more local producers/suppliers	Use nearby suppliers for stationary etc.	Less transport fuels consumed	Always check locally first
Lobby council for more trees and more visible leadership in sustainability	Freo needs to be the best town it can be.	Be trading in a city to be proud of.	Write to papers, and councillors.

<b>Task/Action</b>	<b>Brief Description of task details and what is required</b>	<b>Goal</b>	<b>Plan for meeting Goal</b>
Attend Freo Biz Resource recovery meeting 26th June	Presence.	Gain and share information.	Put this in the diary.

### *La Tropicana*

#### Prior to Living Smart for the Workplace

- Had been commuting by scooter
- Had been choosing GM free produce
- Used local suppliers where possible

#### During Living Smart

- Began to use Bannister Downs milk
- Installed electromagnetic hot plates
- Installed energy efficient lighting
- Participated in LSWP Waste Recovery initiative
- Lobbied council to encourage scooter commuting
- Had fridges serviced
- Purchased a more efficient dish washer

<b>Task/Action</b>	<b>Brief Description of task details and what is required</b>	<b>Goal</b>	<b>Plan for meeting Goal</b>
Recycle printer cartridges	Collect and deliver to recycler	Recycle all waste	Find recycler like Planet Ark or similar
Send Positive feedback to suppliers who use recycled/environmentally friendly/less packaging	When impressed by effort made send a note to that supplier	Encourage innovation and uptake	Make it a habit
Subscribe to 'Natural Power', or similar	Decide on a percentage of power to be green and sign up	Become carbon neutral	Investigate and choose the best
Install flow reducing filter on basin tap	Easy option is a screw on aerator type	Use less water	Call Tradelink or similar for info
Lobby council for more trees and more visible leadership in sustainability	Freo needs to be the best town it can be.	Be trading in a city to be proud of.	Write to papers, and councillors.
Promote Bannister Downs milk and other great products	Networking	Encourage worthy producers	Keep on talking to people

Attend Freo Biz Resource recovery meeting 26th June	Presence.	Gain and share information.	Put this in the diary.
Promote GM free produce	Networking	Encourage worthy producers	Keep on talking to people

### *World of Energy*

Prior to Living Smart for the Workplace

- Had a recycle bin
- Had been recycling photocopier cartridges
- Had been turning off computers at night

<b>Task/Action</b>	<b>Brief Description of task details and what is required</b>	<b>Goal</b>	<b>Plan for meeting Goal</b>
Recycle printer cartridges	Collect and deliver to recycler	Recycle all waste	As per the photocopier
Send Positive feedback to suppliers who use recycled/environmentally friendly/less packaging	When impressed by effort made send a note to that supplier	Encourage innovation and uptake	Make it a habit
Subscribe to 'Natural Power', or similar	Decide on a percentage of power to be green and sign up	Become carbon neutral	Convince the funding body to do the right thing
Install flow reducing filter on basin tap	Easy option is a screw on aerator type	Use less water	Call Tradelink or similar for info
Attract more local producers/suppliers	Use nearby suppliers for stationary etc.	Less transport fuels consumed	Always check locally first
Lobby council for more trees and more visible leadership in sustainability	Freo needs to be the best town it can be.	Be trading in a city to be proud of.	Write to papers, and councillors.
Attend Freo Biz Resource recovery meeting 26th June	Presence.	Gain and share information.	Put this in the diary.

In addition, the other participating businesses undertook the following actions:

### Little Creatures

- Implement full energy audit of premises
- Use 100% fully compostable cups at outdoor events

#### Fremantle Chamber of Commerce

- Promote the cost-saving benefits of energy audits to members
- Host a Sustainable Business forum for Fremantle businesses

#### Fremantle Arts Centre

- Actively promote recycling at events
- Improve overall energy efficiency

#### Fly by Night Club

- Install glass crushing machine
- Offer recycling options at musical events

### **Cooperative Resource Recovery Initiative**

In addition to individual actions, some of the Living Smart for the Workplace businesses met to examine the potential for innovative and cooperative responses to the lack of coordinated recycling services available to businesses within Fremantle. The current options are either cost prohibitive or time-consuming for a single small business. Current ad hoc strategies include: Transporting coffee grounds and other compostables to the Fremantle Environmental Resource Network, carting cardboard packaging several streets to share a pick-up service or taking materials home for recycling in domestic recycling bins.

While some professional collection services offer a net benefit for all stakeholders, e.g. used cooking oil, a resource for making bio-diesel, is bought, whereas local composting services charge for collection of what is a raw material for the production of compost which they sell. However in each case scale is an issue.

Participants decided to focus on paper and cardboard as the first stage and set out to find locations where shared resource recovery stations receptacles might be parked. Issues that arose were the lack of accessible areas within the city, the potential for vandalism, and community safety issues where bins are open to the public (eg, fire lighting).

A pilot-recycling project is underway by the City of Fremantle, a direct result of this Living Smart for the Workplace project, however business participants are frustrated by the slowness and perceived reluctance of Council to act. While there is some understanding about the broader legislative constraints and other inhibiting factors, the businesses expect a more dynamic, can-do attitude expressed by the City that is encouraging businesses to take sustainable actions.

### **Changes experienced during and most likely after the Living Smart for the Workplace Program**

Respondents reported mixed responses to changed practices, now and into the future. Questions were asked on the kind of improvements made during the program and what they anticipate doing in the future.

Table 10 shows that on average, most participants experienced minor to moderate levels of change during the program and Table 11 demonstrates that for those wanting to take action, it would be most likely done within the next 1-2 years.

Table 10: Percentage of participants that experienced and undertook changes during the program

Improvements	Percentage									
	No Change	1	2	3	4	5	6	7	Much Change	Total
Reduced energy consumption and greenhouse gas emission	0	14	29	14	0	29	14	0	0	100
Increased levels of recycling and less waste to landfill	17	17	17	17	33	0	0	0	0	100
Reduced water consumption	0	43	29	0	14	14	0	0	0	100
Reduced use of chemicals in the workplace	0	67	17	0	17	0	0	0	0	100
Improved health of staff	17	50	0	0	17	0	17	0	0	100
Reduced gas emissions from the transport of goods and services by switching to local producers and companies.	14	14	29	14	14	0	0	14	0	100
Improved business performance including improved financial management, future planning, marketing and advertising, and product development?	29	14	29	0	14	0	0	14	0	100
<b>Average</b>	<b>11</b>	<b>31</b>	<b>21</b>	<b>6</b>	<b>16</b>	<b>6</b>	<b>4</b>	<b>4</b>	<b>0</b>	<b>100</b>

Table 11: Percentage of participants that will make change after the program and the likely time those improvements will be made.

Improvements	Percentage									
	Years	1	2	3	4	5	6	7	Never	Total
Reduced energy consumption and greenhouse gas emission	0	50	33	0	0	17	0	0	0	100
Increased levels of recycling and less waste to landfill	0	25	50	0	0	25	0	0	0	100
Reduced water consumption	0	43	29	0	0	14	0	0	14	100
Reduced use of chemicals in the workplace	0	17	33	0	0	17	0	0	33	100
Improved health of staff	0	25	25	0	25	0	0	0	25	100
Reduced gas emissions from the transport of goods and services by switching to local producers and companies.	0	43	29	0	14	0	0	0	14	100

Improvements	Percentage									
	Years	1	2	3	4	5	6	7	Never	Total
Improved business performance including improved financial management, future planning, marketing and advertising, and product development?	0	33	33	0	0	17	0	0	17	100
<b>Average</b>	<b>0</b>	<b>34</b>	<b>33</b>	<b>0</b>	<b>6</b>	<b>13</b>	<b>0</b>	<b>0</b>	<b>15</b>	<b>100</b>

## Reduce Costs and Improve Profits

One aim was to examine the potential for enhanced employment opportunities if businesses experienced a reduction in operating expenses as a result of energy efficiency and waste reduction actions.

Six of the businesses that responded were small and said that it was not applicable to them. Fremantle Toyota, which currently employs 40 staff, said that it was “most likely”.

## Linking Behaviour at Home with Work

Participants were asked whether the sustainable actions that they undertook at home motivated implementing similar actions in the work place. 71% of participants found linking behaviour at home with work was effective in changing their environmental and sustainability practices within the workplace. Those actions were primarily reducing waste and energy use.

Table 12: Response to linking behaviour at home with work

Response	Percentage	Participants' Comments
Yes	71%	Brought behaviours into the workplace. Actions at home are easily transferred. Work behaviour reinforces actions at home. Home actions are doable at work.
No	29%	Recycle at home, can't do it at work. Other staff members don't share participant's awareness.

Participants agreed that actions at home were transferable and help the implementation at work. The two who chose “no” were referring to impediments in the workplace rather than the merits of the behaviour.

## Staff Involvement

In all but one case, related to numbers of casuals, staff have been briefed or given sustainable actions to carry out in the course of their duties, specifically; switching off lights and appliances, recycling and using local suppliers. All said that staff would be encouraged and reminded about changes in the future. Improvements for staff engagement were; talks, training and check-lists. One participant said, “Only environmentally aware employees work at the café.”

## Model Two – Living Smart with Work Smart

### Goals and Actions

Employed participants, that were keen to introduce Work Smart, were contacted two months after the course finished to find out what, if any, sustainable behaviours were initiated or implemented as a result of the Living Smart course. The following are responses from those with full-time or part-time, paid or voluntary positions, and self-employed.

<b>Participants Role/Workplace</b>	<b>Actions Taken</b>
Retiree,	Introduced pole-walking initiative for seniors into local learning centre as a Health Smart course.
Homemaker, works 1 day a week	Takes fresh grown herbs from own garden into restaurant kitchen.
Homemaker	Found Work Smart motivating and would have taken action at work if not resigned. Instead, resigned from position, saves 2 hours driving per day, swapped roles with partner, looks after children and renovates home, environmentally sound of course.
Part-time, Sustainability position	Introduced organic Fair Trade to workplace, discussed with procurement officer, organised a taste test' morning tea, provided costs, contacts and options for supply.
Full-time, Mining Industry	Department is now collecting household batteries for recycling (forwarding to Battery World), instead of including in general waste. Plans to expand the battery recycling to all of Perth office. Cut down on energy consumption. Find a way of utilising more rechargeable batteries at work.
Volunteer, Op Shop	Brought attention to old batteries contained within donated electrical goods and need for removal and suitable disposal.
Full-Time, Language School	No current actions, discussed barriers. Will communicate with UWA Environment Officer to clarify disposal of recycling.
Full-Time, Hospital	Took huge plant into office. Turns off light in office if away for more than 30 mins. Car shares occasionally. Chose not to apply for promotion (was invited) because of extra car travel required.
Family Business, Nursery	Increased range of native plants suitable for local, limestone area. Social networking planned at workplace. Upgrading Hot Water System and Smart Meter.
Full-Time, Port Authority	Interested in funding Living Smart Talking Book as a Community Smart initiative. Increased awareness amongst staff on sustainability issues. Set photocopy to double sided default. Decreased number hard copies and replaced with electronic documents. More effort to walk/CAT rather than get partner to pick-up by car. Chooses paper bag rather than plastic container for bought lunch. Uses china cups for meetings instead of 'foamies'. Looking into how to support train travel for City meetings now that staff multi-riders aren't available.
Part-Time, Nursing Home	Discussed recycle and waste of issues at work.

### **Changes experienced and linking home with work**

Each participant reported a variety of changes. Because of the household focus of the course the stated activity areas tended to be around the home. Actions taken into the workplace are reported previously.

Of interest was the overall increase in confidence and enjoyment in discussing sustainable behaviours with others. Drawn from the evaluation at the close of each session and supported by comments of satisfaction to do with sharing information and learning from others, and requests for more opportunities to get together regularly and do an advanced course. In recognition of the value of the course and the companionship comments, participants also suggested a desire to have an advocacy role, to take individual learning out into the community, whether to family or neighbours, or further.

One participant stated that the course has:

*“Given me some ideas on the sorts of things that can be done to increase community knowledge, local businesses, etc.”*

The actions taken into the workplace demonstrate a measure of confidence in being pro-active, through personal activities and in promoting sustainable behaviours at an organisational level. One example is where the organisation was already implementing a battery disposal strategy. The Living Smart participant has “upped the ante” and undertaken to:

*“Find a way of utilising more rechargeable batteries at work”.*

Another participant raised the issue of disposing incontinency napkins to landfill sites with the managers of the nursing home and is exploring options.

# ASSESSMENT OF PROGRAM

## Model One – Workplace Specific

### Satisfaction

Satisfaction with the program was variable, with three participants being very satisfied (Figure 3). 43% were very satisfied, 29% a little satisfied and 29% neither satisfied or unsatisfied.

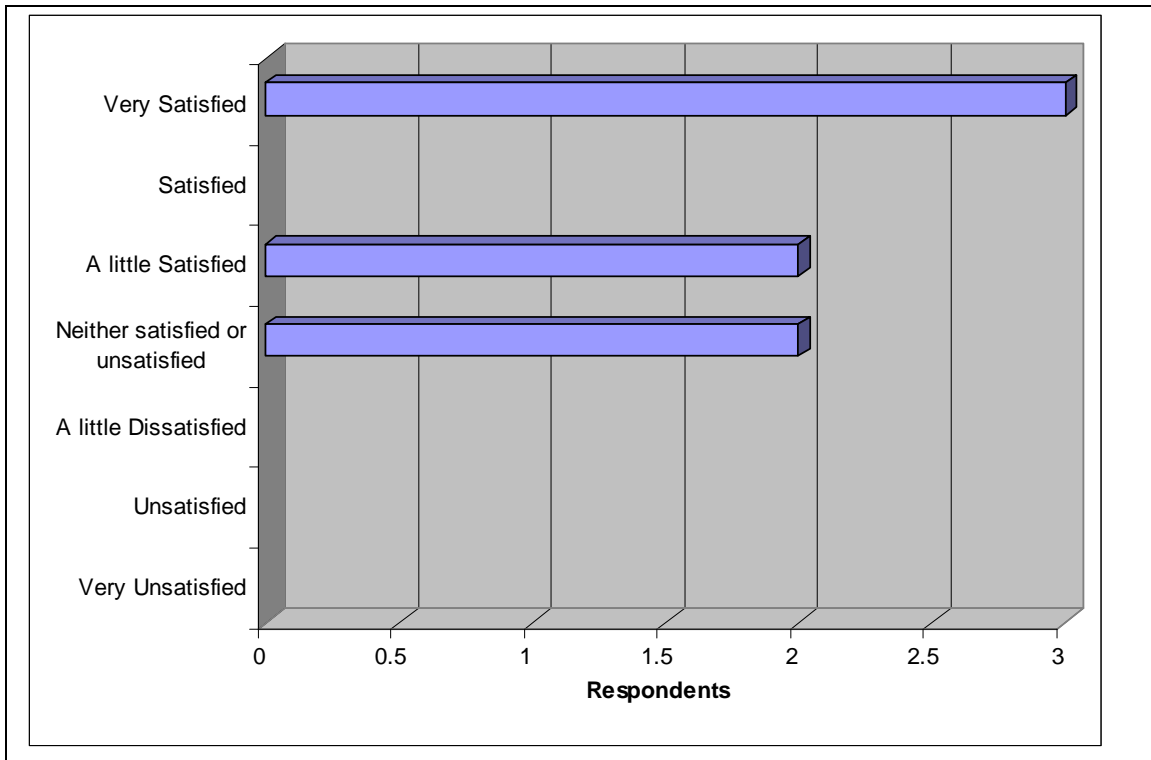


Figure 3  
Workplace participant's satisfaction with program

### Effectiveness

The responses for the effectiveness of the program reflected those for satisfaction; some thought it very effective and others with no real opinion (Figure 4). 43% found the program to be very effective, 14% a little effective and 43% neither effective nor ineffective.

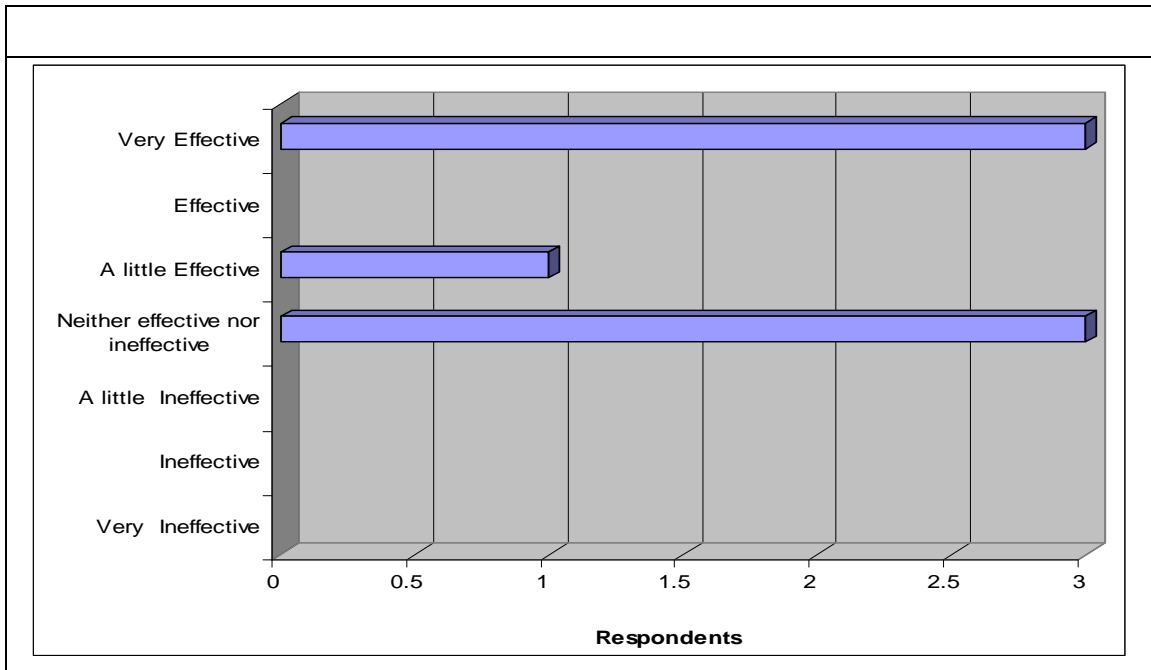


Figure 4  
Workplace participant's response to the effectiveness of the program

**Program's Influence**

All participants indicated that the learning that they have experienced will stay with them forever or a long time (Figure 5).

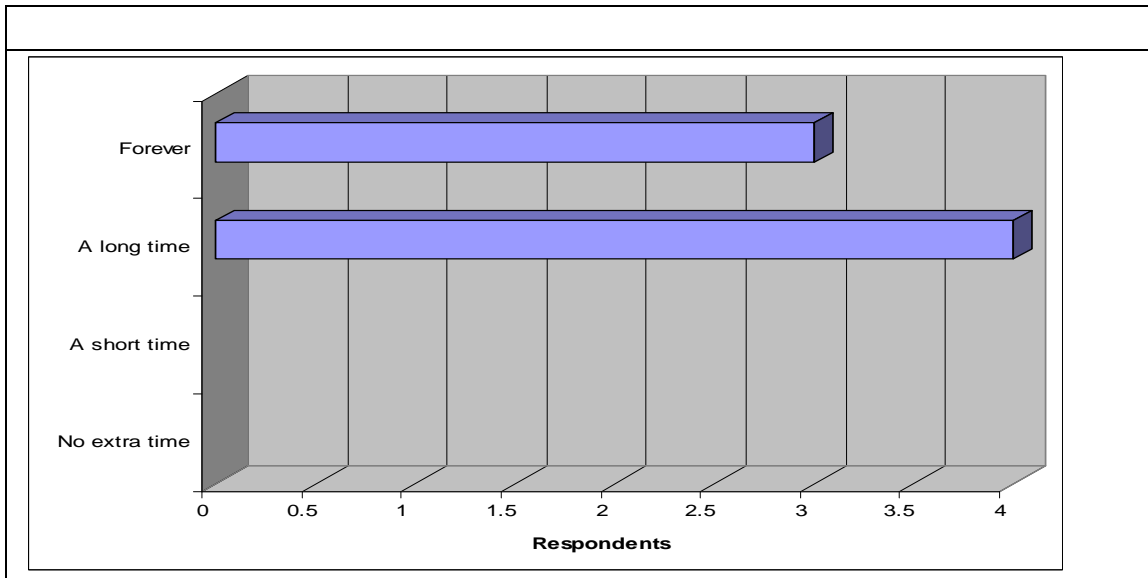


Figure 5  
Influence of the program on learning

## Efforts

The perception of effort expended in addressing a number of environmental goals tended to increase over the passage of the program. By the end almost all were addressing most issues. Some had reported that they had moved to make a strong effort.

Table 13 demonstrates the percentage change in efforts in the respective areas, from before the program started to during the program and during the program. The most significant change occurred in the area of waste management where the Living Smart for the Workplace participants increased their efforts by 43%. Other areas of improvement include water efficiency, gardens and power/energy management.

Table 13: Percentage change in efforts for the Living Smart topic areas from before to during the program.

Area	Percentage Change									
	No Effort 0	1	2	3	4	5	6	Strong Effort 7	N/A	Total
Planning	-14	0	0	14	-43	29	0	14	0	0
Waste	-14	0	0	14	-14	-43	14	43	0	0
Water	-14	0	0	-14	-43	43	14	14	0	0
Gardens	-14	0	0	0	-14	0	29	14	-14	0
Power	-14	0	0	0	-29	0	29	0	14	0
Health	-14	0	0	0	-29	29	14	0	0	0
Transport	-29	0	0	14	0	0	0	14	0	0
Supply Chain Considerations	-29	0	0	14	0	-14	14	14	0	0
<b>Average</b>	<b>-18</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>-21</b>	<b>5</b>	<b>14</b>	<b>14</b>	<b>0</b>	<b>0</b>

## Model Two – Living Smart with Work Smart

### Satisfaction And Effectiveness

All participants reported that they felt satisfied with the Living Smart course and 73% reported that they felt very satisfied.

Comments received included:

*“Very well done and much appreciated.”*

*“Well worth it.”*

*“Happy with it all”*

*“Leave it alone – you can’t improve on perfection”*

*“It’s great course; it should be compulsory for anyone in authority”*

### Favourite part of the program

Participants were asked what part of the program was their favourite. Comments received included:

*“Meeting others and finding out what we can do to make a (bit of) difference.”*

*“First time in 15 years I have been able to mix with people without 25mg of Valium.”*

*“Friendliness of leaders & participants. Useful tips for energy conservation. Supper & sharing!”*

*“When a discussion got going. So many different ideas.”*

*“Saving water and also saving power, and best of all eating healthy.”*

*“Visiting people, giving talks.”*

*“Supper & meeting people.”*

*“Interaction with others, range of Living Smarts (eg. garden, work, power, etc). Friendly facilitation styles of Robyn and Caroline”.*

### Least favourite part of the program

To be fair, we also asked participants to give feedback on their least favourite part of the program.

Comments received included:

*“I enjoyed everything.”*

*“People pushing their own products with lecture – when I checked the products out they did not tell us the whole story.”*

*“Having to think quick for goals for arrows.”*

*“Filling out forms.”*

*“Homework.”*

### Improvements to the Program

Participants were asked if there was anything that could be done to improve the program and the following comments were received.

*“More outings & research outings.”*

“Field trip should have earlier in the course.”  
“Leave it alone – you cannot improve upon perfection.”  
“More technical information would have been useful.”

### **Programme’s Influence**

When asked about how it might influence them into the future 50% said for a long time, and 50% said forever.

### **Sense of community**

Participants were asked how well they related to the community after attending the course. One participant did not respond to the questions and the remaining participants found:

- 50% of participants felt more a part of the community
- 58% increased their knowledge of community resources & services
- 83% of participants felt their sense of wellbeing increased
- 92% of participants increased their knowledge on sustainable living

### **Overall**

Participants were asked if they had any other comments about any aspect of the course and the following responses were received.

*“The sessions were very well organised and delivered – a great balance between formal delivery and informal group discussions.”*

*“Very happy – broad outlook.”*

*“Excellent.”*

*“Wish it was an hour longer.”*

*“I thought the 7 weeks was a good length. Maybe there could be a small section on sustainable planning and building design for people who might be building. Also, some examples of sustainable houses.”*

*“Happy with it all.”*

When asked how many people they told about Living Smart, the average figure was 9 others. One participant told between 100-200 people about the program but the normal figure was around 10.

Participants were also asked to provide a final sentence for future participants to hear and the following responses were received.

*“It’s a great course; it should be compulsory for everyone in authority.”*

*“You are on the right track – possibly advertise a little more.”*

*“Keep the course going.”*

*“Well worth it.”*

*“I would like to do it again.”*

*“Very well done & much appreciated.”*

*“It’s easier to change behaviour, i.e. ‘Live Smart’, in a supportive environment surrounded by like-minded enthusiastic others from the community.”*

## Comparison of Behaviours

Comparing the responses reported, the Living Smart with Work Smart participants reported behaviours more environmental aware than the Living Smart for the Workplace (Table 14). These, however, were largely ones of a personal nature or pertaining to the home.

Checking for water leaks was more common behaviour of the Living Smart for the Workplace participants.

Table 14: Comparison of Behaviours between Workplace and Household Participants.

<b>Behaviours that were more commonly reported by Living Smart participants than by Living Smart for the Workplace</b>
• Repair clothes, tools and appliances rather than replacing them
• Reuse gift wrapping paper, cardboard boxes
• Reuse glass jars and plastic containers
• Minimise the amount of water you use in the garden
• Buy water efficient appliances
• Plant natives
• Catch and reuse cold water while waiting for water to heat up
• Turn off appliances at power point rather than leaving on standby function
• Exercise three times a week for at least twenty minutes
• Buy locally grown/ made products
• Buy organic food
• Use non toxic chemical alternatives for cleaning
<b>Behaviours that were more commonly reported by Living Smart for the Workplace participants, than Living Smart</b>
• Check and repair all water leaks

While the courses and evaluation tools were similar there were differences in the design of each questionnaire that prohibited direct comparisons. This would need to be remedied if more concurrent courses were planned.

What is clear however, is that both courses were effective in changing behaviour but the amount of effort required to recruit participants was significantly different. In addition, it was easier to run the Living Smart course and then offer those interested in taking the program into the workplace, the additional support they require.

# ASSESSMENT OF PROGRAM ELEMENTS

## Model One – Workplace Specific

### Satisfaction and Effectiveness

All program elements were considered to be effective and satisfying for the majority of the participants. On weighted scores, the audits were considered to be both most satisfying and effective.

Table 15: Weighted averages for each program element.

Program Element	Satisfaction Effectiveness	Responses								Total responses	Weighted Average
		1 = Very ineffective/unsatisfied				7 = Very effective/satisfied					
		1	2	3	4	5	6	7	N/A		
LSWP Action Guide	1) Satisfaction			1		3	2	1		7	5.29
	Effectiveness				1	3	1	2		7	5.57
Seminars & experts	Satisfaction				1	3	1	1	1	7	5.33
	Effectiveness			1		3	1	1	1	7	5.17
One to one support	Satisfaction			1	1	3	2	1		8	5.13
	Effectiveness			1	1	3	1	2		8	5.25
Goal Setting	Satisfaction			1		2	3		1	7	5.17
	Effectiveness				2	2	1	1	1	7	5.17
Audits	Satisfaction			1		2	2	2		7	5.57
	Effectiveness				1	3	1	2		7	5.57
Action Plans	Satisfaction			1		4	1	1		7	5.14
	Effectiveness				1	5		1		7	5.14
Linking home with work	Satisfaction				3	1	3			7	5.00
	Effectiveness				3	1	2	1		7	5.14

### Usefulness of Goal Setting

Overall, most participants found the goal setting to be very satisfying and effective. Of the two who found it less useful, one reported that, *“It’s because goal setting was a strategy already in use to a small degree”*. The other said, *“It hasn’t really changed my working methods”*. However this participant has been a leader in implementing and advocating sustainable behaviours for several years and been decisive in making positive changes during the program.

Other comments on the usefulness of goal setting included:

*“Forced us to consider things that we’d overlooked.”*

*“Change is a thought process.”*

*“It’s broadened our view of how we can influence our suppliers and customers through the products that we stock and the packaging that we use.”*

Suggested improvements for goal setting process were to tailor them to the specific industry and get all parties to the table and review on a regular basis.

### What else helped?

Living Smart for the Workplace participants were also asked “what else helped?” and some responses included:

- Energy audit and discussing innovations with an experienced energy auditor.
- Site visits, information and ways to help from Facilitator and others.
- Meeting with other like-minded business people to discuss initiatives, such as learning about what other businesses do with waste and recycling.
- Hard to put a finger on it; increased general awareness, more conscious of the environment and health, realising that we could make a difference.

## Model Two – Living Smart with Work Smart

### Usefulness of Goal Setting

Goal setting is presented as a weekly component during the Living Smart course. Participants were encouraged to choose an activity related to each of the focus topics and aim to commence or accomplish it during the following week. A brief goal setting opportunity was offered at the close of each session. It was important to stress to participants, that not achieving a goal was not associated with failure. A period of sharing achievements, barriers, disappointments and revelations was held at the start of each session.

Participants acknowledged that specific examples and encouragement by the facilitator helped them to set goals and make a commitment. Each session was jammed packed and time was often a constraint as some participants had commented. Halfway through the course participants were asked how the goal setting was going. The responses were that participants mostly thought that goal setting was achievable and easily set.

Goal Setting – how is this going for you?	Always (%)	Usually (%)	Sometimes (%)	Rarely (%)	Total (%)
I can think of doable goals	27	60	13	0	100
I can achieve my goals	27	47	20	7	100

Participants were asked for one word that described goal setting. Responses included:

- Togetherness
- Thought-provoking
- Get there nice & slow
- Challenging
- Focusing
- Insightful
- Essential
- Motivating
- Helpful

- Have a go
- Doing

Over the seven weeks numbers of participants who set goals decreased, from 17 entries in week 1 to 6 entries in week 5. However all participants reported that they'd taken action in most areas over the duration of the course. This is a standard response to Living Smart and tends to indicate how challenging the process can be to change people's behaviour.

### **Improvements for Goal Setting Process**

Participants were asked what improvements could be made to the goal setting process. Responses included:

- Take it easy, nice and slow
- Personal organisation and commitment
- Perhaps offer a prize and make it more fun
- More time and focus for the goal-setting with examples
- Form teams and monitor weekly progress more
- Others thought it was up to the individual to make the most of it

### **What else helped?**

- The energy, motivation and experiences the group members
- Having fun with it
- Facilitator's enthusiasm, encouragement and examples

## DISCUSSION

The City of Fremantle and the Living Smart Steering Committee initiated the Living Smart for the Workplace program to advance sustainability issues in local businesses through applying practical, cost saving solutions. The first Living Smart for the Workplace pilot was created in the year 2005 and was modified with two concurrent programs running in 2006-2007.

### 2005 PILOT PROGRAM

In brief, the 2005 Pilot program was evaluated and some results were:

- Participants identified the most enjoyable aspects of the program as being: saving money; attending inspirational talks; action planning; making changes; and connecting with other business people involved in the pilot.
- Sustainable behaviours carried out either “always” or “usually” increased from 41% to 59%. Those sustainable behaviours carried out, either “never” or “sometimes” decreased from 59% to 40% after the program and were replaced by “always” or usually.
- All six workplaces changed their efforts in all topic areas from low/poor efforts to moderate efforts with the biggest changes occurring in the area of power, followed by waste, supply chain considerations and business planning.
- Satisfaction levels among participants were high, with the majority (86%) being well satisfied to very satisfied.
- Almost half the participants (43%) believed they would retain what they learnt and continue to use the skills and information on an ongoing basis.

Following the success of the pilot program, the City of Fremantle with the support of the Living Smart Steering Committee, applied for additional funds through DOTAR's Regional Partnership funding to run the program again and to finalise the Living Smart for the Workplace Kit materials to make the program available to others to use.

### 2006-2007 PROGRAM

The aims of the project were to target up to 15 businesses and staff and achieve:

- Improved business performance of participating businesses including improved financial management, future planning, marketing and advertising and product development;
- Increased and enhanced employment opportunities for participating businesses (estimated that 20% of the businesses could employ an extra person, amounting to 3 new positions in Fremantle).
- Increased number of sustainable behaviours exhibited by businesses and their staff at work and at home in Fremantle and beyond.
- Improved environmental performance of participating businesses including reduced energy consumption and greenhouse gas emissions, increased levels of recycling, less waste to landfill, reduced water consumption, reduced use of chemicals in the workplace, improved health of staff and reduced gas emissions from the transport of goods and services by switching to local producers and companies.
- Revised set of Living Smart for the Workplace materials to allow other organisations and groups to run the program for businesses in their own areas.

The Living Smart for the Workplace program progressed from the original pilot project in 2005 and, as such, it is important that it be critically discussed to increase opportunities for subsequent programs to build on identified strengths and be aware of possible problems.

The intent is to finalise the program design based on the learning from the 2005 and 2006-2007 programs and to prepare materials for others to use.

The critical issues for programs such as this include: participant support requirements; program effectiveness; and areas of concern.

### *Participant Support Requirements*

For Model One, the tasks of recruitment, seminar attendance, preparing for the energy audits, setting goals and action plans and maintaining progress required ongoing and persistent physical support from the Living Smart at Home and Work Facilitator to maintain involvement by the participant businesses. These observations were made during Living Smart for the Workplace Pilot and despite attention to these barriers, it was still labour intensive in the 2006-2007 program.

Enrolling proprietors and managers of Small to Medium Enterprises (SME's) into training is typically difficult. Some barriers to SME engagement include:

- Short-term survival issues take priority over training;
- Financial costs are disproportionately higher for SMEs than large enterprises; and
- Access to training; eg, timing, motivation, or convenience for SMEs.

Attendance at local Small Business Training programmes, for example, designed to support business prosperity is relatively low, despite incentives such as subsidised fees (Small Business Development Corporation). Research shows programs designed to increase the level of sustainability related behaviours in a small business environment must be cognisant of the high level of support required to secure their ongoing participation.

For this project local businesses were targeted for 'readiness', that is those that already demonstrated sustainable behaviours in their workplace or expressed a willingness to commence. Although some participants said that they'd seen articles or email promotions about the course, offered free to Fremantle businesses, enrolment only occurred through 'cold-calling' and direct invitation. Over forty businesses were contacted in person and more than the final eleven participants expressed interest in environmental issues and wanted to "make a living while making a difference". Some commenced the Living Smart for the Workplace program and drifted out of the loop. Of the final eleven, most didn't attend seminars or produce utility statements for energy audits.

**Recommendation: Build up the profile and credibility of the program; enlist pro-active support of 'champions' within the business community; ensure that the promotion phase is well resourced; and that the programme has sufficient time to gain traction.**

Model Two was contained within the seven week Living Smart course. It was promoted to the wider community and was over-subscribed. Nineteen of the 24 participants were employed in the workforce. A Work Smart module was introduced into the Living Smart course to link behaviours at home to work. When contacted two months later participants reported that they had initiated or extended their sustainable behaviours in the workplace.

**Recommendation: Re-brand and develop Model Two - Living Smart with Work Smart as the principle means of recruiting participants into the workplace program. The new name for the program is Living Smart at Home and Work which becomes an extension of Living Smart for**

**willing participants keen to take sustainability into the workplace. Participants are offered one-to-one support, audits as requested and supported to set goals and action plans.**

### ***Program Effectiveness***

Participants reported that they have initiated or increased sustainable behaviours in their workplace during the Living Smart for the Workplace program period. For example, The Freo Doctor resealed the cool room back door to cut energy consumption, and staff are now 'on-side' with energy efficiency ideas. In this case, the professional energy auditor observed a problem area and simple remedy was implemented.

SME's tend to prefer specific, site relevant advice to identify problems and take action to fix them. The auditor's experience and practical, energy and cost saving strategies offered reassurance to the proprietors and stimulated action.

**Recommendation: Concentrate on providing practical, credible solutions to specific local problems in line with Ernesto Sirolli's Enterprise Facilitator's approach.**

As with the Living Smart for the Workplace Pilot, recycle and resource recovery issues were still a hot issue for Fremantle businesses. Two complimentary actions arose as a result; firstly, the City of Fremantle initiated a pilot recycling program for businesses, and secondly, some of the Living Smart for the Workplace participants met to discuss cooperative, recycling and composting options.

At the resource recovery meetings, connections were made that have resulted in immediately beneficial sustainable actions. In this case, two cafes are now using locally produced milk in ecologically sensitive packaging. As well as the environmental benefits, the sachets take up less space in the cool room, and the coffee tastes better, according to unsolicited feedback from customers.

**Recommendation: Promote opportunities for connection and information sharing amongst local businesses focussed on sustainability actions in the workplace through a suitable organisation such as the Coastal Business Centre and/or Chamber of Commerce. A panel of experts meeting once a month to offer advice to businesses on environmental/sustainability/business issues may be the first step to setting up the network.**

For Model Two (Living Smart with Work Smart), participation was pro-active as participants were motivated to take personal action in their homes and communities. Also, the opportunity for information sharing is implicit in the delivery of an interactive programme. As a consequence it appeared to take little effort to prompt the transference of sustainable behaviours into the workplace even without further support by the Living Smart Facilitator. This however needs a closer examination for long-term effectiveness.

**Recommendation: Deliver Living Smart with the Work Smart module, and support participants to take actions in their workplaces under a re-branded name "Living Smart at Home and Work".**

Model One, the Living Smart for the Workplace program is suitable for an organisation that has a commitment to sustainability at a corporate level and is determined to introduce sustainable practices to through all areas of their business. It is hoped that as the urgency and need for sustainable action takes hold so will the demand from all levels of businesses for suitable training and implementation support.

**Recommendation: Promote the Living Smart for the Workplace program as an "in-house" sustainability education and training program.**

The name of Living Smart at Home and Work was a little confusing and that Work Smart would be a better option.

**Recommendation: Name the workplace specific component Work Smart to compliment Living Smart and name the whole program as “Living Smart at Home and Work”.**

### *Areas Of Concern*

While goals were set and actions taken and planned in both Model One and Model Two, which ones will be sustained ? The impact and consequences of the Living Smart and Living Smart at Home and Work models require further evaluation over time to thoroughly test their longer-term effectiveness and to enable the program's and their delivery to be further refined for maximum effect.

**Recommendation: Seek funding to examine the longer-term consequences of participation in Living Smart program's.**

Resourcing and funding of programmes remains a conundrum for the effective delivery of sustainable behaviour programmes such as Living Smart, which often rely on short-term grants for implementation. While these offer an excellent opportunity to test the model, time and budget constraints limit the traction and potential effectiveness.

**Recommendation: The Western Australian and Federal Government provides adequate resourcing and support for sustainable behaviour change projects as part of the State Sustainability Strategy. Commitment to sustainable household action at a Federal level is encouraged.**

## **CONCLUSION**

The experience of this project strongly suggests that there are many small to medium businesses proprietors and personnel with awareness about the issues of climate change and sustainability. They do know and do care and want to do something. Then there are the barriers; demands on time, budget constraints (perceived or real), training issues, costs versus benefits, and simply not knowing 'what to do next', which can be overwhelming and actions deferred to another day.

The Living Smart at Home and Work program may simply be a bit before its time. As the comprehension and consequences of **not** taking sustainable actions starts to bite, business proprietors may well start demanding a fuller training programme for themselves and their staff.

In the meantime, the Living Smart with Work Smart module offers an accessible option that can be well utilised by the 'early adopters' who have read the lie of the land. The seven-week program is designed to recruit interested workplace participants. It offers a flexible approach and provides the tools, knowledge and skills to make changes in the workplace. The option of requesting an energy or water audit or other, goal setting and action planning support, supplemented with Living Smart at Home and Work Action Guide, will enable Fremantle and other businesses to take practical sustainable actions in their workplace and empower them to be leaders within the business and broader community.

The Living Smart at Home and Work Kit, developed from the 2005 and 2006-2007 projects, contains an Action Guide, and How to Host and How to Facilitate Guides for use by Local Governments, business

associations, and other organisations and networks wishing to promote sustainable management practices.

Sustainable behaviour is more than just taking action. It's about developing fresh way of viewing our relationship with the environment, the earth, our home. The Living Smart program satisfies the desire for measurable achievements and the need for connection and a healthy thriving community.