

Living Smart

Acting on climate change

From Travel Behaviour Change, to Climate Change

James Peart, Mott MacDonald

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Living Smart was developed by Murdoch University, Southern Metropolitan Regional Council, City of Fremantle and The Meeting Place as a community based workshop series. DPI WA have been licensed the Living Smart brand to take the service directly into homes.

Presentation Overview

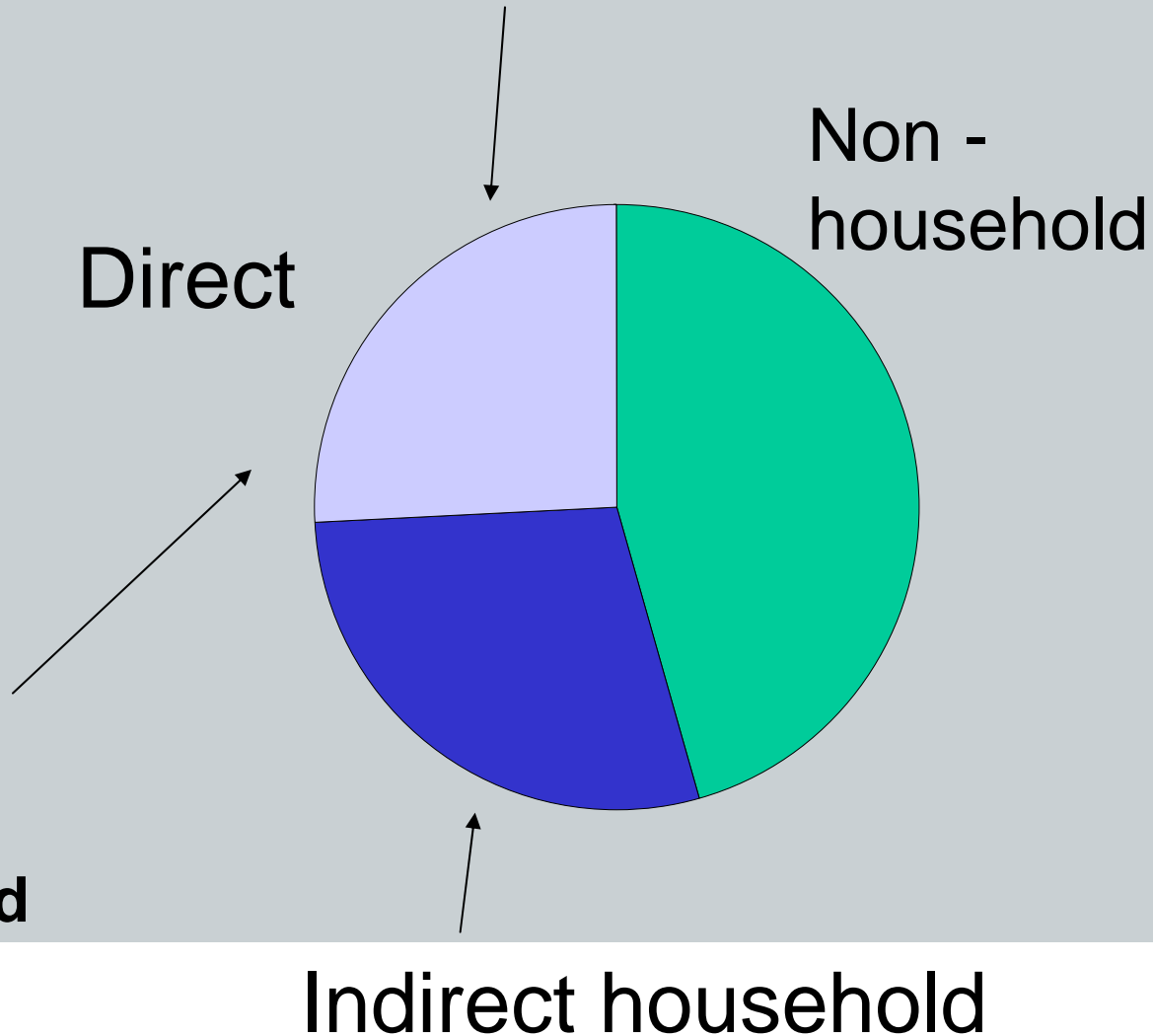
- Policy and Research Context
- Project Methods
- Progress Report (KPIs)
- Projected Outcomes

Why target Households?

Direct household consumption accounts for **26%** of Australia's emissions:

- **Car travel – 6 t**
- **Power use – 6 t**
- **Gas use – 1.5 t**
- **Water use – 0.3 t**
- **Waste – 0.7 t**

Total – 14.5 t per household



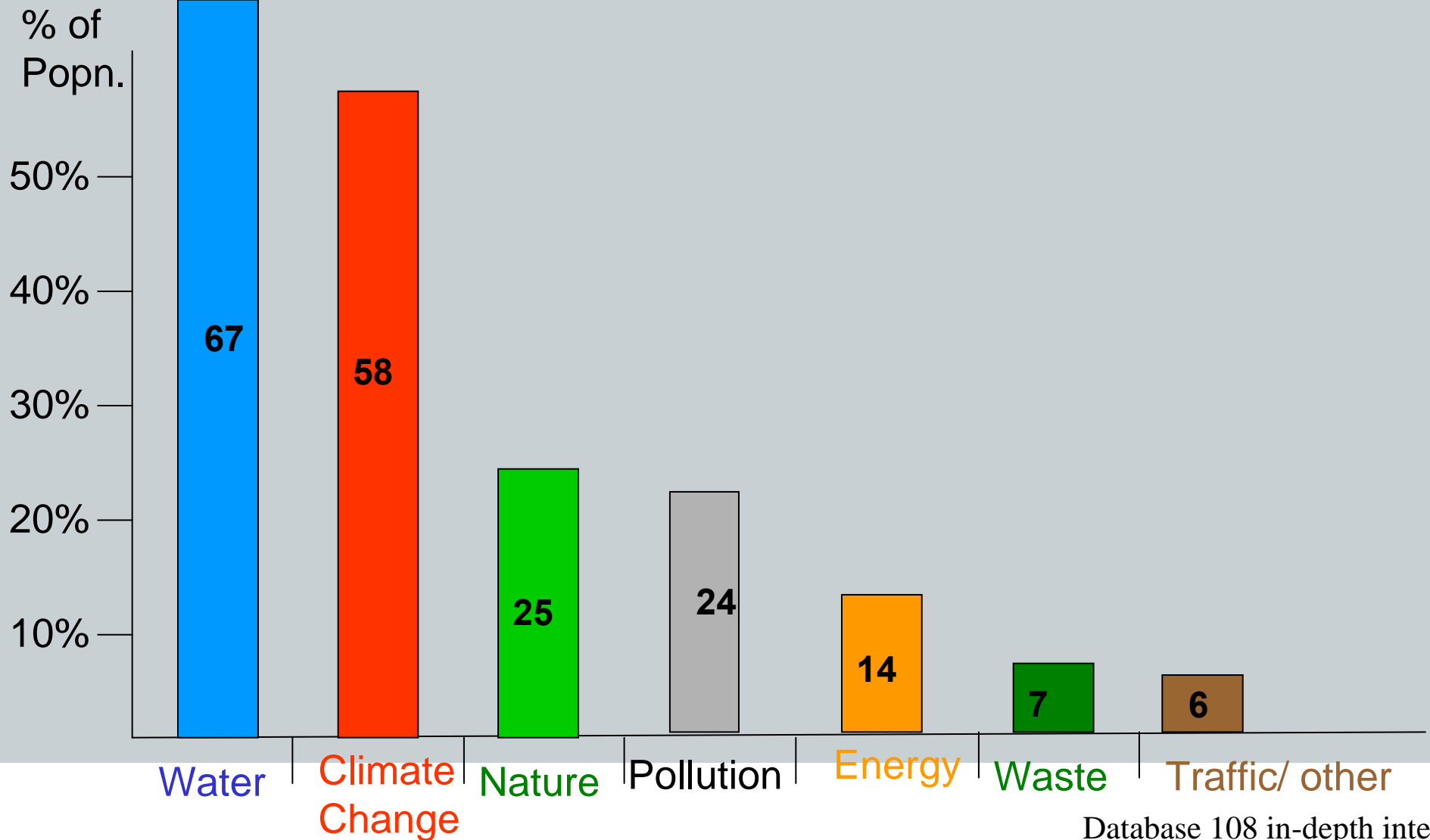
Why personalised?

- **The Stern Review**
- **Success of personalised approaches**
- **Overcome confusion**
- **Benefit from synergies**



Abatement potentials – there's a bit of a hippie in all of us!

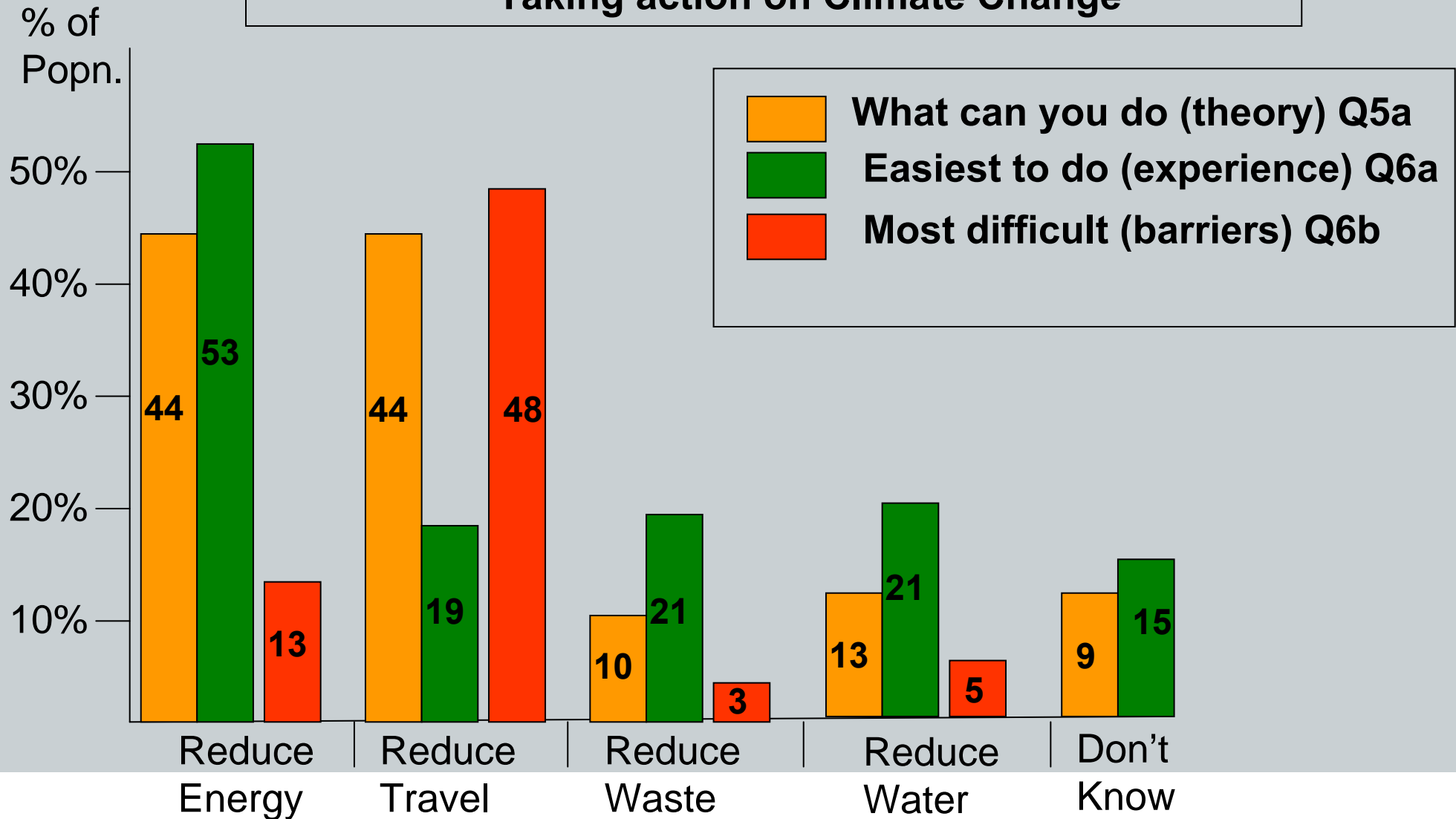
Most important environmental issues for Australia (Q1)



Database 108 in-depth interviews

Abatement potentials

Taking action on Climate Change



Abatement potentials

What do you currently do (on Climate Change)? Q7a-d

Energy:

Switch off lights	25%
Turn off standby	19%
Use CF globes	17%
Solar hot water	10%
Green Power	2%

Water:

Grey-water/ collect it	16%
Short Showers	15%
Waterwise Garden	12%
Water saving appliances	13%
Rain water tanks	2%

Waste:

Recycling	52%
Composting	9%
Choose less packaging	9%
No plastic bags	3%

Transport:

Walk	29%
Trip chain/ car pool	26%
Public Transport	11%
Cycle	6%

Situation

There is spectacular information failure in household consumption

There is significant electoral risk in the impacts of a carbon price on households

Government is best placed to use social marketing to correct this



**Information failure –
which globe?**

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Project Method

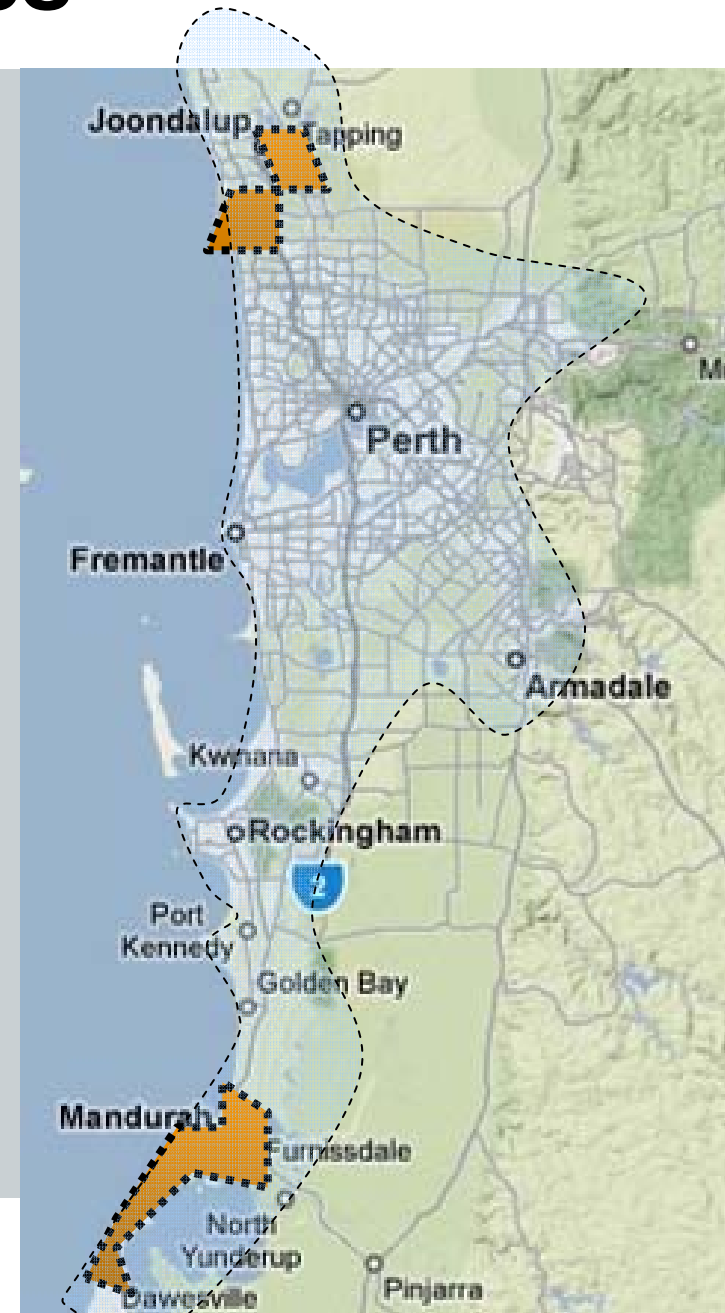
Project Basics

Delivery March 2008 to April 2009

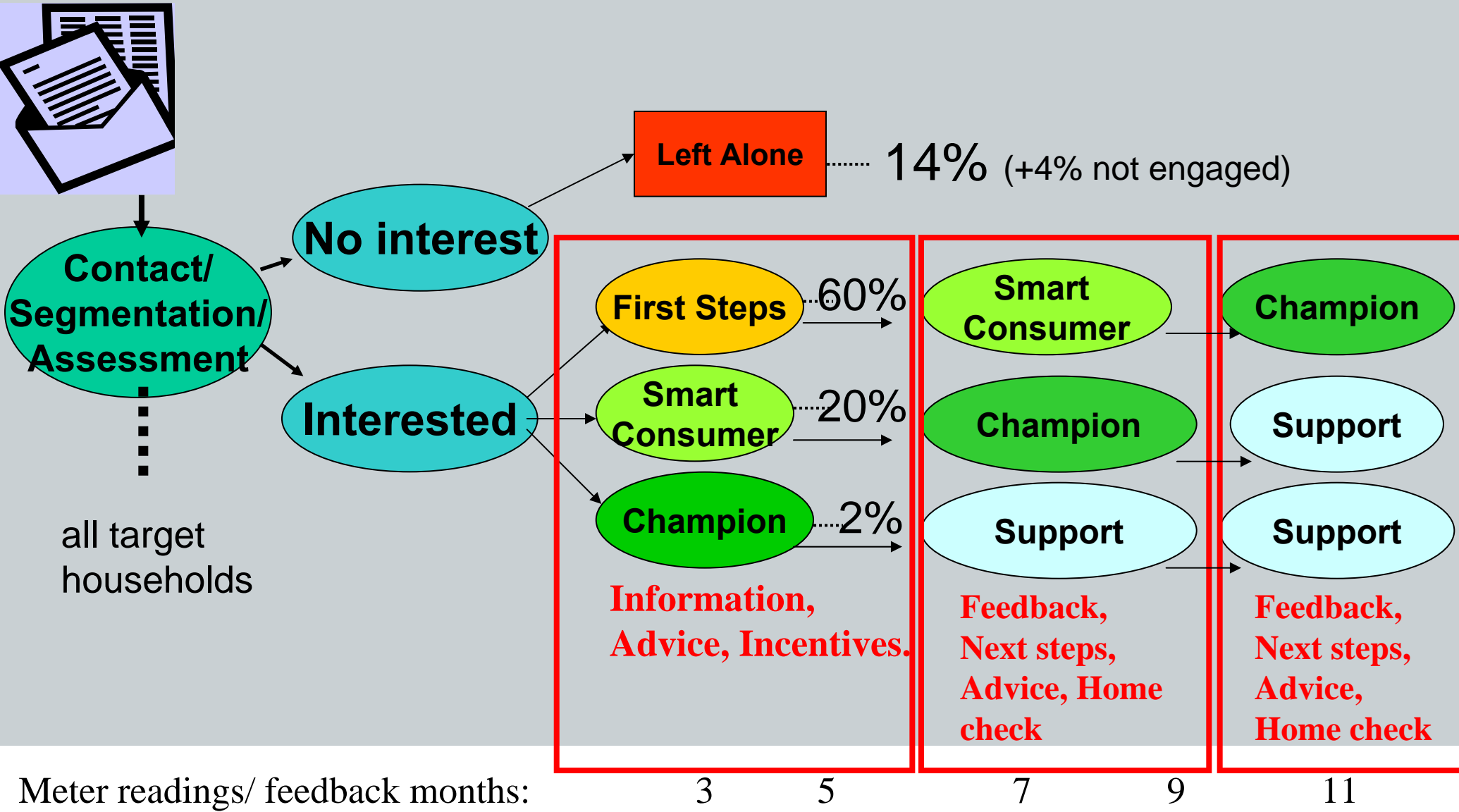
Targeting 15,000 households

Two suburban areas of the city

15,000 tonne min pa reduction



Process



Left Alone

14% (+4% not engaged)

No interest

**Contact/
Segmentation/
Assessment**

all target households

Interested

First Steps

60%

Smart Consumer

20%

Champion

2%

**Information,
Advice, Incentives.**

Smart Consumer

Champion

Support

**Feedback,
Next steps,
Advice, Home check**

Champion

Support

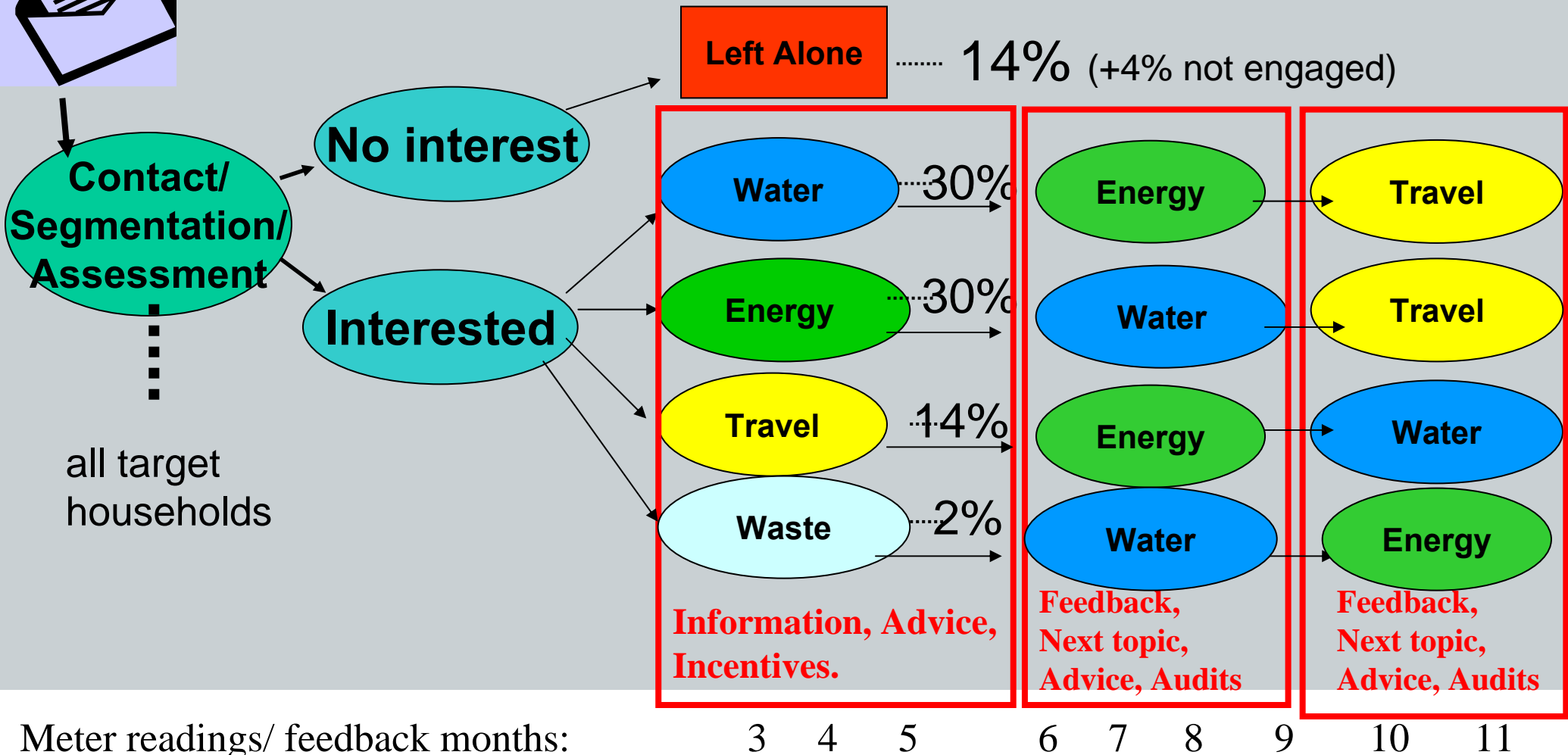
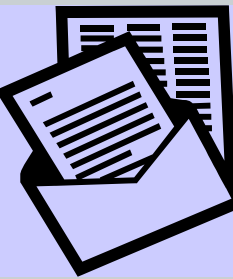
Support

**Feedback,
Next steps,
Advice,
Home check**

Meter readings/ feedback months:

3 5 7 9 11

“Topic” Design



Service Sheet “Menu” (7 types)

Are you interested in saving water and energy, trying different travel options, reducing greenhouse gas and having a more comfortable home? Yes No

How can we help you? Please tick the boxes below to order your information requirements.

Water saving guides

- ⇒ Using flow regulators to cut water use
- ⇒ Fixing leaking taps
- ⇒ Planting a waterwise garden
- ⇒ Mulching to save garden water
- ⇒ Reading your water bill to track your savings

TravelSmart guides

- ⇒ Map of travel options around your neighbourhood
- ⇒ Joondalup Walking Map Booklet
- ⇒ Pocket sized timetables for your nearest bus stop
- ⇒ Pocket sized timetables for your nearest train station
- ⇒ Shopping by bike
- ⇒ Riding the Sunset Coast
- ⇒ How to make Smarter use of your car
- ⇒ 10,000 steps walking challenge information and pedometer loan scheme
- ⇒ Register my team of two for the online 10,000 steps walking challenge (our details are below)

	First Name	Last Name	email
Walker 1	<input type="text"/>	<input type="text"/>	<input type="text"/>
Walker 2	<input type="text"/>	<input type="text"/>	<input type="text"/>
Team Name	<input type="text"/>		

Rubbish reduction guides

- ⇒ Joondalup rubbish and recycling guides
- ⇒ Reduce waste and save
- ⇒ Keep it at home by Composting
- ⇒ Seasonal is best – a pocket guide to seasonal fruit and veg

Energy saving guides

- ⇒ Energy efficient down light options
- ⇒ Checklist for switching off standby power
- ⇒ Shading your windows from the summer sun
- ⇒ Adjusting your storage water heater
- ⇒ Adjusting your instantaneous water heater
- ⇒ Efficient fridge setup
- ⇒ Reading your Electricity bill to track your savings
- ⇒ Switching to clean energy (Green Power)
- ⇒ Switching to a solar hot water system

Environmental resources

- ⇒ Star rating your home
- ⇒ Measuring your 'carbon footprint'
- ⇒ The complete 'do it yourself' home audit
- ⇒ Information on free home consultations
- ⇒ Invitation to free Living Smart and Great Gardens workshops in your area
- ⇒ Discount card for local garden centre and hardware store
- ⇒ Discount card for local bike shop

IMPORTANT NOTE:

If you send back this form immediately you are entitled to receive your choice of special gift. Please indicate your preference for *one* of the gifts below (subject to availability):



- Onya bag – folds away so that it is always 'on ya' for local shopping trips.



- Triangle backpack - excellent for walking or cycling



- True Green book – a full colour coffee table book outlining 100 everyday ways you can contribute to a healthier planet

To ensure prompt delivery of your Living Smart materials, please fill in your contact details below:

Household name: _____

Address (including unit number): _____

Contact number: (daytime) _____
(a/hrs) _____

Materials – Info Resources

Approx 50 individual resources covering basic actions on:
water, waste, energy and transport behaviours

Information in

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Step 1



Step 2



Step 3



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How to start a vegetable garden

WHAT CAN I DO?

Plant some vegetables at home in the garden to create your own supply of fresh and nutritious produce – once you've tasted home-grown vegetables there will be no looking back! There are a number of simple options for growing vegetables at home to suit different needs, ranging from a large plot in the garden to pots on the balcony.

HOW DO I DO IT?

Planning and Site Selection

Plant a vegetable garden any time of the year. Choose a variety of vegetables to plant at different times.

The first step is selecting a site for your garden bed. Choose a site with plenty of sun – as a minimum, vegetables need at least six hours of sunlight each day. Your garden should also be sheltered from wind and not too close to trees which will compete with your plants for water and nutrients).

If you are unsure about where to start, sketch a basic plan of your proposed patch and visit your local garden centre for some advice.

Different Ways to Grow

There are many different types of veggie gardens. Here are some popular and easy methods of creating your own garden:

Container Gardening:

This is the quickest and easiest way to start producing your own food, and is ideal for people with limited space (and for renters). Tubs or containers (e.g. old eskies) can be moved around throughout the year to follow the sun. Containers should be at least 30cm deep and wide enough to accommodate the plants you want to grow. It's vital that there



JOSH BYRNE
sustainable gardening specialist and popular media personality provides advice on starting a vegetable garden.



Department of Environment and Conservation
Department for Planning and Infrastructure

Materials – Prompts, Norms, Barriers...



Save water, time and money!
Use a 4 minute shower timer

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A graphic of a shower timer, which is a vertical cylinder with a white cap and a white base. The timer is shown with a blue liquid level inside, and a white cross-shaped dial in the center.

The cover of the book "true green". The title is "true green" in a large, green, lowercase font. Below the title, it says "100 everyday ways you can contribute to a healthier planet". There is a yellow circular badge that says "with compliments of Living Smart Acting on climate change". The cover features a blue background with a water droplet and ripples. At the bottom, it says "Every Australian household, and our environment, will benefit from this essential, practical guide" by Tim Flannery, author of "The Weather Makers". The authors are listed as "Kim McKay and Jenny Bonnin" and "Clean Up Australia".

Project Services – ‘Interactive’

- Meter Readings
- Home visits
 - 500 x Install
 - 2300 x Consult
 - 1250 x Star Rate



Project Services – Local Opportunities

- Living Smart Workshops
- Great Gardens Workshops
- Local opportunities fliers
- 10,000 Steps Web Challenge
- Pedometer Library Loan
- Powermate Library Loan



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Progress Report (KPIs)

KPIs for households contacted

Contact rate	- 96% (11,568)
Households Interested	- 73% (9,287)
Hh info requests	- 50% (6,490)
Hh meter readings	- Initial quota fully booked
Home visits booked	- Initial quota fully booked
Workshops	- fully booked

Evaluation Plan:

Meter readings, Travel Survey, Waste/recycling tonnage

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Outcomes & Benefits

Value from Living Smart

- **£10 - £18/t over 5 years**
- **£8 - £13/t over 10 years**
- **2x the cost of travel alone,
but up to 4x abatement**
- **Compares well with £19/t of carbon
trading**

AND...



•AND ...

- health benefits
- reduces inequity of increasing energy/food costs
- reduces peak power demand
- prevents unintended outcomes



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