

STOCKTAKE AND ANALYSIS OF HOUSEHOLD BEHAVIOUR CHANGE PROGRAMS IN VICTORIA



Table of Contents

Table of Contents	2
Executive Summary	4
Introduction.....	6
Methodology.....	7
The Role of Behaviour Change.....	10
The Findings: Behaviour Change Programs in Victoria	13
Project Design and Planning.....	13
What works?	18
Project Implementation	19
What works?	23
Recommendations.....	24
Bibliography.....	26
Appendix - The Projects.....	27
A New Way for Gowanbrae.....	28
Access 3121	29
ACF Green Homes	30
Ararat Energy Savers	31
Banksia Eco Warriors.....	32
Bayswater Mothers Living Well.....	34
Border Eco-Living Program.....	35
BREAZE	36
Castlemaine 500.....	37
Challenge to Change	39
Climate Challenge 1000.....	40
Creating a Climate of Change.....	41
Community Power 6000 Plus	42
Energy and Water Efficiency at Home.....	43
Energy Challenge.....	45
Green Town.....	46
Greenleaf.....	47
Halve Garbage Waste.....	48
Home Energy Stars.....	49
Ky Can Do That	50
Linking Laverton	51
Living for Our Future	52

Living Green.....	53
Love Living Local.....	54
Pepper Green Farm Eco Living Centre.....	55
Portland Sustainability Group	56
Regional Sustainable Living	57
Residential Energy Assessment Program	58
Retirement Village Communities	59
Smart Living.....	60
Solar City	62
Solar Panels Purchasing Dandenong Ranges.....	63
Solar Panels Purchasing Moonee Valley	64
Solar Panels Purchasing Portland.....	65
Solar Panels Purchasing Riddells Creek	66
Stony Creek NEIP	67
Sustain-ability.....	69
Sustainability in Stonnington - BEAM.....	70
Sustainable Ambassadors.....	71
Sustainable Homes Darebin	73
Sustainable Homes Mitchell.....	74
Sustainable Living at Home	76
Sustainable Living in the City.....	78
Sustaining Coastal Communities	79
Sustainability at Home and Beyond	80
Sustainability Streets Melbourne.....	81
Whitehorse Sustainability Street Program.....	82
Sustainability Street Bendigo	84
Sustainability Streets Melbourne	85
Sustainability Street Villawood	86
Whitehorse Sustainability Street Program.....	87
SV High Consuming Households.....	89
Tower Hill Eco Demonstration Centre.....	90
WaterSmart	91
Zero Carbon Moreland	92

Executive Summary

The Department of Sustainability and Environment (DSE) commissioned UrbanTrans to conduct a stocktake of environmental behaviour change programs in Victoria, in 2008.

The stocktake was designed to provide a record of current and recently completed household based environmental behaviour change programs around the state, as well as identifying best practice and gaps in delivery.

The projects covered ranged from large scale, state government run projects working with tens of thousands of households, using a form of individualised marketing, to small scale projects run voluntarily by concerned residents in neighbourhoods. The stocktake part of the review raised a number of issues which were then explored in greater depth through interviews.

The review found:

- 54 projects current and recently completed across the state of Victoria. There was a concentration of projects in northern Melbourne and gaps in delivery in Gippsland.
- Projects ranged broadly in scale from large scale directly government funded projects covering tens of thousands of households to small scale projects concentrating on highly local areas, with just a few households.
- The scale of the project, recruitment and engagement methodologies, employed in projects, are closely tied. The more intensive the level of engagement, the more restricted will be the target audience. The larger the scale of the project, the more effort needs to go into recruitment of participants, which may impact upon other project activities.
- Workshops which take participating households through a behaviour change journey are the most commonly used form of engagement. These can be successful for smaller projects, both in imparting information as well as creating social bonds amongst households. However, there are problems when adapting this methodology to a large scale project.
- Evaluation methodology is ideally established at the outset of the project, rather than being developed once the project is underway. Both qualitative and quantitative evaluation are valuable in shaping the project as well as reporting on its impacts.
- Project officers require a wide range of skills including project management as well as research, evaluation and subject knowledge to run effective household environmental behaviour change projects. Sharing information amongst project officers across a range of different projects is valuable in building overall professional capacity as well as addressing immediate project needs.

The Department of Sustainability and Environment can take a leading role in supporting a more professional and effective behaviour change field in Victoria by:

- developing a toolbox of project management for small-scale behaviour change programs;
- developing a range of evaluation tools and indicators for behaviour change programs which account for both quantitative and qualitative measures;
- supporting a structured research program which develops more specific and supportive data for projects; and
- supporting the development of a network of behaviour change professionals.

Introduction

The Victorian Government in its Green Paper on Climate Change states a specific priority for the Victorian Government to:

“Support private action to adapt to a changing climate, and undertake adaptation actions on behalf of the Victorian community to protect the environment, key public assets and manage major public risks.”

Within the context of this priority, the Green Paper notes the role of households in adapting to climate change and that government has a role to play in providing adequate information and regulatory consistency.

In 2008, the Department of Sustainability and Environment (DSE) commissioned UrbanTrans to conduct a stocktake of environmental behaviour change programs in Victoria. The stocktake was designed to provide a record of current and recently completed household based environmental behaviour change programs around the state. The stocktake was also designed to include analysis of the programs to identify gaps and opportunities as well as facilitating knowledge transfer and coordination between programs.

Specifically, UrbanTrans was requested to:

1. Undertake a stocktake of Victorian behaviour change programs designed to create a positive change in sustainability actions/behaviours around the home with regard to water, energy, travel and materials/waste;
2. Identify and provide analysis of any gaps, overlaps, strengths, weaknesses, and opportunities in Victorian behaviour change programs;
3. Identify how the outcomes of the behaviour change programs are being evaluated;
4. Identify which behaviour change programs are experiencing the most success in delivering on their stated objectives and the key design elements of these programs;
5. Provide recommendations about any further analysis needed to inform government’s understanding of the of behaviour change programs being delivered in Victoria, and their effectiveness.

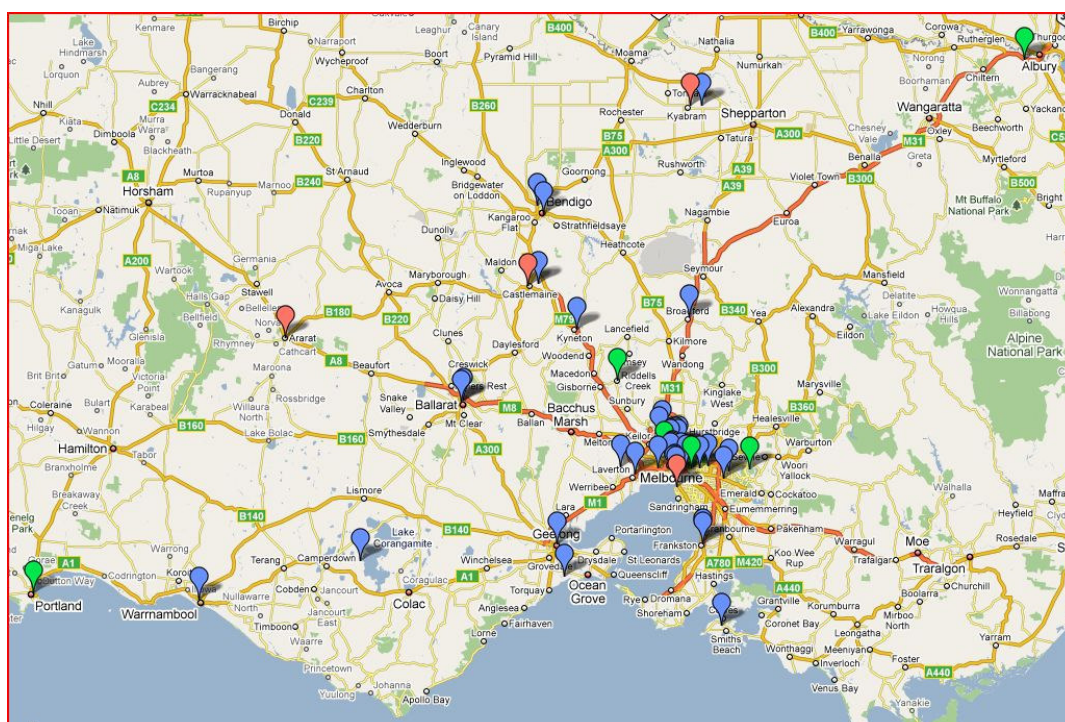
Methodology

Gathering data for this research has been a three-stage process. The first was to work with DSE staff and other key stakeholders across state and local government, to identify the relevant projects to be studied.

The second stage was the behaviour change stocktake which involved the comprehensive collection of basic data for projects state-wide. Data was collected through phone and face-to-face interviews and included:

- Program title and brief summary
- Project objectives / desired outcomes
- Lead organisation (and type) and partners
- Geographic area covered
- Target audience (demographics)
- Duration
- Funding levels (ranges) and sources
- Behaviour change approach (to use pre-formatted options, plus “other”)
- Other non-behaviour approaches used (e.g., appliance maintenance service)
- Evaluation methodology
- Results (as available)
- Long-term plan for project, links to larger strategies
- Links to other projects happening in the same area

Results from the stocktake were entered into an Excel database and mapped on Google Maps (below):



This map is available publicly at:

<http://maps.google.com.au/maps/ms?ie=UTF8&hl=en&msa=0&msid=110457179199968554181.00045d18b07333205cec1&z=8>

Three types of project are shown on the map:



Active Projects



Climate Action Group Projects



Completed Projects

The stocktake found a wide range of projects seeking to influence environmental behaviour being delivered to households throughout Victoria. The projects included in the stocktake all contain some degree of active engagement with the household. This is to be distinguished from other projects which simply provide information or through their actions provide an example which households are expected to follow.

The level of engagement varies between the different projects. The majority of projects used a methodology based on workshops both to recruit and engage the households. Most commonly, the workshops included information about specific environmental issues (e.g. energy, water, waste, transport) as well as a framework which carried households through a process where they learned about what they could do and reported back on changes made. Only one project, the large-scale WaterSmart project, employed the individualised marketing approach whereby households are identified as to their propensity to change and engagement is separate from the recruitment process. Smaller scale projects, such as those run by climate action groups on a voluntary basis, by necessity employed low-cost techniques, such as having speakers to meetings, and informally structured approaches (e.g. no set timelines). These potential project downsides were viewed by the participants as being offset by the collective commitment and enthusiasm of the group.

Of the 54 projects covered by the stocktake, the majority (34) received Victorian government funding, often through a third party, such as local government. This funding

most commonly took the form of funding rounds to which project officers applied, such as the three rounds of the Sustainability Fund and TravelSmart funding from the Department of Transport. Two projects received direct state government funding (WaterSmart and High Consuming Households, later Greenhouse project) and were run from state government departments or agencies. Two projects (Zero Carbon Moreland and Solar Cities) received Federal Government funding. There were seven behaviour change projects which were run by voluntary organisations, most commonly climate action groups. The remaining projects were funded either directly by local government (e.g. City of Port Phillip projects) or non-government organisations.

In terms of a geographic spread, the projects are primarily centred on areas of major population, such as Melbourne. There is a notable gap in projects being delivered in Gippsland. Within metropolitan Melbourne, the majority of projects are clustered in the northern and inner eastern suburbs with little activity taking place in the western and south-eastern suburbs. Most projects were aimed at a general audience within a specific geography, although there were also projects aimed at specific demographics, such as families (Regional Sustainable Living) and culturally and linguistically diverse communities (Green Streets).

In all circumstances, the quality of the information gathered in the stocktake depended upon the information given by the project officer interviewed.

The third stage of data collection was through a series of in-depth interviews with selected project officers. These interviews have been able to draw out some of the issues raised in the stocktake and explore possible ways forward for the field of household based environmental behaviour change.

UrbanTrans worked with DSE to select projects representative of an approach or delivery mechanism. These groups were (projects interviewed listed in brackets):

- **Mature Projects** - offering an opportunity to delve into projects which have gone through the complete life-cycle from initiation to development to implementation to wrap-up.
(Castlemaine 500)
- **Local Government** - a key delivery vehicle for sustainable living projects in Victoria.
(Greenleaf, Sustainable Streets Melbourne, Climate Challenge 1000, Sustainable Living at Home, Love Living Local, Sustainable Homes)
- **Hub Projects** - involving household behaviour change based around a demonstration project, such as an eco-house. This has the advantage of being able to show potential participants the technologies required.
(PepperGreen Farm Eco Living Centre, Banksia Eco Warriors)

- **Big Projects** - seeking to deliver behaviour change to households on a large scale. Opportunity to investigate issues such as greater efficiency of delivery versus loss of community focus.
(WaterSmart, Zero Carbon Moreland, Greenhouse Project)
- **Local Groups** - may include sustainability groups, carbon action groups and carbon rationing groups. Often operate on low or no funding.
(Creating a Climate of Change, Sustainability Street Bendigo)
- **Projects Outside Victoria** – includes a range of small and large projects.
(Living Smart, TravelSmart Households in the West, Green Streets)

Interviews were conducted in July 2009. A number of projects, additional to those listed, were approached to be included in the interviews but either did not respond or indicated they did not wish to be interviewed. In one instance, Green Streets, project officers did not respond to requests for interviews but a final report on the project was analysed.

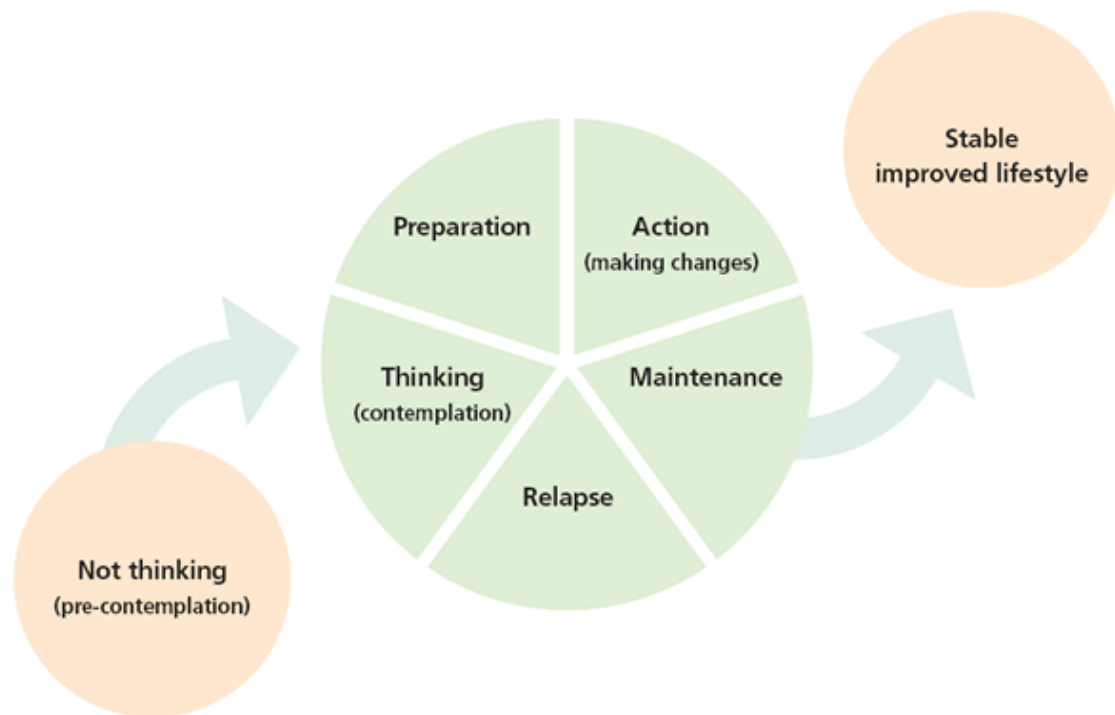
Each interview covered the following topics:

- Staff profiles
- How the project evolved
- How project objectives were set and delivered
- What research and evaluation was conducted around the project
- Challenges the project faced
- Successes achieved by the project
- What pathways the project may have set for others into the future

The Role of Behaviour Change

This study focused on projects which actively engaged householders in a behaviour change process as opposed to projects which simply distributed information and left the householders to make their own decisions with no further engagement from the project.

Behaviour change processes generally involve some degree of learning of new information, which moves an individual from a state of pre-contemplation to one of contemplation of the problem. This can be as simple as awareness-raising through media and campaigns. In turn, the behaviour change process ideally assists the individual prepare to take action (such as developing their skills) which then translates into action undertaken and maintenance of the behaviour. A fully-fledged process should include a portion to deal with individuals who relapse into their original behaviour. The full process is best demonstrated through the Stage of Behaviour Change Model (Prochaska and Velicer, 1997), as below:



Originally developed as a model to explain changes in behaviour related to improved health outcomes, it has been widely applied within environmental fields, sometimes with different names for the different stages and with additional inputs, such as incentives applied at different stages to achieve specific outcomes.

Of course, behaviour change takes place within the context of broader social circumstances, both positive and negative, sometimes both at the same time. For example, the TravelSmart travel behaviour change programs in Australia have been delivered against a backdrop of fluctuating fuel prices (which can be both positive and negative depending on the direction of the price of oil) and increasing urban road congestion (positive as the program sells an alternative)(Meiklejohn, 2006).

Similarly, climate change programs have similar positive and negative elements with which to contend. As noted by a number of interviewees in this project, the Stern Review (Stern 2007) and release of Al Gore's film, *An Inconvenient Truth* (2006), were positive factors in terms of encouraging householders to respond to climate change. Mixed signals from state and Federal governments on pricing of sustainable technologies, such as solar power, have been negative.

Public perceptions of the reality of climate change and how it impacts upon them are likely to change as the effects of climate change start to bite. Already, the Greenlight Report (Sustainability Victoria 2009) on Victorian's environmental attitudes noted that 75 percent of Victorians felt pressure to change the way they live due to climate change. The report

also notes that 75 percent of respondents said they are willing to sacrifice home comforts to reduce energy.

However, such attitudes do not always translate into behaviour. The Green Light report (Sustainability Victoria 2009) also noted that 55 percent of Victorians said they had not undertaken a relatively simple act, such as turning off a television at the power source.

Behaviour change programs seek to bridge that gap between information and action.

The Findings: Behaviour Change Programs in Victoria

The following sections combine the findings from both the stocktake and the interviews. The stocktake raised the issues which were explored in greater depth in the interviews.

Project Design and Planning

Identifying clear objectives, targeting the audience, developing appropriate evaluation.

The stocktake and interviews identified a number of common issues to be considered when designing and planning household based environmental behaviour change programs.

Broadly, the issues are:

- Setting clear objectives;
- Choosing the target audience; and
- Developing an evaluation methodology.

These issues were often considered in relation to one another in the projects as changes in one area affected outcomes in another.

Setting clear objectives

Projects considered in the stocktake had clear objectives set at the design phase. In the majority of projects, these objectives were not tied to specific, measurable outcomes (e.g. reducing energy usage by 10 percent). Rather, as reported by the project officers in the stocktake, they were broader in nature (e.g. “Encourage more sustainable lifestyles in participating households and then spread organically through building capacity amongst households to spread message to new neighbourhoods” – Border Eco-Living Program, or “To increase use of sustainable transport modes in Laverton with a view to Improving safety and environmental outcomes and decreasing social isolation of target audience” – Linking Laverton).

Where measurable objectives were set, they took the form of recruitment numbers objectives (e.g. “To retrofit 1000 homes over the next 3 to 4 years and achieve reductions in household energy usage” – Climate Challenge 1000), carbon footprint reduction numbers (e.g. “Reduce greenhouse pollution by 40,000 tonnes through the uptake of GreenPower across 5 councils” – Community Power 6000 Plus) or both (e.g. “Support and enable participants to reduce their carbon emissions by 20 percent - target of 5000 households, 500 businesses and 50 community groups over 2 years” – Zero Carbon Moreland).

Those projects that did set specific recruitment targets, often set ambitious targets in relation to the size of their budget. Project officers noted that recruitment targets were often chosen to reflect a belief that the number of households engaged must be

sufficient for the project to have credibility within the community. This was true for both the Climate Challenge 1000 and Zero Carbon Moreland projects. Larger, better funded projects, such as WaterSmart, Living Smart, TravelSmart and Zero Carbon Moreland, had an easier time hitting their recruitment targets without impacting upon other project resources. In the examples from the larger TravelSmart, Living Smart and WaterSmart projects, contractors delivering the projects work on a basis of contacting three times as many households as are required for the engagement part of the project.

Of the 54 projects considered, just seven set specific reduction targets (e.g. “Assisting households to gain a better understanding of their energy usage at home and help them to take actions to reduce energy usage by 20 percent” – Residential Energy Assessment Program, Bayside Climate Action Group) as part of their objectives.

For smaller, less well funded projects, having broader non-measurable objectives overcame the issue of being tied closely to a quantitative evaluation methodology, although a number of project officers noted that they did try to collect such data, often in the form of reported actions from the households. Although such objectives might be viewed as comprising nothing more than “motherhood statements”, they can also form a valuable framework in defining the project, whether by type or geography or a combination of the two.

Recruitment or reduction?

In planning for its Zero Carbon Moreland project, the Moreland Energy Foundation considered carefully the potential impact of setting targets for household energy reduction.

Initially, the project sought to achieve a 20 percent reduction in household carbon emissions across each of 5000 households. However, it was noted that if the figure is a per household basis, then reductions achieved beyond the 20 percent range become meaningless in terms of evaluation.

For example, if one house achieves a 20 percent reduction and another achieves a 30 percent reduction, then they both are recorded as having achieved a 20 percent reduction, and the extra 10 percent of reduction in the second house has, from the point of view of project management, been wasted effort.

Moreland Energy Foundation then considered the population as a whole and the impact of setting the reduction target that way. The advantage of this approach was that the project was better placed to make good use of households which exceed their 20 percent target.

However as Moreland Energy Foundation noted, this is a far more complex approach as the project needs to consider different target audiences. It may decide, in the case of 20 percent across 5000 households, to work with some households to achieve a 35 percent reduction, other households to achieve a 15 percent reduction and a third group to achieve a 5 percent reduction. This then becomes three separate sub-projects, adding to the complexity of project management.

Most projects examined in the stocktake which had set specific targets had sought to achieve a “per household” reduction.

Choosing the target audience

Most of the projects examined served distinct geographic areas, usually local government or smaller (e.g. suburbs). Project officers engaged in these projects (most commonly the Local Government and Local Groups projects) noted that one value of a focus on local areas is that it can help create a sense of local community which builds internal resilience in responding to climate change. This appears to have been especially effective in areas which have existing strong local identities, such as projects in country towns in the Castlemaine 500, Ky Can Do That (Kyabram) and Ararat Energy Savings (Ararat). However, Castlemaine 500 also noted that working with areas with such a strong local identity can throw up other issues, such as outside project staff needing to work harder to gain local trust.

The projects covered displayed notable differences between active and passive recruitment, and how these interacted with the engagement methodology. Active recruitment may be defined as that which actively seeks out a target audience, while passive recruitment depends upon households coming to the project, usually as a result of marketing.

One form of recruitment is not necessarily better than the other. Passive recruitment has the advantage of being generally cheaper to deliver and more likely to engage already interested, and therefore motivated, households. Active recruitment is more expensive as it is reaching into target households which may not be already interested in the issue, however the fact that it is reaching those households at all is a positive.

Active recruitment was more typical in the larger, better funded projects, reflecting the expense of this approach. All households within a defined geographic area were contacted usually by phone and asked to participate. They were then sent information and incentive packs which helped them through the behaviour change process. These bigger projects tended to make a clear distinction between the active recruitment (phone contact) and the engagement phases (incentive and information packs) of their projects.

By contrast most Local Government projects relied upon a more passive approach to recruitment and in many instances used the engagement methodology (often public

Type versus Geography

People live complex and varied lives, yet for the purpose of project management, environmental behaviour change projects in Victoria broadly address three different audiences.

The first may be considered Type. This chooses a target audience based on distinguishing features (e.g. CALD communities, families). The second is Geography where the project is based in a specific geographic area, such as a town or council area. This approach informed the majority of projects examined.

The third is a combination of Type and Geography (e.g. young people in a specific location). This approach was rarer amongst the projects examined.

workshops) as a form of recruitment as well. Interviewees across a broad range of smaller scale projects (both Local Government and Local Groups) noted that workshops tended to attract, on average, around 30 people to each session and that each workshop required a great deal of labour on the part of the project officer for it to work successfully. Such a methodology may be more suitable for small scale projects where the number of households engaged is not one of the prime driving factors in project design. Workshops may be a better approach for projects wishing to establish a strong base of knowledge within their target community and for establishing social ties between participants.

Project officers also noted that recruiting large numbers of households is, in itself, a task which consumes considerable project time and resources. Castlemaine 500 and Climate Challenge 1000 both noted that they spent more time initially recruiting households than anticipated, with a resulting impact on other project timelines.

There may also be potential in engaging new households and individuals through networks of common interest across a broader area, or networks based on technology (including electronic social networks, such as Facebook). So far, reach into these other networks by behaviour change projects has been limited in Victoria.

One notable recent example is a trial of home-based workshops in the Zero Carbon Moreland project. These workshops have taken two forms: neighbourhood based, drawing in residents from surrounding houses, and friends based, drawing on a wider range of residents though still within the target area. Though this form of workshop draws a smaller audience (up to 10 participants) compared to a public workshop, project officers have noted that it involves less staff preparation time and has better outcomes in terms of recruiting and engaging with households.

Choosing the right target audience has a bearing on the type and effectiveness of the methodology used in the project, as discussed further in Project Implementation.

Developing an evaluation methodology

One of the strongest findings of the stocktake component of this project was that projects were often poorly evaluated or not evaluated at all. Many projects had not done any evaluation and others had started their evaluation halfway through the project (thus eliminating an effective baseline measure). Those few who had developed and implemented effective evaluation procedures, such as the TravelSmart projects in Victoria, generally did so at the behest of funders and were often larger, better funded projects in their own right. The TravelSmart funding from the Department of Transport insisted that suitable projects must set aside between 10 and 20 percent of their budget for evaluation.

The difficulty of measuring the quantitative impact of behaviour change was noted by more than one project manager. Some projects, such as Climate Challenge 1000, have limited their measurement to reported changes in household infrastructure, rather than behavioural elements, which were viewed as too difficult to capture. There are exceptions for some elements of sustainability, such as waste reduction which can be

effectively measured as was demonstrated in the Halve Garbage Waste project in Frankston, and the TravelSmart projects which rely on traffic counts and surveys.

A number of project managers noted the difficulty of working with utility bills as the main form of measurement; households may change composition (more or fewer members – Castlemaine 500), household may change utility providers and in many projects, when asked households simply did not provide utility bills. This is an issue for projects outside of Victoria as well, such as the Living Smart project in Western Australia. In that instance, the project staff conducted home visits to take meter readings for energy and water use.

Most projects also recorded some qualitative measurement of the effect of the projects, often in the form of case studies, which were in turn used to energise other participants in the project, and to give extra colour to quantitative data.

Castlemaine 500 used a comprehensive range of evaluation techniques, including:

- Stories of “most significant change” gathered from participants
- Semi-structured interviews with participants
- Online survey
- Telephone survey
- Basic entry surveys
- Utility data for some of the participating households.

Qualitative data became increasingly important for a number of projects as they faced growing problems gaining quantitative data. For projects such as Castlemaine 500 it became an effective way to tell a story of what worked in the project process as well as feeding back into the project to support project outcomes and increase community buy-in to those outcomes.

The debate of whether to use quantitative or qualitative data (or, ideally, a combination of the two) is less of a problem for project officers once the project is underway. The problem as identified by project officers tends to arise at the development stage of the project, particularly as it relates to expectations of funders who, understandably, want to see where their money is being spent and gain a measure of how effective it has been used.

Measuring the community

The Transport Research Laboratory (TRL) in the UK has developed a set of indicators to measure community resilience to climate change (Sivell et. al. 2008).

TRL noted that measurement of such indicators is relative and particular to a community. Its particular indicators were developed for South-East England and included measures such as life expectancy, properties in the area at risk from flooding and per capita economic growth.

There is an opportunity to develop a similar set of resilience indicators particular to Victoria, or even to regions within Victoria.

What works?

- Project objectives should be clear and play a valuable role in defining the project.
- Recruitment should be tied to an appropriate engagement methodology. The more intensive the level of engagement, the more restricted will be the target audience.
- The larger the scale of the project, the more effort goes into recruitment of participants. This may impact upon other project activities.
- Passive recruitment works well for small scale projects.
- Evaluation built-in and adequately funded, can contribute to the success of the project by enabling continuous improvement during implementation.
- Evaluation methodology is ideally established at the outset of the project, rather than being developed once the project is underway.
- Both qualitative and quantitative evaluation are valuable in shaping the project as well as reporting on its impacts.

Project Implementation

Good project support, linking methodology to recruitment, working with communities.

The stocktake also discovered a number of common themes that arose during the implementation stages of household behaviour change projects. These were:

- The need for good project support;
- Ensuring that the right methodology was chosen for the target audience; and
- The diversity of working with different communities.

Good project support

The stocktake and subsequent interviews found that many projects tended to have staff who were knowledgeable and passionate about their subjects but often lacked many project management skills. In many instances, officers noted that they had learned much of their project management on the job. This was particularly true of Local Groups and some Local Government projects. In addition to project management skills, officers noted that they required a wide range of skills particular to household environmental behaviour change projects, such as knowledge of the subject, marketing skills, evaluation and research.

Many of the interviewees noted that their particular behaviour change project was the first of its kind they had been involved with and was notably different to other projects they had run. In these cases, they stated that they had to learn project management skills while delivering the project. This was viewed as being extremely difficult to achieve, professionally, while at the same time delivering an effective project. However, in these instances project officers noted that their project management skills had improved notably by the end of the project. The level of project management skills in the field is highly variable, ranging from experienced consultants to relatively junior project officers within local government.

One way of overcoming an initial lack of experience was to share experiences with peers. Local Government project officers in metropolitan councils formed a behaviour change network with regular meetings at which members update one another about what they have been working on and sharing solutions to problems. Until recently membership has been limited to local government only. Local Government project officers said they found this network invaluable as a way to develop their understanding of the field as well as their project management skills.

A similar network exists for the TravelSmart projects funded by the Department of Transport. This collegiate network is also based on information sharing but with a stronger emphasis on developing skills such as project management and evaluation, led by the Department of Transport. The Hub projects (e.g. Banksia Eco Warriors, Pepper Green Farm) were to develop a similar project but this foundered after just a few meetings.

Project officers consulted during the stocktake and the subsequent interviews, expressed strong interest in the results of this project and for an opportunity to discuss their experiences with others.

Methodology and the target audience

Most Local Government and Local Groups projects were based around a series of workshops on different aspects of sustainable living using experts to talk through the issues and options associated with each topic). Most try to set up a process where households move through a series of actions as part of a behaviour change journey (e.g. projects including and based upon the Sustainable Living At Home model developed by the City of Port Phillip). Interviewees noted that, typically, this journey takes place over four to six months and involves as many workshops. Participants were expected to attend all workshops but as often as not, they tended to attend those of greater personal interest. The journey was maintained through participants being encouraged to take action at home between the workshops and then report back on their actions at the next workshop (e.g. Sustainable Homes Darebin).

From a target audience perspective, the biggest drawback noted by interviewees is that workshops tend to attract those households already concerned and engaged. This means that there is less opportunity for the participating households to achieve deep cuts in climate change emissions. Interviewees across all projects noted that workshops tended not to attract households which are only marginally interested in the issue.

The larger, well-funded projects (TravelSmart, Living Smart, WaterSmart) do reach a portion of non-committed households through individualised marketing. This methodology usually engages contractors to contact target households through phone calls and is usually successful in engaging a third of the population, but is often regarded as too expensive for smaller projects.

Sustainability Victoria's Greenhouse Project (previously High Consuming Households) offers another model. Following strong pre-project research, Sustainability Victoria has developed a behaviour change program targeting a specific kind of household, those which tend to be high carbon emitters. There are correlations with other demographic details, such as income levels, which makes it easier for the project managers to identify areas in which to run the project.

The project is a mix of local and dispersed recruitment approaches to the one kind of household: high energy consumers. Local targeted contact with households takes place through a school and local government channel. In the school project, households are recruited through the schools their children attend in the target area. In the local government channel, households in the same area are offered three different types of home energy audits: 15, 30 and 60 minutes. The offering of the audits is advertised through local media and associated marketing.

High consuming households are also approached through a dispersed methodology which targets workplaces where individuals from high consuming households are likely to be in larger proportions. Staff in each of the workplaces are engaged in an eight week challenge to reduce their emissions at home. While there may be some overlap with the local government and school project households, this is not planned as the project has no control over the location of the recruited households.

Projects which included practical examples of things people could do right away were often successful in engendering a sense of community and increasing the resilience of that community to be able to respond to climate change. This was true even for actions which may not have been viewed by the target audience as directly combating climate change, such as establishing a community garden (Banksia Eco Warriors / Bendigo Sustainability Street).

Such an action can have a long term effect both in terms of mitigating climate change (through growing local food rather than purchasing non-locally grown food with its associated carbon costs – Banksia EcoWarriors) as well as helping a community adapt to the effects of climate change. In the case of Banksia EcoWarriors, the action allowed low income groups to reduce their exposure to climate change effects by reducing their food bills. More immediately, in terms of the life of the project, it brought people together in a practical way where they could “get their hands dirty” (in this case, literally), get to know one another and see that they could achieve something straight away that had a real effect.

Sustainability Street Melbourne achieved similar neighbourhood cohesion through running street parties and using them as ways to both display an alternative way of living and engage households. Some projects covered in the stocktake section of the research were built around specific actions, such as joint solar panel purchasing (for example, climate action groups such as Moonee Valley and Dandenong Ranges). While in most instances, these actions took place within the context of broader educational or advocacy approaches, in some instances they only came together for the action.

Project officers also noted that there is increasing noise and potential confusion in the marketplace, from the point of view of the household. For example, one household may be approached to participate in WaterSmart, then be approached by a private organisation offering free showerhead exchange and installation and finally, be reading about Target 155 in the media.

Working with communities

In all instances, household environmental behaviour change programs are delivered to communities with existing identities. The level of engagement with those communities varied between projects covered in the stocktake. Those projects which adopted a version of individualised marketing place less emphasis on the notion of “community” other than as an identification for the project (e.g. WaterSmart, Households in the West). For these projects, the methodology concentrates on the individual household rather than with the community as a whole.

By contrast, smaller projects placed a much greater degree of importance on engaging existing social networks within the communities, as a way of reaching individual households and reinforcing their message in a cost effective manner.

Data gathered during both the stocktake and subsequent interviews noted the value of building on existing social networks within the community (e.g. Sustainability Street Bendigo, Banksia Eco Warriors), rather than attempting to establish a new network based around the project issues. Project managers noted that such new networks often evolved

during the life of the project but that they often did so on top of existing networks and by making use of people who acted as connectors within those networks.

Generally, project managers said it was easier to work with existing networks which already have strong social bonds (Sustainability Street Bendigo) and where it was possible to spread a message about environmental issues to households which may not consider them otherwise. This approach has formed the basis of at least one project (Zero Carbon Moreland) which developed a recruitment methodology designed to specifically engage community organisations and their members.

A potential drawback of this approach may be that while these networks may appear attractive, they have not been established to necessarily support an environmental message. For example, networks associated with Culturally and Linguistically Diverse (CALD) communities have primarily been established to act as a form of support for their members across a range of activities, as well as a cultural identity. Environmental behaviour change projects based in such communities, such as Green Town, required time to understand how such networks work and how to work with them to deliver a sustainability-themed project.

Project managers noted that creating new networks requires a lot of ongoing support, which is not always possible in a time limited project. In some instances, such as Castlemaine 500, the project led to the growth of a new network to continue the work of the project after its completion date. The new network, Mount Alexander Sustainability group, took two years to develop but was then able to build on the achievements of Castlemaine 500 and develop its own projects.

Environmentally focused groups, such as climate action groups or carbon rationing action groups, are a different proposition as they have often formed prior to the project or effectively *are* the project. The activities undertaken by these groups range from bulk purchase of solar panels to educational workshops on small improvements that can be undertaken around the home to advocacy on climate change (e.g. Lighter Footprints). Data from these groups stressed the effectiveness they can have in building a clear local identity to tackle a large issue, such as climate change. Representatives from these groups noted an additional advantage in that they are not time limited and are rarely restricted by funding and reporting requirements (Mount Alexander Sustainability Group is an exception employing, as it does, professional staff and therefore reliant on paid membership and fundraising).

What works?

- Project officers require a wide range of skills including project management as well as research, evaluation and subject knowledge to run effective household environmental behaviour change projects.
- Sharing information amongst project officers across a range of different projects is valuable in building overall professional capacity as well as addressing immediate project needs.
- The methodology used to engage households is closely linked to the target audience chosen.
- Workshops do work, but may be limited for projects seeking to engage large numbers of households.
- Practical actions provide an immediate focus for a project's target audience, and can build community cohesion and momentum for a project.
- Building on existing social networks within a target community takes time but can be valuable in delivering a more effective project.
- Working with social networks also requires resources to ensure they are maintained through the life of the project and ideally, beyond.

Recommendations

The following recommendations reflect the findings from and discussions with project managers, conducted for this report. They are designed to contribute to the more effective delivery of projects which support household environmental behaviour change.

1. Develop a toolbox of project management for small-scale behaviour change programs.

The toolbox could be aimed at project officers delivering household behaviour change projects at a small scale. It could address issues raised in this report, such as:

- Setting clear project objectives
- Understanding target audiences
- Implementing appropriate methodologies for different scales of project
- Get-started project ideas to generate momentum and social cohesion
- How to work with existing social networks
- Choosing appropriate evaluation methods

2. Develop a set of evaluation tools and indicators for behaviour change programs which account for both quantitative and qualitative measures.

These measures should be simple and straightforward to collect, and cover a range of outputs which will reflect the objectives of each project. Therefore, they may include both qualitative (for projects with non-measurable objectives) and quantitative (for those capturing hard data). Research could be undertaken as to what evaluation measures are useful for participating households. In addition, the development of a set of straightforward measures of resilience would be useful for both the project managers and their funders.

3. Research to develop more specific and supportive data for projects.

Research program could include market segmentation and research into links between attitudes and behaviours. This is particularly useful in understanding which sections of the population are not being currently reached by behaviour change programs and what would attract them. For example, the UK Department of Transport has a long history of funding groundbreaking research on sustainable transport behaviour which has then informed policy formulation and program funding directions (Department of Transport, 2009).

4. Support the development of a network of behaviour change professionals.

Staff working in the field of environmental behaviour change are passionate and committed to their jobs. They want better support in the form of ongoing training and professional development, as well as regular access to a network of peers. This work could be aligned with the research program to ensure that the overall field grows in numbers and captured expertise. This could be seen as one part of a professional development approach which will improve the status and skills of project officers and developers.

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Appendix - The Projects

Each project listed in this stocktake follows the same template format, which is explained below.

Project Name:	The name of the project.
Objectives	What the project seeks to achieve, as defined by the project manager. Objectives can be broad in nature (e.g. encourage sustainable living) or specific (e.g. reduce energy use in 100 households by 10 percent).
Lead Organisation:	The organisation housing and running the project.
Other Stakeholders:	Key stakeholders can include funders as well as partner organisations.
Geographic Area:	Area in which the project is being delivered.
Target Audience:	The primary audience to whom the project is being delivered.
Length of Project:	How long the project is running or had been running.
Funding:	Level of funding (if known) and funding organisation.
Behaviour Change Methodology:	How the target audience is being engaged and taken through the project. Details can include specific hooks to work with the target audience and how they are being guided through a behaviour change process.
Other Methodologies:	Can include complementary methodologies, such as infrastructure changes which support the main behaviour change approach.
Evaluation Method:	How the project is being evaluated (e.g. surveys, home audits, utility bill readings) and whether the evaluation applies to the project process, its outcomes or both.
Results:	Results can be process or outcome oriented and are related to the evaluation method.
Links to Strategies:	How or if the project is linked to relevant strategies, such as local government environmental strategies.
Links to Other Projects:	How or if the project is linked to other projects, whether un-related projects in the same geographic area or related projects (e.g. the same funder and same methodology) in another area.

A New Way for Gowanbrae

Project Name:	A New Way for Gowanbrae
Objectives	<p>Promoting sustainable transport through a community travel plan.</p> <ul style="list-style-type: none">• Mode shift from cars to sustainable transport options.• Increased walking and cycling trips• Increased use of other sustainable transport modes
Lead Organisation:	City of Moreland
Other Stakeholders:	Department of Transport
Geographic Area:	Gowanbrae, Moreland
Target Audience:	Gowanbrae residents (>2000)
Length of Project:	2 years from 2008
Funding:	\$60,000 initially, further LAAP specific funding to be determined (Department of Transport)
Behaviour Change Methodology:	Development of community travel plan with identified supportive infrastructure and incentives. These can include small-scale infrastructure changes as well as localised travel behaviour change programs - these are under development following initial survey of residents.
Other Methodologies:	Government also implementing on-demand bus service to area.
Evaluation Method:	Survey / focus groups / bike tube counts
Results:	Not yet available.
Links to Strategies:	City of Moreland Transport Plan

Access 3121

Project Name:	Access 3121: Live Life Local
Objectives	<p>To reduce the number of single occupancy cars on the roads in the North Richmond area by 10 percent and to increase the number of pedestrians, cyclists and public transport users.</p> <p>To increase awareness and positive perceptions about the use and benefits of walking, cycling and public transport serving the area.</p>
Lead Organisation:	City of Yarra
Other Stakeholders:	Victoria Gardens Shopping Centre / local household organisations / three local primary schools
Geographic Area:	North Richmond
Target Audience:	All households in local area / local schools and businesses
Length of Project:	3 years
Funding:	\$227,000 (Department of Transport / City of Yarra)
Behaviour Change Methodology:	Travels plans for schools, workplaces and households combined in a specific geographic area around Victoria Gardens. Travel plans are strategies which identify current travel methods, opportunities for change and how to bring about that change.
Other Methodologies:	None
Evaluation Method:	Counts of cyclists and pedestrians before and after project / qualitative data collected through surveys in workshops. Observations and focus groups.
Results:	Not yet available.
Links to Strategies:	No Links
Links to Other Projects:	No Links

ACF Green Homes

Project Name:	ACF Green Homes
Objectives	To identify and support implementation of regionally relevant solutions to enable individuals and communities to reduce the environmental impact of households and encouraging them to cut water and energy use and reduce waste.
Lead Organisation:	Australian Conservation Foundation
Other Stakeholders:	Environment Victoria, Department of Sustainability and Environment
Geographic Area:	Regional areas in Victoria – Frankston, Dromana Central Victoria, Corangamite, Latrobe & Wyndham
Target Audience:	Households and community groups
Length of Project:	4 years from 2007
Funding:	\$2.1 million
Behaviour Change Methodology:	Focussed on face-to-face workshops - target of engaging 1000 people per year. Use other media / events to draw people in to project. Also emphasis on community building.
Other Methodologies:	We use different behaviour change methodologies such as Doug McKenzie Mohr and Les Robinson (Community based social marketing). As well as Clear Horizons program logic and (MSC) Most Significant Change.
Evaluation Method:	Pre and post workshop surveys; Workshop evaluation at end of each workshop; Follow up phone and email surveys of participants at 3, 6 and 12 month intervals. Focus groups with participants on an ad hoc basis.
Results:	Not available yet.
Links to Strategies:	No Links.
Links to Other Projects:	Environment Victoria (EV) Regional Sustainability Program

Ararat Energy Savers

Project Name:	Ararat Energy Savers
Objectives	Providing opportunities for community to take small steps to reduce energy, water and waste use, and develop capacity of community leaders.
Lead Organisation:	Central Victoria Greenhouse Alliance
Other Stakeholders:	Ararat Rural City Council, Ararat Greenhouse Action Group,
Geographic Area:	Ararat and surrounding areas
Target Audience:	All households
Length of Project:	10 months - 2007-08
Funding:	\$50,000
Behaviour Change Methodology:	After engaging community groups and community leaders through workshops and expos, focusing on achieving simple changes in behaviour or small scale infrastructure (e.g. Light globe replacement). Community reached through workshops, local media and promotion through schools. Workshops focus on practical measures which are then implemented by the householder.
Other Methodologies:	The methodology was based on lessons from Castlemaine 500 plus social change teachings through Social Media
Evaluation Method:	Process reporting only - assumptions can be made from actions undertaken.
Results:	450 households changed light bulbs, 5 households signed up to Green Power, 15 leaders engaged in workshops and future planning.
Links to Strategies:	Ararat Rural City Council's environment strategy
Links to Other Projects:	Castlemaine500 project

Banksia Eco Warriors

Project Name:	Banksia Eco Warriors
Objectives	To facilitate greater understanding of sustainability in the community, with a focus on residential energy, water & waste / to facilitate greater up-take of sustainable technology and practices in the home through establishment of EcoLiving Demonstration Centres / to facilitate long-term behaviour change towards sustainable living
Lead Organisation:	Banksia Gardens Community Centre
Other Stakeholders:	Office of Housing, Broadmeadows Area, DHS. Hume City Council, NW Neighbourhood house network, Moonee Ponds Creek Coordinating Committee
Geographic Area:	Most of Hume Council area. No specific target numbers of people or households
Target Audience:	Low income residents, youth, children, schools and local businesses
Length of Project:	Commenced in Feb 2008, funding for 3 years
Funding:	\$300,000 Vic Gov Sustainability Fund (through Sustainability Vic)
Behaviour Change Methodology:	Project proposes to make visible changes to the community centre, its operation and programs to improve its sustainability and to act as a prompt for community action. The centre uses a community development model which focuses on training community members to in turn have direct contact with and influence change in the broader community. The program aims to make a connection for people that are quite disengaged so contact includes door-knocking and conversations with residents. Other supporting actions include a range of education activities and interactive displays at the community centre, as well as information provision (website, brochures). The centre is a training provider so part of the project is looking to provide formal training, for example in Certificate IV in energy efficiency.
Other Methodologies:	Retrofitting community centre to improve facilities. Shower-head exchange program, offered door to door.
Evaluation Method:	Currently setting up evaluation using an action based framework. Propose to measure savings that will be delivered, through water, energy and waste. Working with utility providers to get information.

Also qualitative evaluation as well.

Results:

No results yet, project just commenced

Links to Strategies:

Hume City Council strategies - Greening Program; State of Environment Report; Environmental Sustainability Taskforce. Related links to state government strategies include Sustainability in Schools; energy efficiency and water campaigns

Links to Other Projects:

Moonee Ponds Creek revitalisation; ACF climate project - Banksia Gardens as one of the connectors, screening

Bayswater Mothers Living Well

Project Name:	Bayswater Mothers Living Well
Objectives	Increase community connectedness, safety, wellbeing, and levels of walking and cycling by mothers and their children in Bayswater.
Lead Organisation:	City of Knox
Other Stakeholders:	Department of Transport / Knox Community Health Service
Geographic Area:	Bayswater, City of Knox
Target Audience:	Women with children
Length of Project:	3 years from September 2007 (completed 30 November 2009)
Funding:	\$348,000 (Department of Transport / City of Knox / Knox Community Health Service)
Behaviour Change Methodology:	Action research to identify barriers to walking and cycling for target audience. Then, development of behaviour change interventions and infrastructure to support change. Research includes in-depth interviews, surveys and focus groups.
Other Methodologies:	Infrastructure as identified through action research.
Evaluation Method:	Qualitative and quantitative interviews with participants.
Results:	Not yet available. Research report currently being compiled.
Links to Strategies:	City of Knox Pedestrian Plan / City of Knox Integrated Transport Plan / Bayswater Structure Plan/ Knox Cycling Strategy
Links to Other Projects:	Linking Bayswater LAAP project

Border Eco-Living Program

Project Name:	Border Eco-Living Program
Objectives	Encourage more sustainable lifestyles in participating households and then spread organically through building capacity amongst households to spread message to new neighbourhoods.
Lead Organisation:	Albury Wodonga Environment Centre
Other Stakeholders:	
Geographic Area:	Albury-Wodonga
Target Audience:	Available to all households.
Length of Project:	since 2007
Funding:	none - voluntary
Behaviour Change Methodology:	Follows a workshop process staggered across 6 months, involving 5 workshops which focus on specific topics (energy, water use, and consumption) as well as developing capacity of community. 25 households participated in first round, 45 in second round.
Other Methodologies:	Not Applicable.
Evaluation Method:	Feedback sheet on what participants are doing but nothing formal.
Results:	Not yet available.
Links to Strategies:	No Links.
Links to Other Projects:	No Links.

BREAZE

Project Name:	A climate of change
Objectives	Promote and develop renewable sources of energy, reduce energy use amongst members, be a source of independent expertise and advice on sustainable living practices, develop community capacity and conduct advocacy.
Lead Organisation:	BREAZE
Other Stakeholders:	Sustainability Victoria
Geographic Area:	Ballarat
Target Audience:	Residents - 200 households
Length of Project:	12 months from August 2008
Funding:	\$152,767 (Sustainability Fund)
Behaviour Change Methodology:	BREAZE will work to deliver a local community action project for 200 Ballarat households and develop a model for other community climate change groups to follow. The project will include workshops, community engagement and promotion. The project will seek to develop a toolkit for climate change groups to use.
Other Methodologies:	Not Applicable
Evaluation Method:	Evaluation of existing work including reviewing processes, recommending activities to Climate Change Action Group. Surveys of 500 residents in Ballarat and survey of BREAZE members.
Results:	Not yet available.
Links to Strategies:	No Links
Links to Other Projects:	No Links

Castlemaine 500

Project Name: Castlemaine 500

Objectives Achieve a reduction in energy use and greenhouse gas emissions of between 15% and 30% in 500 participating households in the Castlemaine area. Not achieved. In fact, the focus on 500 households built inflexibility into the program, leading to the recruitment phase lasting longer than it should have. More than 500 households became engaged – just many did not do an official sign up.

Build partnerships with the local community

Lead Organisation: Central Victoria Greenhouse Alliance

Other Stakeholders: DSE, Mount Alexander Shire, Mount Alexander Sustainability Group.

Geographic Area: Castlemaine Chewton and Campbells Creek.

Target Audience: All households

Length of Project: 2 years (complete)

Funding: \$400,000

Behaviour Change Methodology:

The methodology used was based on the following program of logic:

- Foundation activities to set the scene
- networking with partners, such as the Mount Alexander Sustainability Group, the hardware stores, local businesses
- creating space to engage and support community members to learn from each other and support each other (mainly through workshops but also through engagement in partnership activities and visible signs of support for the project such as letter box stickers)
- recruiting and training leaders to work in their own communities and networks to support and inspire change
- working with individuals through household audits
- handing over the project to the community through the Castlemaine Community project

Other Methodologies: Not Applicable

Evaluation Method: Gained evidence from utility bill readings, conducted interviews with participating households and undertook a story-based evaluation.

Results: No discernible energy reduction due to difficulty of gathering utilities data. Evidence from surveys that participants undertook energy saving actions, often after project was complete.

Unexpected results included:

- the setting up of an entirely volunteer group in nearby Maldon that has worked with householders and small businesses to reduce their energy
- The number of households with high levels of participation influenced many others who were not actively engaged, but were nonetheless influenced.
- The leaders recruited to the program, and many of the participants, became involved in other projects in Castlemaine, which was recognised by the 2008 recognised by a United Nations Environment Day Award

All of the C500 tools, reports and process have been made available online for other communities across Victoria (and beyond) to use and adapt to their own needs.

Links to Strategies: Mount Alexander Shire target to reduce emissions by 30% by 2010.

Links to Other Projects: No Links

Challenge to Change

Project Name:	Challenge to Change
Objectives	Participating groups aim to achieve a 20 per cent reduction in electricity use from simple behaviour actions alone. Groups are self-defined and can include residents, workplaces, schools and community groups.
Lead Organisation:	City of Port Phillip
Other Stakeholders:	2009: City of Maribyrnong; 2008: Mt. Alexander Sustainability Group, City of Maribyrnong
Geographic Area:	City of Port Phillip
Target Audience:	All households, community organisations, businesses – any group based in a metered building
Length of Project:	2009 March to June.
Funding:	Internally Council funded
Behaviour Change Methodology:	Groups receive training in how to measure and monitor energy use and how to report results using an on-line reporting tool. Participants share lessons and actions that work for them, by reporting and comparing results with other organisations taking action at the same time. Short term program over 6 weeks with celebration of achievement at World Environment Day event (June).
Other Methodologies:	Not Applicable.
Evaluation Method:	Results are based on reductions in metered electricity readings which are gathered through self-reporting of participants, and comparison of an energy-saving week to a 'Business as Usual' week.
Results:	Project has recorded an average 24% reduction in weekly electricity use among participating groups in Port Phillip in 2008 and average 21% reduction in 2009.
Links to Strategies:	Toward Zero - council targets
Links to Other Projects:	Program started as Schools program connected to Castlemaine 500, in 2007.

Climate Challenge 1000

Project Name:	Climate Challenge 1000
Objectives	To retrofit 1000 homes over the next 3 to 4 years and achieve reductions in household energy usage.
Lead Organisation:	City of Port Phillip
Other Stakeholders:	Not Applicable.
Geographic Area:	City of Port Phillip
Target Audience:	Available to all households
Length of Project:	3/4 years - started 2008.
Funding:	Internally Council funded
Behaviour Change Methodology:	Households committing to sign up to 100% GreenPower receive a simple retrofit of energy and water efficiency fixtures, and a home audit with recommendations for efficient household behaviours. Pilot phase undertaken and recruitment strategy being implemented for greater uptake.
Other Methodologies:	Not Applicable.
Evaluation Method:	Estimated savings from energy and water fixtures installed, based on referenced calculations, e.g. VEET scheme.
Results:	Not yet available.
Links to Strategies:	Toward Zero - council targets
Links to Other Projects:	No Links.

Creating a Climate of Change

Project Name:	Creating a climate of change
Objectives	Reduce environmental impact of households in Mount Alexander and increase uptake of sustainable living practices.
Lead Organisation:	Mount Alexander Sustainability Group
Other Stakeholders:	Sustainability Victoria
Geographic Area:	Mount Alexander
Target Audience:	All households.
Length of Project:	12 months from 2008.
Funding:	\$107,561 (Sustainability Fund)
Behaviour Change Methodology:	The project will promote greener houses through an eco-demonstration home; trial a new social marketing model to promote GreenPower to sporting clubs; and encourage household carbon budgeting by developing carbon rationing action groups (CRAGS). Delivered through workshops and community engagement.
Other Methodologies:	None
Evaluation Method:	Evaluation of process (interest in the model) and the number of people going through during a weekend.
Results:	100 people visiting on opening weekend.
Links to Strategies:	No Links
Links to Other Projects:	No Links

Community Power 6000 Plus

Project Name:	Community Power 6000 Plus
Objectives	Reduce greenhouse pollution by 40,000 tonnes through the uptake of GreenPower across three councils.
Lead Organisation:	City of Darebin
Other Stakeholders:	Sustainability Victoria, City of Moreland, City of Whitehorse
Geographic Area:	Metropolitan Melbourne
Target Audience:	All households.
Length of Project:	3 years - 2006-09.
Funding:	\$125,360
Behaviour Change Methodology:	Workshops, home visits, energy audits, energy starter kits and fridge magnets.
Other Methodologies:	Not Applicable.
Evaluation Method:	Evaluating uptake of number of people in the program and what local promotional tools worked to increase uptake of Community Power.
Results:	Not yet available.
Links to Strategies:	No Links.
Links to Other Projects:	No Links.

Energy and Water Efficiency at Home

Project Name:	Energy and water efficiency at home
Objectives	<p>To reduce household energy bills for Origin Energy customers by up to \$100 per year through behaviour change.</p> <ul style="list-style-type: none">• Understand customers' attitudes to the environment / energy efficiency• Discover the environmentally friendly measures currently used by customers• Test acceptance, understanding and usage of energy and water efficiency devices<ul style="list-style-type: none">○ Does this differ between green energy customers and black energy customers?• Gauge customers' current energy usage levels and how these change with the installation of an energy efficiency pack
Lead Organisation:	Origin Energy
Other Stakeholders:	Sustainability Victoria
Geographic Area:	Victoria.
Target Audience:	Origin Energy customers – 4,000 survey participant households.
Length of Project:	18 months from 2008
Funding:	\$210,000
Behaviour Change Methodology:	Energy and water efficiency kits will be provided to households in this Origin Energy project that aims to change energy consumption behaviour in Origin's retail customer base. Customers will be recruited through m and offer of incentives.
Other Methodologies:	Not Applicable
Evaluation Method:	Online survey before receiving behaviour change kit. Currently doing post intervention survey.
Results:	<ul style="list-style-type: none">• The distribution of the energy efficiency pack has resulted in the use of energy efficient globes almost doubling and low flow showerheads almost tripling.• Of those who have installed the energy efficient light globes, over half believe they have saved on their bills. This is despite the increase in the median dollar amount of the most recent bill. Higher tariffs were introduced between the first and second waves of the

study and may have resulted in this higher figure. Nearly all respondents (97%) recommended the energy efficient light globe to others.

- Approximately two-thirds of those who installed the low flow showerhead believe they have saved on their water bills, with the vast majority believing they are using less water than before. Eighty-eight percent of customers would recommend the low flow showerhead to others.
- Customers were more likely to say the benefit of the energy efficiency pack was the resultant reduction in greenhouse gases, however black energy customers were just as likely to say that the cost savings were equally the main benefit.

Links to Strategies: No Links

Links to Other Projects: No Links

Energy Challenge

Project Name:	Energy Challenge
Objectives	To get people thinking about their current energy usage with a view to reducing this usage over time.
Lead Organisation:	South West Sustainability Partnership
Other Stakeholders:	None
Geographic Area:	Warrnambool
Target Audience:	All households
Length of Project:	Ongoing
Funding:	Not Available
Behaviour Change Methodology:	Run series of workshops about energy use how to do home audits and also supplies home energy meters to allow households to track in-home usage. Ran sustainable living expo in 2008. Currently working with local community groups to re-launch the program.
Other Methodologies:	Supply of energy meters.
Evaluation Method:	Results from energy meters / survey under development for both quantitative and qualitative evaluation.
Results:	Not yet available
Links to Strategies:	No Links
Links to Other Projects:	No Links

Green Town

Project Name:	Green Town
Objectives	Works with four Culturally and Linguistically Diverse communities, recruiting community 'champions' to become leaders in environmental sustainability.
Lead Organisation:	Environment Victoria
Other Stakeholders:	Moreland Energy Foundation, local CALD community organisations, Sustainability Victoria, water authorities.
Geographic Area:	Moreland / Flemington / Hume/ Darebin
Target Audience:	Multicultural households and communities
Length of Project:	2 years from July 2008
Funding:	\$560,647
Behaviour Change Methodology:	This project will train 40 environmental champions from different cultural groups to deliver sustainability education programs to their communities. The 'train the trainer' program involving 18 community organisations will train environmental champions to deliver home audits and sustainable living workshops in community languages such as Turkish and Arabic.. Field trips for each community provide experiential learning opportunities and a major retrofit of a community facility will provide a demonstration site..
Other Methodologies:	The program draws on community development practices, particularly working in close partnership with CALD community organisations
Evaluation Method:	Monitoring, Evaluation, Reporting and Improvement (MERI) plan developed. Quantitative measures (numbers involved, environmental savings) and qualitative measures (e.g. long term learning/changes in behaviour, increased community capacity, strong partnerships) included. A variety of methods will be used to have multiple points of evidence and to provide the most effective means of data collection from the communities we work with. Most significant change story telling will be used.
Results:	Not yet available.
Links to Strategies:	No Links.
Links to Other Projects:	No Links.

Greenleaf

Project Name:	Greenleaf – turning over a new leaf in Knox!
Objectives	Working in partnership with individuals to reduce combined impacts upon the environment. This program also includes working with schools and businesses.
Lead Organisation:	City of Knox
Other Stakeholders:	Not Applicable
Geographic Area:	City of Knox
Target Audience:	All residents (schools and businesses)
Length of Project:	3 years (commenced 2008)
Funding:	\$36,500 for first year including work with schools and businesses (the previous amount includes officer labour so I think it would be more accurate to write \$36,500 per year.
Behaviour Change Methodology:	Greenleaf includes a series of workshops with provision of sustainability kits and prizes to attendees. The sustainability kits focus on energy, water, biodiversity and sustainable gardening, waste and green purchasing and green cleaning. Kits are handed out to participating households at workshops which are divided by topic into standard (includes composting, energy and water efficiency) and advanced (buying solar power, transport).
Other Methodologies:	Not Applicable
Evaluation Method:	Process evaluation methodology under development in co-operation with National Sustainability Centre. Residents present billing data as measurement tool and record there feedback on a dart board style evaluation format using coloured sticky dots.
Results:	Not yet available.
Links to Strategies:	Linked to council's Sustainable Environment Strategy 2008-18.
Links to Other Projects:	Festivals and Gardens for Wildlife (native garden scheme). Also incorporates involvement in Greenhouse project, LESS initiatives, showerhead exchange, Resource Smart Schools program, Knox Environment Awards and Global Sustainability Initiatives Business program.

Halve Garbage Waste

Project Name:	Halve Garbage Waste
Objectives	To get 1000 households to recycle their household organic matter through composting or worm farming.
Lead Organisation:	City of Frankston
Other Stakeholders:	Sustainability Victoria
Geographic Area:	Frankston City
Target Audience:	Local residents
Length of Project:	3 years - complete
Funding:	\$109,410
Behaviour Change Methodology:	1000 residents joined the Halve Garbage Waste program and were offered either a free compost bin or a subsidised worm farm and were required to switch their weekly household garbage bin collection to fortnightly. A small financial incentive was provided to households who returned a feedback form at the end of the year long program. 300 of the household bins were weighted 3 times during the program (start, middle, end) to measure actual waste to landfill. Composting and worm farming courses were offered to participants through participating local schools. Instruction flyers and a telephone Hot Line were also provided.
Other Methodologies:	Not Applicable
Evaluation Method:	Weighting of 300 bins 3 times during the year to assess amount of garbage being diverted, and an end-of-year survey of participants to evaluate changes in behaviour, what aspects of the program worked well and whether participants would want to continue the program .
Results:	<p>At the start of the program, 60 per cent of participating households were composting or worm farming their kitchen scraps and 43 per cent were composting their garden waste. By February 2007, this has increased to 99 per cent of households composting or worm farming their kitchen scraps and 60% composting their garden waste.</p> <p>Over 900 participants chose to continue the Halve Garbage Waste program following the completion of the year long trial.</p>
Links to Strategies:	No Links
Links to Other Projects:	No Links

Home Energy Stars

Project Name:	Home Energy Stars
Objectives	Reduction of energy usage in the home through intensive education and development of home energy action plans to be implemented.
Lead Organisation:	MEFL
Other Stakeholders:	No Other Stakeholders
Geographic Area:	Moreland
Target Audience:	Available to all households
Length of Project:	2002-2008
Funding:	Not Available
Behaviour Change Methodology:	Initial stage of project delivered home energy audits to 139 households over 5 years, with recommendations for improvements. From 2007, program delivered workshops to educate households (renters and owners) about energy usage and provided tools for retrofitting.
Other Methodologies:	Not Applicable
Evaluation Method:	Evaluation of process – phones survey to workshop participants to establish details of retrofit implementation by participant. Assumed reductions based on reported actions.
Results:	139 household assessments and actions plans 200 plus workshop participants implementing a range of retrofit actions including: installation of low energy light bulbs, water efficient showerheads, lagging of hot water pipes, installation of weather stripping and adjusting temperatures for heating and cooling systems, refrigeration and freezers.
Links to Strategies:	No Links
Links to Other Projects:	Now part of Zero Carbon Moreland

Ky Can Do That

Project Name:	Ky Can Do That
Objectives	Providing opportunities for community to take small steps to reduce energy, water and waste use, and develop capacity of community leaders.
Lead Organisation:	Central Victoria Greenhouse Alliance
Other Stakeholders:	Campaspe Shire Council, Kyabram Landcare
Geographic Area:	Kyabram
Target Audience:	All households
Length of Project:	10 months - 2007-08
Funding:	\$50,000
Behaviour Change Methodology:	The program of logic for this project was based on learnings from Castlemaine 500 and from the work done by Social Media. The first step was to engage community leaders and to have them develop and guide the project. These community leaders and the project were given weekly high profiles in the local media. The leaders developed a 3 part approach: the light bulb challenge (free CFL bulbs for replacement of old bulbs), energy smart workshops (practical advice to reduce energy usage in the home) and leadership program (to build capacity within the local community).
Other Methodologies:	Not Applicable
Evaluation Method:	Process reporting only - can make assumptions based on actions.
Results:	1500 residents signed up, 450 households changed bulbs and 130 households signed up to bulk buy solar panels. Six neighbouring towns considering similar program.
Links to Strategies:	No Links
Links to Other Projects:	Castlemaine 500

Linking Laverton

Project Name:	Linking Laverton
Objectives	To increase use of sustainable transport modes in Laverton with a view to Improving safety and environmental outcomes and decreasing social isolation of target audience.
Lead Organisation:	City of Hobsons Bay
Other Stakeholders:	Department of Transport, DPCD (Laverton Community Renewal), DSE (Laverton Train Station as Community Hub)
Geographic Area:	Laverton
Target Audience:	Staff and students at Laverton P-12 College, and staff and visitors to the Laverton Community Centre.
Length of Project:	2 years from 2008
Funding:	\$545,000 (Department of Transport / City of Hobsons Bay)
Behaviour Change Methodology:	Development of a community travel plan through a charette process which will identify required upgrades to infrastructure as well as appropriate behaviour change projects. The project will include a school travel plan as well as the Laverton Community Centre travel plan.
Other Methodologies:	NA
Evaluation Method:	Surveys of the participating school and community centre
Results:	Not yet available.
Links to Strategies:	NA
Links to Other Projects:	The Laverton Community Renewal project, The Laverton Rail Upgrade

Living for Our Future

Project Name:	Living For Our Future Program
Objectives	Introducing residents to sustainable behaviours, focusing on water, energy and waste.
Lead Organisation:	City of Whitehorse
Other Stakeholders:	National Centre for Sustainability
Geographic Area:	Whitehorse
Target Audience:	All Whitehorse residents
Length of Project:	3 years - Ends 2009.
Funding:	\$195,000
Behaviour Change Methodology:	<p>The Living For Our Future Program consists of four workshops covering the topics:</p> <ul style="list-style-type: none">• Energy in the Home (Developing awareness in energy consumption and creating your own 'Eco Footprint measurement', energy rating and product information and design and Green Power).• Water in the Home and Garden (Understanding water supply vs demand, developing awareness in water consumption and learning about healthy water ways and stormwater).• Our Consuming Society (Learning about sustainable consumption, waste reduction, waste and recycling resources and addressing barriers to sustainable behaviour change).• Healthy Homes (Learning about impacts of conventional cleaning products, options of green products and using non-toxic cleaning techniques).
Other Methodologies:	Not Applicable
Evaluation Method:	Evaluation of each workshop by participants.
Results:	Not yet available.
Links to Strategies:	Whitehorse Sustainability Strategy – EcoVision 2008-2013
Links to Other Projects:	No Links.

Living Green

Project Name:	Living Green
Objectives	This program promotes and encourages long term behaviour change by building the capacity of communities with a view to encouraging long term behaviour change
Lead Organisation:	Shire of Gannawarra
Other Stakeholders:	Central Murray Regional Waste Management Group
Geographic Area:	Gannawarra in first year, then Loddon, Buloke and Swan Hill.
Target Audience:	All households
Length of Project:	2 years - just starting in 2009
Funding:	\$152,000 - Sustainability Accord
Behaviour Change Methodology:	Three workshops for each community that will provide them with the information they need to assess their environmental footprint and make changes to reduce their impact. A supportive toolkit will also be developed.
Other Methodologies:	Not Applicable.
Evaluation Method:	In development.
Results:	Not yet available.
Links to Strategies:	No Links.
Links to Other Projects:	Solar Cities

Love Living Local

Project Name:	Love Living Local
Objectives	To reduce car-based residential shopping trips to local activity centres in the City of Darebin and raise awareness of sustainable transport options.
Lead Organisation:	City of Darebin
Other Stakeholders:	Department of Transport / local traders organisations and community groups
Geographic Area:	Preston / Fairfield / Reservoir / Thornbury
Target Audience:	Residents accessing local shopping centres.
Length of Project:	3 years from 2008
Funding:	\$620,000 (Department of Transport / City of Darebin)
Behaviour Change Methodology:	Mixture of school travel plans, activity centred based marketing and individual household travel behaviour change for new residents. Travel plans are strategies which identify current travel methods, opportunities for change and how to bring about that change.
Other Methodologies:	NA
Evaluation Method:	Before and after surveys of residents / process evaluation.
Results:	Community based TravelSmart projects are difficult to assess. While post surveys have demonstrated only a small increase in sustainable travel, they have shown that awareness of TravelSmart and sustainable transport options has significantly increased.
Links to Strategies:	Darebin Transport Strategy
Links to Other Projects:	NA

Pepper Green Farm Eco Living Centre

Project Name:	Pepper Green Farm Eco Living Centre
Objectives	To facilitate greater understanding of sustainability in the community, with a focus on residential energy, water & waste / to facilitate greater up-take of sustainable technology and practices in the home through establishment of EcoLiving Demonstration Centres / to facilitate long-term behaviour change towards sustainable living
Lead Organisation:	Bendigo Access Employment (not for profit)
Other Stakeholders:	Bendigo Council, Bendigo Volunteer Resource Centre,
Geographic Area:	Bendigo area and the local region
Target Audience:	Residents in the Bendigo area and the local region
Length of Project:	2 years to December 2010
Funding:	\$300,000 Sustainability Fund
Behaviour Change Methodology:	Engagement approach still being developed but will include establishing a physical site to provide education and information (Pepper Green Farm, and shop front). Working with existing community groups and networks. No specified behaviour change methodology for residents/households
Other Methodologies:	None currently identified or proposed
Evaluation Method:	Evaluation currently being developed.
Results:	No results yet, project just commenced
Links to Strategies:	No specific but links to a range of City of Bendigo policies.
Links to Other Projects:	Bendigo sustainability group, solar cities, Mt Alexander sustainability group - working with existing programs and networks

Portland Sustainability Group

Project Name:	Solar Panel Purchasing Portland
Objectives	To reduce the impact on climate change of members of climate action group through home improvements.
Lead Organisation:	Portland Sustainability Group
Other Stakeholders:	None
Geographic Area:	Portland
Target Audience:	All households
Length of Project:	Ongoing
Funding:	\$3000 per year from Pacific Hydro.
Behaviour Change Methodology:	Workshops on energy efficiency leading to recruitment of households to band together to bulk purchase solar power. Extending to solar hot water. Development of 100 houses in Portland over the next 2 years to become energy display homes. Moving on from solar panel purchase due to change in PV tariff rules. Workshops now focus on broader sustainability improvements.
Other Methodologies:	Not Applicable
Evaluation Method:	None
Results:	None Available
Links to Strategies:	No Links
Links to Other Projects:	No Links

Regional Sustainable Living

Project Name:	Regional Sustainable Living
Objectives	Reduce environmental impact and build strong communities. Build capacity with partners.
Lead Organisation:	Environment Victoria
Other Stakeholders:	Australian Conservation Foundation / local councils / YMCA / other community organisations
Geographic Area:	Frankston, Central Victoria, Geelong, Gippsland
Target Audience:	Seniors / youth / families
Length of Project:	4 years
Funding:	\$600,000 p.a.
Behaviour Change Methodology:	Three distinct projects aimed at the different target groups (families, young people and seniors). Projects include a workshop series, field trips, personal challenges, leadership development and 'train the trainer'. Solutions focus on how participants can make a difference in their own homes and communities Projects typically run between 2 and 6 months. Strong partnerships developed to foster increased local capacity.
Other Methodologies:	No
Evaluation Method:	Monitoring, Evaluation, Reporting and Improvement (MERI) plan developed. Quantitative measures (numbers involved, environmental savings) and qualitative measures (e.g. long term learning/changes in behaviour, increased community capacity, strong partnerships) included. A variety of methods have been used to have multiple points of evidence and to provide the most effective means of data collection from the diverse people we work with. Most significant change story telling approach widely used.
Results:	A 3 year evaluation has just been completed..
Links to Strategies:	State environmental strategy
Links to Other Projects:	No Links.

Residential Energy Assessment Program

Project Name:	Residential Energy Assessment Program
Objectives	Assisting households to gain a better understanding of their energy usage at home and help them to take actions to reduce energy usage by 20 percent.
Lead Organisation:	City of Bayside
Other Stakeholders:	Bayside Climate Change Action Group
Geographic Area:	City of Bayside
Target Audience:	All households - 66 households recruited, (plus 15 community buildings (churches, sporting clubs, community halls) via the Bayside Climate Change Action Group's Solar Challenge project, which was sponsored by Council)
Length of Project:	2007-2008 financial year, plus implementation continued into 2008-09 fin year. Completed by December 2008.
Funding:	\$20,000 from Council budget
Behaviour Change Methodology:	Training community volunteers to do home audits which then produce recommended actions for households. Participants then commit to 2 energy saving actions. The program also alerts residents to the range of government rebates and incentives that are available for improving residential energy efficiency.
Other Methodologies:	Not Applicable
Evaluation Method:	Under development with National Centre for Sustainability, as part of the Local Sustainability Accord project. Aims to develop a 'toolbox' of evaluation methods for local government behaviour change programs.
Results:	66 households recruited, (plus 15 community buildings (churches, sporting clubs, community halls) via the Bayside Climate Change Action Group's Solar Challenge project, which was sponsored by Council)
Links to Strategies:	Council's greenhouse action plan target of 20% reduction in community greenhouse gas emissions.
Links to Other Projects:	Federal training for assessors / private programs

Retirement Village Communities

Project Name:	Retirement Village Communities: Safely Responding to Sustainability Challenges
Objectives	Reduce the environmental impact of retirement village households through increased uptake of sustainable living practices. The project will also seek to celebrate the successes and in the longer term, influence the standards of retirement villages throughout Victoria.
Lead Organisation:	UnitingCare Harrison
Other Stakeholders:	Sustainability Victoria
Geographic Area:	Victoria
Target Audience:	300 people in 15 UnitingCare retirement villages.
Length of Project:	3 years from October 2008.
Funding:	\$265,000 (Sustainability Fund)
Behaviour Change Methodology:	Workshops on sustainable living and developing village sustainability groups/environment groups to broaden community links, develop a newsletter to share sustainability success stories and spread the sustainable living message through the retirement village sector.
Other Methodologies:	Not Applicable.
Evaluation Method:	Survey of what village residents know of sustainability and what actions they take. Also examining electricity, water and gas bills.
Results:	Not yet available.
Links to Strategies:	No Links.
Links to Other Projects:	No Links.

Smart Living

Project Name:	Smart Living
Objectives	<p>To get people thinking about their current energy usage with a view to reducing this usage over time.</p> <p>Helping to encourage community action and involvement in climate change issues and projects.</p> <p>Helping people to adapt to climate change by providing advice and practical training to retrofit their homes and take up sustainable behaviours.</p>
Lead Organisation:	South West Sustainability Partnership
Other Stakeholders:	<p>Partnership Members:</p> <p>Municipalities</p> <p>Glenelg Shire Council Moyne Shire Council Sothorn Grampians Council Warrnambool City Council</p> <p>Post secondary education</p> <p>Deakin University South West Institute of TAFE</p> <p>Water boards</p> <p>Wannon Water Southern Rural Water</p> <p>State Government Department</p> <p>Department of Primary Industries (DPI) Environment Protection Authority (EPA)</p> <p>Catchment management</p> <p>Glenelg-Hopkins Catchment Management Authority</p> <p>Others</p> <p>Western Coastal Board WestVic Dairy</p>
Geographic Area:	South West Victoria
Target Audience:	All households

Length of Project:	Ongoing
Funding:	Not Available
Behaviour Change Methodology:	Runs series of workshops about energy use how to do home audits and retrofitting, also supplies home energy meters to allow households to track in-home usage. Ran sustainable living expo in 2008. Running a series of community forums to discuss climate change and peak oil issues and develop community action projects.
Other Methodologies:	Supply of energy meters.
Evaluation Method:	Results from energy meters / survey under development for both quantitative and qualitative evaluation.
Results:	Not yet available
Links to Strategies:	No Links
Links to Other Projects:	No Links

Solar City

Project Name:	Central Victoria Solar City Project
Objectives	To help save energy as well as drive the uptake of solar technologies. Seeks to achieve this through rewarding energy efficiency on the part of the household as well as showcasing the benefits of solar power.
Lead Organisation:	Sustainable Regional Australia, trading as ZCO2e, a majority owned subsidiary of the Central Victorian Greenhouse Alliance
Other Stakeholders:	Department of Environment, Heritage, Water and the Arts; Bendigo Bank; Powercor; Origen Energy; Government of Victoria; University of Ballarat; 14 Local Government members of the Central Victorian Greenhouse Alliance
Geographic Area:	Central Victoria
Target Audience:	2500 households and 100 businesses
Length of Project:	Just commenced - 2008
Funding:	\$15 million for total project plus about \$25m in kind support (Federal Government)
Behaviour Change Methodology:	Under development - likely to be home audits which are paid for by the household. Recommendations for changes in behaviour and infrastructure would flow from the audit.
Other Methodologies:	Distribution of energy meters / installation of solar hot water systems, photovoltaic systems, different energy tariffs
Evaluation Method:	Under development.
Results:	Not yet available
Links to Strategies:	No Links
Links to Other Projects:	No Links.

Solar Panels Purchasing Dandenong Ranges

Project Name:	Dandenong Ranges Solar Panel Purchasing
Objectives	To initiate community based renewable energy projects, in the Dandenong Ranges and adjoining areas. To promote the innovative application of renewable energy technologies. To provide opportunities to invest in renewable energy projects which deliver environmental and educational benefits to the community.
Lead Organisation:	Dandenong Ranges Renewable Energy Association
Other Stakeholders:	None
Geographic Area:	Dandenong Ranges
Target Audience:	All households.
Length of Project:	Ongoing
Funding:	None
Behaviour Change Methodology:	After working with Emerald Primary School to secure a grant to install solar panels at the school, the association is now working to bulk purchase solar panels for 50 households in Belgrave / Upwey. Also branching out to buy solar hot water systems for all association members.
Other Methodologies:	Not Applicable
Evaluation Method:	None
Results:	Not Applicable
Links to Strategies:	No Links
Links to Other Projects:	No Links

Solar Panels Purchasing Moonee Valley

Project Name:	Moonee Valley Solar Panel Purchasing
Objectives	To empower members to take action reduce their impact upon climate change through information and practical measures.
Lead Organisation:	Moonee Valley Climate Action Group
Other Stakeholders:	None
Geographic Area:	Moonee Valley
Target Audience:	All households
Length of Project:	Ongoing
Funding:	None
Behaviour Change Methodology:	The group holds monthly meetings and talks on specific subjects. It also is arranging bulk purchase of solar panels for its members - currently around 20 members are signed up to the bulk purchase scheme.
Other Methodologies:	Not Applicable.
Evaluation Method:	None
Results:	Not Applicable
Links to Strategies:	No Links.
Links to Other Projects:	No Links.

Solar Panels Purchasing Portland

Project Name:	Solar Panel Purchasing Portland
Objectives	To reduce the impact on climate change of members of climate action group through bulk purchase of solar power panels.
Lead Organisation:	Portland Sustainability Group
Other Stakeholders:	None
Geographic Area:	Portland
Target Audience:	All households
Length of Project:	Ongoing
Funding:	None - voluntary
Behaviour Change Methodology:	Workshops on energy efficiency leading to recruitment of households to band together to bulk purchase solar power. Extending to solar hot water.
Other Methodologies:	None
Evaluation Method:	None
Results:	Not applicable. Project has been impacted by state model of feed-in tariff, according to project organiser. Likely to cease next year.
Links to Strategies:	No Links
Links to Other Projects:	No Links

Solar Panels Purchasing Riddells Creek

Project Name:	Solar Panel Purchasing Riddells Creek
Objectives	To reduce the impact on climate change of members of climate action group through bulk purchase of solar power panels.
Lead Organisation:	Riddells Creek Sustainability Group
Other Stakeholders:	None
Geographic Area:	Riddles Creek
Target Audience:	All households
Length of Project:	Ongoing
Funding:	None - voluntary
Behaviour Change Methodology:	The group ran workshops on energy efficiency which evolved into a public meeting on buying solar panels. 120 households recruited initially, 80 proceeding. More energy efficiency meetings are planned but the group is looking to employ an energy auditor to do home audits.
Other Methodologies:	Possible next step is to bulk buy insulation.
Evaluation Method:	No formal evaluation.
Results:	Not Applicable
Links to Strategies:	No Links
Links to Other Projects:	No Links

Stony Creek NEIP

Stony Creek NEIP – Stormwater and Litter Project

Project Name:

Objectives

The objectives of the project are to:

- Improve stormwater management practices of industry, shop keepers and residents within the catchment.
- Improve the quality of stormwater coming from new commercial, residential and industrial sites through the use of Water Sensitive Urban Design (WSUD).
- Reduce water pollution in Stony Creek from industry accidents and dog faeces.
- Reduce litter and rubbish dumping in Stony Creek and the catchment.
- Educate the community about water issues including stormwater pollution, litter, water conservation and reuse.
- Education Council internally about stormwater and the use of WSUD to protect water quality.
- Communicate the positive developments happening along the creek to the broad community.

Lead Organisation:

Maribyrnong City Council

Other Stakeholders:

Sustainability Victoria
Friends of Stony Creek
Friends of Cruickshank Park
Melbourne Water
City West Water
Hobsons Bay Council
Brimbank Council
Greater Western Chamber of Commerce and Industry
Parks Victoria
Environment Protection Agency
Scienceworks Museum
Individual local residents

Geographic Area:

Stony Creek Catchment

The Stony Creek Catchment which industrial Tottenham, residential Yarraville and concluding at the foot of the Westgate Bridge. Melways 26 K7 – 42 C11

Target Audience:

Local residents and businesses

Length of Project:	2.5 years - 2006-2008
Funding:	\$91,520
Behaviour Change Methodology:	The project partnered with local industry, strip shopping centre traders, community groups and residents. The program was developed using the three essential elements of any successful behaviour change program: education, infrastructure and enforcement.
Other Methodologies:	Not Applicable
Evaluation Method:	Litter audits before, during and after the education to determine if the program influenced littering rates. Litter audits were based on the Victorian Litter Action Alliance Litter Prevention Kit.
	Overall program project evaluation based on desired outcomes and achievements.
Results:	Refer to Final Report Stony Creek NEIP – Litter and Stormwater Project
Links to Strategies:	Stony Creek NEIP Plan
Links to Other Projects:	Not Applicable

Sustain-ability

Project Name:	Sustain-ability
Objectives	Reduce environmental impact of people with disabilities living in group housing run by the EW Tipping Foundation.
Lead Organisation:	EW Tipping Foundation
Other Stakeholders:	Sustainability Victoria
Geographic Area:	Victoria
Target Audience:	People with disabilities living in group housing. 500 people.
Length of Project:	12 months from 2008.
Funding:	\$80,000 (Sustainability Fund)
Behaviour Change Methodology:	Starting with sustainability audits of 23 EW Tipping sites, the project will identify practical sustainability solutions and develop a program that accounts for the specialised needs and dynamics of shared disability support accommodation services. The project includes audits of homes and workshops for residents.
Other Methodologies:	Retrofits.
Evaluation Method:	Baseline assessment in 16 houses across Victoria (energy, water, waste). Picked 3 houses to monitor intensively. Also looking at staff practices.
Results:	Not yet available.
Links to Strategies:	No Links.
Links to Other Projects:	No Links.

Sustainability in Stonnington - BEAM

Project Name:	Sustainability in Stonnington - BEAM
Objectives	Foster positive change by serving the community with the communication and education of sustainability. Providing practical assistance in lowering emissions to residents of Stonnington.
Lead Organisation:	Sustainability in Stonnington
Other Stakeholders:	Not Applicable
Geographic Area:	Stonnington
Target Audience:	All households
Length of Project:	May 2008 - ongoing
Funding:	None
Behaviour Change Methodology:	Advertised service of walk through audits (Basic Energy Assessment and Management Plan) available to local residents. 20 households have done audits. Likely to be superseded by Green Loans scheme.
Other Methodologies:	Not Applicable
Evaluation Method:	None
Results:	Not Applicable
Links to Strategies:	No Links
Links to Other Projects:	No Links

Sustainable Ambassadors

Project Name: Sustainable Ambassador Program

Objectives

1. Empower a group of Sustainable Ambassadors to lead and assist established networks to make long term sustainable behaviour change (Develop strategic tools for the community, which will enable delivery of long term behaviour change).
2. Increase the capacity of the Whitehorse community to implement their own sustainability behaviour change through mainstreaming.
3. Reduce energy, water and waste consumption of Whitehorse residents.
4. Create a sense of community amongst Whitehorse residents, whereby they all work together to achieve a common goal.

Lead Organisation: City of Whitehorse

Other Stakeholders: National Centre for Sustainability

Geographic Area: Whitehorse

Target Audience: All program participants and then on to all households

Length of Project: Since 2008

Funding: \$150,000 (matched by Council)

Behaviour Change Methodology: A series of workshops (which has covered 66 households so far) about sustainable living, mentoring skills and behaviour change principles. Ambassadors get a home audit to learn about the practical application of energy saving measures. Network of ambassadors to provide peer support.

To date, 66 households have participated in the program.

To become a Sustainability Ambassador, members from community groups and organisations will be invited to participate in a series of accredited workshops that will equip them with knowledge and skills in behaviour change techniques.

As part of the program, participants are required to complete an assessment task (a project) to satisfy the competency requirements. Ambassadors will be able to provide assistance in household behaviour change for sustainability. These assessment tasks will also become case studies for use in future behaviour change projects.

Other Methodologies:	Not Applicable
Evaluation Method:	Before and after ecological footprints of households influenced by ambassadors.
Results:	Not yet available.
Links to Strategies:	Whitehorse Sustainability Strategy – EcoVision 2008-2013
Links to Other Projects:	No Link

Sustainable Homes Darebin

Project Name:	Sustainable Homes Darebin
Objectives	Help residents take action to make their homes, community and workplaces more sustainable.
Lead Organisation:	City of Darebin
Other Stakeholders:	City of Banyule / City of Whittlesea / Yarra Valley Water / Metro Waste Management Group
Geographic Area:	Darebin / Banyule / Whittlesea / Nillumbik
Target Audience:	All households
Length of Project:	3 years - started 2007
Funding:	\$100,000 per year (Sustainability Fund) matched by councils. Total \$280,000 per year.
Behaviour Change Methodology:	Program includes workshops, self audits, commitments and free Sustainability Starter Kits, which include supportive products. Work is based around themes of energy, water, waste, sustainable gardening and travel. Household holders then implement most appropriate actions and products.
Other Methodologies:	Case studies of successful homes to build peer support.
Evaluation Method:	Before and after surveys of households. Deemed values of reductions in energy / water / waste derived from actions undertaken by households.
Results:	An estimated 40,433 litres of water saved per household / estimated 10,879 kilograms of CO2 saved per household / estimated 20 kilograms of waste saved per household.
Links to Strategies:	Climate Change Action Plan
Links to Other Projects:	Spring into Compost

Sustainable Homes Mitchell

Project Name:

Sustainable Homes Program

Objectives

timers, toilet leak tester kits. Approach based on metropolitan Melbourne's Sustainable Homes Program. The program will develop website for information provision.

Other Methodologies:

Shower head replacement program offered by partners Yarra Valley Water and Goulburn Valley Water.

Yearly Compost bin and Worm Farm Subsidy.

Home tours

Case studies

Source for environmental resources and information

Evaluation Method:

Pre-Program questionnaire and post workshop evaluation plus billing data survey assessment of workshop participants, commitment forms in exchange for sustainability kits. Condition of participation in workshop - voluntarily provision of information and self-assessment

Results:

Four workshops have been delivered on the themes of water and composting to date. Well attended and positive feedback. Data is being collected from each workshop. Data will be analysed and yearly reports created by evaluation consultants over the life of the program.

Links to Strategies:

Mitchell Shire's Council Plan, Council Environment Strategy, Greenhouse Gas Reduction Strategy, Waste Minimisation Strategy, Sustainable Water Use Plan. Strathbogie Shire is currently developing a Parks Management Plan, a Waste Disposal Plan and are reviewing their land management/roadside vegetation practices including biodiversity initiatives.

Links to Other Projects:

Sustainable Homes Program, Violet Town Eco Living Centre, other regional council environmental projects.

Sustainable Living at Home

Project Name:	Sustainable Living at Home (SLAH)
Objectives	Changing values as well as targeting behaviours to help households live more sustainably.
Lead Organisation:	City of Port Phillip
Other Stakeholders:	Not Applicable.
Geographic Area:	City of Port Phillip
Target Audience:	All households
Length of Project:	9 rounds since 2001. Not running in 2009/10
Funding:	Internally Council funded
Behaviour Change Methodology:	A series of 5 program workshops are conducted each year, with between 60 and 80 households participating in each round. The program generally runs for 3 months. The workshops focus on practical actions around energy, water, waste, travel and spending. In addition to expert presenter information, householders inspire each other via group activities and discussion to implement actions relating to each theme. Incentive products are supplied at each workshop (e.g. CFLs, worm farms) to encourage retrofit or behaviour change action.
Other Methodologies:	Not Applicable.
Evaluation Method:	Participants self-report actions done or planned to do, with estimated energy and water savings calculated from actions done. Post-program survey establishes value of program and required changes.
Results:	SLAH 9 participants saved an estimated: 102 tonnes of greenhouse emissions 4493 kilolitres of drinking water and 415 cubic metres of waste from

288 Retrofit actions and
1120 Behaviour Change actions
recorded from the 3 Action Challenges

Links to Strategies: Toward Zero - council targets

Links to Other Projects: No Links.

Sustainable Living in the City

Project Name:	Sustainable Living in the City
Objectives	To raise environmental awareness and reduce the everyday environmental impact of high-rise residential living, by providing residents and building managers of high-rise apartments with the knowledge, skills and resources to reduce their impact on the environment.
Lead Organisation:	City of Melbourne
Other Stakeholders:	Sustainability Victoria
Geographic Area:	Melbourne CBD
Target Audience:	Local residents
Length of Project:	1 year - 2007-08 - complete
Funding:	\$80,000 (Sustainability Fund)
Behaviour Change Methodology:	The program worked with building managers and residents to reduce the environmental impact of existing apartment buildings through behaviour change within individual apartments and building retrofits. Communicated messages through targeted workshops and retrofit promotion.
Other Methodologies:	None
Evaluation Method:	Monitoring of energy usage within buildings and surveys of residents and building managers.
Results:	Not yet available - working with National Centre for Sustainability to review evaluation framework.
Links to Strategies:	City of Melbourne Business Plan 2006-07
Links to Other Projects:	No Links

Sustaining Coastal Communities

Project Name:	Sustaining Coastal Communities
Objectives	Reduce environmental impact of households and increase uptake of sustainable living practices. The project also aims to link the land and habitat restoration goals of Landcare with the sustainable living ethic.
Lead Organisation:	Phillip Island Landcare
Other Stakeholders:	Sustainability Victoria
Geographic Area:	Phillip Island
Target Audience:	100 households.
Length of Project:	3 years - started 2008
Funding:	\$289,000 (Sustainability Fund)
Behaviour Change Methodology:	The project provides direct assistance to 100 homes and 20 businesses on the island, initially through workshops, providing sustainability audits and energy and water saving retrofits. The program will provide sustainability expos and seminar series, a sustainability trail of local homes and businesses and an annual awards dinner to showcase environmental achievements.
Other Methodologies:	Retrofits.
Evaluation Method:	Under development but likely to include utility readings from participating homes.
Results:	Not yet available.
Links to Strategies:	No Links.
Links to Other Projects:	No Links.

Sustainability at Home and Beyond

Project Name:	Sustainability at Home and Beyond
Objectives	Encourage behaviour change amongst household to reduce water and energy use through a combination of engagement methodologies including workshops and film nights.
Lead Organisation:	Surf Coast Shire
Other Stakeholders:	Barwon Water, Barwon Regional Waste Management, ACF
Geographic Area:	Surf Coast Shire
Target Audience:	All permanent households
Length of Project:	2.5 years (2007 - mid-2009)
Funding:	\$60,000
Behaviour Change Methodology:	Workshops themed around subjects including energy, ethical shopping and chemical-free cleaning. Participants are self-selecting and are left to their own devices to implement changes in their behaviour.
Other Methodologies:	None
Evaluation Method:	Not available in terms of recorded behaviour change. Process reporting to funders.
Results:	Not available.
Links to Strategies:	Surf Coast Shire Environmental Management System
Links to Other Projects:	Barwon Water's Waterwise program.

Sustainability Streets Melbourne

Project Name:	Sustainability Streets Melbourne
Objectives	Develop community capacity through a grassroots approach to reduce water, energy and waste use. Strong emphasis on local capacity building around specific neighbourhoods.
Lead Organisation:	NAGA
Other Stakeholders:	City of Melbourne, Vox Bandicoot, MEFL
Geographic Area:	East Melbourne, Carlton, North Melbourne, Parkville
Target Audience:	All households
Length of Project:	5 years and ongoing - since 2003. Groups self-running since 2008.
Funding:	\$10,000 p.a. from council
Behaviour Change Methodology:	Neighbourhood groups work through Vox Bandicoot methodology (6 months of workshops) and develop action plans which are then implemented locally. Actions include: light globe swaps, development of green shopping guides, showerhead exchange, stalls, gardening tips and articles in local media.
Other Methodologies:	Not Applicable
Evaluation Method:	Pre- and post-intervention surveys / focus groups to gauge effectiveness of program elements and any possible behaviour change.
Results:	Due in early February 2009
Links to Strategies:	City of Melbourne Zero Emissions by 2020 target.
Links to Other Projects:	No Links

Whitehorse Sustainability Street Program

Project Name:	Whitehorse Sustainability Street Program
Objectives	Assisting residents to come together and share their experiences and know-how on their sustainability projects. Through empowerment and collective enthusiasm with a grassroots approach, residents are to further integrate sustainable practices into their lifestyle at home, school, work and into the local community.
Lead Organisation:	Vox Bandicoot
Other Stakeholders:	City of Whitehorse
Geographic Area:	City of Whitehorse - Box Hill, Blackburn, Wattle Hill (Burwood), Vermont South
Target Audience:	All residents
Length of Project:	3 years and ongoing - since 2006
Funding:	<p>\$35,000 for four Sustainability Street groups to work through the core 8 month program (2006-2009).</p> <p>Funding varies depending upon the degree of involvement from Vox Bandicoot as well as Sustainability Street groups' activities. Budgeting for the Sustainability Street Program is reviewed on a yearly basis.</p>
Behaviour Change Methodology:	<p>Formation of hubs in designated suburbs where householders come together in themed workshops to learn about how to save water and energy, reduce and divert waste from landfill. Households work through the core 8-month program with exercises and guest speakers. This 8-month training period is loosely organised around four stages called mulch (learn), sow (plan), grow (do) and harvest (teach).</p> <p>Once the group completes the core program, groups continue to meet on a regular basis and work on either or all of the following: monthly meetings to discuss DIY sustainability projects, trade advice and know-how, specialist guest speakers and working bees; a community project to transform knowledge into practical contribution back into the local community.</p>
Other Methodologies:	Not Applicable
Evaluation Method:	No structured evaluation process. A review is informally conducted with each hub to

gauge how useful participants have found the core program. No measure of behaviour change.

Results: Some hubs are measuring their reductions through bills though there is nothing formally reported.

Links to Strategies: City of Whitehorse Sustainability Strategy: EcoVision 2008-2013

Links to Other Projects: No Links

Sustainability Street Bendigo

Project Name:	Sustainability Street Bendigo
Objectives	Assisting residents to live a more sustainable lifestyle by saving energy, water and waste through implementing environmentally friendly actions at home, school and at work, through a grassroots approach.
Lead Organisation:	St. Lukes Anglicare
Other Stakeholders:	Sustainability Victoria
Geographic Area:	Bendigo
Target Audience:	Local residents
Length of Project:	5 years from 2006
Funding:	\$164,746 (Sustainability Fund)
Behaviour Change Methodology:	Establish two Sustainability Street groups in Long Gully and Eaglehawk. Residents are working together to generate ideas and make commitments to reduce waste and save energy – both in their households and local communities. Focus on community development, education, training and support.
Other Methodologies:	None
Evaluation Method:	Under development
Results:	Not yet available
Links to Strategies:	No Links
Links to Other Projects:	No Links

Sustainability Streets Melbourne

Project Name:	Sustainability Streets Melbourne
Objectives	Develop community capacity through a grassroots approach to reduce water, energy and waste use. Strong emphasis on local capacity building around specific neighbourhoods.
Lead Organisation:	NAGA
Other Stakeholders:	City of Melbourne, Vox Bandicoot, MEFL
Geographic Area:	East Melbourne, Carlton, North Melbourne, Parkville
Target Audience:	All households
Length of Project:	5 years and ongoing - since 2003
Funding:	\$10,000 p.a. from City of Melbourne
Behaviour Change Methodology:	Neighbourhood groups work through Vox Bandicoot methodology (6 months of workshops) and develop action plans which are then implemented locally. Actions include: light globe swaps, development of green shopping guides, showerhead exchange, stalls, gardening tips and articles in local media.
Other Methodologies:	None
Evaluation Method:	Pre- and post-intervention surveys / focus groups to gauge effectiveness of program elements and any possible behaviour change.
Results:	Due in early February 2009
Links to Strategies:	City of Melbourne Zero Emissions by 2020 target.
Links to Other Projects:	No Links

Sustainability Street Villawood

Project Name:	Sustainability Street Villawood
Objectives	Assisting residents of a new housing development to live a more sustainable lifestyle by saving energy, water and waste through implementing environmentally friendly actions at home, school and at work, through a grassroots approach.
Lead Organisation:	Villawood Properties
Other Stakeholders:	Sustainability Victoria
Geographic Area:	Tarneit
Target Audience:	New residents
Length of Project:	5 years from 2006
Funding:	\$70,000 (Sustainability Fund)
Behaviour Change Methodology:	This program, in the new Seasons Estate in Melbourne's North, is working with local residents to heighten the community's overall commitment to sustainable living. Workshops / community engagement.
Other Methodologies:	None
Evaluation Method:	Victoria University is conducting an independent evaluation of the process and resulting behaviour change.
Results:	Not yet available
Links to Strategies:	No Links
Links to Other Projects:	No Links

Whitehorse Sustainability Street Program

Project Name: Whitehorse Sustainability Street Program

Objectives Assisting residents to come together and share their experiences and know-how on their sustainability projects. Through empowerment and collective enthusiasm with a grassroots approach, residents are to further integrate sustainable practices into their lifestyle at home, school, work and into the local community.

Lead Organisation: Vox Bandicoot

Other Stakeholders: City of Whitehorse

Geographic Area: City of Whitehorse - Box Hill, Blackburn, Wattle Hill (Burwood), Vermont South

Target Audience: All residents

Length of Project: 3 years and ongoing - since 2006

Funding: \$35,000 for four Sustainability Street groups to work through the core 8 month program (2006-2009).

Funding varies depending upon the degree of involvement from Vox Bandicoot as well as Sustainability Street groups' activities. Budgeting for the Sustainability Street Program is reviewed on a yearly basis.

Behaviour Change Methodology: Formation of hubs in designated suburbs where householders come together in themed workshops to learn about how to save water and energy, reduce and divert waste from landfill. Households work through the core 8-month program with exercises and guest speakers. This 8-month training period is loosely organised around four stages called mulch (learn), sow (plan), grow (do) and harvest (teach).

Once the group completes the core program, groups continue to meet on a regular basis and work on either or all of the following: monthly meetings to discuss DIY sustainability projects, trade advice and know-how, specialist guest speakers and working bees; a community project to transform knowledge into practical contribution back into the local community.

Other Methodologies: None

Evaluation Method: No structured evaluation process. A review is conducted at each hub to gauge how useful participants through the process and what they have done. No measure of behaviour change.

Results: Some hubs are measuring their reductions through bills though there is nothing formally reported.

Links to Strategies: City of Whitehorse Sustainability Strategy: EcoVision 2008-2013

Links to Other Projects: No Links

SV High Consuming Households

Project Name:	SV High Consuming Households
Objectives	To reduce greenhouse gases amongst 10,000 high consuming households.
Lead Organisation:	Sustainability Victoria
Other Stakeholders:	Local government
Geographic Area:	To be defined - 2 metro and 2 regional councils.
Target Audience:	10,000 high consumption households
Length of Project:	November 2008 - June 2009.
Funding:	Not Available (Sustainability Victoria)
Behaviour Change Methodology:	Households recruited through direct marketing. They then nominate for home audits and receive weekly and fortnightly support from the project managers. Project may be delayed due to late tender.
Other Methodologies:	None
Evaluation Method:	Before and after surveys of households.
Results:	Not yet available.
Links to Strategies:	Sustainability Victoria Business Plan 2008-09
Links to Other Projects:	No Links

Tower Hill Eco Demonstration Centre

Project Name:	Tower Hill Eco Demonstration Centre
Objectives	To facilitate greater understanding of sustainability in the community, with a focus on residential energy, water & waste / to facilitate greater up-take of sustainable technology and practices in the home through establishment of EcoLiving Demonstration Centres / to facilitate long-term behaviour change towards sustainable living.
Lead Organisation:	Sunraysia TAFE
Other Stakeholders:	National Centre for Sustainability, VicUrban, Central Victorian Greenhouse Alliance (community organisation) Central Murray Waste Management Group, Swan Hill Rural City Council, Alternative Technology Association, Mallee Catchment Management Authority, DPI, DSE
Geographic Area:	Swan Hill region (primary focus on the city). The demonstration home will be built on the new Tower Hill estate
Target Audience:	Residents, tradespeople including apprentices
Length of Project:	mid January 2009 June 2010
Funding:	\$271,600 Sustainability Fund Total Budget \$680,000
Behaviour Change Methodology:	There are two behaviour change components to the project: interactive displays and workshops for residents at the demonstration house to help influence consumer demand for sustainable building and uptake of retrofitting practices; apprentice training in sustainable building practices to help influence new and existing tradespeople.
Other Methodologies:	Building a demonstration house to show sustainable building options in practice.
Evaluation Method:	Still in development. Considering surveying apprentices in the region regarding learning; surveying householders and tradespeople.
Results:	No results yet, project just commenced
Links to Strategies:	Nothing specific. But strong networks across VicUrban and Sustainability Victoria projects

WaterSmart

Project Name:	WaterSmart
Objectives	Helping households to reduce their water usage through individualised marketing approach, whereby households select what methods are likely to work best for them.
Lead Organisation:	Department of Sustainability and Environment
Other Stakeholders:	6 water authorities - City West, South East, Yarra Valley, Barwon, Coliban, Central Highlands
Geographic Area:	Metropolitan Melbourne and Geelong / Ballarat / Bendigo
Target Audience:	120,000 households contacted (expect to work with 25,000)
Length of Project:	1 year - started 2008
Funding:	\$6 million
Behaviour Change Methodology:	12 month program in which households are given specialist advice and helpful ideas on managing water consumption more efficiently at home. In some cases water assessments and water-saving products are also provided. Delivery on a large scale.
Other Methodologies:	Yes, but varies between authorities.
Evaluation Method:	Water consumption readings / audits / before and after survey / qualitative assessment of process
Results:	Not yet available.
Links to Strategies:	Complementary tool to other water conservation strategies
Links to Other Projects:	No Links

Zero Carbon Moreland

Project Name:	Zero Carbon Moreland
Objectives	Support and enable participants to reduce their carbon emissions by 20 percent. Target of 10% of Moreland by 2010: 5000 households, 500 businesses and 50 community groups. Commenced in 2009.
Lead Organisation:	MEFL
Other Stakeholders:	Australian Government, City of Moreland and Sustainability Victoria
Geographic Area:	Moreland
Target Audience:	Households, businesses and community groups
Length of Project:	2 years - 2009 until mid 2011
Funding:	Approximately \$1 million
Behaviour Change Methodology:	Targeted approaches with specific groups = high impact actions / low impact actions / community group minded households. Trialling a variety of targeted approaches to engaging and reporting of greenhouse reductions across the households, business and community sector. Including online support services, social networking, in-home workshops, collaborative workshops, broad media coverage, audits and aggregated services. All participants will be encouraged to make individual action plans.
Other Methodologies:	Community Leaders. Working with community members from household, business and community groups to promote the actions they have already taken. Purpose to demonstrate a variety of possibilities for emission reductions and to use inspirational real life and local stories to empower action.
Evaluation Method:	Evaluating a range of approaches to measurement including bill data analysis, in-place smart metering and sub metering, deemed savings and carbon counting of direct emissions (energy, waste and transport).
Results:	As of October 2009: ZCM Households – Participants: 720 ZCM Businesses – 15 ZCM Community Groups – 5 Emission reductions not yet available

Links to Strategies: Moreland City Council Climate Action Plan

Links to Other Projects: Moreland Solar City and MEFL’s existing household, business and community outreach program.