

# Carbon DOWN

2008-09  
Annual Report



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## Foreword



In its first twelve months, Carbon Down has established a solid foundation that is allowing the Victorian Employers' Chamber of Commerce and Industry (VECCI) and Sustainability Victoria to deliver and learn together. Establishing strong relationships with business and government, building knowledge, conducting leading research and a focus on innovation have become the cornerstones of Carbon Down.

In the current economic climate, large businesses and small to medium-sized enterprises (SMEs) are making some tough decisions about their business directions, operational costs and staffing. Higher rates of unemployment, mass changes to workplace relations laws, pressure on currency and consumer confidence have all taken their toll, and many businesses are feeling less confident than they had been in recent times. Many are speculating over the impact the current economic conditions will have on the environment and business interest in sustainability. In this situation, Carbon Down is even more vital, as it brings the Victorian business community together to promote awareness and positive action on meeting the challenge of reducing carbon emissions.



In early 2009, Carbon Down completed a first-of-its-kind survey into the climate change knowledge, attitudes and behaviours of Victorian SMEs, which indicated that even though the majority (83.6 per cent) of small businesses expressed concern about climate change, very few identified it as one of the main issues facing their business over the next few years. The problems most frequently identified as 'top of mind' were to do with basic survival, the economy in general and financial survival (33 per cent mentioned these issues first). Seventy per cent of respondents agreed that the current economic climate was affecting their business. That said, the survey also revealed that businesses in general have begun implementing carbon-reduction actions that are simple, low-cost and obvious (e.g. recycling and changing light globes) and are hungry for knowledge on how to do more.

Over the past year Carbon Down has made significant progress and the program is in a strong position to deliver in 2009-10. Carbon Down is ready to support the Victorian business community to reduce their carbon emissions, and we are looking forward to seeing what the next twelve months will bring.

Wayne Kayler-Thomson  
Chief Executive Officer  
VECCI

Anita Roper  
Chief Executive Officer  
Sustainability Victoria



Carbon Down is a partnership between government and business aimed at reducing the environmental impact of Victorian businesses.

We inspire and support large companies and organisations to develop projects that help small and medium-sized businesses reduce their carbon footprints.



## Mission

Carbon Down will empower the Victorian business community to work together to reduce carbon emissions.

## Introduction

Carbon Down is breaking new ground in designing and delivering a mass reach program to empower SMEs to prepare for a low-carbon future.

The past twelve months have seen Carbon Down:

- establish the team of sustainability, communication, business, partnership and technology experts
- build the brand strategy, website and marketing collateral to position Carbon Down in the marketplace
- complete world-first research into the knowledge, attitudes and behaviours of Victorian SMEs in relation to climate change and carbon management
- develop and deliver new training on carbon management to over 300 small businesses
- commence Victoria's Business Carbon Footprint Survey, to gain insight into the contribution that SMEs make to the state's carbon footprint and to create benchmark data across industry segments
- build the first phase of Compass: a website designed to streamline access to practical information and advice for small businesses
- sign six new partnerships with:
  - the Collingwood Football Club, to establish The Green Magpies, a new membership category with a dedicated website and promotional campaign to work directly with 500 small and medium-sized businesses to support, encourage and create incentives for energy-efficiency initiatives
  - the International Car Distribution Program Australia, to develop and pilot a 'green dealer program' for car dealers, helping them improve resource efficiency onsite and help customers to choose fuel-efficient vehicles
  - Community Carbon, to support 80 small businesses to install solar panels in their business and reduce over 12,000 tonnes of carbon dioxide equivalent (CO<sub>2</sub>-e)
  - Grow Me The Money, to ensure it can support an additional 500 businesses, who on average can save 25 tonnes of carbon dioxide equivalent (CO<sub>2</sub>-e) per annum
  - Deakin University, to pilot innovative ways of engaging with SMEs in 'green strip' retail locations
  - CERES, to conduct a research project examining the potential for establishing viable electric-vehicle-related businesses in Victoria.

This is Carbon Down's inaugural annual report. It provides an update on our activity and achievements, knowledge and insights for 2008-09. As you read, we hope you enjoy sharing our journey and our excitement and confidence about making a real impact for Victorian SMEs in the years ahead.

*Carbon Down team*





**Program Objectives:**

- make it easy and popular to share knowledge and learn from other businesses
- change the way business and community think, and what they do to reduce carbon emissions
- reduce carbon emissions from an established baseline
- Sustainability Victoria and VECCI will demonstrate a new way to work, learn and deliver together.

## Activity and achievements

In Victoria, Australia:

- there are 503,379 businesses
- more than 99% of businesses have fewer than 200 employees
- more than 95% of businesses have fewer than 20 employees
- more than 50% of businesses have no employees
- more than 60% of businesses with fewer than 20 employees are based at, or operate from, home.

### Carbon Down launch: 18 November 2008

The Carbon Down launch by Minister Jennings at Treetops at the Melbourne Museum marked a meaningful milestone for the program since its establishment in 2007. It was hosted by Wayne Kayler-Thomson, VECCI Chief Executive Officer, and Anita Roper, Sustainability Victoria, Chief Executive Officer. Over 90 businesses, government representatives and not-for-profit leaders attended the launch.

The launch was designed to:

- build project partnerships
- clearly articulate the Carbon Down model
- show how government and business can work together
- celebrate the implementation of Carbon Down.

Master of ceremonies was Julia Zemiro, television presenter, radio host and comedienne. Speakers included Gavin Jennings MLC, Minister for Environment, Climate Change and Innovation, and Shane Wakelin, climate change advocate and recently retired Collingwood football player.



Carbon Down launch, 18 November 2008

## Project Partners

Project Partner	Description	Targets @ December 2009	Outcomes @ 30 June 2009	Plans for 2009-10
Collingwood Football Club (CFC) Mar 09 - Dec 09	<p>The Collingwood Football Club is arguably the biggest sporting club in Australia with proven engagement with Victorian businesses through corporate partners, coterie groups, around 1,500 corporate guests who attend CFC games and the many CFC members who own and/or operate SMEs.</p> <p>CFC created the Green Magpie Program to directly target Victorian small and medium-sized businesses and incentivise and assist them to improve their environmental performance and reduce their carbon footprint.</p>	<p>Recruit 500 Green Magpie members</p> <p>Host and manage events and workshops</p> <p>Generate 240 Grow Me The Money registrations (including 60 action plans)</p> <p>Offer 250 site visits and audits</p>	<p>202 businesses signed up as Green Magpie members</p> <p>CFC has run two successful events with over 200 SME attendees</p> <p>44 Green Magpie members have registered in Grow Me The Money (1 action plan completed)</p> <p>To be reported at end of partnership</p>	<p>The Green Magpies Program will continue to be promoted to over 65,000 CFC members and the general public to recruit Green Magpie members, generate Grow Me The Money registrations and offer site visits and audits.</p>



Green Magpies Program launch, 23 April 2009

Project Partner	Description	Targets @ March 2010	Outcomes @ 30 June 2009	Plans for 2009-10
Community Carbon Mar 09 - Mar 10	<p>Community Carbon enables people to participate in climate protection by using their everyday purchases and transactions to fund local sustainable energy projects.</p> <p>For businesses, Community Carbon offers enhanced profitability, reduced costs, and engaged loyal customers - made possible through provision of their site for installation of Renewable Energy with no capital outlay.</p> <p>Carbon Down has partnered with Community Carbon to support 80 small businesses to install solar panels in their business and reduce over 12,000 tonnes of carbon dioxide equivalent (CO<sub>2</sub>-e).</p>	<p>160 SMEs signed up for solar panel installations</p> <p>80 SMEs have solar panels installed</p>	<p>6 SMEs signed up for solar panel installations</p> <p>To be reported at end of partnership</p>	<p>Community Carbon will continue recruiting SMEs for solar panel installations and begin installation of solar panels</p>



“Every Community Carbon product and credit purchased allows us all to build essential renewable energy infrastructure in your backyard...where we can see it...where it benefits our communities.”

**Community Carbon**

Project Partner	Description	Targets @ July 2009	Outcomes @ 30 June 2009	Plans for 2009-10
CERES May 09 - Jul 09	<p>CERES (the Centre for Education and Research in Environmental Strategies) is an internationally recognised model of a sustainable society located in Melbourne.</p> <p>It is an incorporated not-for-profit organisation governed by a Committee of Management which has been in existence for 25 years and now employs 200 people. CERES conducts a wide range of projects and undertakes research into sustainability initiatives.</p> <p>Carbon Down partnered with CERES to conduct a project to examine the potential for establishing viable electric vehicle (EV) related small businesses in Victoria (retrofits, spare parts, etc)</p>	<p>(i) To identify the range and extent of new businesses that would emerge as new and converted EVs become more commonplace.</p> <p>(ii) To study like developments worldwide via online investigation and correspondence with local and international experts</p>	<p>Report in progress</p>	<p>Report delivered</p> <p>Consider appropriate avenues for next phase of research (e.g. implementing recommendations)</p>



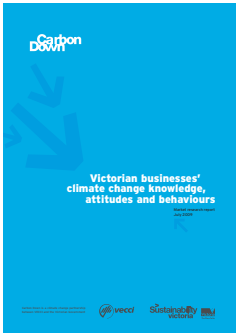
**Electric vehicles**

Project Partner	Description	Targets @ April 2010	Outcomes @ 30 June 2009	Plans for 2009-10
Deakin University May 09 - Apr 10	<p>Carbon Down partnered with Deakin University's Corporate Citizen Research Unit, in conjunction with Hobson's Bay City Council and GlobalGreen Plan Foundation, to pilot a new community engagement project which aims to save businesses money while also reducing their greenhouse gas emissions.</p> <p>The project is titled "Community Engagement for Localised Greenhouse Reduction: a local government demand-management model for business and household water, energy and waste reduction." Its main aim is to develop a model for localised sustainable greenhouse reduction strategies for use by local government.</p> <p>It is focused on piloting innovative ways of engaging with local communities and, in particular, SMEs in 'green strip' retail and small business locations.</p>	Conduct energy audits at 40 small and medium-sized businesses	40 energy audits completed	<p>Deakin University will continue to conduct energy audits and generate Grow Me The Money registrations</p> <p>Conduct post surveys and deliver report</p>
		Present one workshop for SMEs participating in Green Strips	Workshop conducted with 15 SMEs	
		Generate 20 Grow Me The Money registrations	5 Grow Me the Money registrations	
		Conduct post surveys with each of the 80 SMEs participating in Green Strips	-	

Project Partner	Description	Targets @ June 2009	Outcomes @ 30 June 2009	Plans for 2009-10
Grow Me The Money Jul 08 - Jun 09	<p>Grow Me The Money is a 12 month online program that helps SMEs become more sustainable and save money.</p> <p>Carbon Down partnered with Grow Me The Money to further develop the tools to service carbon and energy related support needs. A business support officer was appointed to field specific carbon and energy related questions, and to further develop resource tracking tools to report on carbon emissions.</p>	Develop new energy/carbon pages on Grow Me The Money website	2 new energy and carbon management pages were launched on the Grow Me The Money website	<p>No plans to extend this direct relationship in 2009-10; instead, some Carbon Down Partners will use Grow Me The Money in their projects</p>
		Develop energy/carbon factsheets	Energy and carbon management fact sheets were created for Grow Me The Money participants and used by Carbon Down Partners	
		Develop Grow Me The Money website tools	Online carbon monitoring tools were developed to track and report on greenhouse gas emissions. Grow Me The Money also launched a transport tool that captures fuel usage and calculates subsequent greenhouse gas emissions.	
		Carbon 101 delivered to Victorian Businesses	Carbon 101 was developed, and delivered 5 times to 316 businesses	
		75% of members to develop Action Plans that result in CO <sub>2</sub> -e abatement if implemented	Over 90% of members' Action Plans would result in CO <sub>2</sub> -e abatement if implemented	
		Members who implement Action Plans achieve a 10% reduction in energy usage	To be reported in January 2010	

Project Partner	Description	Targets @ December 2009	Outcomes @ 30 June 2009	Plans for 2009-10
International Car Distribution Programme Australia (ICDPA) and the Australian Centre for Retail Studies (ACRS) Feb 09 - Dec 09	<p>ICDPA is a not-for-profit collaborative research programme analysing all aspects of vehicle distribution, including the supply and retailing of new and used vehicles, after sales, network structures and operations. The research programme is funded by automotive manufacturers, dealers, auto industry suppliers and representative bodies.</p> <p>The program has the support of ICDPA member organisations and is delivered in conjunction with Monash University's Australian Centre for Retail Studies (ACRS). ICDPA and ACRS have worked together to produce and deliver a Lean Dealer program and a research report on "Sustainability in Automotive Retailing".</p> <p>Carbon Down partnered with ICDPA to build upon the research into "Sustainability in Automotive Retailing" to develop and pilot a Green Dealer program.</p> <p>The Green Dealer program will promote environmentally sustainable retailing practices in dealerships by educating staff and management.</p>	<p>Develop the Green Dealer program</p> <p>Pilot the Green Dealer program</p>	<p>Green Dealer program developed</p> <p>To date ICDPA have had trouble recruiting a dealership to pilot the program</p>	<p>Pilot the Green Dealer program with one dealership</p>





## Research

### Victorian businesses' climate change knowledge, attitudes and behaviours

Carbon Down conducted ground-breaking new research into the climate change knowledge, attitudes and range of carbon-reducing behaviours in which small and medium-sized businesses are engaged.

This first-of-its-kind survey has set the scene for climate change initiatives by shedding light on what the business community knows, feels and is doing in relation to climate change. Carbon Down will use the findings to shape its response to the needs of small business in relation to climate change.

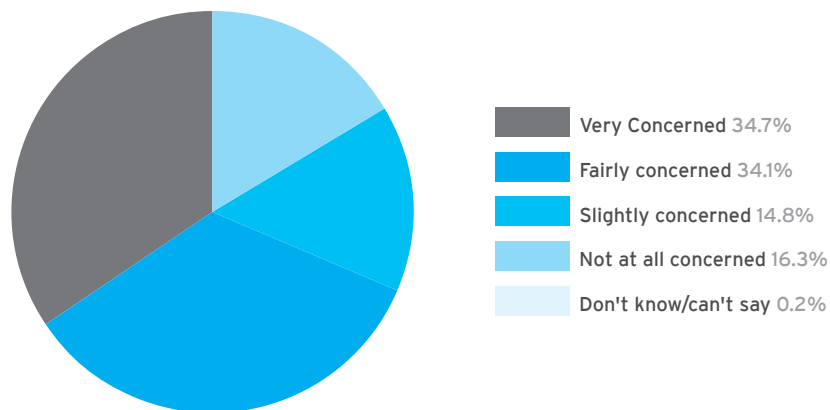
The research indicated that businesses in general have begun implementing carbon-reducing actions that are simple, low-cost and obvious (e.g. recycling and changing light globes). Victorian businesses are beginning to realise that reducing their environmental impact makes good business sense, and are hungry for knowledge on how to do more.

The research work was carried out in September and December 2008. It involved a series of 13 focus groups and a survey with a large (1012) representative sample of Victorian businesses.

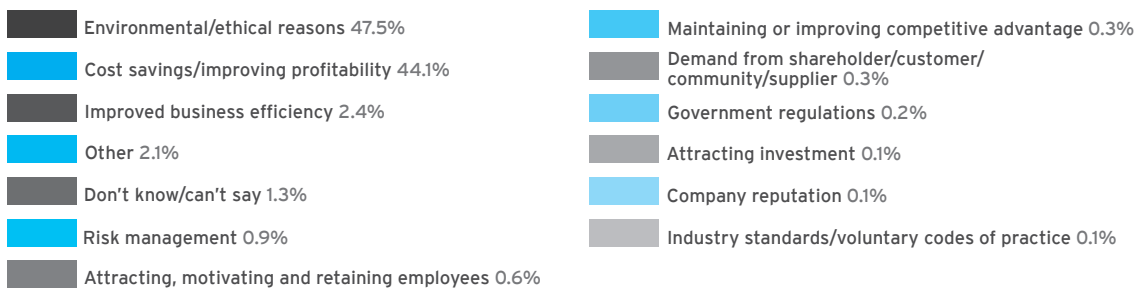
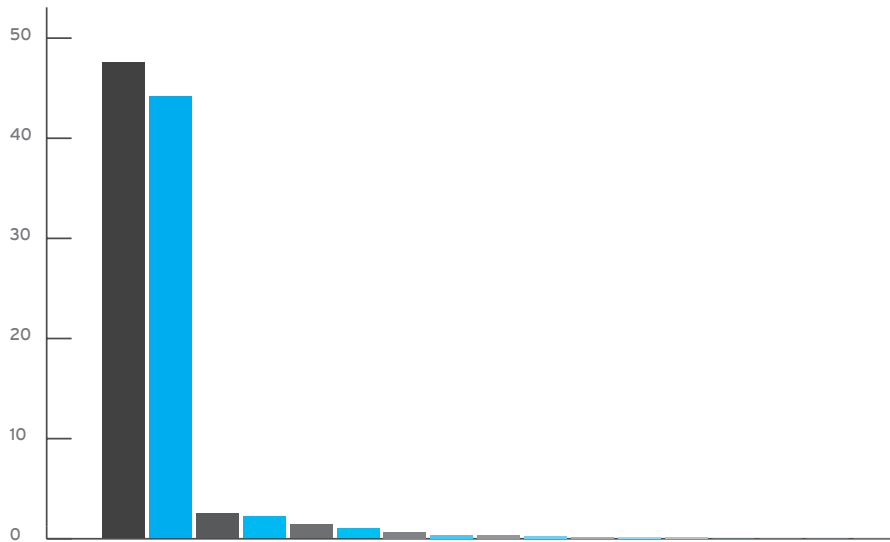
The research objectives were to:

- identify the key issues facing Victorian small and medium-sized businesses
- explore the climate change knowledge and attitudes of businesses
- identify what carbon-reducing behaviours businesses are currently undertaking, in the areas of lighting; heating and cooling; appliances, equipment and machinery; transport; and waste
- elicit motivators, barriers and enablers for implementing carbon-reducing behaviours
- understand business practices regarding the measurement and monitoring of carbon emissions.

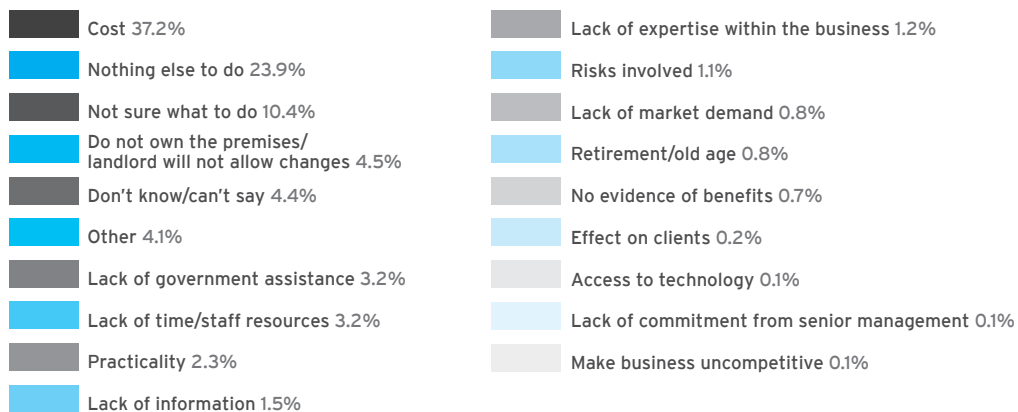
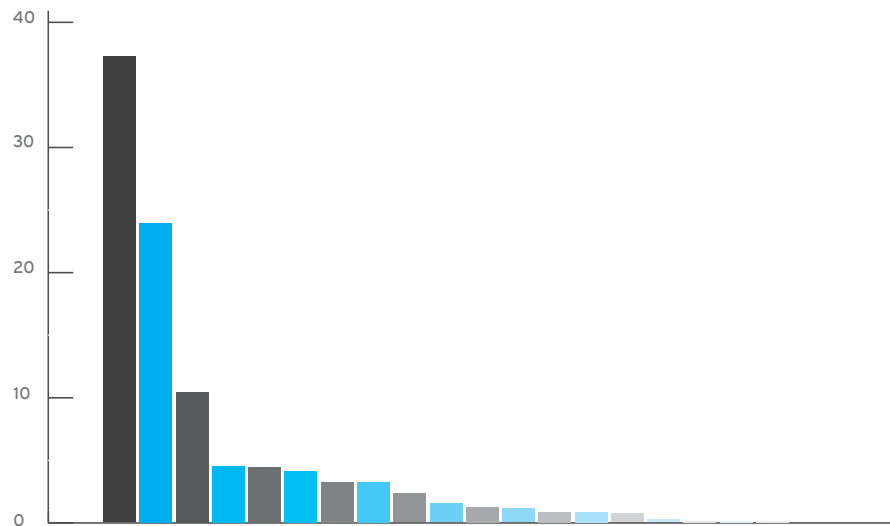
#### – Overall, are you personally concerned about climate change?



**– What is the most important reason for making changes to lighting, equipment, heating and cooling, transport and waste?**



**– What is the main thing that stops you making further changes in your business?**



Overall, the research revealed that:

- Businesses are concerned about the environment, but climate change and carbon emissions are not 'top of mind'. The financial crisis is affecting businesses, and the economy/financial survival is their most pressing issue.
- Victorian businesses believe that their business can make a difference. They believe that they can and should act; they understand the urgency of the climate change issue and its global nature.
- Businesses are implementing carbon-reducing activities that are simple, low-cost and obvious. The majority of businesses that are not taking further action are not aware of what else they could do.
- Businesses are motivated to introduce changes to reduce their carbon emissions by their support for environmental/ethical reasons and cost savings.
- The barriers for businesses to introduce changes to reduce their carbon emissions are cost, believing there is nothing else to do and not knowing what else to do.
- Businesses are not actively involved in environmental programs or focused on monitoring total greenhouse gas emissions (carbon footprint).

Download the full market research report at [www.carbondown.com.au](http://www.carbondown.com.au)

## Plea for help on carbon

**Claire Heaney**

**VICTORIAN** small and medium businesses are happy to embrace sustainability but they want a helping hand.

New research has shown that, while they are conscious of the need to reduce emissions, they want some tools and support to reach their goals.

The findings are part of a joint program with the Victorian Employers' Chamber of Commerce and Industry and Sustainability Victoria.

The Carbon Down Program is pitched at small and medium-sized businesses with 100 or fewer employees.

While businesses said they were worried about climate change and carbon emissions, they had more pressing issues.

"The financial crisis is affecting businesses, and the economy/finan-

cial survival is their most pressing issue, although this may change if the economy keeps improving," the report said.

At the same time, almost half the businesses polled said they had introduced changes to cut their carbon emissions.

Of those, 47.5 per cent said they wanted to make the changes for environmental/ethical reasons while 44.1 per cent said they wanted to achieve cost savings.

For many businesses the initiatives were a back-to-basics approach.

**SWITCHING** off lights when they were not needed.

**REPLACING** inefficient light globes with efficient options.

**RECYCLING** waste more often.

Just over a third of businesses said cost was the main barrier.

Just under 24 per cent said there was nothing else they could do, while

just over 10 per cent said they did not know what to do.

"Businesses are willing to implement changes in their day-to-day operations in order to become more sustainable, but need some support and practical tools in order to lower their emissions further and reduce business costs," said VECCI chief executive officer Wayne Kayler-Thomson.

He said businesses realised, for a host of reasons, that they needed to reduce emissions.

"The first step has been made. Victorian businesses are committed to making changes in their business to improve their sustainability, but they need support," he said.

He said that, apart from Carbon Down, there was support through the ongoing Grow Me The Money program.

**Net link:** [www.growmethemoney.com](http://www.growmethemoney.com)

Herald Sun, page 61, 13 August 2009



## Victoria's Business Carbon Footprint Survey

This research is a critical step in helping to shape the Victorian business response to climate change. Currently, we know that Victorian business accounts for over 40 per cent of emissions and that 99 per cent of businesses in Victoria are small and medium-sized businesses, but we don't know how much carbon those SMEs are responsible for emitting. Victoria's Business Carbon Footprint Survey will give Victorians a clear picture of the carbon footprint of the small business community.



The benefits of the research include:

- SMEs will understand how they contribute to the greenhouse emissions of the state, and they will be able to benchmark their emissions against similar businesses and set realistic reduction targets, and potentially promote themselves as emitting less than their industry peers
- consumers will better understand the impact of their spending habits on Victoria's carbon emissions
- policy makers will have a clear picture of the investment and industry development opportunities that exist within SMEs and can develop products, programs, services and activities that will have the greatest impact on the state's carbon profile.



Victoria's Business Carbon Footprint Survey will collect data on the carbon emissions of businesses with under 100 employees. The information will be used to establish an average carbon footprint for small businesses, and for different industries and business sizes. At the moment, this information doesn't exist.

The Victoria's Business Carbon Footprint Survey opened in June after many iterations and refining of the online tool, the outcome of which will allow us to collect data over Years 2 and 3 of the program.



## Compass: an innovation in online delivery

Carbon Down is designed to refresh and improve its program design and methodologies as evidence dictates and our knowledge improves with program experience. This approach led to a significant shift in strategy from the 2008-2010 business plan in relation to online delivery.

Carbon Down's original concept for online delivery was a wiki-wise knowledge bank that was intended to centralise knowledge and allow small business users to contribute to and build on that knowledge. Our analysis of this opportunity demonstrated that:

- People are more likely to read than contribute. Research from Wikipedia suggests that for every user who contributes content there is a 1:9:90 rule (1 per cent of users create the content, 9 per cent play an editing role and 90 per cent are passive readers).
- There are opportunities to utilise mediums other than wikis that don't require a high level of user engagement but still pool collective intelligence. For example, we know from the Grow Me The Money forum that online forums require less time from the user and encourage more 'editor' participation.



Based on these findings and broader stakeholder consultation, Carbon Down developed a new online directory, 'Compass'. Phase 1 was launched on 31 May 2009. Compass is a website that brings together a library of free resources, products and solutions for SMEs to reduce their carbon footprint, and also allows small business users to rate, discuss and suggest new resources. A unique feature of Compass is its ability to not only appear on the Carbon Down website, but to be hosted on other websites. In 2009-10, Carbon Down will build on this first phase of development and more formally launch Compass to the broader public in March 2010.

Compass helps small businesses reduce their environmental impact by:

- connecting them with relevant information, resources and advice
- fostering an environment for building and sharing knowledge.

The objectives of Compass are to:

- direct Victorian SMEs to information and resources that will assist them to reduce their impact on the environment
- ensure information and resources are relevant and easy to find
- identify gaps in available information and resources.

Compass is the place for Victorian businesses that are looking for sustainable information but are not sure where to start or who to trust.

Visit Compass at [www.carbondown.com.au/compass](http://www.carbondown.com.au/compass)



## Carbon Column

A carbon column has been established and is currently being distributed weekly to over 40,000 contacts via VECCI's e-newsletter Radar. The column makes low-cost, practical, carbon-reduction information available and accessible to Victorian businesses. Throughout 2009-10 the column will be syndicated via local government, industry associations, etc to enable it to appear in multiple locations simultaneously, massively increasing Carbon Down's reach.



“Well done to you folk on the climate change fact sheets. I like the way they explain the practical implications and suggest possible actions. They say things will change, outline how, and link to other VECCI resources.”  
 - S. Carey, Content Developer, Small Business Victoria

## Products

### Fact sheets: helping small business understand climate change

Information on climate change and related policies is generally not specifically targeted to Victorian small businesses, despite the fact that the small business community needs appropriate information and advice, to assist with the adjustment to an emissions trading scheme and adapt to the physical impacts of climate change.

To address this need, Carbon Down developed a series of fact sheets with appropriately targeted, practical and relevant information.

The fact sheets provide small business with information on:

- the effects of an emissions trading scheme
- physical climate change (where relevant)
- changing consumer preferences
- strategies, advice and assistance available through business and government channels.

The series comprises:

- three generic fact sheets on the impacts of climate change, policy settings and changing consumer preferences
- seven tailored, industry-specific fact sheets for small business about:
  - accommodation
  - business and professional services
  - cafes and restaurants
  - manufacturing
  - tourism
  - transport (freight and passenger)
  - wholesale and retail trade.

The fact sheets are being distributed through VECCI’s channels and Carbon Down partners, including the Australasian Production and Inventory Control Society, the Baking Industry Association of Victoria and the Loddon Mallee Health Alliance. Distribution partners of the fact sheets are able to brand them as their own.



### Small Business in the Carbon Jungle: widget

This project was initiated as a pilot to understand widget technology and uncover ways of complementing the Carbon Down partnership model.

A widget is a mini website that is embedded within another, usually external, website. To the user it appears as though they are using one website, which is pulling content from different locations. Widgets provide users with the ability to view content, images, videos and other functionality that allows them to interact with the website.

The Small Business in the Carbon Jungle widget was designed to distribute Carbon Down key messages via multiple websites. Originally designed for large corporate partners, we soon discovered that our government partners were more likely to embed the widget on their websites.

This technology presents a fantastic opportunity to distribute key messages to SMEs with minimal ongoing effort from the partner. It also allows Carbon Down to measure the level of activity by measuring the number of hits on each embedded widget.

There are, however, a few hurdles to overcome when embedding a widget on a website, including getting sign-off from both marketing and technical staff. Ensuring that the content of the widget adds value to the partner website and providing appropriate documentation will help us overcome these hurdles.

To date three Carbon Down Partners have embedded the widget on their website.

## Carbon 101 seminars: cutting through the carbon jargon

Carbon may be the buzz word of the moment, but what does it actually mean for business? With new carbon trading legislation on the horizon, Carbon Down developed a two-hour seminar, Carbon 101, as a guide to the Commonwealth Government's Carbon Pollution Reduction Scheme and the impact the new carbon economy will have on business operations. Carbon 101 helps businesses navigate the labyrinth of terms, research, and facts and figures, as well as outlining the steps each business can take to start reducing their carbon emissions immediately.

The seminar covers new government regulation and legislation, the impact of the new carbon economy on SMEs, the benefits of limiting carbon emissions and how to do it, and what businesses can do today.

In 2008-09 via its partnership with Grow Me The Money, Carbon Down ran five Carbon 101 seminars with 316 SME attendees.



At Carbon Down we build partnerships that help reduce Victoria's carbon footprint.

## Consultation sessions

### Consultation with SMEs

Date	Topics
26 November 2008	Scepticism about online services Integrating offline with online activity Brainstorming online tools
5 March 2009	SMEs and Carbon Down Motivating SME participation
28 May 2009	Trusted adviser Online resources

These sessions, held with Victorian small and medium-sized businesses, provided a fantastic opportunity to consult face to face with the business community, and in so doing complemented our other consultation and communications.

Session attendees included sustainability consultants, printers, manufacturers, designers, web and information technology professionals, engineers, lighting consultants and a dating business. The sessions involved conversations about the 'trusted adviser' for SMEs, ideas for carbon reduction and awareness-raising tools, where businesses go for information and the role of the Internet in business sustainability and more broadly in business operations.

Businesses valued the sessions and the opportunity to contribute to Carbon Down and carbon reduction, and they also found great value in networking and sharing knowledge with other SMEs.

For Carbon Down, the opportunity to talk directly with small business leaders gives the program invaluable insights to incorporate into the program development and delivery. Many of the session attendees continue to work with us on Compass and other projects.

### Consultation with government stakeholders

Carbon Down hosted two government stakeholder events in 2008-09, focusing on the climate change knowledge, attitudes and behaviours research (August 2008), and Compass and the role of innovation (June 2009). Attendees included over sixty stakeholders from government departments and agencies, including Sustainability Victoria, Environment Protection Authority Victoria, the Department of Innovation, Industry and Regional Development, Small Business Victoria, the Department of Sustainability and Environment and local councils. The sessions provided the opportunity to update government stakeholders on the Carbon Down program and get invaluable feedback and guidance to help shape the program and identify opportunities to leverage off existing activity.



## Consultation with thought leaders

Carbon Down hosted three round table thought leader events in 2008-09 with over 20 select leaders working at the forefront of behaviour change, mass reach, collaboration and business sustainability.

At the round tables, Carbon Down updated attendees on the Carbon Down program and got invaluable feedback and guidance to help shape the program and identify opportunities to leverage off existing activity. By harnessing the thoughts leaders' considerable combined talent and experience, the Carbon Down program model was strengthened.

Discussions focused on:

- the impact (pros and cons) of the global financial crisis on investment in environmental sustainability by Victorian businesses
- practical and effective ways to engage en masse with SMEs
- successful attitude and behaviour change programs, campaigns and indicators
- how to measure the value of SME engagement to businesses
- identifying types of business opportunities arising from supporting SMEs to reduce their carbon footprint
- project, partnership, product and campaign ideas.

Carbon Down sincerely thanks the round table attendees for their thoughtful, informed contributions.



## Premier's Sustainability Awards: 16 April 2009

The Premier's Sustainability Awards showcase outstanding achievement and innovation in the sustainable use of natural resources in Victoria.

Carbon Down was proud to sponsor the Large Business Award and congratulates the 2009 Award Winner, Yarra Valley Water, for its research into traditional and alternative water and sewerage serving options.

**Carbon  
Down**

A new direction  
**for Victorian  
business**



"The first step has been made - Victorian businesses are committed to making changes in their business to improve their sustainability, but they need support. Programs like Carbon Down provide this vital support to help businesses reap the rewards of improving their sustainability such as reduced costs and improved reputation with customers and employees."

Wayne Kayler-Thomson  
VECCI Chief Executive Officer


**Carbon Down** is a joint initiative of the Victorian Government and the Victorian Employers' Chamber of Commerce and Industry (vecci).



A new perspective on the carbon economy

We combine the stability and influence of government with the flexibility and know-how of business to find practical solutions to climate change.





“Big businesses have a big impact on the environment and collectively so do small businesses. Individual businesses taking action may seem insignificant, but when multiplied across the entire business community, it adds up to big environmental benefits.”

Wayne Kayler-Thomson  
VECCI Chief Executive Officer





## Knowledge and insights

### Brand strategy

For Carbon Down, the destination has always been clear: to significantly reduce the carbon footprint of small and medium-sized businesses in Victoria. However, forging the pathway towards a low-carbon economy for our state presents a formidable challenge and requires an innovative strategy. With over 500,000 small and medium-sized businesses operating in Victoria, our key challenge is, quite simply, reaching our intended audience.

From the program's genesis, it was clear that employing an above-the-line strategy would prove too costly and time-consuming and ultimately lack impact. Instead, a more innovative strategy was designed to help Carbon Down achieve its goal more cost-effectively and resourcefully.

Rather than using a substantial marketing budget to drive messages directly to the small business community, we decided upon a less conventional approach. Instead, Carbon Down would partner with large companies and organisations, using the mass-reach potential of their supply chain, customer base or SME network to drive and influence carbon-reduction behaviour change.

#### **"Invisible behaviour, measurable results"**

This statement underpins the essence of Carbon Down. Our identity was developed to be 'non-public-facing', where funds that would have been traditionally allocated for above-the-line activity could be redistributed to where they would have most impact, developing effective carbon-reduction solutions.

At Carbon Down, we serve as a trusted adviser, fostering our project partners' ideas to help their SME audience reduce their carbon footprints. We assume an invisible position behind our project partner, where they can distribute the program's messages on our behalf.

Investing in these collaborative partnerships creates mutual benefit for both parties. It allows our project partners to take full ownership of the initiative, while Carbon Down accrues valuable knowledge and data on the resulting carbon-reduction activity. The only time we reveal our brand in the public domain is when we celebrate key program learnings and achievements with the media and broader community.

By adopting this approach and working with proactive and engaged project partners, we are confident of the direction our program is taking. Navigating the Victorian business community towards a prosperous, more sustainable future will be an exciting challenge, and while the journey for each business will be different, the destination will always remain clear.



### Business and government working together

VECCI and Sustainability Victoria came together in early 2007 to begin design of the Carbon Down program. We agreed that we needed a completely new approach to reaching the masses of small and medium-sized businesses, to help them to prepare for a low carbon economy.

In order to create and deliver a new approach to SMEs, Carbon Down created an early objective for VECCI and Sustainability Victoria to find a new way of working together. Coming from different perspectives and experiences, the past 12 to 18 months have seen the two organisations establish a shared working methodology centred on common values and principles.

#### **Teamwork**

Effective teams have been established across the different levels within each organisation, from the CEOs to project officers. The two CEOs work together to drive robust, innovative program design and delivery, while team members work together to deliver specific projects. A great example of how this has worked is the establishment of innovative and viable partnerships that enable companies to deliver programs to SMEs.



### Joint planning

The Carbon Down program model requires continuous evolution and a range of expertise to bring it to fruition. Sustainability Victoria and VECCI have worked together intensively to build the two business plans and continue to review the progress of the program, through joint strategic review sessions.

### Communication

The success of the program is built on consistent, open communication. Regular meetings, workshops, reports, phone calls and the occasional social event drive the partnership.

### Knowledge and expertise

Sustainability Victoria and VECCI bring together a broad knowledge, expertise and capabilities base which further strengthens the partnership. The strength of the program results from this depth and breadth of knowledge, access to stakeholders, links to key experts, business experiences, networks, project design experience, commitment to due diligence, risk assessment and collaboration.

## Delivering to SMEs online

There is a lot of discussion about the potential to reach and engage with businesses online. Research and experience suggests that the Internet is an effective way to reach the large and diverse Victorian business community.

- Internet penetration among Australian businesses is extremely high; between 93 to 98 per cent (Sensis e-Business Report 2008, The online experience of small and medium enterprises).
- Eighty-seven per cent of businesses spend between one and five hours at a computer on a typical work day and only 8 per cent of Australian SMEs never use the Internet (MYOB 2009, Australian small business survey special focus report, July 2008).
- The majority of Victorian businesses (54.7 per cent) cite the Internet as a source of information about climate change relevant to their business (VECCI 2009, Victorian business' climate change knowledge, attitudes and behaviours).
- The use of business websites is increasing. LinkedIn has 637,000 users in Australia and is rapidly growing (Digital Marketing Lab. 2009, Australian social media statistics compendium) and Small Business Victoria's website has approximately 100,000 unique hits a month, with their most popular webpage in April 2009 related to business sustainability.

As more relevant offerings become available online for business, SMEs are increasingly using interactive technologies such as blogs, wikis and online forums. But while the Internet has the potential to connect businesses with information and other businesses, anecdotally we have found some resistance to social networking; most businesses prefer to network using traditional means such as meetings, email and telephone contact.

In order to engage with businesses online, it's important to keep the functionality of services transactional and related to core business.

When marketing online services to businesses, we have focused on the benefits of the service and avoided framing them as being online or web-based, as this may deter those who do not see themselves as online-savvy. This is particularly important given the older demographic of Victorian SMEs.

In our experience, online services provided for SMEs should:

- be streamlined and user-friendly
- be functional, transactional and structured
- provide (almost instant) value back to the business (e.g. online banking).



## Delivering a program via partners

The partnership strategy is one of the most innovative features of the Carbon Down business model. By working through partners who are already talking to SMEs about other business issues—for example utilities, tax advice, telecommunications, marketing, cash flow, or even football—Carbon Down is creating a very diverse distribution network to deliver consistent carbon-reduction messages to a mass audience.

The first twelve months have seen Carbon Down secure six partners, with more lined up for 2009–10. Below, we've outlined some of the key lessons learned from the first twelve months about delivering key messages through other organisations' channels.

Carbon Down's partnership model is successful because our partners own and drive their project or initiative, ensuring that the project attracts appropriate resources internally to achieve success. To build that ownership, it is imperative that everyone starts with wherever the organisation is in its carbon journey, not where we (or some of their staff) want them to be. When creating the partnership model, Carbon Down envisaged uncovering a wide array of new ideas and innovative approaches to working with SMEs, particularly in larger organisations with SMEs as a key customer base. In reality, many of these organisations are only just starting to think about carbon management within their own business and are yet to dedicate time or effort to working with SMEs. Most partners require significant support to understand the political and regulatory environment and to appreciate how they might be able to influence their supply chain, customer base or SME network to begin reducing carbon.

In response to this, Carbon Down has been building a bank of knowledge and resources to help partners understand the context for SMEs and find simple, low-cost ways to support them. For example, our research into Victorian businesses' climate change knowledge, attitudes and behaviours has been critical in helping build the business case for partnering with Carbon Down. Similarly, providing weekly Carbon Column and Carbon 101 briefings to partners, as a simple way to engage SMEs, is starting to see some significant results.

This success has led to the articulation of a new key performance indicator and target for the program in 2009–10: locations. Carbon Down key messages should be appearing in as many locations as possible (e.g. other organisation's newsletters, websites, foyers, training programs, etc.). In 2009–10 we have a target of 200 locations, and in 2010–11 we will increase it to 1000.

While it was always understood that it would take time to build effective relationships to deliver the results the model is capable of, it has taken longer than anticipated. Most Carbon Down partnerships take many months to build from initial discussions to developing an agreement and the project being implemented. In building these relationships with partners, Carbon Down has had to work hard to overcome the perception of being a government grant program and to steer away from funding 'pilot programs' with businesses seeking to establish a new distribution network to SMEs or to build a business case for their product or service. To achieve our program's mass reach objectives, we must partner with organisations that have an existing reach to SMEs and a genuine desire to work with us. In deciding which relationships to pursue in developing a partnership, Carbon Down now asks two key questions:

- Do you want to help reduce Victoria's carbon footprint?
- Can you influence small and medium-sized businesses?

These questions quickly filter partnership prospects and help Carbon Down get the best 'bang for buck'.

## Personal reflections



### **Andrew Rothberg: Business Analyst**

Working on Carbon Down in 2008-09 was an experience to be remembered. At times I wished for a silver bullet, a simple formula to reduce the carbon footprint of Victorian SMEs. No silver bullet emerged; there isn't one. There is no manual on how to work with small businesses. There is also no manual on how to partner with large business to get small businesses to reduce their carbon footprint, but this innovative way of working business-to-business has emerged, and has gained momentum.

The year started with a mountain of anecdotal understandings of SMEs: what they do to reduce their footprint (if anything), and how they contribute to Victoria's carbon footprint. To better understand SMEs and benchmark their knowledge, attitude, behaviours and carbon emissions, Carbon Down embarked on two ambitious research projects. The findings support the anecdotal understanding that businesses are concerned about the environment but carbon emissions are not 'top of mind', and that businesses are implementing simple carbon-reducing activities but are unsure of what else they can do. The research also indicates that the carbon footprint of SMEs is important to Victoria's carbon footprint and any efforts to reduce it. It is clear that the SME sector need to be engaged in carbon abatement, ideally with climate change and carbon emissions becoming higher in priority to Victorian businesses.



### **Bridget McGuinness: Online Community Developer**

For me, the key ingredient of Carbon Down that makes it so exceptional is the staff. The hard-working and truly inspiring people have led to the successful program outcomes, but more significantly they have provided a rewarding and uplifting place to spend my working hours. I am lucky enough to work with people I admire and feel proud to associate with.

Carbon Down is a team of people passionate about sustainability and our enthusiasm for its successes are amplified by this. The Carbon Down team has made our progress to date an extraordinary journey.

I am proud to work in a program that has achieved so much and will continue to produce even more exceptional results. Just as highly, I value the Carbon Down team for their inspiring blend of professional and personal approaches to working in a team.



### **Bridget Ryan: Senior Policy Adviser - Business Sustainability**

The policy background to Carbon Down has, as anticipated by some, seen a bumpy ride for emissions trading and renewable energy target legislation. We expect that the final outcome on emissions trading will present challenges and opportunities for the Victorian small business community. In this context, our presence and the work we have done over the past year will ensure we are in a good position to ensure that the right information and advice is available when and where businesses need it.

For me, the ability to put my knowledge and expertise to practical use through working on the small business and climate change fact sheets was a highlight. I look forward to seeing them in many places.



### **Eugene McConville: Relationships Manager**

The early months of 2009 focused on forging project partnerships. With Collingwood Football Club, International Car Distribution Programme Australia and Community Carbon signed—we're on the scoreboard! Sustainability outside the enterprise was not a primary focus for most potential Carbon Down partners, particularly large corporate organisations, so significant budgetary and personnel constraints were observed.

April to June 2009 saw the launch of The Green Magpies and new partnerships signed with CERES and Deakin University. There was tentative interest in distribution partnerships: industry associations recognise the need to show leadership to their members on topical issues but are acutely aware that sustainability is not close to their core business. The Carbon 101 briefing sessions are considered to be valuable as a way of educating members and having a subject matter expert deliver the message on their behalf.



### **Kate Elborough: Knowledge and Information Manager**

There were many learnings and insights from Grow Me The Money that we wanted to incorporate into Carbon Down to ensure the program was a brilliant success, and in doing so we have continued to refine and improve our model of delivering to SMEs. It has been challenging to simultaneously develop and deliver a program, and 2008-09 was focused on building the foundations for the program and establishing relationships that will see us well into the rest of the program. I have enjoyed watching the program develop and the team grow and am very excited by the potential for the year ahead!



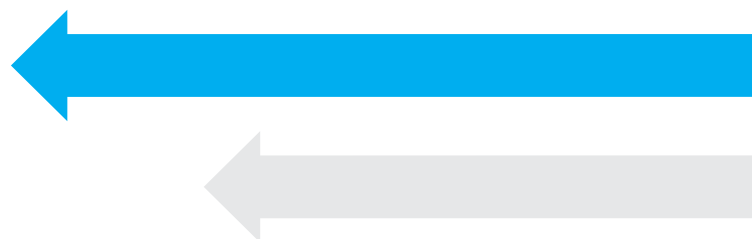
### **Kate Nicolazzo: General Manager VECCI - Centre for Innovation and Sustainability Excellence**

Setting out to achieve mass change in the knowledge, attitudes and behaviour of Victorian SMEs in relation to carbon management was an audacious goal for Carbon Down, and designing the business model was the first challenge.

There was (and continues to be) a lack of successful examples of voluntary behaviour change interventions with SMEs to draw upon. While the sweeping reforms to occupational health and safety practices in the mid-1990s provide certainty that the scale of change Carbon Down is seeking to achieve is possible, these changes were fundamentally driven by legislation. Currently, there is no legislation in place to drive carbon-reducing behaviour, nor will there be any that directly impacts SMEs in the near future. Behaviour change will be voluntary and driven by other factors: supply chain pressures, customer expectation, rising costs and personal commitment.

We took what we learned from Grow Me The Money and mass social change programs and applied it to our new model. We know that most SMEs aren't thinking about carbon within their business (yet), that any proposed changes have to be simple (to get started), and that SMEs trust their peers and colleagues for advice (more than government) and continue to be bombarded daily with marketing and communication messages. Carbon Down is creating messages and a program that will meet SMEs where they are at in their carbon journey and will cut through.

It has only been through building a robust and productive relationship with Sustainability Victoria that we have been able to create and launch this program. After a year of operation, I have absolute confidence in the model and our ability to meet the objectives of the program as Carbon Down enters its second year.





### **Leigh Bernoth: Manager Sustainable Business, Sustainability Victoria**

From the early stages of development, Carbon Down was a program that captured the imagination and interest of many. It was known that Carbon Down would not be like any other program working in this space, and that it would reach small and medium-sized business en masse. It is an exciting project, and I am often asked, "How can I be involved?"

In building Carbon Down we set ourselves the goal of Sustainability Victoria and VECCI delivering and learning together. At a personal level this goal has taken on real meaning. I can honestly say that I have learned much from working with the team at VECCI. With energy, drive and enthusiasm, the team work at a pace that is sometimes a challenge to keep up with. This way of working is essential to respond to the changing environment facing Victorian business. I am looking forward to continued success as the next two years unfold.



### **Midnightsky: Communications and strategy consultants**

Building a brand that never engages directly with its intended audience may seem counter-productive, perhaps even more so when the intent is to change the attitude and behaviour of such a diverse audience group as small to medium-sized businesses. Throw into the mix the word 'carbon', and, despite it becoming a ubiquitous term in recent times, for many, carbon's impact on the environment still seems impalpable. So the question may be asked, "How can building an 'invisible' brand make a difference?"

Carbon Down's success also relies on the intangible: something that can't be seen, but is well understood—trust. The first twelve months of operation have seen Carbon Down establish its foundations as a program, with the main focus placed on forging solid relationships with key stakeholders.

By finding a new way to work together, VECCI and government have within their grasp the opportunity to make a real difference. By forging robust relationships with its project partners, Carbon Down has the capacity to engage small and medium-sized businesses in way that direct messaging could never accomplish, by using the supply chain to achieve mass reach. The common thread that bonds these elements is the Carbon Down brand, which relies on the trust built through partnership to achieve its goal.



### **Rebecca Zosel: Communications Manager**

Since joining the team as Communications Manager in January 2009, I've had the pleasure and satisfaction of seeing the program evolve considerably. The transformation from a fledgling idea to a fully functioning and high-achieving program has been swift—we've built our knowledge and expertise through research and experience, and redefined Carbon Down's objectives and targets in response to these insights. Carbon Down has the capacity and intelligence to achieve great things, and after just one year we've already made significant inroads to reducing the carbon emissions of the Victorian small business community.

Working on a program that isn't trying to promote its own public profile or brand, but is instead driven by the goal of empowering the business community to reduce their carbon emissions, is refreshing. Carbon Down is 'ego-less'; we often describe ourselves as 'silent partners' to those we work with as we aren't using traditional above-the-line advertising techniques to speak with SMEs. We deliver through our partners; we are the catalyst or facilitator of behaviour change. The Carbon Down model of delivering through partners constantly challenges and stretches us—we must be innovative and clever to ensure we are relevant to both our project partners and their SME networks, and that our work makes a real difference to businesses' carbon footprint by raising awareness and changing behaviour.

I'm extremely excited about the communication initiatives that lie ahead in 2009-10: working with SME Ambassadors to build the 'carbon conversation' in the mass media, campaigns and the syndication of our weekly carbon column, among many. Carbon Down is destined to achieve great things, so stay tuned!



### **Tim Winzar: Acting Partnership Development Manager**

My involvement with Carbon Down began in October 2008, when I was asked to assist with developing the Carbon Down partnership strategy, an initiative that would lay the blueprint for Carbon Down to engage large corporations and other organisations to develop projects that help small and medium-sized businesses reduce their carbon footprints.

As the Acting Partnership Development Manager, I am in the process of executing this strategy. The continuing challenge for identifying and establishing such strategic partnerships is creating the value and return on investment required from three perspectives: Carbon Down, the partner, and the SMEs we plan to target through the partnership. We cannot escape the reality that both SMEs and large businesses in the current financial environment require strong commercial incentive to tackle climate change. It is a really exciting time for Carbon Down: we have an excellent pipeline of opportunities that we anticipate launching next year, with mass reach and serious carbon abatement potential.

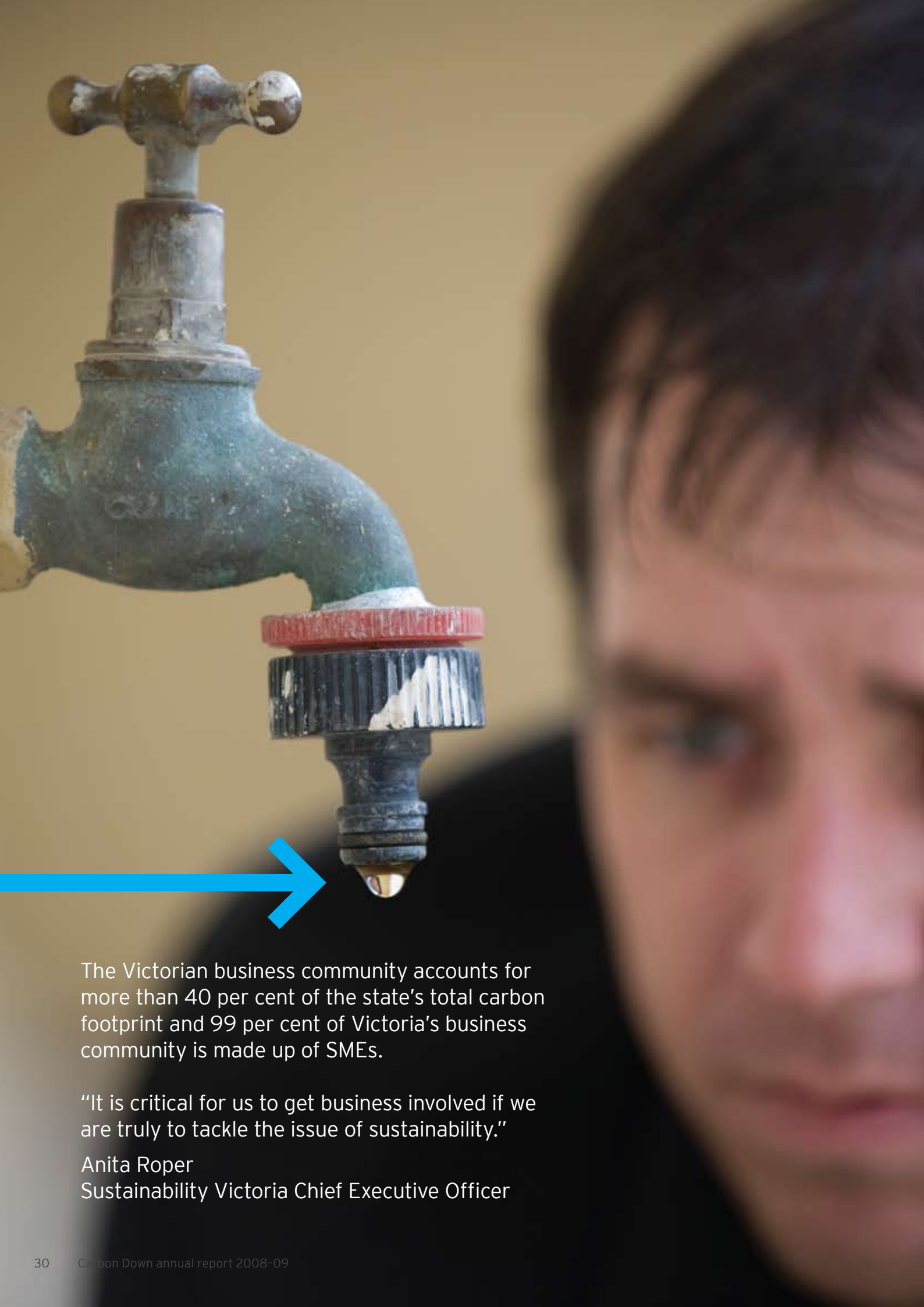
It has been a pleasure to work with such an innovative and vibrant program and team over the last year, and I am very excited about helping Carbon Down grow.

### **Trent Zinkstok: Online Producer**



Working with Carbon Down has been both challenging and rewarding. During the past year I have had the opportunity to work on the website, Carbon Jungle widget and Compass. Moving from the VECCI marketing team, I found Carbon Down to have a new energy and completely new way of working. Dedicated pre-planning workshops and using a wiki space to collaborate with colleagues and consultants are good examples of this.

Working on a new program was a completely new experience for me, and working in a changing environment with some major shifts in strategy for Compass has definitely been challenging. It has taught me skills in being responsive, and how to adapt a large-scale project to large-scale change, in a short amount of time. Another learning curve has been with vendor management, especially around keeping them motivated and what to do when they don't deliver. Having colleagues who are as passionate about their work as you are inspires you to push through any situation.



The Victorian business community accounts for more than 40 per cent of the state's total carbon footprint and 99 per cent of Victoria's business community is made up of SMEs.


"It is critical for us to get business involved if we are truly to tackle the issue of sustainability."

Anita Roper  
Sustainability Victoria Chief Executive Officer

## Financials

Carbon Down funding was announced in 2007. The program is funded \$10 million over three years: 2008-09, 2009-10 and 2010-11.

Carbon Down's 2008-09 audited financials are included below.



**RSM Bird Cameron**  
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**INDEPENDENT AUDITOR'S REPORT  
TO THE VICTORIAN EMPLOYERS' CHAMBER OF  
COMMERCE AND INDUSTRY ("VECCI")**

**Scope**

We have audited the attached Income and Expenditure Statement (the "statement") of Carbon Down Program for the period 1 July 2008 to 30 June 2009. The management of VECCI is responsible for the preparation of the statement and for meeting the requirements of the relevant funding agreement. We have conducted an independent audit of the statement in order to express an opinion on it to Sustainability Victoria.

The statement has been prepared to satisfy the requirements of the funding agreement between Sustainability Victoria and VECCI. We disclaim any assumption of responsibility for any reliance on this audit report or on the statement to which it relates to any person other than Sustainability Victoria, or for any purpose other than that for which it was prepared.

The audit opinion expressed in this report has been formed on the above basis.

**Managements' Responsibility for the Statement**

The management of VECCI is responsible for the preparation and fair presentation of the statement for the purpose of complying with the funding agreement. This responsibility includes establishing and maintaining internal controls relevant to the preparation and fair presentation of the statement that is free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

**Auditor's Responsibility**

Our responsibility is to express an opinion on the statement based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the statement is free from material misstatement.


An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the statement. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the statement, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the preparation and fair presentation of the statement in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the internal controls.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

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scheme approved under  
Professional Standards  
Legislation

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Perth, Sydney, Melbourne,  
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ABN 36 195 185 035

RSM Bird Cameron Partners is an  
independent member firm of RSM  
International, an affiliation of independent  
accounting and consulting firms.



**Independence**

In conducting our audit, we have complied with the independence requirements of the Australian professional ethical pronouncements.

**Auditor's Opinion**

In our opinion the Statement of Income and Expenditure of the Carbon Down Program for the period 1 July 2008 to 30 June 2009 presents fairly in all material respects, the income and expenses for the reporting period.

  
**RSM BIRD CAMERON**  
Chartered Accountants

  
**K C WOOD**  
Director

29 October, 2009  
Melbourne

Carbondown  
Balance Sheet  
as at  
30 June 2009

**Current Assets**

Cash at Bank	175,459
Trade Receivables	495,000
<b>Total Current Assets</b>	<b><u>670,459</u></b>

**Current Liabilities**

Trade Payables	671,753
	<b><u>671,753</u></b>

<b>Net Assets</b>	<b><u>(1,294)</u></b>
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**Equity**

Deficit brought forward	(149,718)
Surplus for the year	148,424
<b>Total Equity</b>	<b><u>(1,294)</u></b>

**Carbondown  
Income and Expenditure Statement  
for the year  
ending 30 June 2009**

<b><u>Income</u></b>	<b>\$</b>
Grant Funding	2,800,000
GST Received	280,000
<b>Total Income</b>	<b>3,080,000</b>
<b><u>Expenditure</u></b>	
Administration Fees	283,279
Advertising	279,711
Catering	2,950
Computer Hardware	2,407
Computer Software	200
Computer Software Licenses	311
Consultants	312,174
Courier/Freight	82
Entertainment FBT	978
Entertainment Non FBT	2,716
Event Consumables	52,822
Grants	264,120
Legal Expenses	85,207
Licence fees	8,000
Mobiles	1,716
Occupancy	63,996
Photocopy/Xerox	154
Policy Publications	24
Postage	301
Printing	6,814
Research and Development	491,607
Subscriptions/Publications	1,690
Taxi	1,229
Telephone/Fax	3,960
Travel and Accomodation	450
Website Development	273,036
Salary and Allowances	375,238
Annual Leave	51,189
Long Service Leave	7,599
Payroll Tax	21,683
Superannuation	35,271
Workcover Expense	2,597
Recruitment Costs	30
Rewards and Recognition	99
Staff Training	8,636
Temporary Staff	22,790
GST Paid	266,507
<b>Total Expenditure</b>	<b>2,931,576</b>
<b>Operating Surplus</b>	<b><u><u>148,424</u></u></b>

## The year ahead

The significant progress that Carbon Down made in 2008-09 puts us in a strong position to deliver in 2009-10. Armed with our learning and insights, we will empower the Victorian business community to work together to reduce carbon emissions by:

- securing more partnerships with key business leaders
- delivering marketing and communication campaigns to reach a critical mass of SMEs
- educating and training more SMEs about the CPRS and carbon management in their business
- developing new products and solutions for SMEs to reduce carbon
- facilitating innovative carbon-reducing behaviours and action plans
- publicly launching Compass and encouraging thousands of SMEs to rate, review, discuss and share the solutions that have worked (or not worked) for them.

We are looking forward to a productive and insightful year as we deliver Carbon Down - a mass reach program designed to change the climate change knowledge, attitudes and behaviours of Victorian businesses. Carbon Down's 2009-10 objectives and targets are outlined below.

### 2009-10 objectives and targets

	Objective	Target 2009-10	Target 2010-11	Target total
1	Raise awareness among Victorian SMEs of the need to reduce carbon dioxide emissions for environmental and economic benefit.	Reach 36,500 (10 per cent) Victorian SMEs <sup>(a)</sup> with key messages <sup>(b)</sup> .	Reach 36,500 (10 per cent) Victorian SMEs with key messages.	Reach 73,000 (20 per cent) Victorian SMEs with key messages.
2	Reduce barriers and increase motivation among SMEs to take up carbon management and reduction activities.	20,000 carbon management and reduction activities taken up.	30,000 carbon management and reduction activities taken up.	50,000 carbon management and reduction activities taken up.
3	Make low-cost, practical carbon-reduction information available and accessible to all Victorian SMEs.	Information and advice available in over 200 new locations <sup>(c)</sup> .	Information and advice available in over 800 new locations.	Information and advice available in over 1000 new locations.
4	Demonstrate measurable carbon-reduction through a mass reach program.	20,000 tonnes of CO <sub>2</sub> -e abated through the program methodology.	30,000 tonnes of CO <sub>2</sub> -e abated through the program methodology.	50,000 tonnes of CO <sub>2</sub> -e abated through the program methodology.
5	Document and share program learnings with key stakeholders.	Release one ground-breaking research reports.	Release two ground-breaking research reports.	Release three ground-breaking research reports.

a Carbon Down targets SMEs in all sectors except mining, construction, agriculture and utilities. This equates to 365,000 SMEs, therefore Carbon Down will aim to reach 73,000 SMEs.

b Key messages include knowledge of what carbon/greenhouse gas is, recognition of businesses' contribution to the problem, and awareness of carbon profile of average business and awareness of where to find more information.

c Locations may include websites, office spaces, events, expos etc.



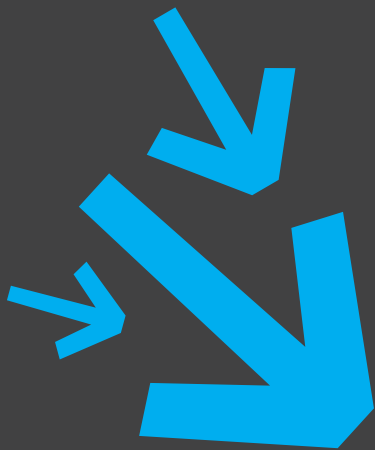
“The small improvements we have made, if combined with changes that every business could make, equate to an enormous change bigger than anyone could imagine.”

Zen Eden Produce

## Notes

## Notes





# Carbon DOWN

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