

EXECUTIVE SUMMARY

The ClimateActions project was implemented by the Southern Metropolitan Regional Council (SMRC) in collaboration with the Cities of Canning, Cockburn, Fremantle and Rockingham and Towns of East Fremantle and Kwinana with the funding support from the Australian Government's Department of the Environment, Water, Heritage and the Arts. The project commenced in February 2007 and was completed in May 2008, with final evaluation carried by July 31, 2008.

The project engaged 91 small to medium-sized businesses from local centres in six council areas. These businesses were provided with a free and confidential service to improve energy efficiency. Businesses in this sector are often time and resource poor. They also lack the knowledge and expertise to implement energy efficiency measures without assistance.

The project's approach is based on the Enterprise Facilitation™ model. The **business participation rate of 93% and actions response rate of 76%** are testament to the effectiveness of the approach. The role of Green Enterprise Facilitator (GEF) is central to the implementation of the project. As the single point of contact for advice and support, the GEF was able to foster a good relationship with the shop owner through frequent communication via site visits and telephone calls. By doing the legwork, such as making available energy efficient products and arranging site visits and quotations from service providers, the GEF provided the opportunities for the owners to take immediate actions.

Participating businesses took actions to improve energy efficiency in many areas:

- **Refrigeration (35%)**
- **Lighting (15%)**
- **Recycling (12%)**
- **HWS (12%)**
- **Tariff change (10%)**
- **HVAC (6%)**
- **Others (6%)**

As a result of the actions taken, the following **savings achieved by businesses** were:

- **Estimated annual saving of almost 540,000 kWh of electricity**
- **Estimated annual saving of GHG emission of 500 tCO₂e**
- **Estimated total annual financial savings of around \$93,700**
- **Average annual savings of over 6000 kWh in electricity and 5.7 tCO₂e in GHG emissions per business**

Refrigeration was the area where the most savings in electricity (63%) and GHG emissions (67%) were made, reflecting the disproportionately high consumption by refrigeration appliances in this sector. **Switching from electric to gas fryers also makes a substantial contribution to electricity (26%) and GHG (22%) savings.** Although many actions were taken in lighting and hot water systems (HWS), the

corresponding savings in electricity and GHG abatement were comparatively small.

Eighteen businesses with outstanding achievements were invited to an award ceremony in June 2008 where they were presented with a framed Certificate of Excellence and other prizes.

The project also engaged over 830 residents through an indirect approach of postal invitations. Residents were selected from the streets around the participating businesses. This was to enable these businesses to act as information hub for the households as well as inspiring residents toward energy efficiency and waste recycling.

The Information Service for residents began with a service sheet mailed to them to select information on specific greenhouse actions of interest. SMRC researched and produced on flyers on these key greenhouse actions grouped under Energy, Waste and Water. Residents then received the flyers they selected over three mailout rounds plus a newsletter with stories on the participating businesses in their Council and a goal setting card for planning actions.

The resident response rate was 7%, which is less than the 10% rate achieved using the same approach in a SMRC project in 2005. This indicates the postal method is becoming less effective and a more interactive element is needed like a phonecall or face-to-face conversation. The information service was also offered to Council staff and two local primary schools, but this also brought unexpectedly low responses.

For those participating households 427 tCO_{2e} in GHG emissions are estimated to be abated per year, using previous SMRC project monitoring as utility data was not available for this project. Participating households reported through feedback forms a high satisfaction (84%) with the information service and actions and goal setting were self-reported. The business newsletters were received well, with feedback that they showed shared commitment to action.

In conclusion, the project achieved great success in abating greenhouse emissions in small businesses. The experiences from the business engagement indicate that face-to-face contact, building good relationship, helping the businesses with sourcing of products and services, regular follow-up and recognition of their good work are effective in bringing significant actions to abate greenhouse gas emissions.