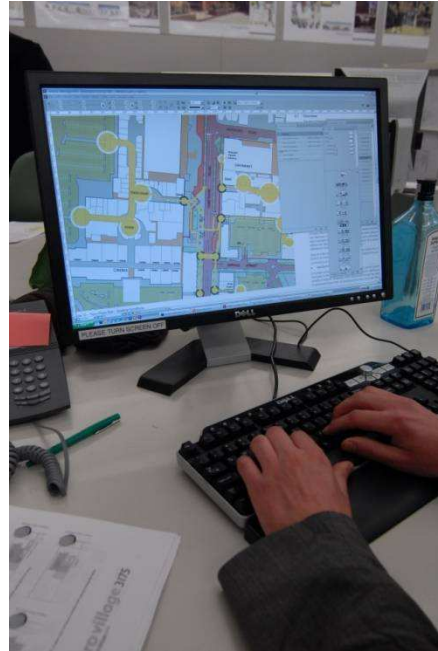


SMALL BUSINESS, CLIMATE CHANGE & ENERGY FUTURES



Kate Nicolazzo, VECCI
11 November, 2009

The Role of Small Business

- Energy Efficiency
- Renewable Energy
- Materials and Resource Efficiency
- Product and service innovation
- New markets and opportunities – entrepreneurship

The Big Challenges

- Almost 500,000 SMEs in Victoria
- Diverse and disparate audience
- Gaps in knowledge/evidence base (what works, what doesn't)
- Providing the 'right' advice via the trusted advisor

The Big Challenges

- Regulation – too much and not enough
 - split incentives; and
 - splintered funding approaches
- Business needs reliable, secure, affordable, sustainable energy
- We need smart networks and energy storage AND demand side incentives for business

VECCI's Role

- Navigate, facilitate and support the transition...
 - Good quality, consistent information
 - Practical, business focussed solutions
 - Research and share findings

Our Research – the Gaps

- Understanding SMEs knowledge, attitudes and behaviours towards climate change as a whole (where are they on the spectrum)
- The Carbon Footprint of SMEs in Victoria (and average footprints by industry sector and size of business)
- Detailed knowledge of consumer attitudes (beyond anecdotal or international evidence)
- Understanding the energy efficiency and carbon reduction messages that resonate and work for SMEs

Knowledge, Attitude & Behaviour Study

- Conducted between October and December 2008
- 13 focus groups and phone survey
- 1012 survey respondents (representative sample)

Knowledge, Attitude & Behaviour Study Results

- Businesses are concerned about Climate Change (68.8% very or fairly concerned)
- But it is not top of mind as a key business issue (0.6% identified climate change or environmental issues as top of mind)
- Businesses believe that their business can make a difference (68.2%)

Knowledge, Attitude & Behaviour Study Results

- Businesses are implementing energy efficiency and carbon reduction activities that are easy, low (or no) cost and obvious
- The biggest barriers to doing more are:
 - Cost (or perceived cost) (37.2%)
 - Believing there is nothing else to do (23.9%)
 - Not knowing what else to do (10.4%)

Applying the Research

- Time (for research etc) and money are the biggest barriers to action – we have introduced Awards for Action.
- \$5,000 prizes for creative and innovative Action Plans as part of the Grow Me The Money Program
- Compass website – providing relevant, reviewed and recommended solutions

compass

FIND:
**carbon reducing
solutions for your
Victorian business**

[tell me more](#)

EXPLORE SOLUTIONS

[Assess your environmental impact](#)

[Cost saving](#)

[Funding and grants](#)

[General carbon and sustainability](#)

[Green marketing](#)

[Learn about carbon in your business](#)

[Policy and regulation](#)

Welcome to Compass

Welcome to Compass, a place for Victorian businesses to connect with resources and solutions to tackle the challenge of reducing carbon.

You will see that the site is not quite finished - we have released this (beta) version of Compass so that suppliers can start to list their solutions. Why contribute? To reach a wide network of interested Victorian businesses who, in using those solutions, will review and help improve them.

[Sign Up \(it's free\)](#)

SIGN IN TO COMPASS

[Forgot your password?](#)

[→ Sign in](#)

SIGN UP

Join Compass to access and rate our cost and carbon-reducing solutions.

[→ Sign up](#)

TELL ME MORE

[→ Why sign up?](#)

Find out how Compass works to benefit your business:

Victoria's Business Carbon Footprint Survey

- Online survey and phone survey
- Lower than anticipated take up
- 230 footprints (so far)
- Interim report to be released end November 2009
- Ongoing collection of data to ensure a representative sample

Victoria's Business Carbon Footprint Survey

Helping to understand and support Victorian small business



Introduction

Business Info

Business Profile

Electricity

Natural Gas

Other Fuels

Vehicles

Flights

Waste

Results

Receive Your Gift

1. Introduction

Thank you for taking part in Victoria's Business Carbon Footprint Survey.

About the survey

The information you provide will be used to measure the carbon footprint of small and medium businesses in Victoria and work out the steps we need to take to further reduce it.

[Read More.](#)

Upon completing the survey you may be eligible to receive a gift.

The gifts include a \$100 voucher from www.redballoondays.com.au or a donation made on your behalf to the Brotherhood of St Laurence, The Smith Family, Landcare Australia (Victorian based projects), or the VECCI Business Relief Fund (Bushfire Relief for Businesses).

SURVEY CLOSES

24.7.2009

What will I need?

To complete the survey you will need to have access to the following information (if applicable to your business):

- 12 months of electricity bills
- 12 months of gas bills
- Other fuel usage information or estimates
- Vehicle usage data or estimates (fuel consumption or kilometres travelled)
- Annual air travel information or estimates
- Waste details or estimates

NEED HELP?

Make sure that you have the above information, along with 20-30 minutes, to complete the survey.

Start the survey

You will be unable to exit the survey and save your progress, however the survey will not time out so you will be able to return to your data as long as you do not close the browser.

To ensure you are able to proceed with the survey please answer the following question:

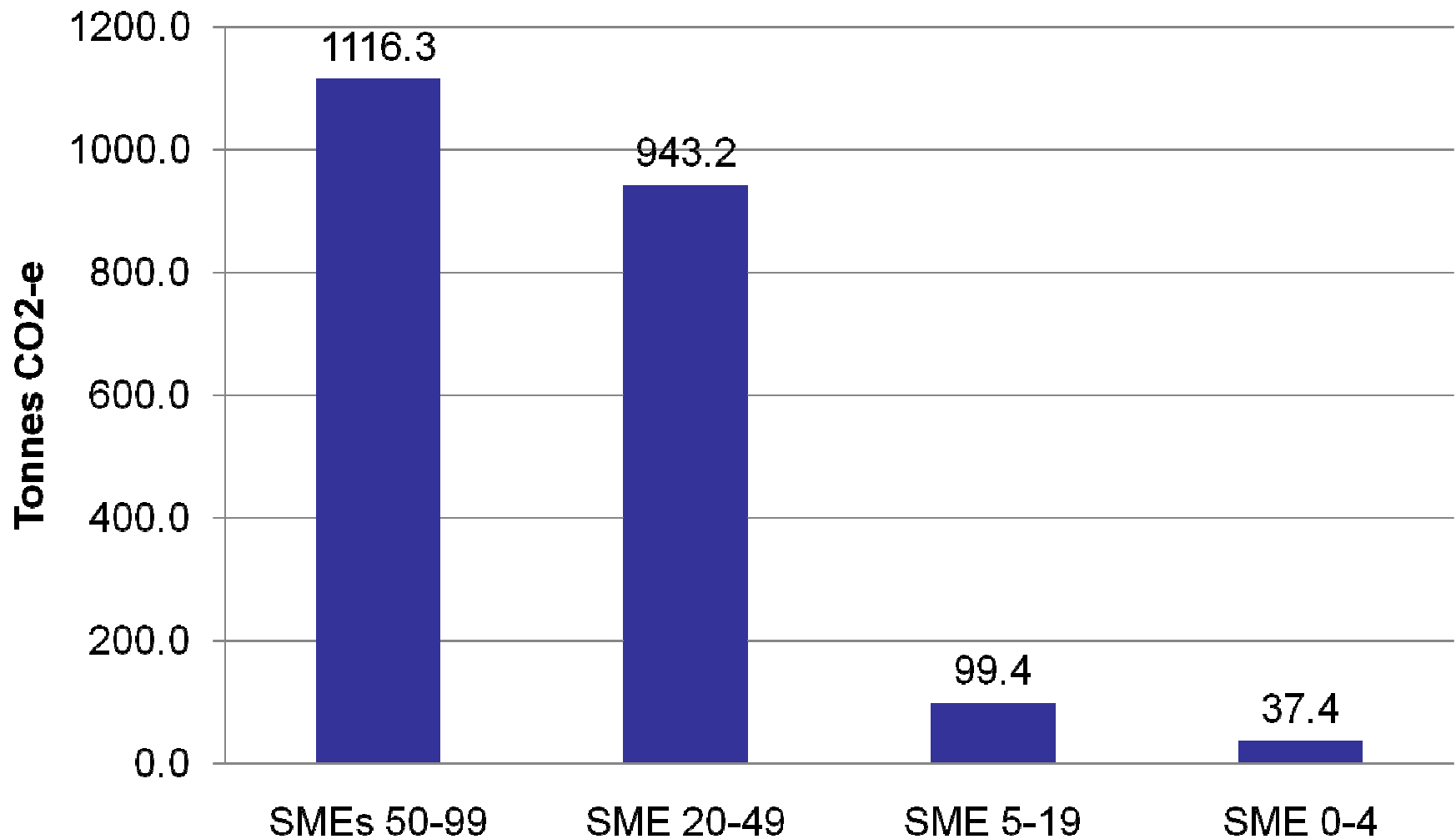
Do you have access to 12 months of energy bills (electricity and/or gas) that are billed directly to your business, as a proportion of your residential bill, or shared with other businesses?

- Yes
- No
- I accept the [terms and conditions.](#)

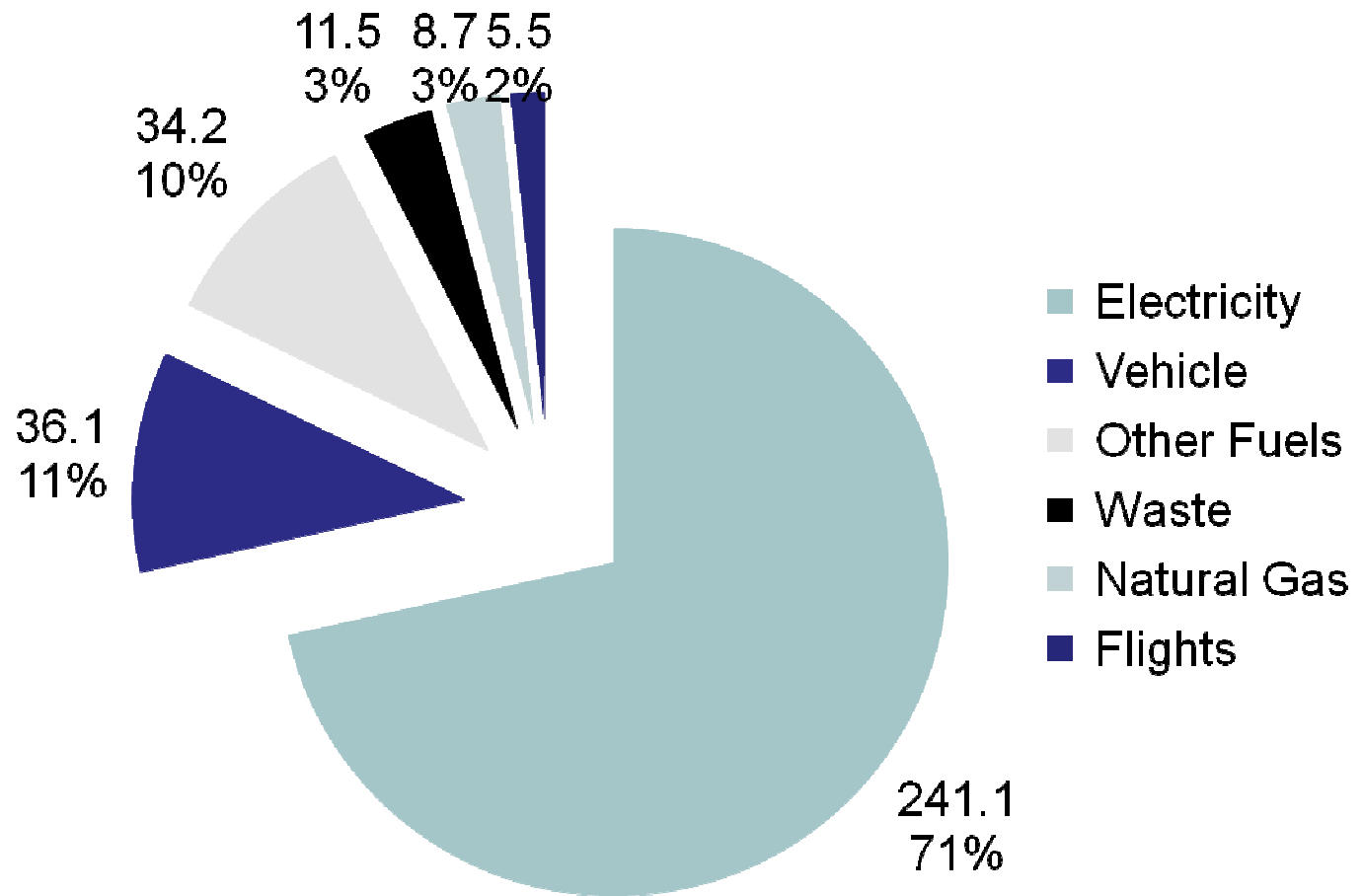
NEXT

NEED HELP?

Total Carbon Footprint by Size

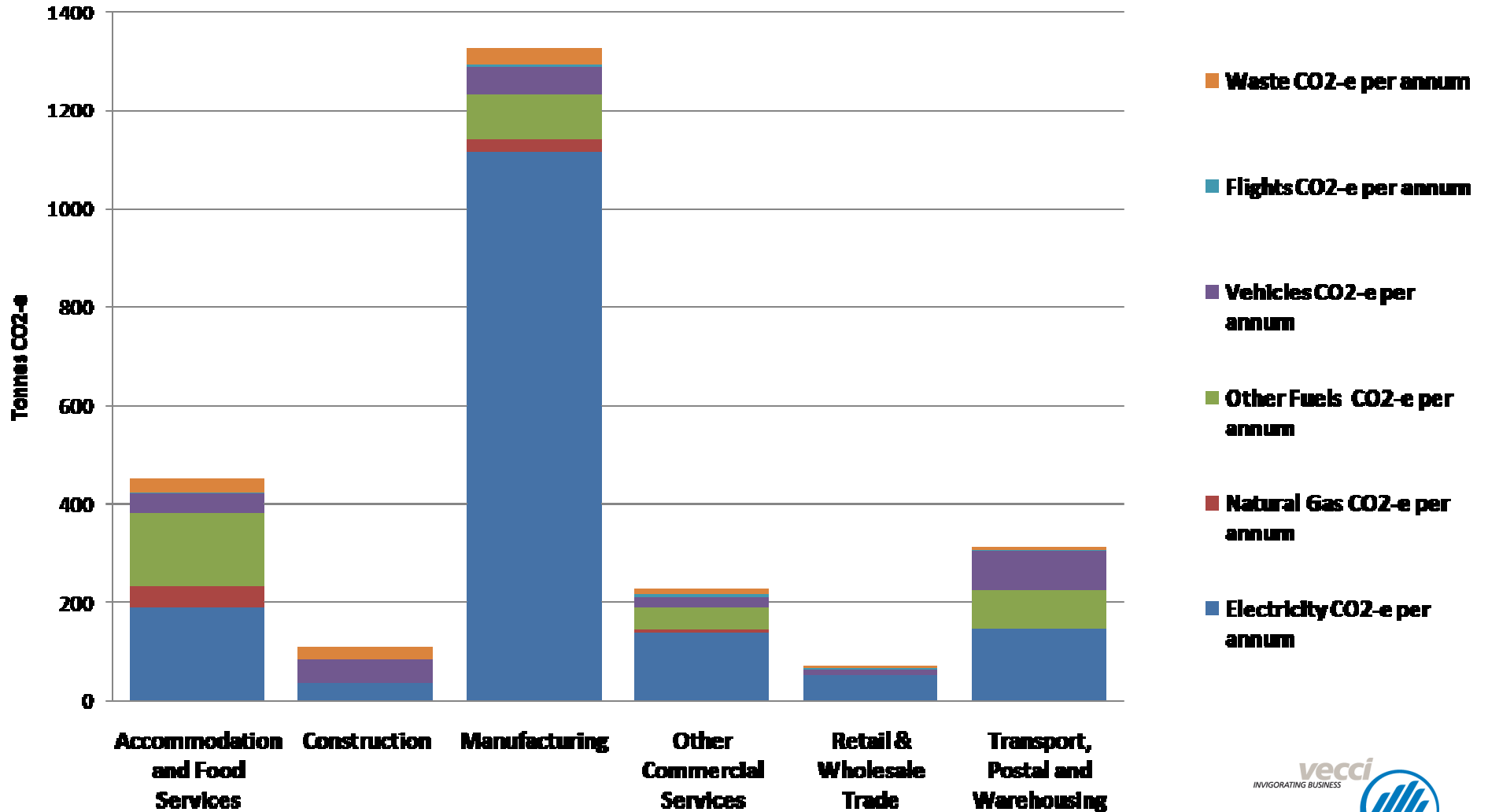


Average Annual Emissions By Source



Carbon Footprints By Industry

Carbon footprints by industry and emissions source (Scopes 1-3)



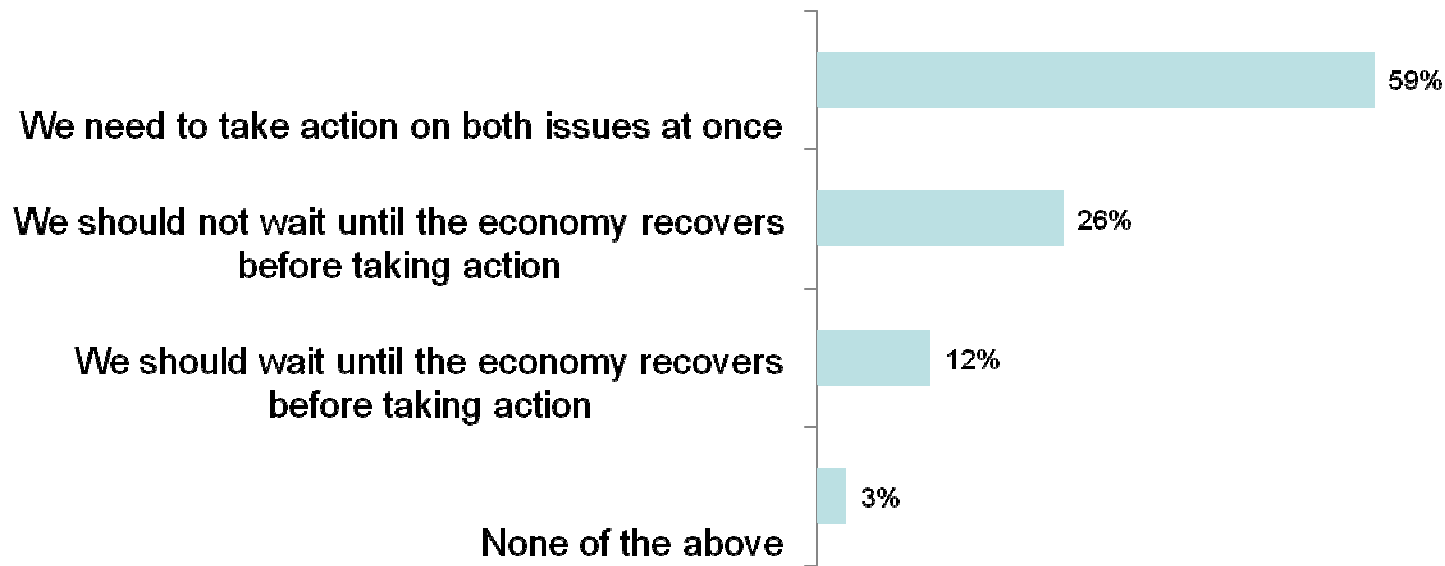
Applying the Research

- Trialling a new free Carbon Footprint Service
- Built an SME focussed online Carbon Calculator
- Ultimately will have enough data for individual SMEs to benchmark themselves against industry averages

Thermometer Survey

- Syndicated research
- Help businesses (and government) indentify and manage risks associated with climate change in relation to consumer attitudes

The great majority in our community believe that we should take action on climate change.





Does the global financial crisis change the game?

- 59% of Australians believe that we should take action on **both** the economy and the environment, with just 1 in every 8 people believing the economy should take precedence.

Applying the Research

- Helping to build the business case
- Internal advocacy opportunity with board members to raise profile
- Small Business and Climate Fact Sheets

Opportunities For You

- Compass
 - Provide solutions and disseminate your information
 - Become a reviewer and foundation member
 - Become a distribution partner and include Compass as a widget on your website

Opportunities For You

- Small Business and Climate Change Fact Sheets
 - Co-brand with your logo and disseminate to SMEs in your networks
- Weekly Carbon Column
 - Receive good quality information and varied articles weekly to be rebadged and distributed via your channels

Opportunities For You

- Online Carbon Calculator
 - Include a widget on your site allowing SMEs to calculate (and eventually benchmark) their carbon footprint
- Range of business services:
 - Grow Me The Money
 - Training and Consulting