

Strategic Planning for Measurable Climate Impact and Powerful Partnerships for the Port Phillip EcoCentre

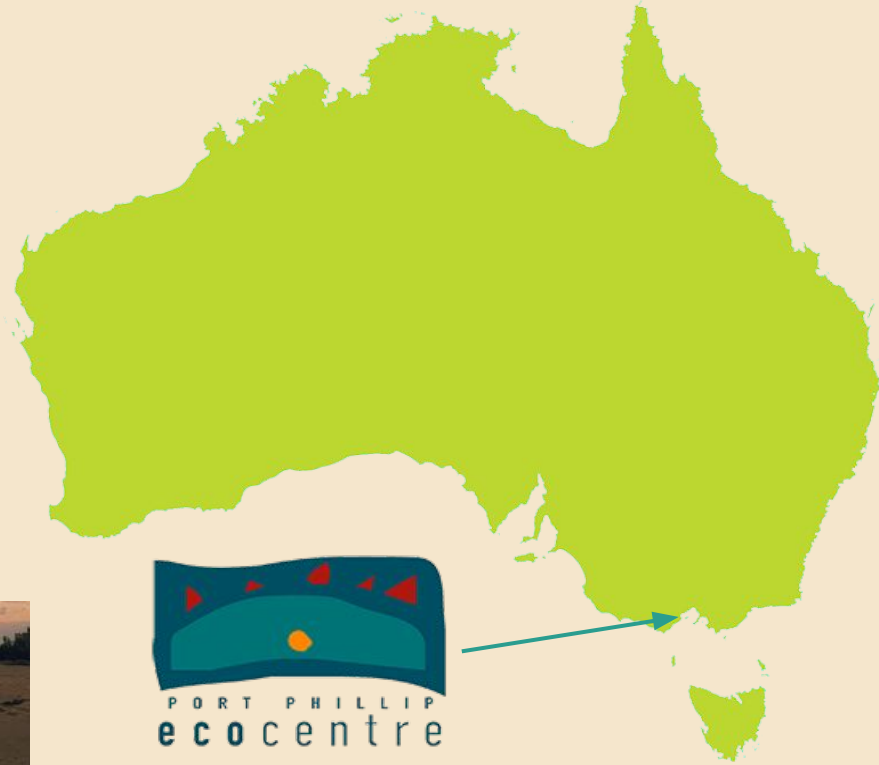


Brigitte Lefebvre

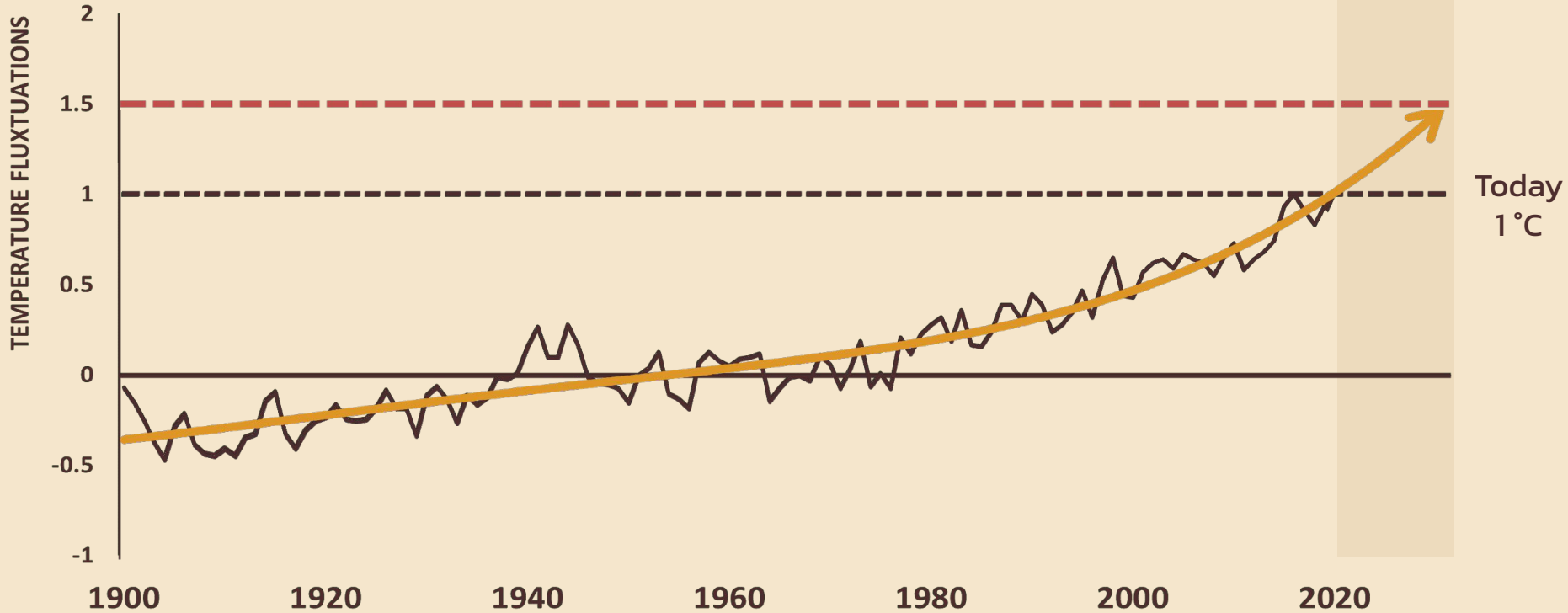
Adrian Orszulak

Zachary Sotland

Kaitlyn Morrison



Global temperatures are rising to dangerous levels

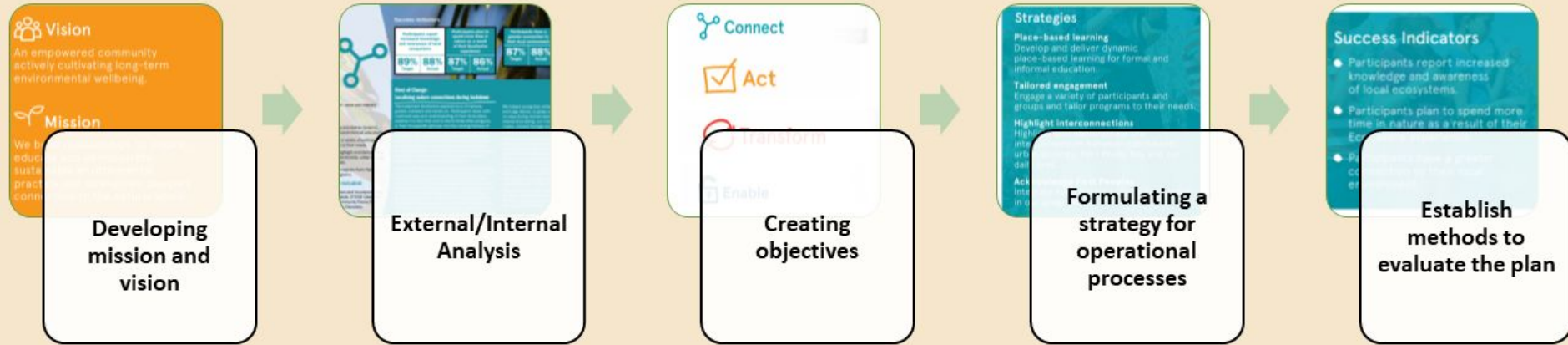


The Problem



Strategic planning is a vital, multi-step process

EcoCentre Strategic Plan 2018-2021



The Goal

To provide the Port Phillip
EcoCentre with data and
resources to create an effective
strategic plan and evaluate
carbon reduction initiatives

We focused our efforts on three main aspects



Partners



Staff



Programs

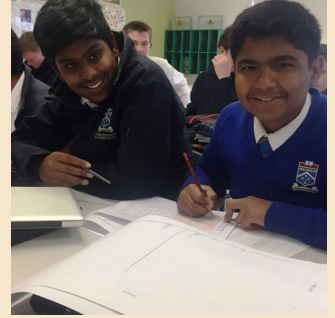
Understanding **partnerships** is vital for strategic planning



Understanding **staff** is vital for goal progress



The programs are the core of the EcoCentre



Objective 1: To understand the **EcoCentre**

Objective 2: To examine **partnerships**

Objective 3: To understand **staff**

Objective 4: To analyze **programs**

Objective 5: To inform carbon impact **programs**





Objective 1

To understand the EcoCentre, its mission and their strategic planning methods

Archival analysis and strategic plan meeting



Future strategic planning summary of the EcoCentre

1. Climate change initiatives and programs targeted at a wider audience
2. Future online programs
3. Collaboration with climate change organizations
4. Facilitating access to renewable energy or electric vehicle charging stations in Melbourne high density housing



Objective 2



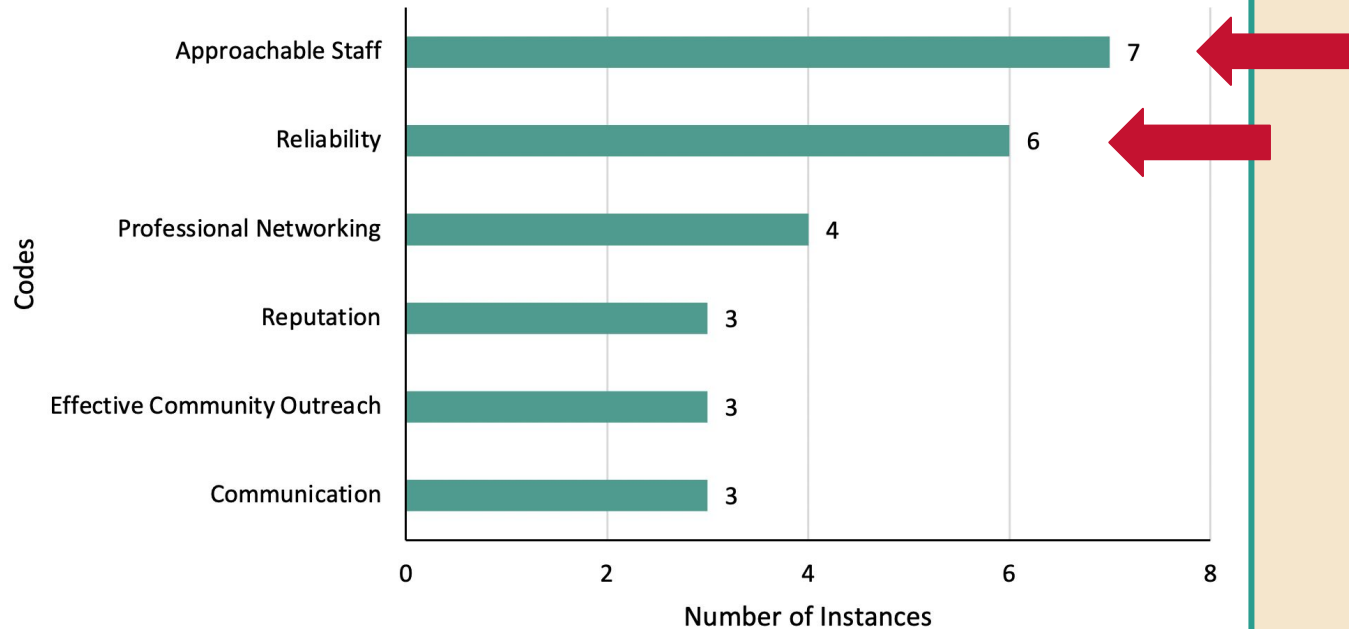
To examine the views of the EcoCentre's partners on their relationships and the impact of those relationships

Research Interviews

Community Organization	Local Government	State Government	Business	Research University
<ul style="list-style-type: none">• Brighton Sea Scouts• St. Kilda Repair Café	<ul style="list-style-type: none">• City of Port Phillip• Melbourne Water	<ul style="list-style-type: none">• CoastCare Victoria (DELWP)	<ul style="list-style-type: none">• Corporate Volunteer Participant X	<ul style="list-style-type: none">• Royal Melbourne Institute of Technology (RMIT)• Worcester Polytechnic Institute (WPI)

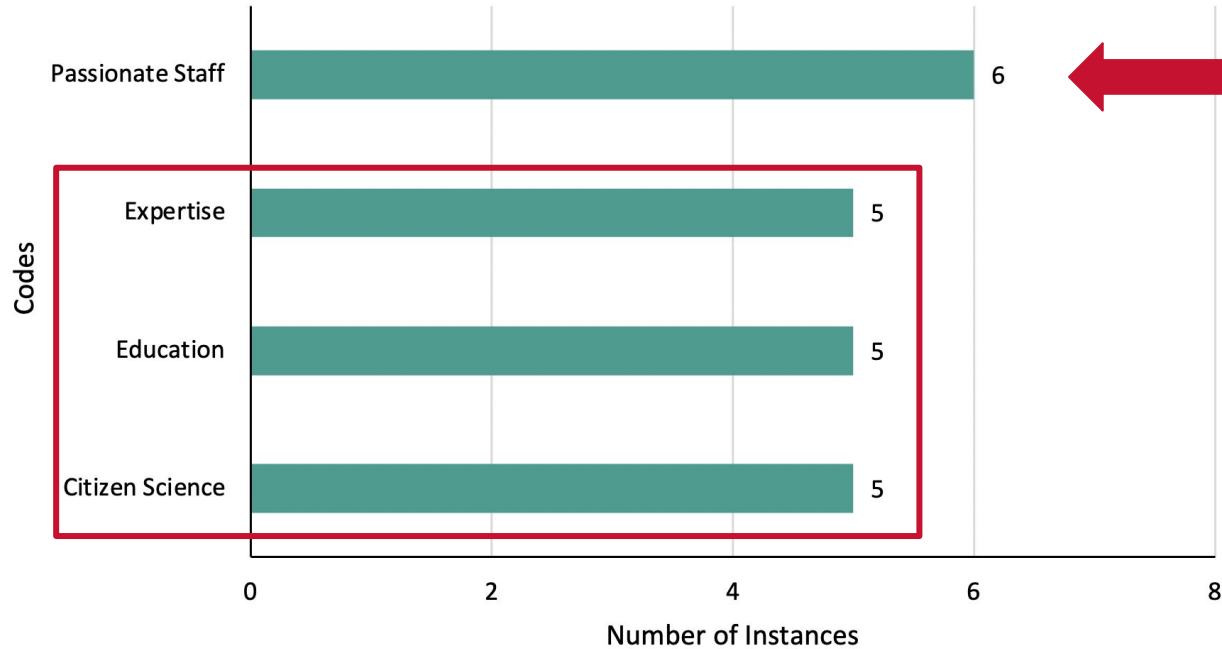
Partners are very pleased with their relationships

What do partners value about their partnerships with the EcoCentre?



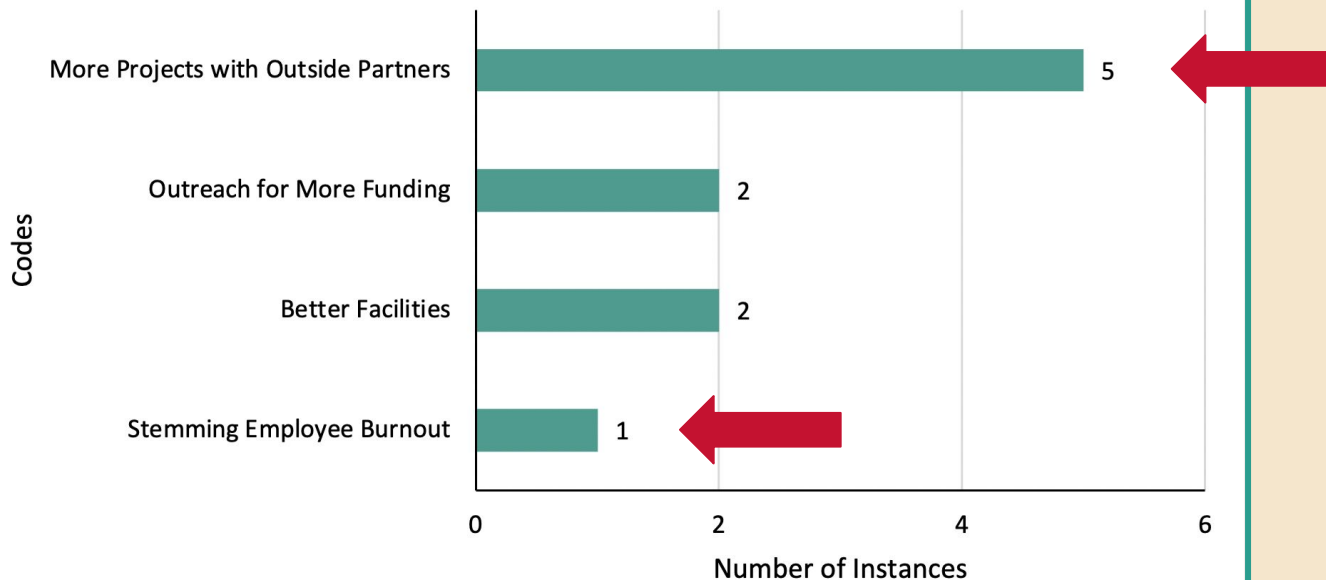
The EcoCentre has a multitude of strengths

What does the EcoCentre do best?



Partners want more projects and collaboration!

What should the EcoCentre focus on in the next few years?



Impact Mapping

343 Partners Identified

162 New Partners

95 Partners Mapped

Systemic	Most Significant <i>Prioritize Effort</i>	Most Significant <i>Maintain, Reduce Effort if Possible</i>	Most Significant <i>Maintain, Reduce Effort</i>
	Significant - Prioritize Effort	Significant <i>Maintain, Work to Reduce Effort</i>	Significant <i>Consider, But Costly, Must Reduce Efforts</i>
	Less Significant <i>Show Consideration</i>	Less Significant <i>Consider, Do Not Focus</i>	Less Significant <i>Extremely Costly, Prioritize Elsewhere</i>

39 or under

40-60

61 or above

Impact Map

20

Updated Impact Map

Systemic

*Most Significant
Prioritize Effort*

27 Total Partners
11 New Partners

Collective

Significant - Prioritize Effort

33 Total Partners
10 New Partners

Expert in Residence Schools, Living Water Workerbees School, ResourceSmart School

Individual

*Less Significant
Show Consideration*

25 Total Partners
11 New Partners

Affiliate Organizations, Corporate Volunteering Participants, Tomorrow's Leaders for Sustainability schools

39 or under

Updated Impact Map

Systemic	<p>Most Significant <i>Maintain, Reduce Effort if Possible</i></p> <p>1 total Partner</p>	<p>Most Significant <i>Maintain, Reduce Effort</i></p> <p>6 Total Partners</p> <p>Waterkeepers</p>
	<p>Significant <i>Maintain, Work to Reduce Effort</i></p> <p>1 Total Partner</p>	<p>Significant <i>Consider, But Costly, Must Reduce Efforts</i></p> <p>2 New Partners</p>
Individual	<p>Less Significant <i>Consider, Do Not Focus</i></p>	<p>Less Significant <i>Extremely Costly, Prioritize Elsewhere</i></p>
	40-60	61 or above

Objective 3



To understand the **staff's** feelings toward the EcoCentre, as well as their satisfaction within the organization

Staff Well-Being Survey



EcoCentre staff are passionate about their work but are overworked at times



100%

staff agree that their work contributes to the EcoCentre's mission

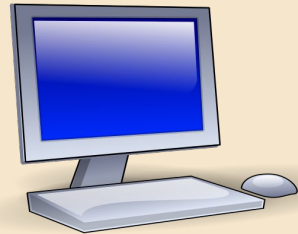
8 out of 14 staff reported working more than they are employed

Staff Recommendations

An Organizational
psychologist



More remote working
flexibility



More open space

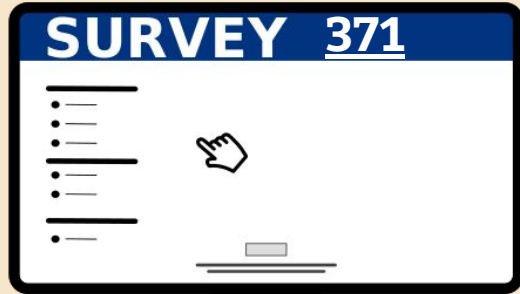


Objective 4



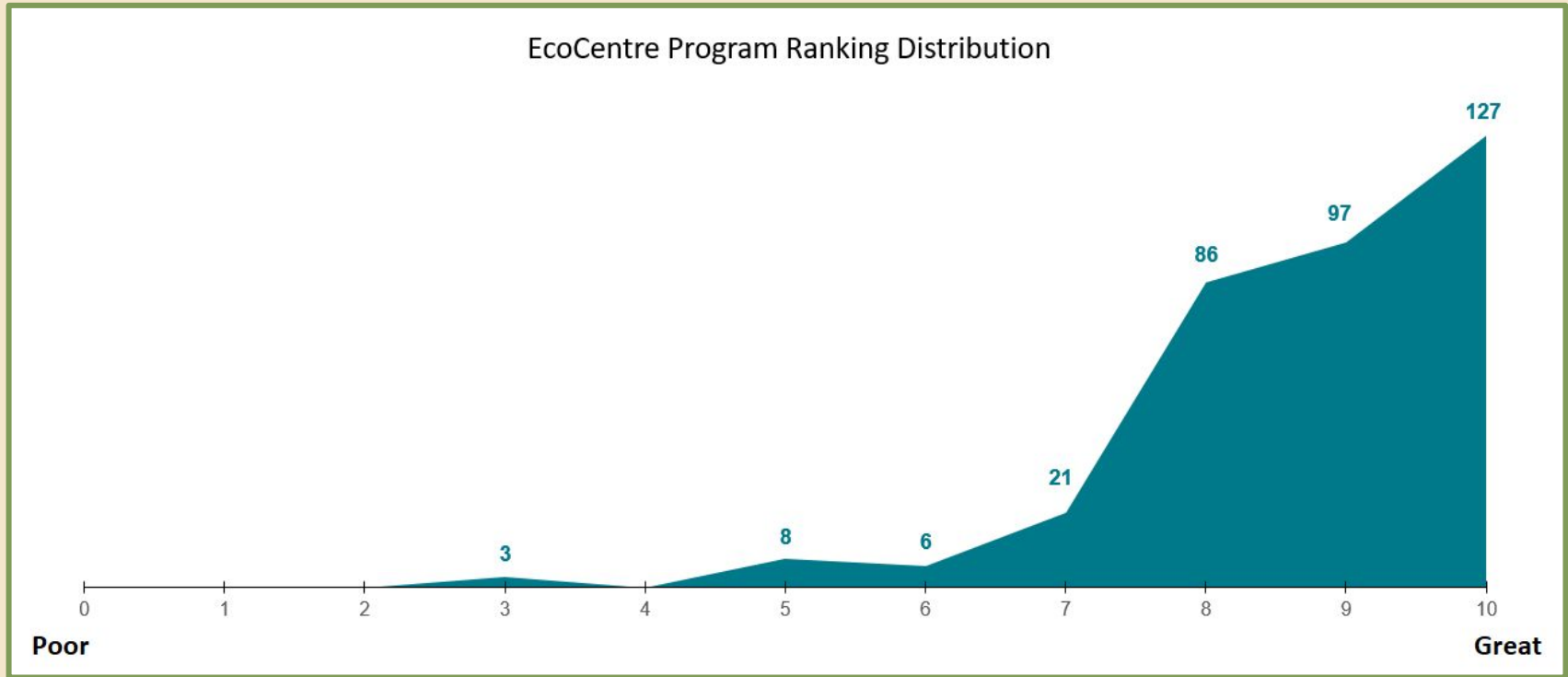
To analyze and assess the impact
the EcoCentre has with its
programs

Analyzing program survey data and past participant interviews

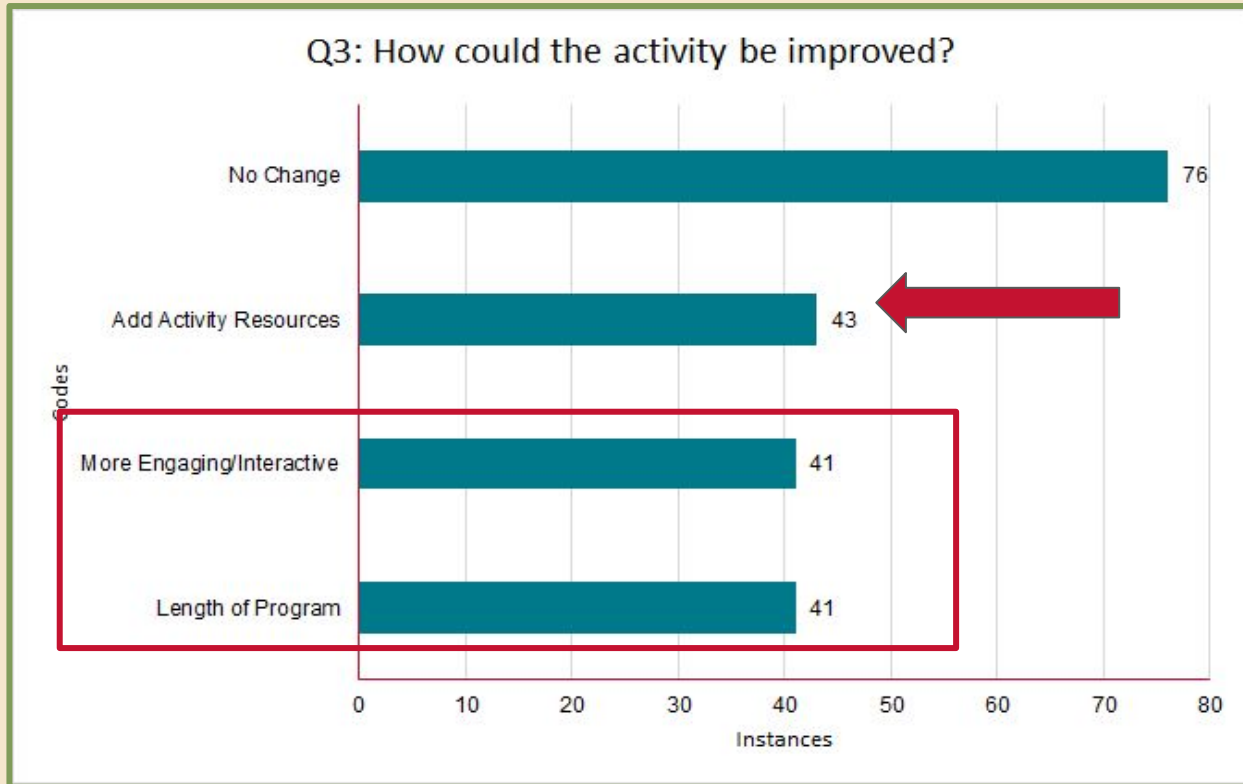


- Participant Satisfaction
- Noted participant behavioral changes
- Program Impact

Participants were highly satisfied in their programs

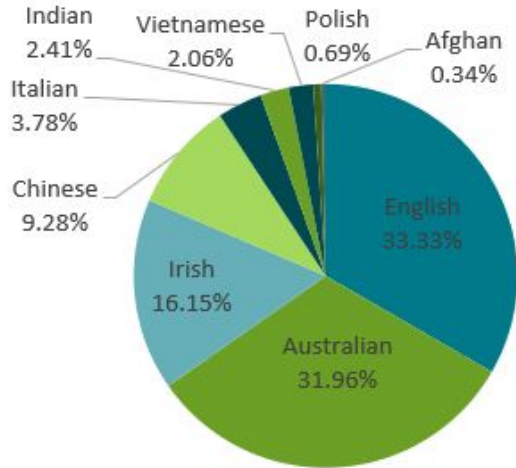


Participants Mainly Indicated “No Change” to be made in Programs

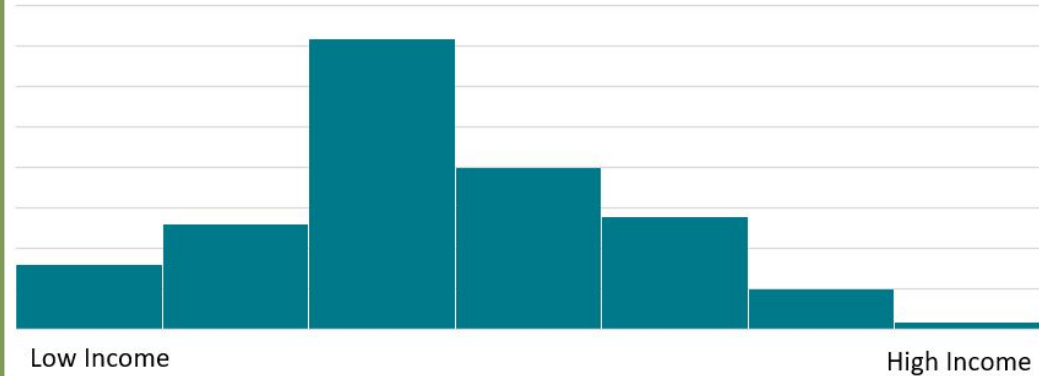


EcoCentre programs have considerable reach across Melbourne

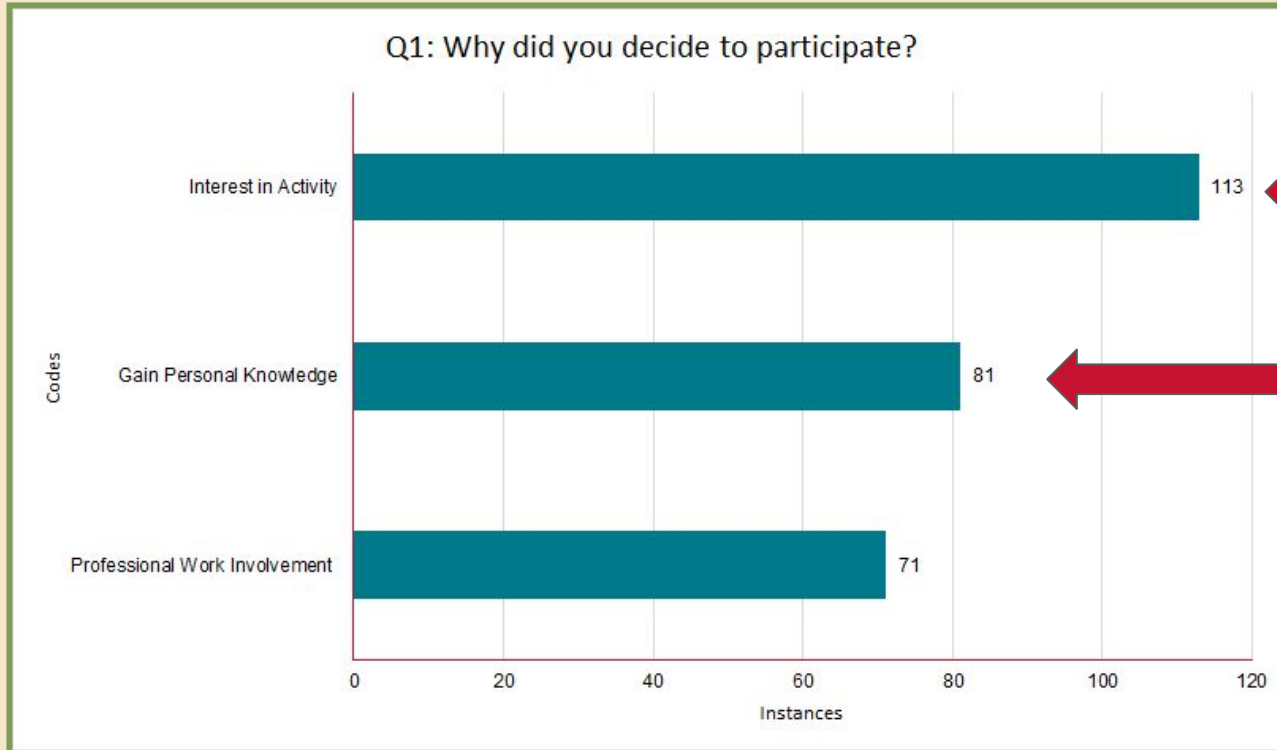
Demography of Postal Codes in Melbourne



Average Weekly Income of Postal Codes in Melbourne



EcoCentre programs have great community engagement



Programs Inspire participants to take behavioral change

Individual-based surveys

87%

Spend More Time
Connecting to
Nature

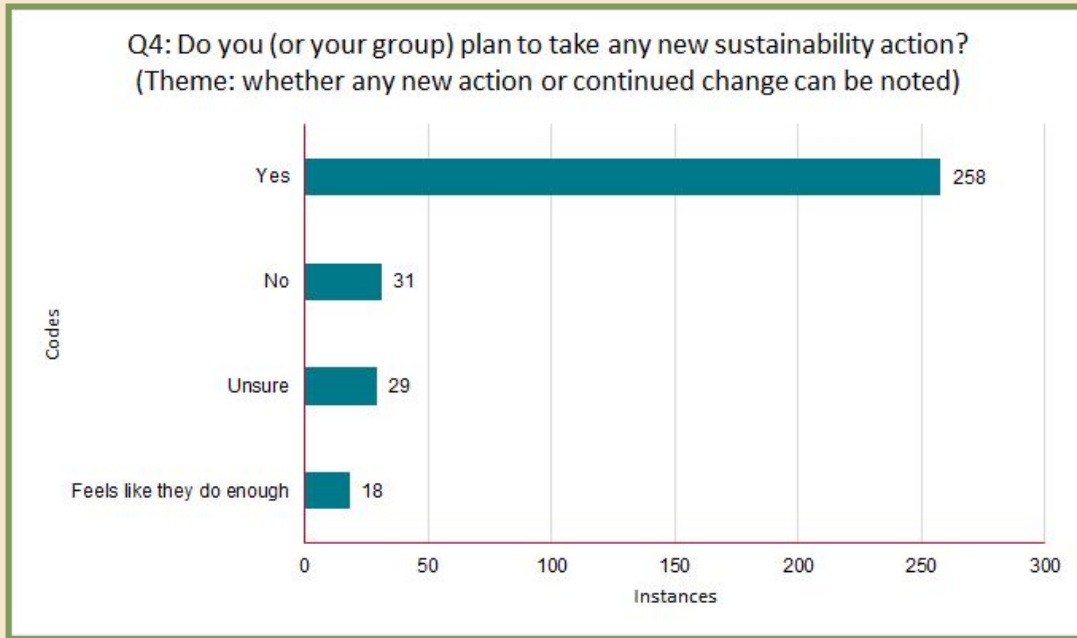
Group-based surveys

87%

Spend More Time
Connecting to
Nature

Programs variably inspire participants to take new sustainability action

Individual-based surveys



Group-based surveys

65%

Take sustainability
action (in action
plan programs)

Objective 5



To inform the EcoCentre on ways to measure the carbon impact their current and future **programs** can have

Design criteria for the scorecard

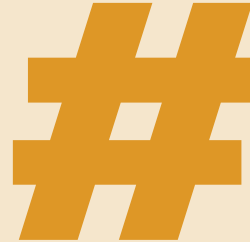
Scorecard is
Applicable to
EcoCentre
Programs



Format is Easy to
Use and
Understand



Carbon Emission
Values are
Accurate and
Relevant



Final Evaluations
are Easy to
Understand
without Prior
Knowledge



Staff survey most frequently mentions waste, energy, and carbon capture as carbon reduction methods

Types of Emission Reduction

Waste

Energy

Carbon Capture

Water

Transportation

Divestment

Types of Programs

Education

Direct Action

Advocacy

Citizen Science

Scorecard sectors were created from survey results



Potential programs fall under one or two main sectors

St. Kilda Repair Café



Resource Smart Schools



Zero Waste Birthdays



Powershop



Yarra Energy Foundation



Penguin Friendly Events



EcoCentre Electric Bike



Community Composting



After choosing a program to evaluate...

Brainstorm

- Ways CO₂e are reduced
- Ways the program could create CO₂e
- What should be considered in the evaluation

Estimate

- What exact CO₂e values are in the scorecard or must be added
- How many units of each action?

Calculate

- Enter the actions and values outlined in the scorecard to calculate the final program score

Program Name:

Description	Sector	Action	Action Occurred	Action Prevented	#	Inputs		Program Score
						Rank	Total	
								0



Sector
<input type="text"/>
Energy
Transportation
Waste
Water
Carbon Capture

Action
<input type="text"/>
Paper in landfill (1 kg)
Plastic in landfill (1 kg)
E-waste in landfill (1 kg)
Compostables in landfill (1 kg)
Paper bought new (1 kg)
Plastic bought new (1 kg)
Electronic bought new (1 kg)
Compostables in composting bin (1 kg)

kg
L
km

Zero Waste Birthday Parties



Brainstorm carbon reducing actions

No CO₂e used to produce paper plates, cups, goodie bags, and plastic containers



No CO₂e caused by the single use items decomposing in a landfill



Single use plastic used to make puppets instead of trash



Brainstorm carbon creating actions

CO₂ produced from compostable plates, cups, and flatware



CO₂ created from driving to the EcoCentre



CO₂e used to purify and transport water for dishes



Virgin materials used in the puppets

Some brainstormed actions might not be used in the final calculation because

- The action can't be quantified or assigned a CO₂e value
- The EcoCentre has little control over the action
- The action would happen regardless of what the EcoCentre does, and therefore isn't actually caused by the EcoCentre
- The action is negligible

For this example we will ignore



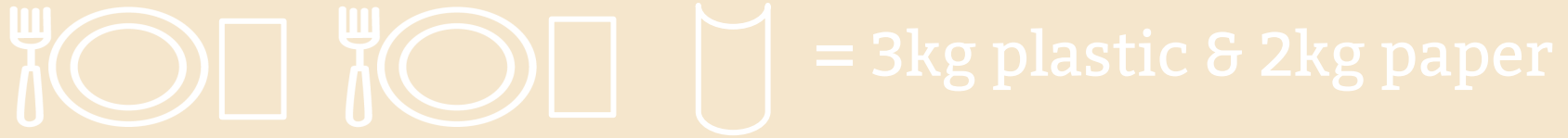
CO₂e created
from driving to
the EcoCentre



Virgin materials
used in the
puppets

Estimate

Single-Use Flatware



Trash Used for Puppets




Water for washing dishes



Calculate

Program Name: Zero Waste Birthday Parties

Description	Sector	Action	Action Occurred	Action Prevented	Inputs			Program Score
					#	Rank	Total	
Paper plates and napkins wont be used	Waste	Paper bought new (1 kg)		x	2	C-		
Plastic utensils and food packaging wont be used	Waste	Plastic bought new (1 kg)		x	3	D+	D+	
Compostable plates and utensils used instead	Waste	Compstables in composting bin (1 kg)	x		4	D-	D-	
Serving dishes are washed	Water	Potable Water (1 L)	x		60	F	D-	
Trash used for making puppets instead of throwing it away	Waste	Plastic in landfill (1 kg)		x	10	D-	D-	

Zero Waste Birthday Parties is a 2 petal carbon reducing program

Summary

Objective 1

Objective 2

Objective 3

Objective 4

Objective 5



Recommendations



- I. Implementing more analysis of longitudinal sustainability impact
- II. Continue efforts to pursue new projects
- III. Analyze further staff survey responses and improve well-being monitoring
- IV. Evaluate all potential EcoCentre programs for carbon emission impact

Acknowledgements

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Our sponsor April Seymore and the EcoCentre Staff

Jan Cossar and the rest of the Committee of Management

The Partners and Participants who gave their time

Thank you for your time!

Questions?

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