

COOLmob Top End Strategic Plan 2011-2014

About COOLmob

COOLmob Top End is one of two COOLmob community programs supported by the Northern Territory (NT) Government and has an office in Darwin.

DesertSMART COOLmob is a joint initiative of the Arid Lands Environment Centre and Power and Water Corporation and has an office in Alice Springs.

About COOLmob Top End

COOLmob Top End is a program of the Environment Centre Northern Territory (ECNT).

The ECNT works to

- protect and restore biodiversity, ecosystems and ecological processes,
- foster sustainable living and development, and
- cut greenhouse gas emissions and build renewable energy capacity,

with recognition of and support for the rights, aspirations, responsibilities and knowledge of the Territory's Indigenous peoples.

Mission

The COOLmob mission statement is

“To help and inspire our community to live sustainably and reduce their green house gas emissions.”

More specifically COOLmob Coolmob's **role** is: “To engage and keep the community interested in positive action.”

- To support international efforts to stabilise the climate
- To engage with the community at grassroots levels
- To promote and encourage **energy efficiency in the community**
- To work to develop a **safer environment through energy efficiency**

Vision for 2014 *(Where will COOLmob be in 3 years?)*

COOLmob's vision is divided into two parts –

1. A vision for the community:

“People feel empowered to live more sustainably”

Key words:

- Educated;
- Empowered;
- In charge;
- Connected;
- Influenced and influencing positively;
- All aspects – energy, water, transport, food
- Political regulation
- House / community / world linked
- Happy smiling healthy people

- *Efficient / jettisoned excess*
- *More sustainable communities*

2. A vision for COOLmob (How COOLmob works and is perceived by the community)

“COOLmob retains its strong role in engaging the community in advancing sustainable living.”

Key words:

- Credible
- Engaged
- Innovative
- Hub for information
- Dynamic
- Linked / connected / working with others
- Skilled, secure, professional human resources
- Ongoing training
- Influence Government.
- Linked to diverse sectors & groups –business, school,

Organisational Values

COOLmob is ...

1. A vibrant, effective and healthy community organisation.

Examples are

- *Continuous quality improvement process of our audit process*
- *Seek opportunities to secure and expand our financial base such as private sponsorship*
- *Expand our volunteer base, including targeting retirees and professional with skills in relevant areas*
- *Continuously review our partnerships and membership of organisations eg Association of Sustainability Accessors, PLAN, Sustainability Drinks.*

2. Undertaking strategic services and activities in the Top End.

Examples are

- Develop behaviour change strategies and incorporate into audit process
- Expand educational institutions such as Charles Darwin University
- Target areas not being serviced such as non-government schools
- Develop follow up engagement program with Public Benevolent Institution audits
- Link all contacts and activities
- Establish green streets
- Establish green blocks of units
- Eco challenges for community groups and/or work with clubs through their committees
- Sustainability ladder for sports teams
- Expand Bulk buy program for efficient products, unknown products and/or overpriced products
- Build green power user base
- Green makeover / blitz program in partnership with other organisations
- Consider COOLmob as an offset provider
- Collaborate with other green organisations on activities and campaigns

- Focus on people not currently taking responsibility

3. Researching and disseminating accurate *information* throughout the region.

Examples are

- Identify gaps in NT emissions reduction
- Gain access to other agencies research
- Phone follow ups after audits – 6 weeks - 1 yr
- Do media and education on bad or inaccurate green issues
- Air-conditioning comparisons
- Set and provide clear targets for emissions; household KW/H target ; water target
- Research opportunities for carbon bank
- Develop case studies models of successful change
- Awareness campaign for general public on comfort at low cost.
- Media campaigns eg competitions, top tips; interviews; report greenhouse grubs, develop and promote climate champions (personalities)
- Norm changing TV / Radio campaign eg green house grubs or 'life be in it' style.
- Use celebrity and prominent persons for audits and promotions
- Review and reposition advertising Change / update ads eg Blokey type, sport, "Doona is a crime"
- Public events and talks continue on specific topics
- Publications continuously reviewed and improved and distribution increased through waiting rooms, professional/industry associations.

4. Advocating for removal of the barriers to sustainable living in the Top End.

Examples are

- Lobbying for more green power
- Lobbying on issues that promote sustainability for example Category J energy rating for commercial buildings
- More low energy suburb and building designs
- Lobbying for recognition of rental accommodation standards and government incentives for rental properties improvements (Eg blinds, shutters)

5. Positively engaged and interfacing *with the community*.

Examples are

- Partnering with non-enviro industry associations on sustainability campaigns
- Targeting special groups such as new mothers or retirees for volunteers,
- Supporting and collaborating with other climate change groups and events such as sustainability drinks
- Holding talks, stalls, environmental fairs and others open days
- Establishing and promoting bulk buys
- Work with developers and the real estate industry
- Use a campaign approach and other CBSM tools
- Consider fee for service Sustainability Consultants

Background

History *COOLmob Top End*

- 2001 Jo Kieboom developed original funding application under Federal Government scheme (no longer existing) with support of ECNT and facilitation of key groups – Parap Residents Group and Ludmilla Landcare.
- 2002 Cool Communities launched in June. First auditors were trained using national kit, Top End toolkits developed and initial efforts begun to recruit households and promote the program’s profile.
- 2003 Expanded beyond initial areas of Parap, Fannie Bay, Narrows, and Ludmilla. 1st birthday bus tour and BBQ. Commonwealth funding received for stage 2. Media campaign developed and Hardware booklet produced.
- 2004 Won the Power and Water Environment award and received environment grant to subsidise audits. NT Government took over the funding of Darwin and Alice Springs, thereby making COOLmob one of the only programs sustained beyond pilot Commonwealth funding.
- 2005 Name change to COOLmob. Funding doubled after NT election. Media profile enhanced by Burke home audit, public events and radio ads. Power & Water ‘service requests’ commenced.
- 2006 TV Community Service Announcements (CSA) first produced and aired. Habits booklet produced and e-newsletter begun – now reaches about 1000. Schools Energy Blitz Project raised \$140 000 to work with 6 schools - partnership of community & government.
- 2007 Community agencies begin to see COOLmob as a resource for people to save living costs. Program expands to service Katherine residents. Shift to ECNT employed auditors rather than volunteers receiving honorarium. Update and reprint Hardware booklet.
- 2008 Wide recognition of COOLmob – more TV CSA produced; regular media releases and media stories. 13 week radio series; COOLmob tips. Increase in funding and move to casual staff. Conduct strategic planning workshop. Expanded work with Defence and Government Dept.
- 2009 Introduced Public Benevolent Institution Audits. More TV CSA produced. Increase in funding and staffing. Rewrite Hardware booklet and produce. First bulk buy organized with ANZSES. COOLmob conducts more research, both product and behavior change, and answers more public enquiries in relation to governments Green programs
- 2010 Increase in funding and staffing. More TV (total 17) and radio (total 18) CSA’s produced. Begin Tropical Design Booklet. Rewrite Habits booklet. Develop links with developers and real estate industry. Nearly 400 audits conducted. 3 more Bulk Buys organized by COOLmob.

Key Themes and Ideas from Our History

- Change in focus over time.
- Increase and diversification of funding.
- Projects and campaigns arise and are implemented in response to community needs and opportunities.
- Audits reducing as proportion of COOLmob’s work.
- Audits remain a very important tool for COOLmob to keep in touch with community trends and needs.

- COOLmob has been the trusted 'one stop shop' for community advice and information on sustainable living in the tropics.
- Darwin's domestic built environment is vastly different to what it was in 2001.
- Difficulties of measuring the effectiveness or otherwise of COOLmob's interventions in actual emissions reductions due to changes in consumption patterns, building design and construction, and limited followup with households.
- COOLmob has been a key way of NT Govt. fulfilling its role in energy efficiency promotion

Who we are

COOLmob is a community based program to promote sustainable living. Its work priorities are driven by community needs, evaluation of our work and ideas and the needs of our funding bodies. Our present staff structure is shown below but is subject to change depending on our work priorities, our staff skills and personal situations, funding and volunteer availability.

How we work

COOLmob works with a team of sustainable living experts and energy auditors to promote and educate individuals and households to reduce their carbon footprint by reviewing their use of power, water, transport and recycling and to consider topics such as energy efficient tropical building design, food miles and unnecessary consumerism. COOLmob continually evaluates its program, updating its knowledge of sustainable living products and behaviours, researching barriers to change and promoting energy savings appliances and behaviours. COOLmob serves the role of being a one-stop shop for trusted information on sustainable living.

COOLmob engages with government and the community via audits, publications, enewsletter, media, internet including social marketing (new), community service announcements on TV and radio, answering public enquiries, lobbying, bulk buy programs, community events and public presentations.

Where we work

COOLmob Top End is based in Darwin and provides information relevant to tropical Australia. It services the greater Darwin area as far south as Humpty Doo and also visits Katherine regularly to do work there. COOLmob receives enquiries and web site visits from people locally, all around Australia and from overseas countries.

Governance and planning

COOLmob is a program of the ECNT and is responsible to the ECNT Coordinator and the ECNT Board. Although responsible to the ECNT Board, COOLmob has its own strategic plan which feeds into the ECNT Strategic Plan. COOLmob has had a steering committee but this committee is only an advisory body and has no legal powers.

It contributes to the ECNT magazine and COOLmob pays 15% of its funding to ECNT for the provision of an office and administrative services.

COOLmob constantly receives requests to be involved in many community and educational activities and events which it supports subjects to on a priorities and resource availability.

Work Priorities 2011-2014

In order for COOLmob to maintain its reputation and recognized high standards of information time must be devoted to continual research into rapidly changing sustainability products and new technologies. Similarly, continual staff development, including reasonable attendance of training and conferences is supported.

In the table below '**All COOLmob resources**' relates to our publications, e-newsletter, media, internet including social marketing (new), campaigns, community service announcements on TV and radio, answering public enquiries, lobbying, bulk buy programs, community events (eg Sustainable Living Festival) and public presentations.

Each year an annual work plan, based on the table below, will be prepared and reviewed before developing the plan for the following year.

CATEGORIES	GOALS	HOW	MEASURABLES	WHEN
Households <ul style="list-style-type: none"> • Owners • Rentals • Government housing • Defence 	- Reductions in power, water, waste, transport, food miles, consumerism. - Behaviour /attitude change	- All COOLmob resources - Audits, some at cost - Body Corporate audits - Special publications - Talks - Campaigns - Competitions (eg Climate Champions) - Discounts and bulk buys - Green streets - Car pool registration on web site - Special events eg Sustainable House Day	1. No. of audits 2. Av. Power savings 3. Av. Water savings 4. PV installations 5. Bulk buy sales 6. No. of publications or tools 7. No. of partnerships/alliances 8. Increase in green power production	Ongoing with a minimum of 10 sustainability audits per month
Workplaces <ul style="list-style-type: none"> • Staff (free or fee paying, subject to the 	- Green teams reporting savings in power, water, transport	- All COOLmob resources - Talks - Set up teams	1. Recorded savings in power, 2. Water and	Ongoing with a minimum of 1 per

organization's resources)	- Behaviour change projects	- Competitions - Trials such as door closures	3. Reported savings in transport, office materials and waste	month
Groups <ul style="list-style-type: none"> • Educational institutions • Developers • Builders • Architects • Planners • Industry representative bodies • Local authorities 	- Behaviour /attitude change - Acceptance of sustainable ideas - Land developments with design improvements - Buildings with design improvements	- All COOLmob resources - - Talks and meetings	1. No. of engagements 2. Closer relationships	One per month
Regulators and Law Makers <ul style="list-style-type: none"> • Federal Govt • Territory Govt (eg Building Advisory Board, climate change office) • Local Govt 	- Better governance - Better regulations (eg compulsory solar hot water installations) - Better services (eg better public transport)	- Meetings - Use of media including press releases - Lobbying - Research statistics - Incentive programs - Partnerships	1. No. media events 2. No. regulatory changes 3. No. of partnerships	Ongoing with minimum of 2 campaigns per year
Special groups <ul style="list-style-type: none"> • Clubs and associations • NGO's • PBI's • Educational institutions eg. non-government schools 	Reductions in power, water, waste, transport, food miles, consumerism. Behaviour /attitude change	All COOLmob resources - Talks - Audits - Competitions - Set up Green Teams - Partnerships	1. Av. Power savings 2. Av. Water savings 3. Behaviour /attitude change recorded	Ongoing with minimum of 6 associations per year

What areas of our sustainability work have relative priority?

During our strategic planning, COOLmob attempted to prioritise areas that created the greatest emissions in the community using the Australian Conservation Foundation figures of emission produced domestically. The numbers are weightings that the participants gave the areas but did not add up to a percentage.

AREAS OF SUSTAINABILITY ASSESSED AGAINST CRITERIA:

	POWER	WATER	CONSTRUCTION RENOVATION	TRANSPORT	FOOD	WASTE	GOODS & SERVICES
What produces GHG emissions? (Source ACF)	20%		12%	11%	28%	?	29%
<i>Bang for buck?</i>							
COOLmob's Strengths and skills	21	15.5	7	14	8	13	9
Who else is doing it?	PWC	PWC	CDU, industry, PWC, MBA, NTG initiatives,	Bikes NT; NTG; DCC	ESG; food care; DCC	PWC DCC	NRETAS rebates; Choice magazine etc
Is there a role for COOLmob?	21	21		16	7	14	14
What is COOLmob funded to do?	**	**	*	*	*	*	*
NTG POLICY	3	3	3	3	1	3	2 (?)
TOTAL*	47	41	25	34	17	31	26
<i>(not including top line which are percentages - source: ACF average domestic emissions in Australia ?</i>							

From the table COOLmob's work priority areas for reducing Green House Gas (GHG) emissions, (taking into account other players in similar areas), are;- power, water, transport, waste, good and services, the construction industry and food in descending order.

From the COOLmob on line survey COOLmob asked "What should COOLmob focus its energies on in the next five years?" (see Appendix B)

90% of people believe that COOLmob should be working closely with developers/ construction/ planning to educate sustainable design, efficiency. 83% of people believe it is important to assist households to become more efficient and over 70% think it is important to be promoting renewable energy at a the household and community scale. In another question 77.4% of people answered that they would like to know how to live sustainably in a hot climate. Working with clubs and work places received less support than other areas.

Annual work plans

Issues that will influence COOLmob's choice of projects to be undertaken each year will be influenced by our public consultation results and selecting the highest priority areas of sustainability for the Top End which have the potential for greatest impact and which require the least input for maximum impact. They will also be areas that are not being successfully tackled by other projects or regulations.

Issues raised during workshop for consideration when preparing annual work plans

- Audits - can they be simplified so results can be fed into computer for immediate printout (see Alice Spring Solar City), more follow up/support after audit, both domestic and PBI's, follow up phone calls after 6 weeks and 1 year, provide kWh targets
- Campaign ideas – 'Greenhouse Grubs', house makeovers, more blokey ads for sports slot, 'make sleeping with a doona a crime' type ad, sustainability ladder for sports clubs,
- Competitions – eco challenge for community groups, celebrity audits,
- Build media strategy- eg top ten tips
- Target groups such as young mothers, new suburbs, low income, old age pensioners,
- Research barriers to behavior change

NT Government Priorities for reducing GHG (see Appendix C and D)

COOLmob's continued public education and awareness raising will assist the NT Government to implement the sustainable policies that make up part of its Climate Change Policy and Towards 2030 documents. COOLmob's advertisements, public events and media releases will draw attention to issues that the NT Government is trying to implement to reduce GHG emission in the Territory. By building links and partnership with many agencies and businesses COOLmob is helping the community to achieve these goals.

Fundraising

COOLmob relies on annual funding from Power and Water Corporation and the NT Government Department of Natural Resources, Environment and the Arts. It also charges a fee for some services when appropriate and receives occasional donations. It makes a small amount of money from its bulk buy programs to contribute to advertising and setup costs of the programs. COOLmob has been offered funding from some businesses in return for the use of its logo. If the business operation and policies were considered to adequately support sustainability principals COOLmob will negotiate conditions for the use of its logo for a fee.

COOLmob has also applied for Government tenders in partnership with other consultants but have been unsuccessful to date or the programs have been cancelled. COOLmob is keen to establish sponsorship or donation arrangements with industry but not at the expense of its high standard and trustworthy reputation.

Appendix A.

COOLmob Audited Household's Phone Survey

- Rang 70 houses and asked:
 - Did they change anything
 - What was most effective?
 - Barriers?
- Also got pre and post data from Power and Water
- Variability in climate year to year makes it hard to compare
- → Qualitative report

"What changed?"

- Most houses did reduce power usage
- On average 31 kwh / day – 29 kwh / day i.e. 2 kw/h per day
- Many variables
- Only audited households were reviewed
- Many non-respondents
- People recalled the audit: 'know' but don't 'do'

"What was most effective?"

- Consciousness of turning stuff off
- Role of 1-2 committed members of household
- Role of kids? Youth? To be further investigated
- Households said they were educated by the process but barriers prevent full uptake ...

"Barriers?"

- Type of house
- Lightweight houses if sustained change, able to reduce power
- Brick houses – good for lazy people (?) (NB *beliefs about human nature are central to figuring out an approach to behaviour change.*)
- Type of householder: Transient? Defence? Interested in being green?
- Pay own bill / Receive generous allowance
- Age / life phase

"Change drivers"

- Money
- Level of autonomy / agency (eg owner/renter, transient, etc)
- Investment - short-term / long-term
- Sensitivity to criticism

"Barriers to change?"

- Changing Habits
- Financial. eg for products – will it pay off esp. Large items
- Solar hot water – for flats, where to put it?
- House design.
- Renting (split incentive)

- The mould myth re: turning off fans
- Lack of trust in tradespeople (lack of quality)

Issues emerging from survey:

- Target for reduction?
- How to / can we compare with average change all houses?
- Evaluate impact of pricing, auditing, other factors esp. prevailing weather
- What to put energy into?
 - Appliances / Equipment?
 - People?
 - Houses?
 - The regulatory bodies?
 - Sellers?
 - Buyers?

Appendix B.

Priorities areas as identified from COOLmob's online survey.

2010 SURVEY RESULTS SUMMARY

The aim of the survey is to see what thoughts and ideas COOLmob stakeholders and those on the COOLmob newsletter list have for COOLmob strategic planning. This survey was conducted between 25 Nov and 2 Dec 2010. Due to the nature of the distribution process via circulation on email, the number of people who received this survey is undefined. It was a self selected survey; respondents chose to reply. 103 people responded to this survey. An estimate of 83 respondents own their own home. We used an online survey generating programme called Survey Monkey. A Secondary informal survey was conducted of tradespeople on their lunch break. 8 people were surveyed.

There were 13 Questions in the survey, the results and the generated graphs can be found in the file called 2010 survey results. The important Main points are summarized below:

Important Main Points:

Question 1 "If you have made 'environmentally friendly' changes to your lifestyle or place of residence, what has motivated you to do this?"

Shows that - 66% strongly believe Concern about global climate change and it's the right thing to do.

- 61% strongly believe that actions save me money.

Saving money is a strong motivator for adopting environmentally friendly changes. This question result indicates that our survey respondents are already environmentally aware. It also shows that even amongst the environmentally minded, money is a strong motivator.

Secondary informal survey shows that people who are not motivated to do the right thing are motivated by money.

Question 3. "My use of Air Conditioners is dependent upon..?"

For 68.5% of respondents the air conditioner use is dependent upon cost of power and 50% is dependent upon building design.

People were also motivated by climate; the weather is hot, so they turn the air conditioner on.

Question 11. "What else would you like COOLmob to provide so you can live more sustainably?"

77.4% would like to know how to live sustainably in a hot climate.

Information on energy efficient products and making your workplace more sustainable also feature strongly.

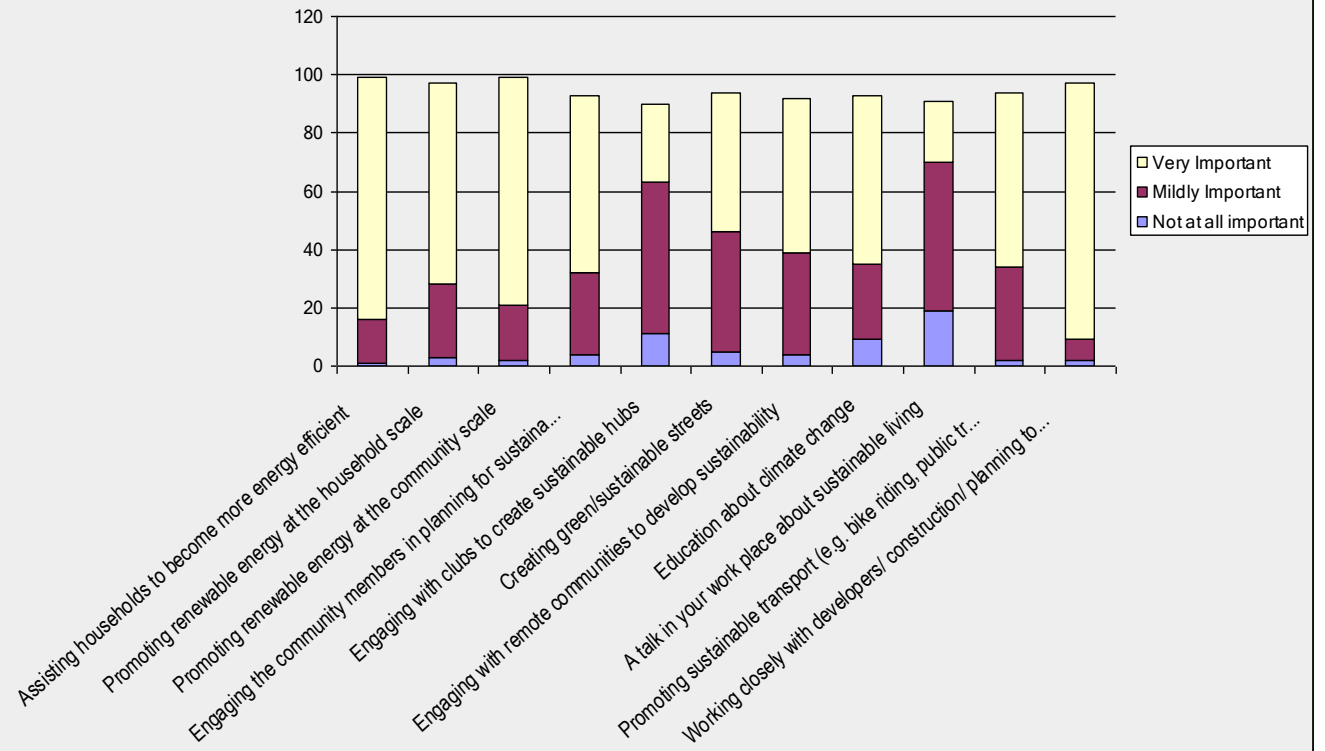
Question12. "What should COOLmob focus its energies on in the next five years?"

90% of people believe that COOLmob should be working closely with developers/ construction/ planning to educate sustainable design, efficiency.

30% of people believe that COOLmob should engage with clubs to create sustainable hubs. The idea of engaging with clubs, may be new to some and this result may not indicate the effectiveness of such an idea. As Question 8 shows a list of contacts respondents suggested on groups we could work with.

83% of people believe it is important to assist households to become more efficient and over 70% think it is important to be promoting renewable energy at a the household and community scale.

What should COOLmob focus its energies on in the next 5 years? (Please consider which should be the priorities, given reasonable resource limitations)



Appendix C

NT Policy Implementation Coolmob Strategic Planning processes.

Climate Change Policy:

Key Target:

Target 33 - through partnerships with community organisations and governments, raise awareness of climate change issues and provide solutions for practical use in the daily lives of Territorians.

Action 33.1 Continue to support the work of community-based groups working on climate change issues through financial and in-kind support.

Other Related Targets to Link In

Target 5

Implement green building performance standards for all buildings leased by government.

Target 6

By 2020, energy intensity in Territory Government buildings will be reduced by a third from a 2004 baseline, with progressive energy savings being achieved after this. This has the potential to reduce greenhouse gas emissions by up to 41 000 tonnes in 2020. This is equivalent to the emissions produced by about 12 500 cars in one year.

Target 7

Make public housing more energy efficient.

Target 8

Implement the Energy Smart Schools Program, which will reduce the overall energy intensity of Territory Government schools by 20% by 2015 from a 2004 baseline.

Target 12

By 2020, wholesale electricity purchasers in the Territory will meet their national 20% Renewable Energy Target (RET) from Territory sources. This has the potential to reduce greenhouse gas emissions by up to 150 000 tonnes in 2020. This is equivalent to the emissions produced by about 45 000 cars in one year.

Target 13

By 2020, develop Alice Springs and Central Australia as a world-leading solar energy centre.

Target 14

By 2020, the Territory Government will work with business and the community to establish a carbon offset industry in the Northern Territory, removing four million tonnes of carbon per year from the atmosphere through land management based carbon offsets.

Target 21

Develop sustainable housing and buildings policies and programs for the Territory so that by 2020, six, seven and eight star ratings for energy efficiency will be the norm in the Territory's residential and commercial building stock.

Target 22

Develop Weddell as a world-class green city and a model for the future.

Target 23

Plan and implement an integrated public transport system that sees a 20% increase in the use of cycling, walking and public transport across the Territory by 2020.

Target 24

Phase out single-use plastic shopping bags and move to multiple-use shopping bags with a smaller carbon footprint.

Target 25

Introduce Cash for Containers in 2011.

Target 27

Reduce the amount of waste being taken to our rubbish dumps by 50% by 2020.

Target 28

In partnership with the private sector and Territory research organisations, such as Charles Darwin University and the Alice Springs Solar Centre, the government will encourage the development of leading edge, innovative and commercially-viable energy efficiency applications in business and industry across the Territory.

Target 29

Increase the uptake of free energy audits and energy efficiency upgrades among small-to-medium sized businesses.

Target 32

By 2020, 10 000 Territorians will have had training in green skills so they can participate fully in the green economy.

Target 34

Maximise the number of Territorians who access climate change rebates and grants offered by local government, and the Northern Territory and Australian governments.

Target 38

Provide leadership across Northern Australia through continued sustainable water use planning and allocations in the Top End and Central Australia, ensuring water resources are proactively managed to respond to climate change impacts.

Target 39

Establish community water plans for Territory Growth Towns and remote communities for the sustainable management of water supplies

Appendix D

Territory 2030

Objective 2 – Sustainable Living

Target	Actions
The Northern Territory contributes to the national target for greenhouse gas reduction.	Reduce fire-related greenhouse gas emissions by 0.5 million tonnes. Through the <i>Northern Territory Government Greening the Fleet Strategy</i> , reduce the production of CO ₂ gas by 20% by 2014, and by 50% by 2020. Territory business and industry will actively look for ways to reduce their impact on the environment.
By 2015, reduce greenhouse gas emissions intensity from power generation at the Power and Water Corporation's Channel Island and Weddell power stations by 10% compared to 2009 levels.	10% reduction in emissions by 2015.
By 2020, the Northern Territory will have replaced diesel as the primary source of power generation in remote towns and communities, using renewable and low-emission energy sources instead.	Reduction in greenhouse gas emissions.