



## Engaging with our community to reduce emissions

### stats & facts

This fact sheet provides an overview of the key findings of the *A Climate of Change* project in relation to engaging the community to reduce emissions.

*"Survey findings indicate that both BREAZE and wider Ballarat community members are looking for means to reduce their barriers to adoption of pro-environmental choices."*

*"... one of the primary functions of BREAZE has been as an information intermediary, with a capacity to review and present complex information to support member decision-making."*

*"...BREAZE events help to reduce the barriers to action among those participating."*

BREAZE Community and Member survey, 2009

#### **People:**

BREAZE members:

- are mostly in the 50 years + bracket (65%)
- are generally more educated
- self-report a lower income than average
- feel they have good – very good levels of knowledge about a range of environmental issues
- Have strongly held "pro environmental attitudes"

Our community:

- Has a high proportion of "pro environmental attitudes" (~ 75%)
- Mostly believe individuals are responsible to act on climate change, followed by governments (at all levels) – almost 0% believe "no one is responsible to act"

#### **Information:**

What sort of information do our members and the community want?

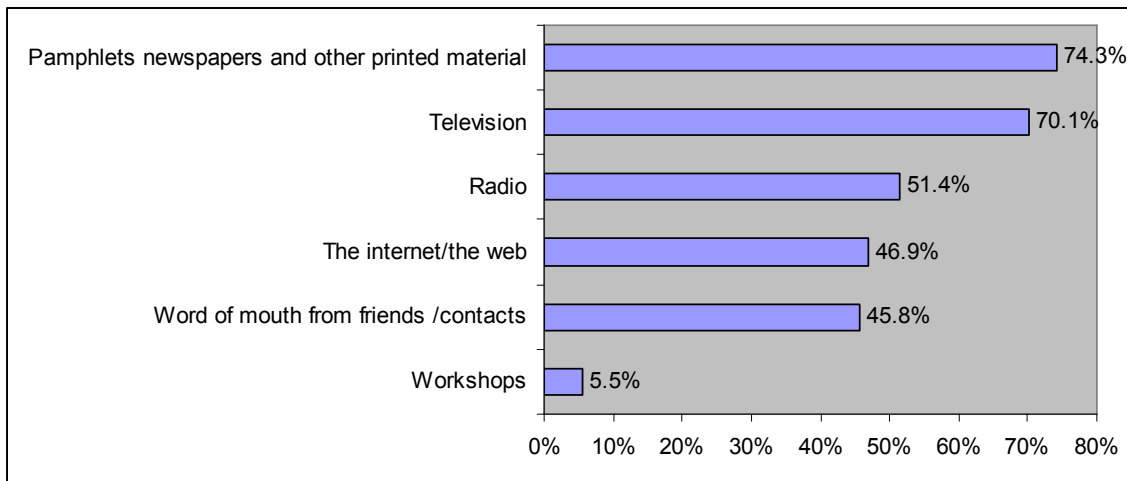
- In-depth information on which to base purchasing decisions
- Working examples – showing benefits and costs
- Credible and detailed information such as 'how to' guides on recycling, water conservation, tree planting; tracking of water use and greenhouse gases emissions;
- Product information and local research on best systems to purchase
- Legislation, Regulation, policy, rebate and advocacy information

BREAZE members:

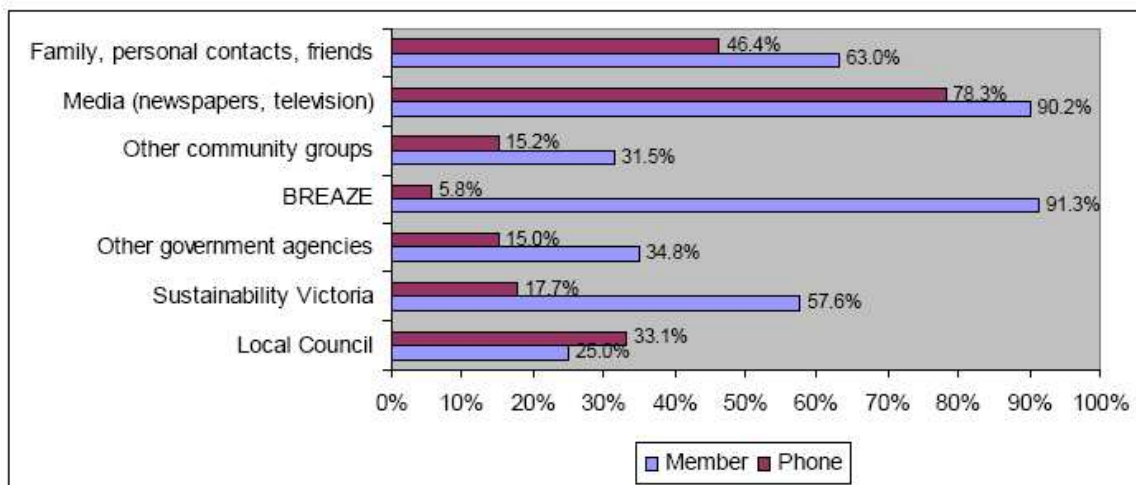
- access the internet for information, mostly use BREAZE, followed by media and/or friends and family, to source environmental information
- Like to engage with BREAZE via emails and workshops

Our community:

- Mostly use mainstream media (TV), followed by friends and family and local Council, to source environmental information



**Figure 1 - Use of source to find information on environmental issues (telephone survey only)**



**Figure 2 - Reported use of organisations for gathering information on environmental issues, by survey group**

**Taking Action:**

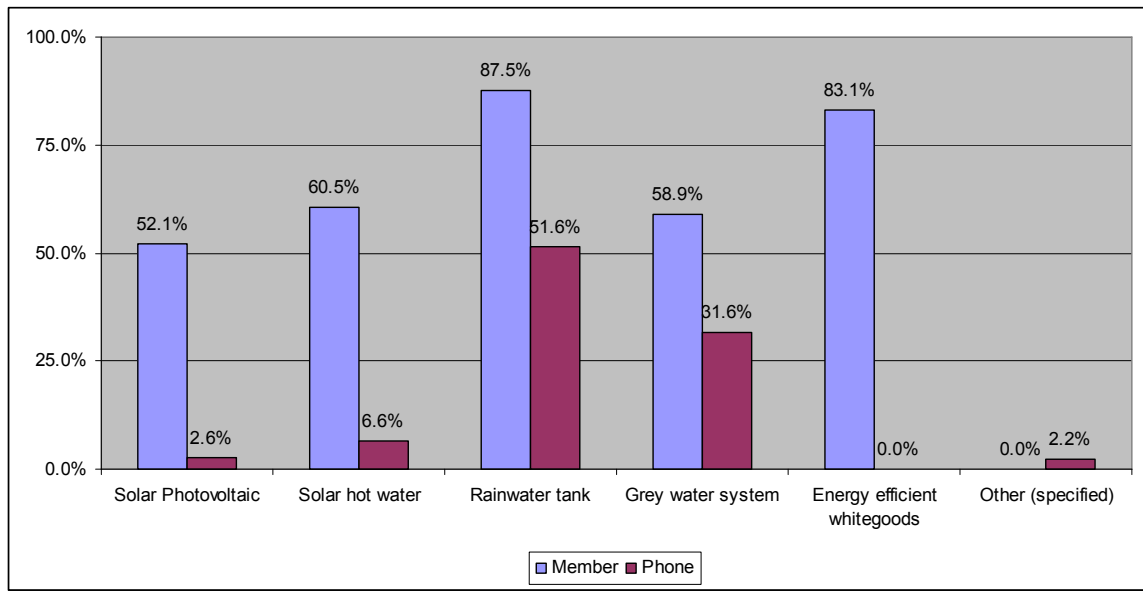
Breaze members:

- Have a high level of adoption of sustainable technologies – particularly rainwater tanks, energy efficient white goods, solar hot water, grey water systems and solar electricity
- Are likely to invest in actions requiring higher effort or higher cost

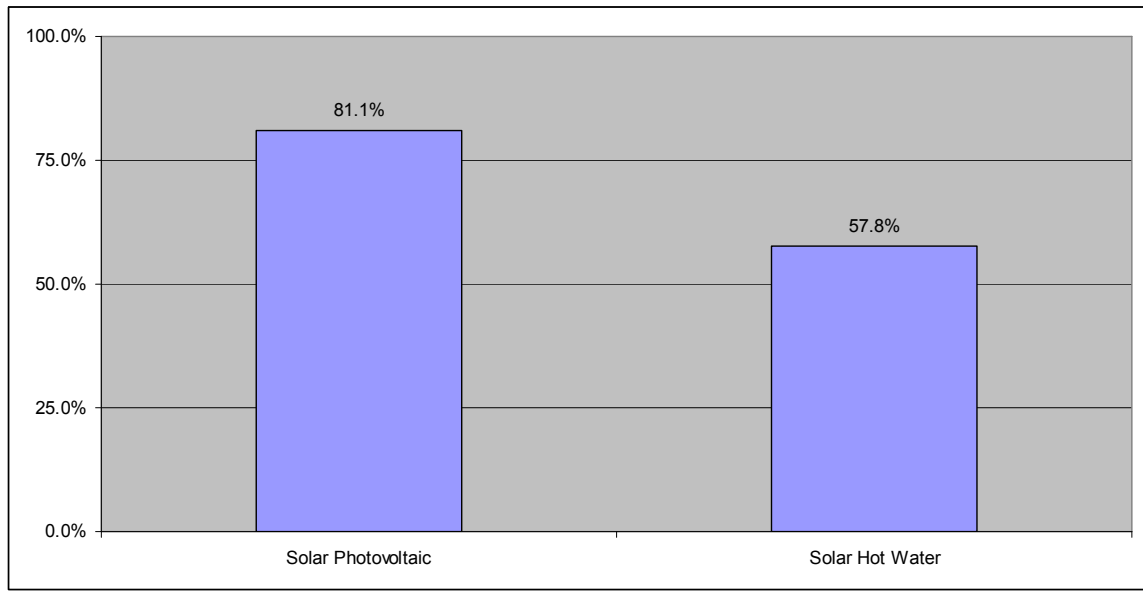
Our community:

- Have invested in rainwater tanks or grey water systems – less likely energy related sustainable technologies
- Are more sensitive to the costs of environmental action they may consider

Figures 3, 4 and 5 below show what BREAZE members and the community have done to implement sustainable technologies and take action on climate change, whilst figures 6 and 7 show what we are planning to do.



**Figure 3 - Presence of sustainable technologies in the household, by survey group**



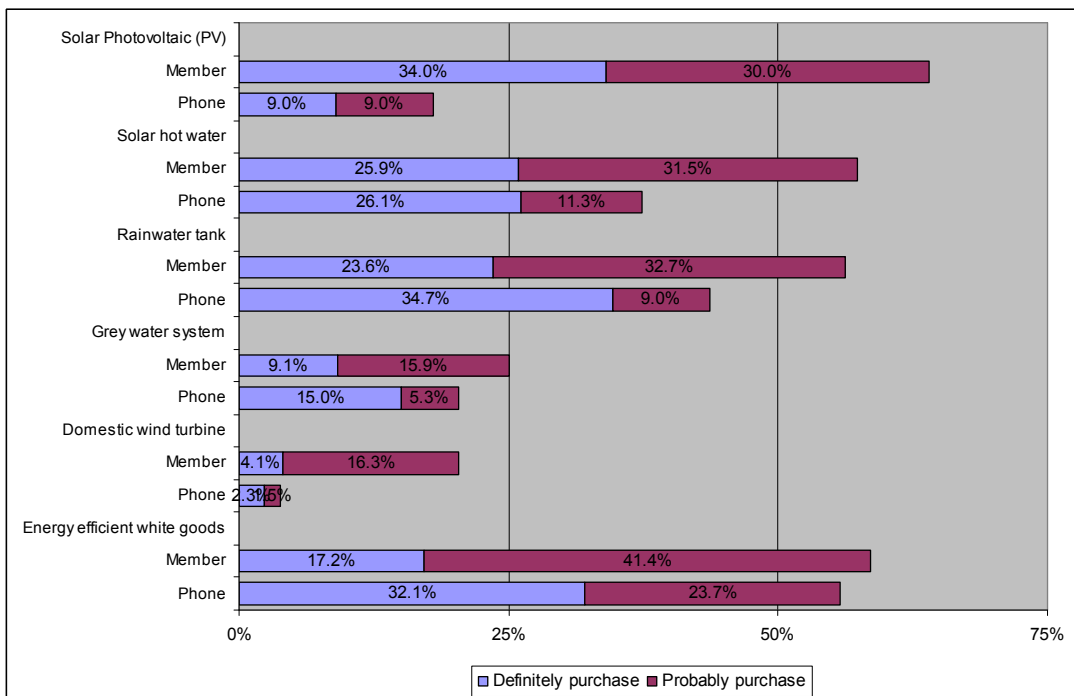
**Figure 4 - Purchasing of sustainable technology through BREAZE**



**Figure 5 – Behaviour Change in the past two years (blue = BREAZE member, red = community)**



**Figure 6 – Proposed changes in the next two years (blue = BREAZE member, red = community)**

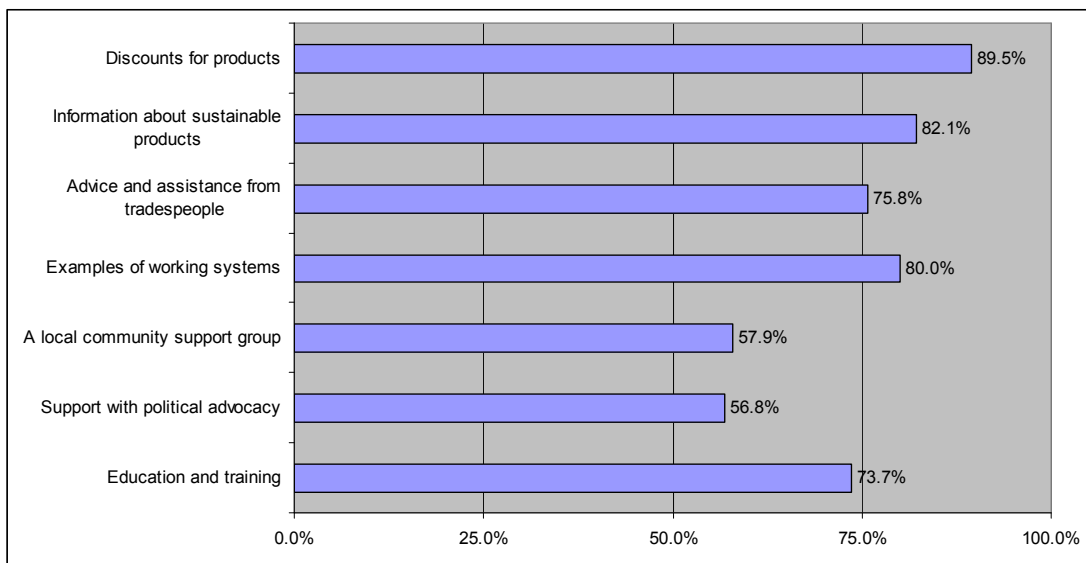


**Figure 7 - Expected future purchases of sustainable technology**

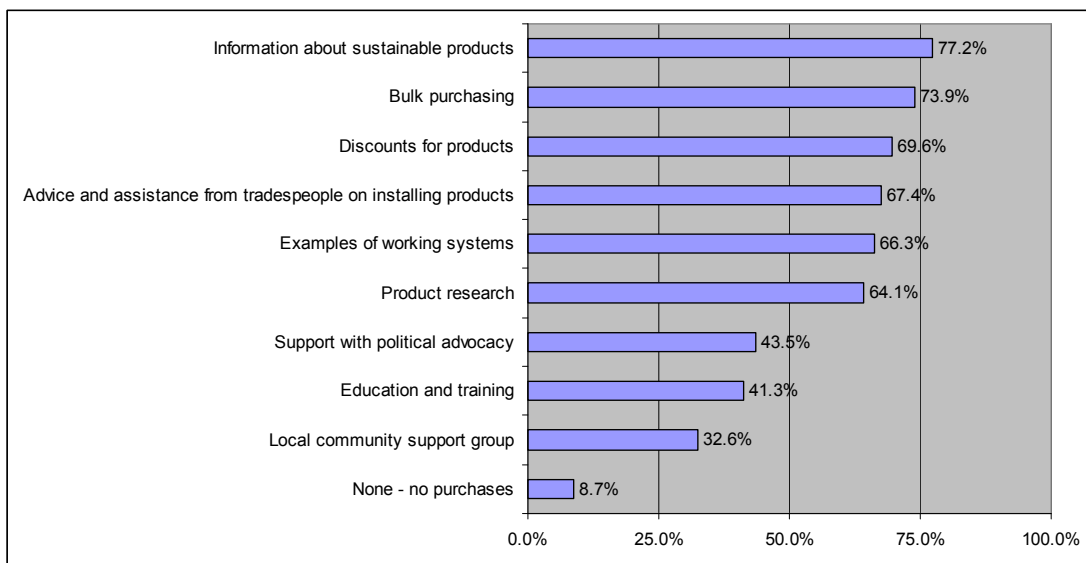
### What support is our community looking for?

In order to implement the intended actions and purchases of sustainable products, the community and BREAZE members are seeking support in the following key areas (details in 8 and 9):

- Discounts on products (bulk buy)
- Information about sustainable products/product research
- Models /examples of working products
- Education and training
- Advice on installation of products.



**Figure 8 - Support mechanisms that would assist community respondents to make behavioural changes to improve sustainability**



**Figure 9 - Desired support from BREAZE for planned future purchases of sustainable technology (members only)**