



Getting Down and Dirty



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Agenda

- Why important
- Change frameworks – some things we know
- Case studies
 - Carbon footprinting
 - REBRI
- Lessons and Implications



Why important

- Impacts of infrastructure
- Stakeholder concerns
- High profile projects have a wide circle of influence
- Significant amount of infrastructure development
- All part of the system





Challenges of initiating change



"We don't have time for this stuff!"

"We have no help!"

"This stuff isn't relevant."

"They're not walking the talk!"



Challenges of system-wide redesign and rethinking



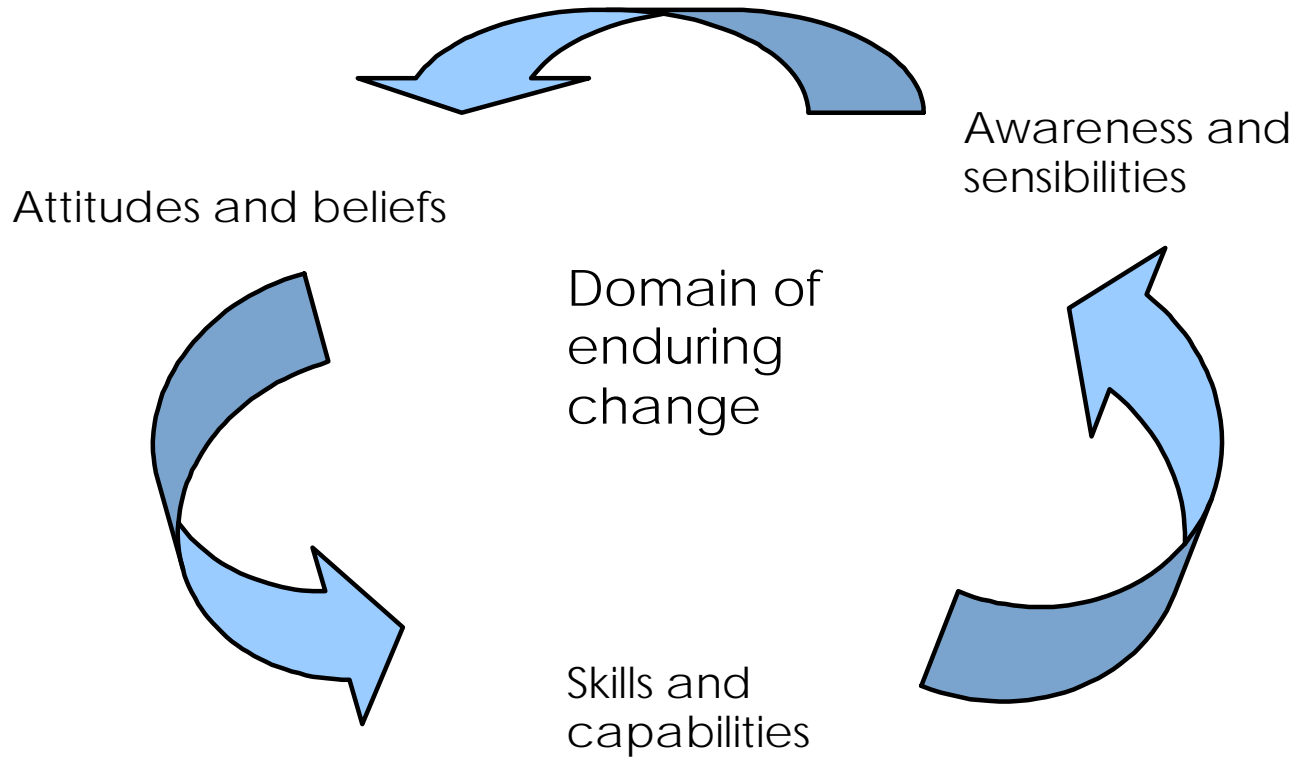
"They . . . never let us do this stuff."

"We keep reinventing the wheel."

"Where are we going?"



Senge's cycle



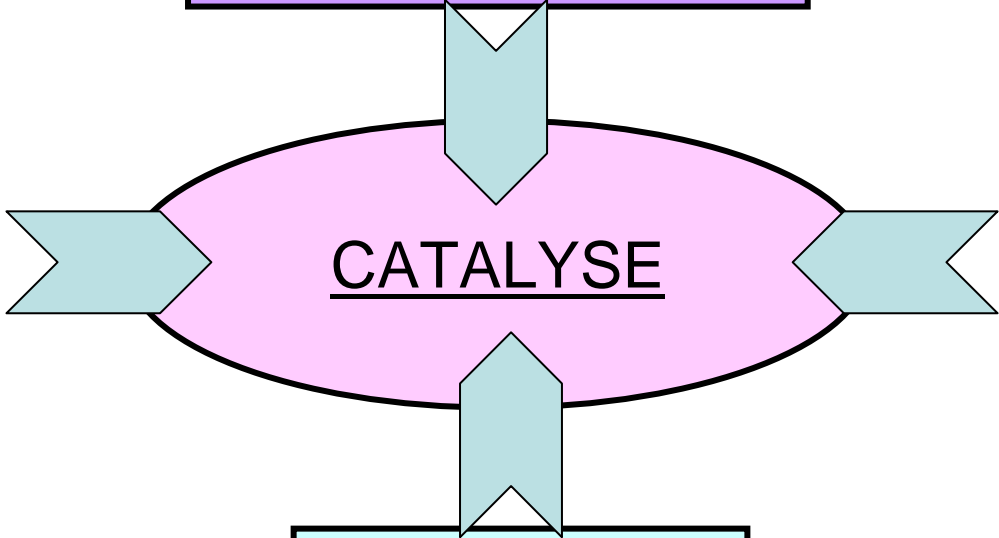


Enable
MAKING IT EASIER

- remove barriers
- give information
- provide systems / facilities

Encourage
GIVE THE RIGHT SIGNALS

- policies / regulation
- reward schemes
- recognition / social pressure
- penalties



Engage
GET PEOPLE INVOLVED

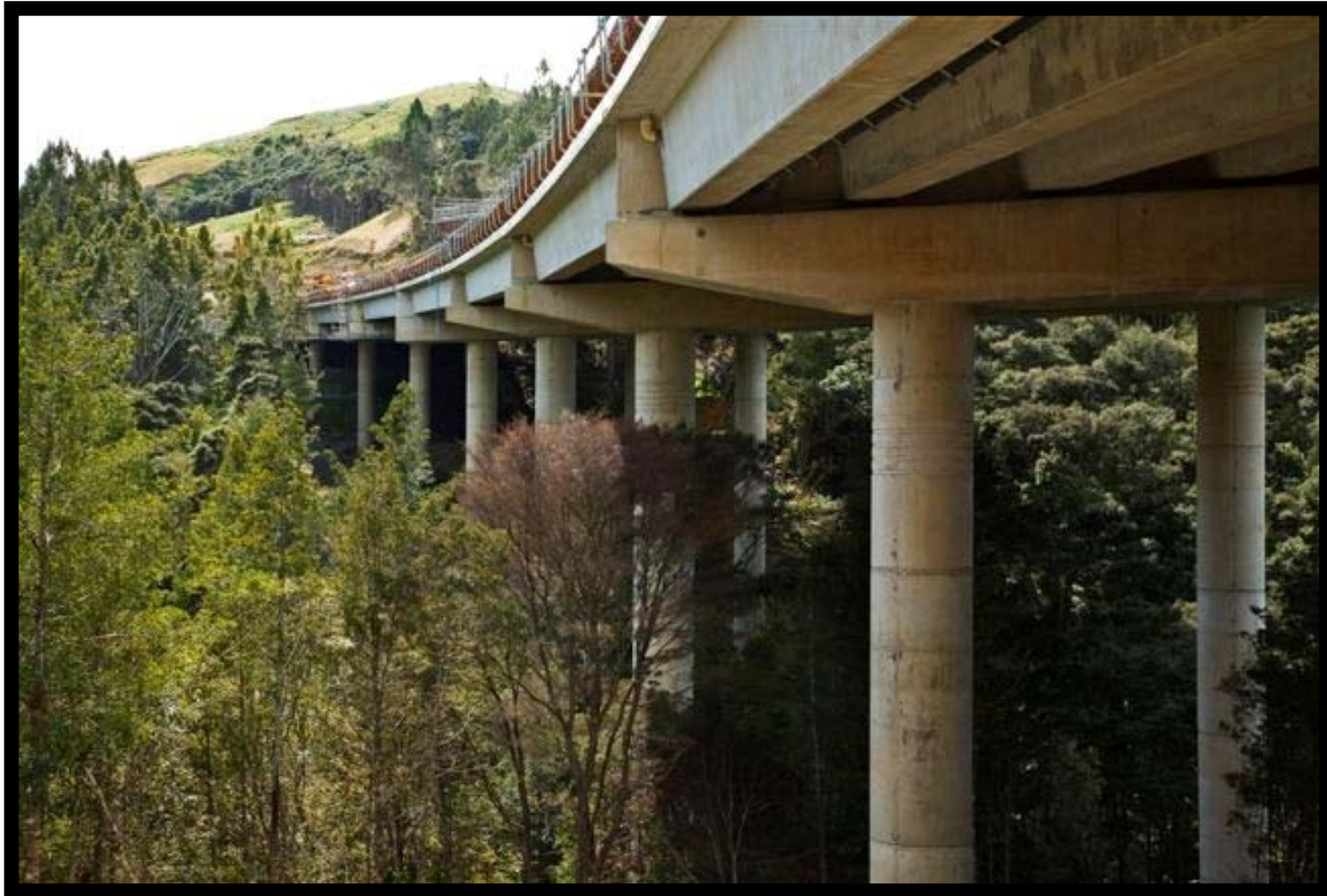
- campaigns
- community action
- enthusiasts / champions

Exemplify
TAKE THE LEAD

- leading by example
- being consistent across policies

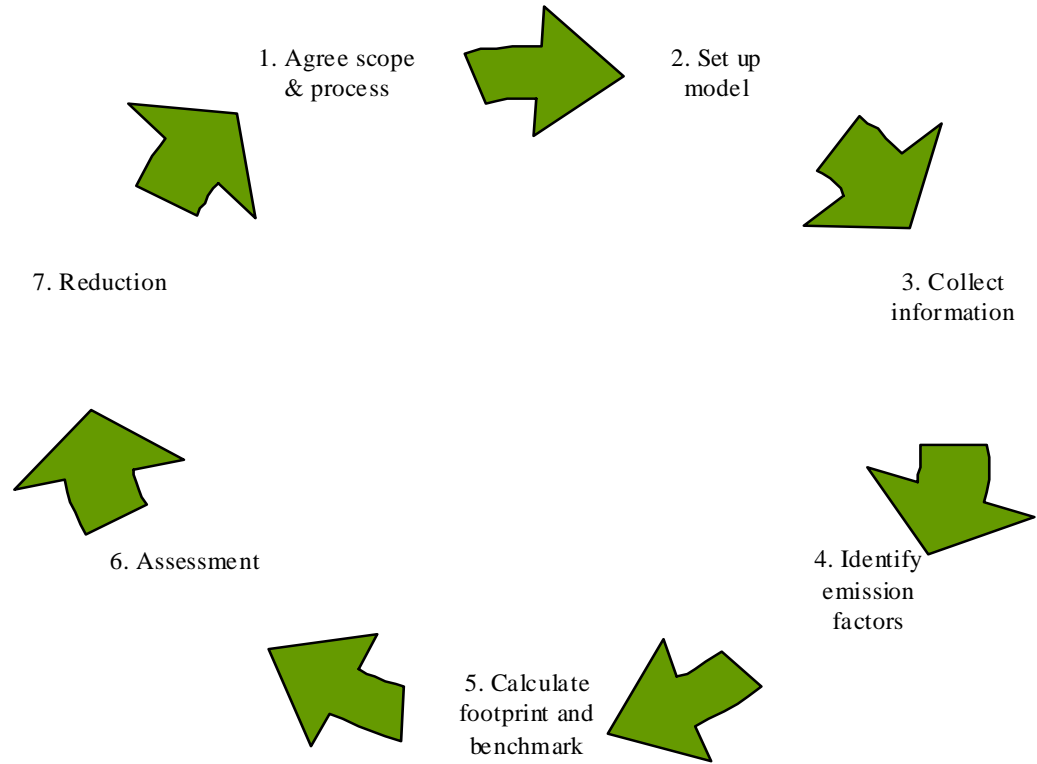
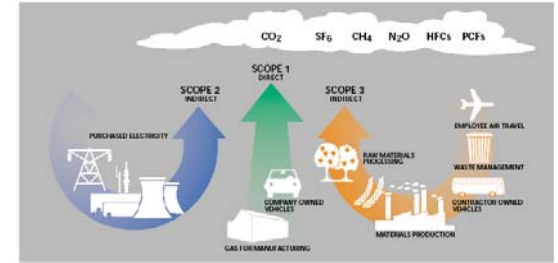


Tangible Tool Generates Interest and Learning (carbon footprinting)





Carbon Footprint exercise





Results & observations

- Teams now able to set key performance indicators to reduce project related emissions
- Robust information from which to create a carbon reduction plan and to set realistic targets for focussed areas
- Having carbon footprinting specialists working closely with project team members ensured a high level of engagement and ownership
- Increased capability and understanding of the opportunities available to decrease emissions associated with road construction projects



Guidelines Not Enough (REBRI Case Study)

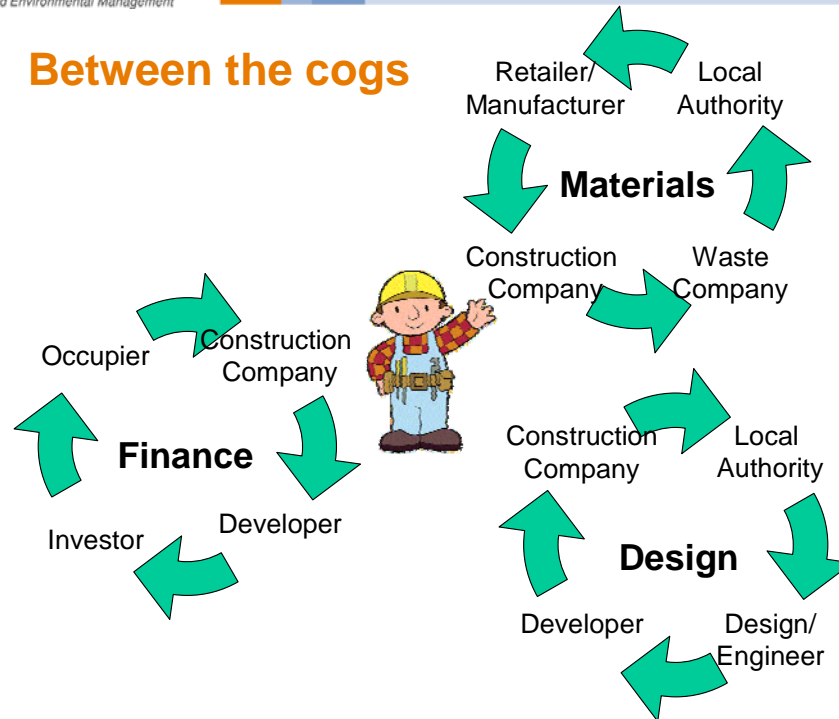




REBRI projects



Between the cogs





Results & observations

- In one case 60% of generated waste diverted from landfill
- Use of person to interpret the guidelines for the construction project and to maintain momentum and encouragement for the waste minimisation proved very valuable
- Ability to discuss specific issues and look for local solutions important
- Waste minimisation is a collaborative project and none of the parties would be able to achieve high reduction rates in isolation
- A lot of effort had to be applied to changing people's habits and creating awareness of benefits

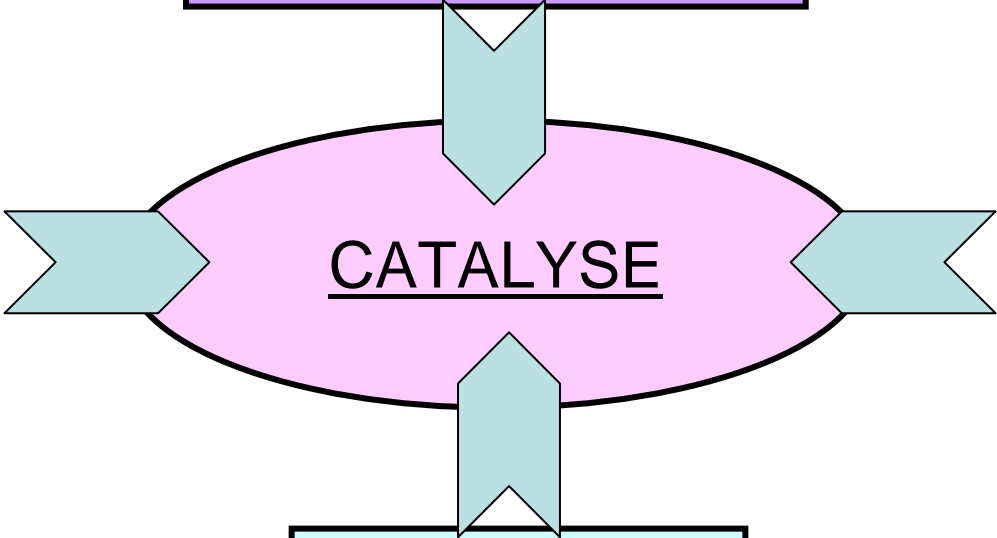


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Final thoughts



The transformational benefits of sustainability initiatives as a result of new knowledge, heightened awareness, external inputs and deeper questioning are not to be underestimated.

In both cases what was observed over time were changes in mindsets and attitudes which are indicative of deep learning at work.

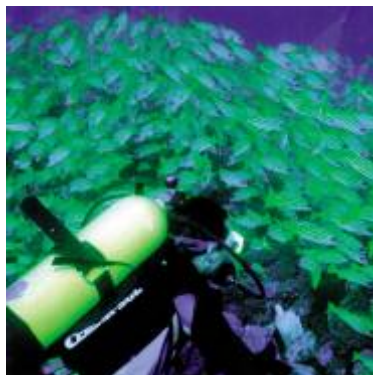
When the transition is made from concepts and principles to tangible outcomes and practical action, engagement occurs and thinking shifts.



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