

GREENHOUSES 2005-6



Evaluation Summary

This Project has been undertaken as part of the Regional Greenhouse Gas Abatement Project with the Cities of Canning, Cockburn, Fremantle and Rockingham and Towns of East Fremantle and Kwinana.

Southern Metropolitan Regional Council

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GREENHOUSES 05-06 participant and City of Canning resident

[&]quot; I would like to thank you for the programme. I knew I wanted to change things but was unsure of how to go about it. This has given me the direction and motivation."

I BACKGROUND

GREENHOUSES is an education program focusing on behaviour change developed by Southern Metropolitan Regional Council (SMRC) and Murdoch University. **GREEN**HOUSES constitutes part of the Regional Greenhouse Abatement Program which is supported by 6 member councils of SMRC, the Cities of Canning, Cockburn, Fremantle and Rockingham and Towns of East Fremantle and Kwinana.

GREENHOUSES aims to lower residential greenhouse gas emissions by reducing their energy use, water use and waste. This is done by providing information combined with the setting of goals through the innovative tool, Eco-Aim.

GREENHOUSES was run first as a pilot project with Murdoch University in 2003-4 and rigorously evaluated for its effectiveness in achieving energy reductions in participating households. With demonstrated success, the program was extended to all member Councils and additional topics of water and waste were developed to extend interaction with residents.

2 THE 2005-6 GREENHOUSES PROGRAM OUTLINE

The 2005-6 **GREEN**HOUSES program was run with a similar model to the 2004-5 program. It had three core topics addressing greenhouse emissions and used the Eco-Aim tool. There were three ways to participate as before but with some changes in response to past learnings, the completion of the new project website and 2005-06 Regional Greenhouse Project budget constraints.

Specifically the project participation pathways were delivered as follows:

- Book series in the post This began with a letter from participating councils to residents in selected suburbs inviting participation. For those choosing to participate, the a Greenhouse book together with an Eco-Aim card was posted out for each topic (see Figure 1) and timed to match the key seasons in particular water and energy in summer when usage peaks. Waste books were mailed out in May 2006. The City of Fremantle offered an Italian translation of part of the Energy book to its Italian residents.
- Community presentation and discussion GREENHOUSES seminars were not held this
 year due to a reduced budget. Presentations were however offered to community
 groups as special agenda items for their meetings. CCP officers contacted community
 groups by letter or email to present the
 offer.
- Online From the initial mailout, residents could elect to be online participants. The new GREENHOUSES website enabled this participation mode to be extended to include monthly challenges and newsletters(see examples in Appendix 1).

Figure 1. The mailout series – Three books each with a Eco-Aim card



The project was run under a modest budget, where the largest costs were the employment of a project officer and printing of the booklets. Table 1 presents the project costs for 2005-6. Participating Councils also contributed in kind CCP officer time, mailout stationary and postage.

Table 1: Summary of Green Houses Project Expenditure 2005-6

		\$ (ex-GST)
Salaries	Regional Greenhouse Coordinator	\$6,370
	Project Officer	\$11,940
Admin and Office Expenses	For both positions apportioned over project time	\$1,820
Website	Update	\$150
Mailout	Project Stationary (letter & env)	inkind
Booklets & Goal Cards	Printing	\$5,027
Seminars in Community Groups	Equipment	1
Prizes	Seminar & Final Evaluation Prizes	\$26
Total		\$25,340

3 WHO PARTICIPATED

Around 5,400 residents from Canning, Cockburn, Fremantle, Kwinana and Rockingham were invited to be a part of **GREEN**HOUSES in October 2005 via a council mail out to selected suburbs. In addition, City of Canning ran an article in their council newsletter, The Canning Concern.

Approximately 10% (see Table 2) of people joined the program from this initial invitation electing to participate through receiving the booklet series and/or online through the project website.

Table 2: Suburbs directly invited to participate in **GREEN**HOUSES in 2005-6 and how households responded to the letter of invitation.

	Suburbs	Response Rate to Mailout
Council		Invitation to Participate
	Leeming, Willeton, Rossmoyne, St James,	
Canning	Parkwood	13%
Cockburn	Atwell	9.1%
East Fremantle		_*
Fremantle	Beaconsfield	8.5%
Kwinana	Bertram	7.2%
Rockingham	Rockingham	8.2%
Average		9.6%

^{*} Note that East Fremantle residents were offered **GREEN**HOUSES books via the Targetted Action Campaign Pilot carried out in February – April 2006.

CCP officers offered invitations to community groups to express interest in having a **GREEN**HOUSES presentation and discussion at their meeting (see Appendix 7.3). Eight community groups and/or learning centres expressed interest plus some information enquiries for group newsletters. Six presentations were successfully arranged and delivered to the following community organisations/centres on the topic of their choice:

- Swan Rivers Catchment Group presentation on energy to Canning residents
- Country Women's Association Branch presentation on water to Canning residents
- Spearwood Library presentation on water to Cockburn residents
- The Meeting Place Community Centre presentation to Fremantle residents on energy

- Association of Independent retirees - presentation to residents from across the SMRC region on waste topic
- Baldivis Community Association presentation to Kwinana and Rockingham residents on both topics of energy and water

Online participants came largely from the initial mailout which had an invitation to visit the website and signup online. At this point, participants could choose also to receive a newsletter and join a **GREEN**HOUSES chat group, in addition to setting goals online. Over 2005-6 there were 85 signup to the website and over 3000 visits to the **GREEN**HOUSES home page from Australia and US users. One thousand of these went on to visit Understanding Global Warming.

Table 3 showed the 747 households participating in each Council and their means of participation.

Table 3: Numbers of households participating in GREENHOUSES in 2005-6 and how they participated.

			Community Group	
Council	Book series	Online only	Presentations ⁱⁱ	Total
Canning	163	14	44	221
Cockburn	178	23	30	231
East Fremantle	16	0	10	26
Fremantle	59	3	28	90
Kwinana	23	5	25	53
Rockingham	92	8	30	130
Total in	527	53	167	747

New participants who signed up online from 1/6/2006 and received information only online.

[&]quot;Estimate from a quick head count

4 ESTIMATED GREENHOUSE ABATEMENT

An overall estimate for greenhouse gas reductions is made from the measured results for energy reductions in the 2003-4 pilot project in 300 households in Towns of East Fremantle and Kwinana and the water reductions quantified in over 100 City of South Perth households in 2005. These projects measured reductions of

- 10% in water use and 8.4% in energy use per household for those receiving the book series and Eco Aims in the mail
- 16.6% in energy use per household attending a **GREEN**HOUSES seminar with information and goal setting
- 6.6% for those participating online via the **GREEN**HOUSES website

4.1 REDUCTIONS IN WATER USE AND ASSOCIATED GREENHOUSE EMISSIONS

Table 4 shows the estimated water savings of 30 megalitres per year from the **GREEN**HOUSES water component. The calculations have been based from the South Perth results combined with the pilot program measurements for energy. The average daily water use for Perth is 1.26kL per household (Domestic Water Use Study, Water Corporation, March 2003). This figure is used to calculate the total reductions as a result of the program.

Table 4. Estimates for **WATER USAGE REDUCTIONS** for a year for 676 households who participated in **GREEN**HOUSES water component

		Water Reduction:		Water Reduction:		Water Reduction:	Total
	Booklet	Booklet ⁱ	Online	Online ⁱⁱ	Seminar	Seminar ^{iv}	Reductions:
Council	Participants	(kL/year)	Participants	(kL/year)	Participants ⁱⁱⁱ	(kL/year)	(kL/year)
Canning	163	7,500	14	425	20	1530	9,450
Cockburn	178	8,190	23	698	0	0	8,880
East Fremantle	0	0	0	0	0	0	0
Fremantle	59	2,710	3	97	0	0	2,810
Kwinana	23	1,060	5	161	15	1140	2,360
Rockingham	92	4,230	8	240	20	1530	6,000
TOTAL	527	23,680	53	1,620	96	4,200	29,510

i: Calculated by using 1.26kL x 365 x number of participants x 10%

The greenhouse gas reductions resulting from water use reductions are an estimated 32 tonnes per year, as seen in Table 5. This has been calculated using the average greenhouse emissions of 0.5 tonnes per year generated to bring treated, scheme water to a Perth household. This figure was calculated using figures found in the Water Corporation's 2004 annual report (New Solutions for a Changing World Annual Report 2004, Water Corporation 2004).

ii :Calculated by using 1.26kL x 365 x number of participants x 6.6%

iii: Estimated resident numbers who received a presentation on water.

iv: Calculated by using 1.26kL x 365 x number of participants x 16.6%

Table 5: Estimates for the **greenhouse gas reductions** based on the **water** reductions as a result of households participating in **GREEN**HOUSES.

	Booklet	Energy Reduction: Booklet ⁱ	Online	Energy Reduction: Online ⁱⁱ	Seminar	Energy Reduction: Seminar ⁱⁱⁱ	Total Reduction:
Council	Participants	(Tonnes/yr)	Participants	(Tonnes/yr)	Participants	(Tonnes/yr)	(Tonnes/yr)
Canning	163	8	14	0	20	2	10
Cockburn	178	9	23	I	0	0	9.7
East Fremantle	0	0	0	0	0	0	0
Fremantle	59	3	3	0	0	0	3.1
Kwinana	23	I	5	0	15	I	2.6
Rockingham	92	5	8	0	20	2	6.5
TOTAL	527	26	53	2	96	5	32

i: Calculated by using 0.5tonnes x number of participants x 10%

4.2 REDUCTIONS IN ENERGY USE AND ASSOCIATED GREENHOUSE EMISSIONS

Table 6 shows the total reductions of 640 households participating in the energy component of **GREEN**HOUSES is 383tonnes per year. The calculations have used the 16.6%, 8.4% and 6.6% savings that were seen in the pilot program. Based on pilot project figures for average household electricity and gas use and 2004 greenhouse conversion figures (Australian Greenhouse Office Emissions Spreadsheet website 2005

http://www.greenhouse.gov.au/challenge/tools/spreadsheet/emission_sheet.xls), the average household emits 6.4 tonnes of greenhouse gases each year.

Table 6. Estimates for **greenhouse gas reductions** for 640 participating households for the **ENERGY** component of **GREEN**HOUSES

		Reduction Estimate:		Reduction Estimate:		Reduction Estimate:	Total
	Booklet	Boookletii	Online	Onlineiii	Seminar	Seminar ⁱ	Reductions
Council	Participants	(Tonnes/yr)	Participants	(Tonnes/yr)	Participants	(Tonnes/yr)	(Tonnes/yr)
Canning	153	82.3	14	5.9	14	14.9	103
Cockburn	169	90.9	23	9.7	20	21.2	122
East Fremantle	15	8.1	0	0	0	0.0	8
Fremantle	48	25.8	3	1.3	18	19.1	46
Kwinana	23	12.4	5	2.1	15	15.9	30
Rockingham	92	49.5	8	3.4	20	21.2	74
TOTAL	500	269	53	22	87	92	383

i: Calculated by using 6.4 tonnes x number of participants x 8.4%

ii: Calculated by using 0.5tonnes x number of participants x 6.6%

iii: Calculated by using 0.5tonnes x number of participants x 16.6%

ii: Calculated by using 6.4 tonnes x number of participants x 6.6%

iii: Calculated by using 6.4 tonnes x number of participants x 16.6%

4.3 OVERALL PROJECT GREENHOUSE REDUCTIONS

The combined greenhouse gas reductions from the 2005-6 GREENHOUSES program for both energy and water use is 254 tonnes per year (16.7 for water and 237 for energy), as shown in Table 7 below.

Currently there have been no measurements made for the total amounts of waste generated by households which have participated in **GREEN**HOUSES. Since no measurements have been made, no estimates of total greenhouse gas reductions can be made either.

Table 7. Estimates for greenhouse gas reductions for participating households for the ENERGY

and WATER components of GREENHOUSES

		Greenhouse Abatement from	Greenhouse Abatement from	TOTAL GREENHOUSE
	Total	Energy Reduction:	Water Reduction:	ABATEMENT
Council	Participants	(Tonnes/yr)	(Tonnes/yr)	(Tonnes/yr)
Canning	221	103	10.3	113
Cockburn	231	122	9.7	131
East Fremantle	26	8	0.	8
Fremantle	90	46	3.1	49
Kwinana	53	30	2.6	33
Rockingham	130	74	6.5	81
TOTAL	747	384	32	416

5 PARTICIPANT FEEDBACK

At the completion of **GREEN**HOUSES, participants were asked to fill out an evaluation form rating different aspects of the program and what actions they have taken. This feedback was received from 12 residents participating in the program and includes the efficacy of Eco Aims, participants' perceived level of change, their actions as a result of participating, and their satisfaction with the program.

A prize was offered to boost responses along with reply paid address. Some research into achieving a high response rate in project evaluation would useful prior to evaluation in the next **GREEN**HOUSES.

5.1 PROGRAM SATISFACTION

5.1.1 Feedback from Participants receiving the Book Series

All residents receiving the **GREEN**HOUSES book series and who returned the evaluation form, were satisfied or very satisfied. Some comments are:

"it was very informative and has helped me to waste less and use less energy and water."

GREENHOUSES 05-06 participant and City of Cockburn resident

" A very good step for the future."

GREENHOUSES 05-06 participant and City of Fremantle resident

5.1.2 Online Activity and Feedback

Monthly Newsletters and Challenges enabled regular contact with online participants an received appreciative comments.

The **GREEN**HOUSES Chat group was established to support sharing of knowledge amongst members. Some emails were contributed by officers on useful reference material but use of the Chat group by members occurred.

Some online members participated in research for the Targeted Action Campaign development showing the value to another SMRC project of such a group willing to be contacted via email on energy and greenhouse issues.

5.1.3 Community Seminar/Forum feedback

The **GREEN**HOUSES presenter at the community seminars/forums received good verbal feedback and the volume of questions was a good indicator of the level of interest.

5.2 SETTING OF ECO AIMS

The setting of Eco Aims is a critical part of **GREEN**HOUSES for achieving greater, and more sustained reductions.

5.2.1 Feedback from Participants receiving the Book Series

Feedback from these participants indicated Eco-Aims were useful to the majority of the participants who were setting goals on some or all topics.

5.2.2 Online Participants

There were 360 visits to the *How to set an Eco Aim*, 400 to New Member Signup. To set an Eco Aim requires member signup. This inturn allow the Eco Aim to be saved and revisited when next setting an Eco Aim and in addition enables an automatic prompt to be sent to the participant a week after setting the goal. Below is an example of an Eco-Aim being set online.



5.2.3 Community Seminar/Forum

The Eco-Aim component of **GREEN**HOUSES was also delivered at each seminar to support action taking and received an appreciative response.

5.3 REPORTED ACTIONS

Below are some examples of the energy, water and wast reduction actions chosen an adopted by **GREEN**HOUSES participants and reported back through feedback forms received:

- Checking taps for drips
- Wash laundry only with full washing machine loads
- Closing doors to keep heat in
- Turn off the heater when the room is warm
- Have shorter showers
- Collecting first flow cold shower water for garden
- Garden re-design to eliminate water thirsty plants
- Double-sided printing
- Insulated hot water pipes.

- Improved garden reticulation to be more effective and use less water
- Turning off lights when not in the room
- Addressing standby power losses by turning off at the powerpoint
- Purchasing items with minimal packaging
- Take own shopping bags to the supermarket

Online eco-aims included:

- Eco Aim: I will learn to turn off the light after me
 - o To be achieved by: I will have made the habit by the 19/06/06
- Eco Aim: I am going to reduce my showers to 5 minutes
 - o To be achieved by: I will have made a habit of the shorter showers by next month
- Eco Aim: I am going to use grey water to water my pot plants by draining the washing machine into a bucket and the watering the pot plants; also by catching the cold water from the kitchen sink.
- Eco Aim: I will also look at a grey water system in the future
 - o To be achieved by: I will get some buckets by the end of September and continue for all of the summer months
- Eco Aim: I am reducing my energy use by ensuring unused lights have been switched off. Turning off the heater and wearing warmer clothing. Shorter cooler showers
 - To be achieved by: I will have achieved the reduction by the end of January 2006
- Eco Aim: I am diverting my shower water to a grey water filtration reed bed
 - o To be achieved by: End of May 2006
- Eco Aim: I will reduce my household energy use by 15% by having shorter showers; putting the water heater on a timer; changing out all light bulbs, turning off appliances and lights when not in use.
 - To be achieved by: Within 2 months I hope to see decreases on my electric bill

6 CONCLUSIONS ON 2005-6 GREENHOUSES

Participant feedback received showed a high satisfaction level with their participation in **GREEN**HOUSES.

The combined greenhouse gas reductions from the **GREEN**HOUSES program for both energy and water use is an estimated 254 tonnes per year (16.7 for water and 237 for energy). The total water savings for 292 households participating in **GREEN**HOUSES is an estimated 15,350kL per year.

Seminars through Community groups and centres were successful in reaching a good-sized and appreciative audience, while officers had a significantly reduced workload in setting up the forum. Responses to the one-off letter inviting expressions of interest were however small. **Recommendation:**

• Trial this method again with a series of letters of invitation if more groups are needed.

The Online participant group remains the smallest participant group despite increased support in 2005-6. The chat group's opportunity to share knowledge was not utilised, however some feedback was received on the monthly newsletter and challenge that showed this to be valued.

Recommendation:

 continue regular newsletters (bi-monthly) with online group but discontinue the chat group network.

The response rate to the participant Feedback form was small.

Recommendation:

 Research how to achieve a high response rate in project evaluation prior to evaluation in the next GREENHOUSES.

7 APPENDICES

7.1 ONLINE SUPPORT: NEWSLETTERS

November 2005 (#1)

GREENHOUSES

www.greenhouses.org.au

ph 9316 3988

email: greenhouse@smrc.com.au

Welcome to the first Green Houses email newsletter. The newsletter will be a monthly email which will include:

- the monthly challenge
- a synopsis of the news items which have appeared on the Green Houses website
- any upcoming seminars and,
- other news/items which might be of interest or relevant to the seasons.

Green Houses news:

Discussion group started

The Green Houses website does not have the capacity to easily share ideas, tips and information. So we have set up an online community forum that enables Green Houses participants to easily communicate with each other. If you are interested in being a part of this Green Houses forum email estherd@smrc.com.au

Monthly Challenge:

The monthly challenge at the onset of summer is to reduce energy used by your hot water system. We suggest three ways to reduce your hot water unit's energy use:

- 1. Lower the thermostat. Many hot water systems are set at 70 degrees, a scalding temperature. If you lower the thermostat for the summer, you can make a substantial saving on your energy bills. (Older electric units will probably need an electrician to adjust them.)
- 2. Insulate the hot water pipes. This is particularly valuable for storage units and can be done with 13mm pipe insulation (foam rubber). This will save more energy during the winter period but if you are adjusting the thermostat you can do these actions together.
- 3. Shorter, cooler showers you will also reduce the energy used by the hot water system. Cooler showers are much better for your skin too!

For more information and to download the Monthly Challenge Eco Aim go to http://www.greenhouses.org.au/index.cfm?objectid=9CC0CAFF-CF1D-76B8-AEB1FFC8F444C523 (Note that solar hot water systems are an exception to this Challenge when the electric or gas boost is not in use).

News Articles:

All these news items are on the Green Houses news page http://www.greenhouses.org.au/index.cfm?objectID=A30D4548-C09F-1F3C-C84D73EDE01F30CA. For convenience, the direct link is included for each news item.

etc

GREENHOUSES

www.greenhouses.org.au

ph 9316 3988

email: greenhouse@smrc.com.au

Hi Everyone,

A few interesting stories in this months newsletter. Although there are many stories which can be included on the Green Houses website it can get a bit too much reading all the doom and gloom stories that appear. So I've included some of the more relevant or interesting articles. The final article "New Guinea Paradise Threatened by Climate Change" to me really highlights the fact that it's not just human lifestyle that is threatened by climate change.

Just a quick reminder about the online Green Houses group. This is an area where people can share information on how to save energy, water and reduce waste. In this site there are useful files such as information about approved grey water systems in Western Australia. If you want to join the group, email greenhouses-subscribe@smartgroups.com

Monthly Challenge:

Reduce Waste at Shopping

This month's monthly challenge is to reduce your waste at shopping. Reducing is the first step in waste management and this month we can target a major contributor to household waste - shopping. Visit the <u>Monthly Challenge</u> page to see some ideas of how to reduce waste and set an Eco Aim.

News Articles:

All these news articles can be read at the one site at the Green Houses News Page.

Plans for Low Cost Hybrid Car by 2007/08

Honda has announced plans to sell a low cost hybrid version of it's subcompact Fit model. According to a Japenese newspaper, Honda aims to sell the Fit hybrid by as early as next year. Read <u>Planet Ark Environment News</u>

Global Warming Could be Hotter than Expected

According to a team of climate experts with the UN, temperature rise could be higher than previously anticipated with computer models predicting a rise as high as 11 degrees Celcius. Read The Guardian

Travel Guru's Warn about Warning

The founders of the Rough Guides and Lonely Planet travel books are urging travellers to fly less in attempts to reduce greenhouse gas emissions as a result of air travel.

Read The Sydney Morning Herald

Read New Scientist.

7.2 Website Support: Monthly Challenge Index

Taking action on greenhouse emissions is the key to securing our climate future.

Each month the **GREEN**HOUSES project team have prepared a Challenge with a set of actions you can choose to take to reduce your greenhouse emissions.

Select a Challenge below you feel passionate about. If you have something else in mind, write your own Eco-Aim

Reduce your hot water use

20-Apr-2006

As the winter approaches it's tempting to warm up with long, hot showers. This not only wastes water but also uses a lot of energy. Set an Eco Aim to limit your shower time this winter.

read more

Reduce Your Waste at Shopping

27-Mar-2006

This month's monthly challenge is to reduce your waste at shopping. Reducing is the first step in waste management and this month we can target a major contributor to household waste - shopping.

<u>read more</u>

Reduce your Garden Water Use.

20-Feb-2006

Gardens account for more than half of the water used in an average Perth home, up to 70% in summer. Here's some ideas to minimise your garden water use this summer. read more

Minimise Your Air Conditioner Use

18-Jan-2006

There are some simple steps you can take to reduce the need for air conditioning over the hot summer months. read more

Practice the 3R's this Christmas and New Years

15-Dec-2005

Some ideas of how to lower your waste over the Christmas and New Year period. read more

Reducing Energy Use by your Hot Water Unit

17-Nov-2005

Three steps to lowering hot water energy use at the start of summer! read more

Targeting Aluminum with the 3Rs

15-Apr-2005

The waste we generate goes beyond what we put in the bin. read more

Monthly Challenge

I will take on the Monthly Challenge to reduce the energy used by my hot water system by:

 Lowering my hot water thermostat for the summer 	_
 Insulating my hot water pipes 	
 Invigorating with cooler, shorter showers 	
	~
My reason for wanting to do this is:	
(tick which ones are relevant for you)	
□ to save money	5
□ to reduce energy use and my impact on global warming	- 55
□ to use less water	
	M
	mz mz
I'll achieve this by :	
(A month, week, the end of November ?	(60)
Write the timeframe in the box)	> 2
^	2/

"If we keep doing what we're doing, we're going to keep getting what we're getting" S.Covey

7.3 INVITE TO COMMUNITY GROUPS

	GREENHOUSES: Expression of Interest
	nat topic/s would you be interested in having presented? (tick one or more) Energy Water Waste
2. Ho	w long would you want the presentation to run for? (circle one or two) ½ hour 45 minutes 1 hour 1 hour 15 minutes 1.5 hours 2 hours
	type of session – presentation with question time Informal presentation incorporating group discussion Tour and casual presentation at a appropriate site eg RRRC,??? Other
<u> </u>	would you draw members to it? Normal meeting agenda Separate event Other
	w many people are likely to attend the GREEN HOUSES seminar, including s?
_	ou have a mailing list you would notify? d a sample poster be helpful??
4. Cc	ould invitations to attend be extended to other members of your community? Yes / No
	e there any specific subjects you would like to be included in your choice of har? Eg Grey Water or Gardening for Water.
6. Wh	nen would you be interested in having the program?
	e include a name and contact phone number for the person we would need ntact to organise a GREEN HOUSES seminar.
	e:
Name	