

*vox bandicoot pty ltd ... making ecological sustainability education and development natural ... since last century*

Vox Bandicoot's S.e.O.S. approach to education, training and culture change derives from more than fifteen years working with communities, all levels of government and some of Australia's blue chip companies. The list is diverse and extends for pages. Our work and approaches have been influenced by them all. Vox Bandicoot has had measurable impact on greenhouse abatement, waste minimisation, water attitudes and behaviour, landcare and on biological diversity through our community education programs including work which saved the Helmeted Honeyeater from extinction. Along the way, Vox Bandicoot has won some of the most prestigious national and state Awards. Our recent work in developing culture change programs for sustainability in both communities and organisations, notably S.e.O.S. in the workplace, has been praised internationally.

Sustaining environmental Opportunities & Solutions  
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Sustaining environmental Opportunities & Solutions  
Sustaining environmental Opportunities & Solutions

# SeOS

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developing change skills and enhancing participation among staff using memorable, engaging, enjoyable, interactive and personally meaningful methods

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The **SeOS** program provides participants with motivation and skills, which can be used every day to drive sustainability culture change and practice. The **SeOS** begins by asking everybody to recognise where they are on the sustainability bell curve and just what that means in terms of reaching stated organisational targets. Staff will then be given the **SeOS** toolbox.

The toolbox comprises the **Seven Sustainability Barriers or Bacons**. These enable an understanding of the complex issues associated with sustainability. **Empathy** with the incredible beauty and fragility of the natural ecology will be asked to reflect upon the big **values** we wish to see in our **futures** and to recognise that we can *either shape the future ... or just let it happen*. The toolbox then brings the global to bear on the local through reflection on our own specific jobs and their impact on the planet's fragile

ecology. Here the tools are most potent yet so simple, enabling staff to **notice, measure and decide** on the behaviour of ...

- *Ourselves as individuals*
- *Our work team*
- *The entire organisation*

The longevity of the **SeOS** in your organisations is nourished through our **Sustain the Gain** techniques which include recommending new **capacity building structures**, which enhance communications, ownership and the striving for your sustainability values and objectives.

Research among the top organisations in the world has revealed that creating a supportive workplace culture is the **most enduring and cost effective** means of ensuring that processes and systems become ecologically sustainable.

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creating a positive and supportive workplace culture through training and development for profound and enduring success in moving to sustainability

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- *Are you tired of hearing "that's one for the Environment Department"!?*
- *Would you prefer the members of your organisation begin thinking the truth - that sustainability in the workplace is everybody's job?*
- *Does your environmental program need re-energising?*
- *Would you like your workplace culture to be tuned into your EMS?*
- *Would you prefer your third party EMS auditors to be delighted at not only the awareness, but also the enthusiasm and commitment of your staff?*
- *Would you like a stimulating, engaging and participatory sustainability training program which will enrich your workplace culture creating a supportive environment for maximum participation in sustainability solutions?*
- *Would you like your organisation to achieve a 30% improvement in environmental performance through a focus on the easy wins to be found by "low hanging fruit" which exists in every organisation?*
- *Are you ready to "bank" the financial savings which flow axiomatically from your improved environmental performance ...*

**If any of the answers to the above are "YES",  
Then it's time to consider SeOS!!!**

**Environmental sustainability in the workplace is about the only game in town in which it's like you can walk around and pick up \$50 bills off the floor ... only to find a couple of \$100 bills hidden underneath.**

**The savings to be made are the bonus to the contribution which you are also making to the sustainability of natural systems.  
It's that simple.**

**Amory Lovins  
Rocky Mountains Institute – U.S.A.**

# - Testimonials -

Our Ref:  
Your Ref:  
File No:  
Doc Id:

Contact Officer  
Pat Vaughan  
9457 9834



**Banyule**  
CITY COUNCIL

13 November 2003

TO WHOM IT MAY CONCERN



**Re: Sustainability Training by Vox Bandicoot**

Frank Ryan, Ian McBurney and John Milkins from Vox Bandicoot provided sustainability training to over 600 staff at Banyule in 2003. The training was extremely well received and has led to observable changes in the behaviour and attitude of staff at all levels of the organisation.

The information presented as well as the entertaining style of presentation provided an excellent and engaging overview of sustainability and of the cultural change necessary to make it an integral part of Council's operations.

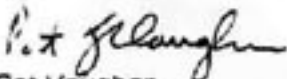
The training has been undertaken in conjunction with the introduction of an Integrated Business Management System across Council that combines an environmental management system with occupational health and safety and quality assurance processes.

Many staff have expressed relief that the organisation is taking sustainability seriously and have felt enabled by this process to raise issues and address problems that have annoyed them for years. This has led to direct improvements in work practices, particularly in regard to the conservation of resources.

Interest in the training and subsequent developments was so great that over 30 employees volunteered to be EnviroReps and act as the go-betweens between their colleagues and the environment section. Vox Bandicoot provided these EnviroReps with further in depth training and they have subsequently become key to the roll out of a range of programs including waste and energy management related campaigns and the implementation of environmental purchasing guidelines.

I have no hesitation in recommending Vox Bandicoot for the delivery of sustainability and cultural change training.

Yours sincerely

  
Pat Vaughan  
Environmental Officer

All correspondence to  
PO Box 51 Ivanhoe 3079  
enquiries@banyule.vic.gov.au  
www.banyule.vic.gov.au

Telephone 03) 9490 4222  
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Facsimile 03) 9499 1391  
DX 97904 Ivanhoe  
ABN 16 456 814 547

Service Centres  
Greensborough 9-13 Flintoff Street  
Ivanhoe 275 Upper Heidelberg Road  
Rosanna 44 Turnham Avenue

# - Testimonials -



**Ford Motor Company  
of Australia Limited**

A.C.N. 004 116 223

Registered Office: 1735 Sydney Road, Campbellfield, Victoria 3001

26 November, 1997

Frank Ryan  
Vox Bandicoot Pty Ltd  
5 Railway Place  
FAIRFIELD  
VIC 3078

Dear Frank,

We write to thank you and the Vox Bandicoot team for the thorough and professional manner in which you have rolled out the training and awareness program for our Environmental Management System and forthcoming ISO 14001 certification.

Your creative and lateral methods were described by our third party auditors as the most "innovative and comprehensive" they had seen. From the outset, your understanding of our needs resulted in the very effective slogan you created for the program: "Spot, Say, Solve".

Members of our Environmental Quality Office were most impressed with the way in which you used the Search Conferences to gain an insight into the culture and practices of our workplace. The communication and training programs you created, accordingly reflected the inputs of our training department, the shop stewards and management personnel, cleverly tied together with your own creative style.

We were impressed too, with the manner in which all members of Vox Bandicoot were able to work effectively with the numerous administrative and management personnel and groups across the seven Ford locations at both Broadmeadows and Geelong.

We also believe the publications you produced were a critical part of the success of your program. The work you have done has struck a real chord which has gone beyond basic awareness raising and training. It has become apparent that long term commitment to environmental matters has been instilled in our new workplace culture and the concepts of reducing waste and pollution are beginning to grow.

We were delighted to have the opportunity to work with you and wish you well in your creative and effective environmental education work.

Yours Faithfully

Colin Briggs  
Ford Australia  
Environmental Quality Office Manager

# - Testimonials -



40 Casey Street  
PO Box 165  
DX 32951  
Tanna Victoria 3616  
Australia  
Telephone (03) 5833 5500  
Facsimile (03) 5833 5501  
reception@g-mwater.com.au  
www.g-mwater.com.au

#### AREA OFFICES:

**SHEPPARTON**  
21 Wheeler Street  
Shepparton Victoria 3630  
Telephone (03) 5832 9900  
Facsimile (03) 5832 9988

**CENTRAL GOULBURN**  
PO Box 165  
Tanna Victoria 3616  
Telephone (03) 5833 5205  
Facsimile (03) 5833 5505

**ROCHESTER-CAMPASPE**  
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Rochester Victoria 3561  
Telephone (03) 5484 0400  
Facsimile (03) 5484 0450

**PYRAMID-BOORT**  
PO Box 4  
Pyramid Hill Victoria 3575  
Telephone (03) 5455 7100  
Facsimile (03) 5455 7102

**MURRAY VALLEY**  
PO Box 183  
Cobram Victoria 3644  
Telephone (03) 5871 0100  
Facsimile (03) 5871 0101

**TORRUMBARRY**  
PO Box 264  
Kerang Victoria 3579  
Telephone (03) 5451 0111  
Facsimile (03) 5452 2990

Direct Dial: (03) 5833 5672  
DX 32951  
File Ref: 99/01010

23 November 1999

To Whom It May Concern

#### **VOX BANDICOOT**

In September of 1999, Goulburn-Murray Water decided to use communication designers, Vox Bandicoot, to plan, design and deliver the roll out of its Environmental Management System.

This was a difficult and demanding task, which required the near unattainable combination of technical understanding, presentation flair, professionalism, specialist environmental knowledge and sheer hard work. Vox Bandicoot came through with flying colours. They were able to listen to and understand our needs and translate this into a brilliant training program for every employee, and then adapted this for a presentation to our Board.

We have had rave reviews from many of those who attended. What's more, the training outcomes have actually been achieved! Frank Ryan, Michael Allen and their associates were a delight to work with, striking the right balance between responding to our needs and (tactfully) explaining what would and wouldn't work.

Some measure of the success of the program can be gauged from the reaction of one of our Board members. This gentleman, who is also the Chairman of a large diary company and the Goulburn Broken Catchment Management Authority, immediately after the presentation concluded engaged Vox Bandicoot for a similar project with the Catchment Management Authority.

I have no hesitation in recommending Vox Bandicoot for similar programs involving, education, training, presentation or environmental interpretation.

Yours sincerely

**Environmental Management Officer**

*U:\peterb\DATA\ems\roll out\communications\99 November 23 letter re VB.doc*

# - Testimonials -

**ROBERT BOSCH  
(AUSTRALIA) PTY. LTD.**

A.B.N. 48 004 215 625



**BOSCH**

Telephone: (03) 9541 5555

Fax: (03) 9543 5283

General,  
Automotive OE Sales, Export  
Body Electronics  
Automotive After Market Sales  
Customer Sales Service  
Technical Service  
Power Tools Sales  
Communication Systems Sales  
Household Appliances Sales,  
Hr: Water Products Sales  
(03) 9541 7790 PR & Advertising  
(03) 9541 7766 Creditors Control  
(03) 9544 1157 Materials  
(03) 9541 5306 Quality Assurance  
(03) 9541 5566 Information Systems  
(03) 9541 3961 Human Resources

[www.bosch.com.au](http://www.bosch.com.au)

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Clayton, Vic., 3168

Visitors:  
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Clayton, Vic., 3168

Locked Bag 66  
Clayton South, Victoria, 3169  
Australia

Vox Bandicoot Pty. Ltd.  
5 Railway Place  
Fairfield VICTORIA 3078

Your Reference / Letter of

Our Reference / Your Contact

Telephone Extension

MSE:KT

(03) 9541 5359

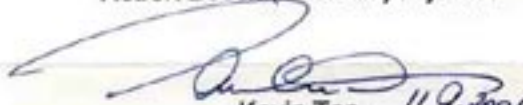
11 September, 2001

Dear Frank,

Thank you very much for your assistance in providing our employees with your innovative and interesting EMS presentation. Your style and content are much unlike any that I have witnessed before. Your creation of the EMSBot, later BoschBot, was a star attraction to our employees. Your artistic illustrations, examples and high level of audience interaction allowed you to provide a serious message about environment protection and how we as individual or corporation can contribute to making it better. In 25 minutes, you had the audience clapping, laughing and asking questions. The sessions are altogether most commendable.

- To any of your potential and future clients, I have only one thing to say, "Go for it, with Vox Bandicoot!"

Yours Sincerely,  
Robert Bosch (Australia) Pty. Ltd.

  
Kevin Tan 11.9.2001  
Manager, Safety and Environment

# - Testimonials -



13 November 2003

To whom it may concern,

**RE: Vox Bandicoot**

The City of Whitehorse has embarked on a significant journey to further enhance our reputation as an environmentally responsible local government body. After considerable public and internal consultation, the Whitehorse EcoVision was developed. This document outlines short term and long term actions to ensure Whitehorse remains at the forefront of environmental sustainability.

To ensure that this document reflected the collective vision and aspirations of the Whitehorse community, Vox Bandicoot was engaged to facilitate internal and external consultation forums.

The Whitehorse community are very passionate and informed on environmental issues. Vox Bandicoot handled the community forums in a professional and interactive manner and had the right balance between the seriousness of the issues being dealt with and creating an atmosphere where people were happy to actively participate in the forums.

I am looking forward to working with Vox Bandicoot in the future and would recommend their organisation to other government agencies and professional organisations looking at improving their environmental performance.

I can be contacted on 0417 357 747 if you would like further details.

Whitehorse City Council  
375-397 Whitehorse Road  
Nunawading  
Telephone (03) 9242 6333  
Facsimile (03) 9262 0400

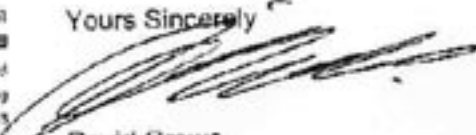
All Correspondence  
Locked Bag 2  
Nunawading Delivery Centre  
Vic 3110 Australia

DX13208 MITCHAM

ASN 39 549 508 821

Service Centres  
Box Hill  
Whitehorse  
Forest Hill

Yours Sincerely



David Crowe  
Manager - ParksWide

# - Testimonials -

## AUSTRALIAN ARROW PTY. LTD.

A.C.N. 071 956 057  
65 Latham Road,  
Carrum Downs,  
Victoria, Australia 3201.  
Phone : (03) 9775 1566  
Facsimile : (03) 9775 0477

27 September, 2001

Frank Ryan  
Director  
Vox Bandicoot Pty Ltd  
5 Railway Place  
Fairfield 3078

Dear Frank,

### **Vox Bandicoot Training and Development**

We appointed Vox Bandicoot to provide the motivation and inspiration that we recognised was essential to:

- ensure genuine support and enthusiasm for the successful implementation of our EMS
- help us meet the requirements for ISO certification.

Thankyou for doing just that. Not only were you able to respond very quickly and perceptively to our company's needs, but you did so with a high level of professionalism and skill.

We are certain that the materials, training and culture change tools you developed for our managers, and all AAPL employees, was a significant factor in our meeting the requirements of the ISO quality and environmental audit.

As you know, from your sensitive and thorough search conferencing, some of our managers, in particular, were sceptical of the need for, and relevance of training. The package you tailored to our needs, however, was able to overcome much of this negativity and even resulted in the expression of heartfelt enthusiasm for improved environmental performance from individual managers.

Kind regards,



Carmen Escobar  
Business System Manager

# - Testimonials -

**CITY OF  
GREATER  
DANDENONG**



*Melbourne's 2<sup>nd</sup> City*

**Office of the Mayor**

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Dandenong 3175

Australia

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Email: [council@cgd.vic.gov.au](mailto:council@cgd.vic.gov.au)

[www.greaterdandenong.com](http://www.greaterdandenong.com)

23 September 2004

Vox Bandicoot Pty Ltd  
5 Railway Place  
Fairfield  
Victoria 3078

Dear Sir

I would like to thank the team from Vox Bandicoot for working with Council to implement community environmental education for our traders and shoppers in the Springvale Shopping Precinct.

I recently had the opportunity to meet some of our local traders who have committed to promoting clean streets and the elimination of litter and was proud to be able to present the Mile Creek Protection Award to them during a Street Theatre event with Vox Bandicoot environmental theatre. The Street Theatre performance developed and conducted by Vox Bandicoot was very effective in raising community awareness of stormwater pollution issues.

The education kit that was developed by Vox Bandicoot in partnership with Council highlights best practice examples of waste management and has assisted in raising community awareness of stormwater pollution.

Thanks for working with Council and our traders to raise environmental awareness to keep our streets and creeks clean.

Yours Sincerely

Cr Clare O'Neil  
Mayor

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## - Runs on the Board -

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### **Banyule City Council**

Banyule won the 2003 EcoBuy Award for employee training and awareness of sustainable purchasing after staff went through the SeOS program.

### **Australian Arrow**

The Enviro•Rep team set up during the 2002 SeOS have:

- Reduced company waste to landfill by 60%
- Reduced lighting energy consumption by 30%
- Reduced paper use by 75% (600 reams of paper per year)
- Hold a successful childrens artshow each year
- Hold community indigenous planting days each year
- Run EMS tours of their factory for students
- Became a Waste Wise Business through our program
- Built bat habitat boxes in the garden, inspired by our program.
- Won the 2004 Toyota Environmental Supplier Award

### **City West Water**

The City West Eco•Team have built a Water Wise Indigenous Demonstration Garden at the front of their offices.

### **Goulburn Murray Water**

A particular unit of operations were commended for a fast spill response incident following the SeOS training. GMW attributed this improvement to the SeOS.

The Board at GMW protected and rehabilitated thousands of hectares of endangered Box and Iron Bark forests that were formally leased to farmers.

### **Ford**

Six thousand staff became committed to "Spot, Say, Solve" saving huge sums of money in lighting, waste reduction and water conservation. The Ford Enviro•Rep team continues to meet and make suggestions seven years after the SeOS training program



etc,  
etc,  
etc

**vox bandicoot**  
since 1988

environmental culture education hearing  
communication  
transformation community etc etc etc

# Glimpses of how **SeOS** might look in your workplace

Creating a Supportive Culture  
To Enhance Your Organisation's  
Sustainability Objectives

produced by  
vox bandicoot pty ltd

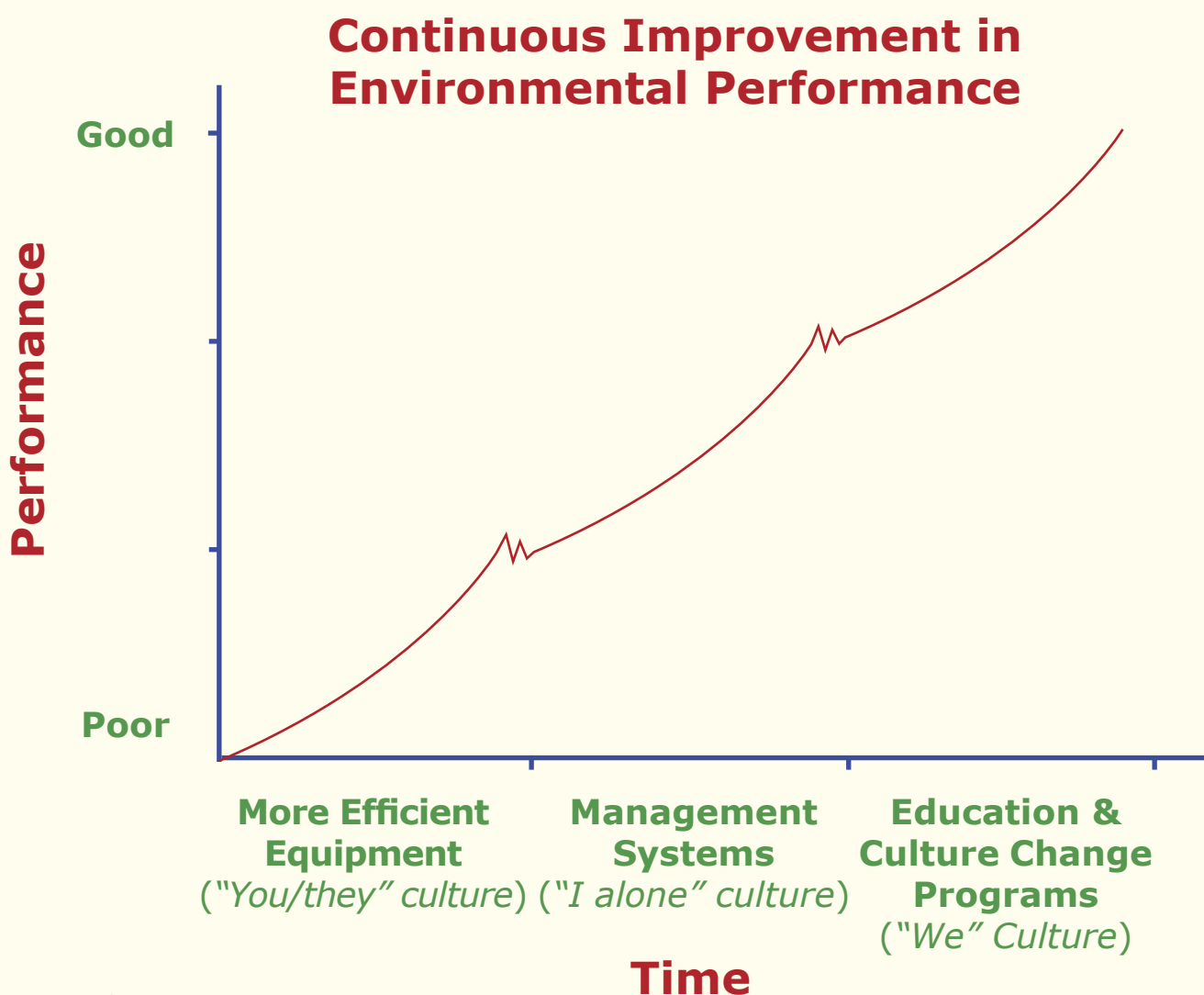
2004

Page 11

# ***Education, training and culture change programs are as effective in achieving environmental objectives as introducing costly management systems and expensive investment in plant and equipment.***

The Top 8 Corporations Project, an international study into productivity and behaviour, revealed that creating a supportive culture in the workplace can have as significant an effect on achieving objectives, as the installation of more efficient plant and equipment, and as the effect of management and quality systems.

However, the cost of plant and equipment and of establishing management systems, vastly exceeds the cost of education, training and programs for culture change. Culture and behaviour change training is a force multiplier which adds immeasurable value to all of the other initiatives, systems, targets and objectives which your organisation has.



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# - What is SeOS? -

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The Vox sustainability training programs were described by Lloyd's of London, third party auditors to business worldwide, as being the most comprehensive and innovative they'd ever seen. John Elkington, the "father of sustainability", described our work as conference facilitators as among the best he'd seen in the world.

Each program we create is **individually tailored** to mesh with your existing organisational culture and very importantly, to build on the body of environmental achievement which already exists. We bring an approach which is refreshingly unique having been **developed over 15 years** through a prodigious amount of work with Australian communities, companies and governments. Our work reflects the thinking and initiatives of the vast number of sustainability workers with whom we have had the great privilege of collaborating. It is informed also by the cream of international sustainability innovators such as Suzuki, Prof Steve van Matre, Ehrlich, Lovelock, and the Lovinses. We believe we have created a distinctively Australian approach to the **culture change mission** which is necessary for organisations to be part of the unavoidable **Sustainability Revolution**.

Our highly innovative and memorable programs are based on a blend of **education, art and science**. We work hard to engage people and excite them to **embrace change**. The end product is a workplace training and development package which we call

**“Sustaining environmental Opportunities & Solutions - S.e.O.S”.** Vox Bandicoot programs have been sought throughout the Asia Pacific region, including the creation of a biological-diversity education program, by Director Frank Ryan, for the Smithsonian Institution in Washington DC.

Feedback from clients as diverse as the Ford Motor Company of Australia through to the Walwa Landcare Group attests to the impact we are able to generate. You will find some example of feedback we have received at the back of this document. Sue Halliday, the Director General of the NSW Dept. of Urban Affairs and Planning, gave the following description of our recent work on the Sustainable Sydney project:

***“Vox have an amazing capacity to engage people, taking them to a higher level of sustainability understanding, participation and behaviour.”***

We are proud to have created culture change in multi-national manufacturing workplaces which has resulted in hundreds of thousands, if not millions of dollars worth of bottom line savings, as well as proud, passionate and committed workforces focused on reductions in greenhouse pollution, resource use and toxic incidents.

**The Vox Bandicoot S.e.O.S. approach touches everybody from the newest recruit to the C.E.O. Everybody hears the wake up call. We can guarantee that you will be excited.**

**vox bandicoot pty ltd**

**making sustainability culture change natural since 1988**

[www.voxbandicoot.com.au](http://www.voxbandicoot.com.au)

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# - Sample Menu -

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Possible training and education products you can include in your program include:

1. Planning, creative development and the SLOGO
2. Search Conferences
3. Document Review
4. Organisational Leaders of the 21st Century
5. Universal Staff Awareness and Commitment Raising
6. Training Support Publication
7. The Enviro•Reps
8. Computer Based Training and Induction
9. A Letter Home
10. The "Sustain the Gain" Report
11. The Extras that add in to a campaign ...

*And other things you might like to include, eg: ...*

- *Post Session Incentives*
- *Children's Artshow*
- *The SLOGO Newsletter*
- *The Cobbers - Sustainability Conversations*
- *Mime Interpretation*
- *The Big Proud Banner*

**In this is the information age --- It is easy to become overwhelmed.**

**We strive hard to make sure the sustainability message rises above the background noise.**

**To achieve this goal we have developed innovative and enjoyable learning and promotion methods.**

# - Elements and Outcomes -

## Planning and Creative Development

Planning, creative development, our administration and general project management is self explanatory. Our first task is to discuss and confirm our approach with your environment team to ensure that expectations are clearly shared and understood. During this initial period our team will ...

- Meet with key individuals and representatives of the organisation to finalise contract arrangements and confirm processes.
- Identify key areas of the organisation for Search Conferencing.
- Collate and review existing materials and information.
- Prepare a brief paper which identifies any issues, opportunities and possible strategies that may have a bearing on the training.

### Creative Development

**What we create for you is not off the shelf.** While it does have a framework based on our experience and expertise, the program is tailored to suit your working environments and an important part of this is collaborating with you. While of course we use tried and true set components, our work for you is also open ended, organic and it grows with your input both before and during the delivery of the program. We believe in synergy.

## The SLOGO

The effectiveness of a relevant local image and form of words; a slogo, is an important "condiment" to the programs we run. Below and following are a selection of slogos we have created IN CLOSE, SYNERGYSTIC, COLLABORATION with people in each organisation.

This is a unique service that we offer.

As well as being a "hook" for the message, the SLOGO also works as a behavioural cue.

### Ford Motor Co.

Created for Ford Motor Company of Australia, this slogo incorporated visual cues to assist in reaching the diverse language backgrounds among the employees. It also embedded clear reference to their imminent accreditation audit to ISO 14001. The words Spot, Say and Solve also reflect key behaviour prompts which are developed in the S.e.O.S. approach.

We also used the Spot Say Solve slogo for our work with ROBERT BOSCH Australia.



etc,  
etc,  
etc

# - Elements and Outcomes -

## SLOGO Examples



### City of Whitehorse

Hoot the owl was borrowed from the Whitehorse waste reduction campaigns to be the broader sustainability owl. The powerful owl has been sighted in Whitehorse recently due to the fantastic revegetation works in the past decade or so. The program ran alongside Council's EcoVision document, educating staff about how they can get involved.

### City of Banyule

Pat Vaughan from the City of Banyule first coined the term "SustainaBanyule," to much acclaim! The artwork was completed by our artist Sharyn Madder ... with the Sus it, Say it, Solve it slogan developed with Council's environment team.



### City of Darebin

For the City of Darebin, we created the aim<sup>3</sup> for sustainability image and form of words in very close collaboration with staff. The artwork was completed by a member of staff, which is another small way of engendering ownership and enhancing familiarity.

### Incitec Fertilizers Orica Australia

Focus, Find It Fix It was created for the Environmental Management System roll out which we conducted across Australia for Incitec Fertilisers. Incitec are an Orica Company and won a major chemicals industry national award for this EMS communication and training package which Vox created.



# - Elements and Outcomes -

## SLOGO Examples

### Goulburn-Murray Water

T.A.P. was created for Goulburn-Murray Water who have influence over nearly 50% of the extent of Victoria. Apart from the measurable behaviour change among staff, as a result of our work the Board of GMW took a decision to forego income from leasing lands to cattle farmers to instead begin a major program of Box and Ironbark habitat restoration. The Box and Ironbark is Australia's most threatened eco-type with the highest quota of endangered species. The letters T.A.P. refer to Take It In, Ask & Plan, again cues to the key behaviour skills which are taught in our workshops.



### Yazaki

### Australian Arrow Pty Ltd

Yazaki - AAPL - Australian Arrow Pty Ltd is a worldwide automotive components manufacturer. We created the words Be Aware, Ask, Act ... because environmental balance is everyone's job. The red triangular balance in this image is reminiscent of their company logo. Again, the words Ask, Act and Aware echo the behaviour prompts which are developed during our training. Tangible benefits post-SeOS included a 70% paper volume reduction and a 60% reduction in waste-to-landfill and a 20% reduction in lighting energy use. Ongoing work with Vox Bandicoot assisted Yazaki - AAPL - Australian Arrow in recently winning the 2004 Toyota Suppliers Environment Award.

#### VDO mannesmann - Australia

For this company, based in Banyule, we created VDO ...

**Visualise•Decide•Organise**

For Barwon Water we created

**W.E.T.**

an acronym for

**Watch, Evaluate, Take Action!**

# - Elements and Outcomes -

## Search Conferences

### Tuning In To You

As a part of the process of working with you we will inevitably get to know the workings of your organisation and an “insight” into your culture. This begins with our Search Conference strategy in which we engage in both formal and informal dialogue in key areas of the organisation, with key personnel and through chats with folk at morning tea, team meetings and other natural gatherings.

Consequently, our work is uniquely tailored to mesh with existing local organisational culture and very importantly, to **build on** the body of environmental achievement which already exists within an organisation.

### Kickstarting Promotion

This process also starts to “do the work”. The Search Conferences invariably get a buzz going throughout the organisation that something new/interesting is happening. **Most importantly, it creates a sense that the program is being built from the grassroots up rather than being imposed top down.**

### & Giving Feedback to You

Through our interaction with your organisation and especially Search Conferencing, we work toward providing affirmation of your practices and innovative suggestions to enhance your policies and behaviours. We do this based on vast experience manifesting sustainability within organisations.

### Outcomes ...

- enables us to tune in to your culture, expectations, language, values and practices
- allows us to learn important corporate, reporting and organisation structural matters
- provides the opportunity to research both corporate and individual achievements to date
- a focus on harvesting the sometimes untapped ideas of people working at the coalface and an ability to make assessments on the best methods of promoting program ownership and outcomes.
- a chance to test whether there is a sense among staff that the *practice* matches the *rhetoric*, whether people feel able to participate in stated corporate values and sustainability objectives.

**NB: Comprehensive culture research and number crunching, is another brief.**

# - Elements and Outcomes -

*We have experience, background and training in social research and community evaluation including multiple regression analysis. While our Search Conference process is informed by this background, it is however, quite intentionally less rigorous and formal. It's major purpose is to "tune us in" to local terminology, feelings about the organisation's values, ideas among staff which might otherwise be overlooked, etc.*

*However, if you wish to gain quantified, scientifically surveyed research data into your culture with regard to sustainability, we have partner firms who specialise in that.*

*For our training purposes, in the past, such data has basically reflected what we have (skilfully but) instinctively deduced.*

*Nonetheless, formal research data can provide invaluable tools for management to appraise and gain insight into organisational structure relationships and practice, if it is felt that aspects here are retarding the achievement of a sustainability focused culture.*

## Document Review

A review of documents is fairly self explanatory. Our assessment and recommendations will be provided to you as a part of the "**Sustain The Gain**" (Step 7 of SeOS) project report.

## Leaders of the 21st Century

### Outcomes

Your management people will experience and understand ...

#### 1. Triple bottom line issues including:

- A stark understanding of the urgency of global and local sustainability challenges
- Insights into the human dimensions and meaning of sustainability for both community and work-force.
- Manifold case studies of the amazing economic benefits and cost savings attributable to sustainable practices in both administrative and operational areas of organisations

#### 2. Career path issues:

- There is no question that the successful nations, communities and organisations of the future will be those which have embraced and are driven by ecological sustainability objectives
- Case studies of line managers who've been held responsible for transgression of the increasing body of "environmental crimes" or breaches of laws and regulations.

# - Elements and Outcomes -

## 3. Organisational morale and productivity opportunities:

- The workshop will also explore the extent to which organisational sustainability policy and practice boosts the loyalty, satisfaction and efficiency of staff.

## 4. Where the organisation stands:

- Managers will be asked to examine where they personally stand on the "Sustainability Bell Curve" and to explore how this may assist in creating a supportive culture.
- Managers will be requested to attend and invited to make statements about sustainability to Universal Awareness sessions held with all staff.

## 5. Full briefing ...

- This session will also provide your managers with full details of the entire S.e.O.S. program in your organisation.

## 6. To the maximum extent possible, your leaders will have an experience of the incredible beauty and fragility of the natural world.

# Universal Sustainability Training

*This is not just a lecture or powerpoint presentation.  
This is unforgettable.*

## Outcomes

1. In this approx. one and a half hour session which reaches all staff, participants will receive a **"guarantee"** that their ideas about sustainability will be acted upon by the organisation. A **feedback** loop will be promised. The staff will feel **proud** and motivated about being part of the organisation. They will be assured that **they are working for a good, future oriented organisation** whose performance matches its rhetoric. We will strongly recommend that sessions be introduced by Managers who make these statements.
2. To the maximum extent possible, participants will have an experience of the incredible **beauty and fragility of the natural** world.
3. Participants will gain a clear understanding of the **state of the environment** and the urgency with which society and organisations must act.
4. Participants will be **inspired by the emerging cases of environmental initiative and improvement** especially the advance in Ozone repair consequent of the Montreal Protocol of 1990.
5. Participants will receive full details of **"just how organisational sustainability works** including ...

- etc, • Your sustainability action plan, policy, strategy, indicators or other. In addition to the broad sustainability behaviour which will flow from the SLOGO and later via the Enviro•Reps, participants will also be

# - Elements and Outcomes -

asked to identify an action in your strategy to make their own!

- This will then be integrated into the use of the Job Self Audit training booklet with which participants will leave the session. (see later)
6. Participants will be trained in the reporting channels and the **role of the new Enviro•Reps**. Volunteers will be sought.
  7. Participants will be invited to explore the **big values they wish to see in the future** in relation to family, community and environment and to visualise an inspiringly clean, green and positive ecology and economy.
  8. In workshop style, participants will be **invited to offer their solutions** and express where they see potential opportunities to enhance sustainability within the organisation.
  9. Participants will be invited to engage in a role play conversation in the work place which aims to **underscore the idea of a zero incidents/ every opportunity** mindset.
  - 10 Without diluting the historical importance of sustainability culture change, participants will enjoy the **humour, interactivity and fun** which we work hard to bring to our programs for the profound philosophical reason that the issues are chillingly serious and that along the way we must enjoy life and be human while working hard to improve.
  11. Participants will also enjoy the **group work** which will be an important part of the session and which will be balanced and counterposed with highly visual demonstration material and moments of entertaining fun such as **The Sustainability Box**, a light-hearted yet very inspiring and very interactive change of pace designed to break up the sessions.

We can guarantee that the majority if not everyone will say that this is one of the best, if not the very best training session they have ever attended. We are humbled and honoured to say that this has been our constant experience. Testimonial letters attesting to same from clients are attached. We invite you to call any of them.

## Training Publication

Each participant will receive a take away booklet comprising your sustainability objectives and general environmental awareness information.

1. Attractively published, 12 to 16 pages in A5 size. Two colour cover. Original graphic art.
2. Includes a simple **"Job "Self Audit"** based on the Prevention/Zero Mindset principles covered in the Universal Awareness Session..
3. Importantly, this may also underscore the home to work link (**critical to culture change**) by promoting a children's art competition which may culminate with an "exhibition" in the canteen.

etc,  
etc,  
etc

# - Elements and Outcomes -

## A Letter Home

And the other 'extra' elements of the menu which add to the 'campaign' at your organisation ...

- **Post Session Incentives**
- **The Artshow**
- **The SLOGO news and**
- **Cobbers**
- **Mime Interpretation**

... are all like communication and culture change "condiments". It's hard to describe them any more explicitly than is done so in the Menu. Suffice to say these fun little ideas add a bit of X factor to what can otherwise be sometimes dry, sometimes disquieting areas of training ... the survival of the planet. What can we say? They don't specifically add anything to content but they add enormously to the whole. They are simple, rich, human interest additions which often do not occur in training programs.

## Enviro Reps

*Enviro•Reps become the first point of contact and the conduit between the broad staff body and management/environment team. Long after the inevitable staff changes in management and HR, the intent and momentum of a sustainability culture will live on through the energy and passion of a core group of people in your organisation... the **Enviro•Reps***

The Enviro•Rep session involves a minimum of four hours of workshop training delivered by us. It can also include a further two hours presented by you, focussing on the very specific elements of your organisation's sustainability agenda and strategies, communication channels, Objectives and Targets, etc. These two components of the Enviro•Reps training can be separate blocks or integrated into a full day session, which is preferable.

**We will recommend that Enviro•Reps sessions are held in a refreshing, natural setting; outside the regular workplace.**

### Outcomes ...

In a nutshell participants will ...

1. Have as refreshing an experience of **nature** as possible.
2. Be invited to write a sustainability **policy** for their specific work area
3. Be asked to harvest the range of aspects in the workplace which could have an impact on the environment and **prioritise** improving them.

# - Elements and Outcomes -

## 4. Work through the S.e.O.S. toolbox, comprising:

- Detailed insight into the Seven Sustainability Barriers or Beacons ... our Choice!?
- The S.A.P. process (Sustainability Action Promotion) which provides both inter-personal and behaviour cue skills to avert negative environmental incidents and avail of opportunities.
- A take away package of materials and ideas to assist them in doing "micro-workshops" with their work teams or agenda items on team meetings.

## 5. Learn **triple bottom line** thinking.

## 6. Learn about the **ecological footprint** concept, including methods available on the net to calculate one's own, and as a resource for sharing with others in work teams.

## Computer Based Training

**This is a "hot-linked" PDF format document which can be transmitted through your intranet.**

The CBT follows the **Why What How** model of the Universal Awareness Session in providing understanding of sustainability issues and opportunities, your organisation's sustainability "system" and the behaviour and expectation parameters which will be required to achieve sustainability objectives.

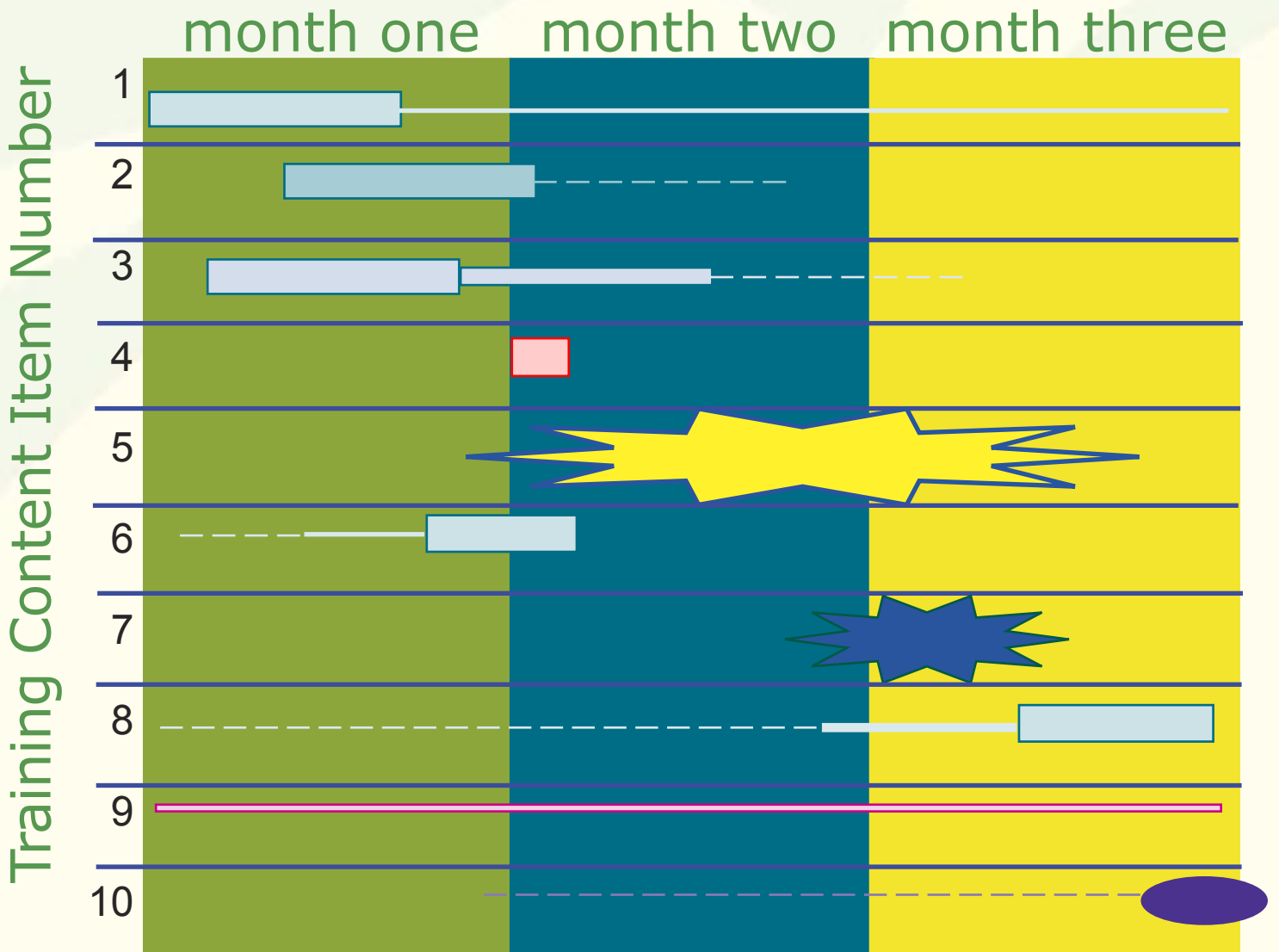
**The content** also usually comprises summaries of and links to your policy, action plans, late breaking sustainability news, etc. And it can also be linked to key internet sites such as biological diversity, personal ecological footprint measuring sites, energy auditing, EPA, etc.

**The CBT has a number of invaluable uses.** It is ideal for those who for whatever reason miss the main training program. It works fantastically as an induction training device for new employees. Best of all, it makes for a stupendous re-reinforcement and re-motivator for all staff 6 or so months down the track.

Used this way, it also provides a **task/role for the Enviro•Reps.**



# - Notional Timeline -



## month one

1. Planning, Project Management, Creative Development and the SLOGO
2. Search Conferences
3. Document Review

## month two

4. Leaders of the 21st Century
5. Universal Sustainability Training
6. Training Publication
7. Enviro Reps

## month three

8. Computer Based Training
9. A Letter Home
10. "Sustain the Gain" Report