

Queensland Government Response to Premier's Council on Climate Change Working Paper

Working Paper 1 **Achieving early and affordable greenhouse gas reduction in** **Queensland: Strategies for voluntary household and lifestyle changes**

Coordinated by the Department of Environment and Resource Management



May 2009



Introduction

The Premier's Council on Climate Change provides the Queensland Government with high-level strategic advice on climate change issues and actions. The work program of the Council is facilitated by a number of working groups comprising Council members.

The Premier's Council on Climate Change provided its first Working Paper, *Achieving early and affordable greenhouse gas reduction in Queensland: Strategies for voluntary household and lifestyle changes*, to the Queensland Government for consideration in June 2008. The working paper was prepared by the Council's Community Engagement and Education Working Group.

The working paper explored the opportunities available for achieving early and affordable reductions in greenhouse gas emissions through household level action. It included recommendations for engaging Queenslanders in addressing climate change.

The working paper noted there was considerable scope for the Queensland community to contribute to state and national greenhouse gas reduction targets. The paper noted that if only 15 percent of the state's households adopted a range of small and affordable lifestyle changes, the greenhouse gas reductions could be as much as 1.4 million to 4 million tonnes each year.

The Premier accepted the working paper on behalf of the Queensland Government at the Council meeting in June 2008. The Premier referred the Council recommendations to the then Minister for Sustainability, Climate Change and Innovation who supported implementation of a number of measures which are summarised in this paper.



Response to recommendations of the Premier's Council on Climate Change

PCCC Recommendation	Outcome	Government response
The Queensland Government extends its current ClimateSmart Living campaign by launching a two-year community engagement strategy aimed at securing early and affordable greenhouse gas reductions across the state. This would occur through voluntary household and personal lifestyle changes.	Accepted	The Queensland Government extended the ClimateSmart Living campaign for a two year period (from 2009/10), incorporating a number of new program elements to encourage voluntary household and lifestyle changes. These elements included a range of information, education and community engagement initiatives based on the further recommendations of Council as detailed below.
A progressive rollout of a community based, social marketing program using David Gershon's <i>Low Carbon Diet: a 30 day program to lose 2000 kilos</i>	Accepted	The Low Carbon Diet program has been incorporated as a key element of the Queensland Government's wider ClimateSmart Living campaign. The program supports community groups to engage householders in structured carbon reduction programs through formal partnerships, web based tools, fact sheets and small grants for operational costs. Grants between \$2000 and \$10 000 are available to assist not-for-profit organisations, local councils and tertiary institutions to meet operational costs associated with implementing the program.
A strategy be developed to encourage the active participation of at least 15 per cent of Queensland households within two years — the aim being to reduce household greenhouse gas emissions by at least one million tonnes annually	Accepted	The Queensland Government aims to have 500,000 Queenslanders participate in the Low Carbon Diet program by 2010 – saving as much as 1 million tonnes of greenhouse gas emissions. In addition, as part of its Toward Q2 strategy the Queensland Government has established a target to cut Queenslanders' carbon footprint by one third with reduced car and electricity use. The

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		Queensland Government will publish annual progress reports relevant to this target.
<p>The ClimateSmart Living campaign be expanded to incorporate community-based social marketing methodologies that provide additional emphasis on empowerment and partnership activities for Queensland households. This could be achieved through:</p> <ul style="list-style-type: none"> ➤ information strategies to create awareness that would: <ul style="list-style-type: none"> - be delivered through partnerships between government and major media outlets, emphasising information about climate change and practical steps people can take to reduce carbon impacts - have a whole-of-government emphasis, coordinated through the ClimateSmart website and departmental information initiatives ➤ educational initiatives that enable understanding, such as: <ul style="list-style-type: none"> - upgraded web-based education modules that support community-based, low carbon initiatives - easily understood manuals and technologies (e.g. household energy monitors) to educate, generate interest and provide feedback about the effects of changed behaviours ➤ empowerment strategies for householders, including: <ul style="list-style-type: none"> - delivery of ClimateSmart Home Service which will, 	Accepted	<p>The ClimateSmart Living Campaign has been extended and supplemented through:</p> <ul style="list-style-type: none"> • information, and educational initiatives including: <ul style="list-style-type: none"> - partnerships with media outlets to produce features on climate change and practical household level actions to reduce emissions - the 'Black Balloons' advertising campaign which raised awareness about how individual actions contribute to climate change - a coordinated whole of government ClimateSmart Living web portal which includes a range of information and tools to support household action - the planned development of an updated web based carbon calculator that will assist householders and groups to calculate and monitor the efficacy of actions to reduce emissions • strategies to empower householders to reduce emissions including: <ul style="list-style-type: none"> - the Big Light Switch which raised awareness through Australia's largest giveaway of 1 million energy saving light bulbs in partnership with Australia Post and the Sunday Mail - the Climate Smart Home Service which is assisting up to 260,000 households with home energy audits, customised energy efficiency advice and the installation of energy savings

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<p>for a small fee, provide audits, energy meters, key appliances and assistance in joining GreenPower schemes</p> <p>➤ recruitment of leading environmental groups to develop — in partnership with communities — low carbon community and household programs; partnerships to build and confirm behavioural change to reduce carbon footprints through active partnership-based initiatives with</p> <ul style="list-style-type: none"> - environmental, service, recreational and sporting, faith, Indigenous, ethnic, neighbourhood and other community groups – local authorities – major energy retailers – major home appliance retailers – transport service providers (including Queensland Rail) 		<p>household devices</p> <ul style="list-style-type: none"> • partnership initiatives with leading environmental and community groups and businesses to build and reinforce behavioural changes to reduce emissions including: <ul style="list-style-type: none"> - with Greening Australia, Keep Australia Beautiful Queensland and AFL Queensland to implement the Low Carbon Diet Program throughout their community networks - with Climate Coolers for the ‘1 Million Women campaign’ which aims to inspire 1 million Australian women to take practical action on climate change by cutting greenhouse gas emissions by 1 million tonnes - with 40 household appliance retailers through the ClimateSmart Retail program to provide consumers with ‘in-store’ information about the environmental performance and energy costs of appliances
<p>Activities be monitored and measured, with desired outcomes being reduced greenhouse gas emissions in the household sector, and increased numbers of Queenslanders understanding and adopting lower carbon lifestyles.</p>	<p>Accepted</p>	<p>The Queensland Government will publish annual progress reports on the achievement of the Towards Q2 target of reducing Queenslanders’ carbon footprint by one third with reduce car and electricity use by 2020. Additional updated reports will be included on the Q2 website as the information becomes available.</p> <p>In order to ensure continual improvement in climate change programs the Queensland Government will evaluate the effectiveness of specific</p>

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		initiatives such as the Big Light Switch, the ClimateSmart Home Service and the Low Carbon Diet Program in achieving household behaviour change.

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