# 2013

For 2013, AusLSA will be developing a thematic approach to sustainability and focusing on a different sustainability theme each quarter.

To promote staff engagement and facilitate the implementation sustainability initiatives the Staff Engagement Working Group are collating ideas and resources on each theme.

Allens Linklaters, Clayton Utz, Maddocks and Jackson McDonald are adopting this approach as part of their sustainability strategy and will be aligning their activities to the 2013 themes.

AusLSA Members, the law societies and other law firms will also be invited to align their sustainability strategies and initiatives to the same calendar and share their ideas, experiences and successes with others through AusLSA.

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| **Energy** | **Travel [or 'climate change']** | **Paper** | **Waste** |
| **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **July** | **Aug** | **Sep** | **Oct** | **Nov** | **Dec** |
|  |  | Earth Hour | Earth Day |  | World Environment Day | National Tree Day |  |  |  | National Recycling Week |  |

**Events / Guest Speakers**

* Ideas for events, seminars, workshops
* Ideas for guest speakers

**Engagement**

* Ideas to engage, inspire and motivate staff

**Resources**

* Websites, guides, toolkits, case studies

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| **Energy** |
| **Jan** | **Feb** | **Mar** |
|  | *World Wetlands Day: 2 Feb* | *Clean up Australia Day: 3 March**Earth Hour: 30 March* |
| **Events/ Guest Speakers** | **Engagement Ideas** | **Resources** |
| Organise a lunchtime talk on 'greening your home' | Invite employees to make individual pledges to reduce their energy use | Put up some Energy Saver Posters - <http://www.resourcesmart.vic.gov.au/for_government/culture_change_and_communication_3684.html>  |
| Jane Fullerton-Smith (MD, Green Shoots Pacific & Sustainable Events Alliance) Engaging guest speaker, or can run workshops on specific topics.<http://www.greenshootpacific.com/about/the-team/> | Run a 'switch-off' campaign. And perhaps offer rewards for staff who suggest good energy saving ideas and initiatives.  | Share a YouTube clip: * [‘Human Power Shower’](http://www.youtube.com/watch?v=C93cL_zDVIM)
* [The Hummingbird and the Forest Fire](http://www.youtube.com/watch?v=JVmDOJcBrR0)
* [She’s Alive…Beautiful…Finite…Hurting...Worth dying for](http://www.youtube.com/watch?v=JVmDOJcBrR0)
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| Launch the energy initiative with a lunch-time/evening screening of ‘An Inconvenient Truth’ or similar film – powered by the ‘Magnificent Revolution’ (pedal powered cinema). <http://www.magrev.org.au/> | Check what PC shutdown processes are in place. Consider IT policy for Sleep/Hibernate after X minutes or software for autoshutdown.  | Join the CitySwitch program (NSW, VIC, SA and WA) to access resources to become a more energy efficient office [*http://www.cityswitch.net.au/*](http://www.cityswitch.net.au/) |
| Organise a guest speaker to talk about and explain the benefits of green power and off-setting for businesses | Ask staff to join the ‘3things’ initiative – making suggestions to employees (Turn off appliances, etc) but asking them to select their own. <http://3things.org.au/> | Miniature Earth Project - <http://www.miniature-earth.com/> |
|  | Crowd source ideas for energy saving ideas via company intranets – employees are more likely to be engaged if they come up with the ideas.  | Run a survey or quiz on environmental issues[www.surveymonkey.com](http://www.surveymonkey.com)  |
|  | Organise a regularly quick-wins or tips column for your firms newsletter, intranet. |  |
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|  | Provide powerboards or kill switches to staff so they can easily turn off all their desk electronics at the end of the day, including their monitor and chargers left on standby.  |  |
|  | Conduct a 'night audit' of electricity use in your office (as promoted by the CitySwitch program) to determine what non-essential power is being used unnecessarily at night |  |
|  | Have a friendly competition between teams or offices to reduce electricity use per headcount over a specified period (3 months or longer) |  |

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| **Travel [or 'climate change']** |
| **Apr** | **May** | **Jun** |
| *Earth Day: 22 Apr* | *National Volunteer week: 13 – 19 May**Walk Safely to School Day: 24 May* | *World Environment Day: 5 June**Global wind day: 15 June* |
| **Events/ Guest Speakers** | **Engagement Ideas** | **Resources** |
| Organise a lunchtime talk on bicycle safety / maintenance | Provide public transport tickets for inner-city business travel | City of Sydney runs free cycling courses for riding confidence and maintenance – might be a useful contact for running corporate courses: <http://www.cityofsydney.nsw.gov.au/AboutSydney/ParkingAndTransport/Cycling/CyclingCourses.asp>*Emily Mc, Stacks: I did the city cycle confidence course and it was a quality course.* |
| Run a locally-sourced breakfast or food and wine event | Run a campaign to promote the use of video conferencing. Consider training in how to get the most of your system |  |
| Clover Moore is a huge advocate for cycling  | Encourage riding, walking to work, carpooling once a week/month and provide a free breakfast for those who participate.  |  |
| Ask a Travel Management Company to talk about how they advise clients to reduce travel emissions | Subscribe to your city’s bike or car share scheme and offer the facility to staff. |  |
|  | Promote Meat Free Mondays:* Encourage staff to go meat free at home.
* All catering orders to be meat free
 |  |
|  | Ask regular cyclists, walkers to promote their positive commuting experiences through the intranet or newsletter |  |
|  | Publicise the available facilities for cyclists. |  |
|  | Pedometer challenge! |  |
|  | Get your firm to support a Commuter Club program that may make it cheaper for staff to buy public transport tickets |  |

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| **Paper** |
| **July** | **Aug** | **Sep** |
| *National Tree Day: 28 July* | *Keep Australia Beautiful week: 19 – 25 Aug* | *National Biodiversity Month**National Landcare Week**World Car free day: 22 Sep**Walk to work day: 5 Sep* |
| **Events/ Guest Speakers** | **Engagement Ideas** | **Resources** |
| Jon Dee - Founding Partner, Planet Ark and MD of ‘Do Something’ <http://dosomething.net.au/what-we-do.aspx> | Run a 'reduce your paper use' campaign |  |
|  | Distribute native seeds/seedlings to staff |  |
|  | Arrange a volunteer tree planting day |  |
|  | Weekly intranet tips/facts.  |  |
|  | Engaging posters in obvious places (by photocopier, printer, bins etc.) with facts about paper usage/wastage.  |  |
|  | Run a small trial of E-filing or ‘swipe and print’ and calculate paper savings |  |
|  | Publicise your paper use as identified by AusLSA Environmental Reporting. Calculate paper volumes into novel metrics.  |  |
|  | Review any hard copy subscriptions that your firm receives and see if you can stop / reduce by going on-line.  |  |
|  | Review your print / copy room procedures to make sure they are promoting sustainable printing practices and challenging inefficient requests where possible |  |

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| **Waste** |
| **Oct** | **Nov** | **Dec** |
| *World Habitat Day: 7 Oct**National Ride to Work day: 16 Oct* *National Water Week* | *National Recycling Week**AusLSA Environmental Report released* | *International Volunteer Day: 5 Dec* *Human Rights Day: 10 Dec**Coastcare Week* |
| **Events/ Guest Speakers** | **Engagement Ideas** | **Resources** |
| Run a launch event showing ‘[The Story of Stuff’](http://www.youtube.com/watch?v=gLBE5QAYXp8) and have ‘rubbish’ competition – split staff into teams and give them a variety of rubbish items that they need to put into the correct bin  | Run a recycle campaign: stationery, phones, batteries, clothes etc | National Recycling Week<http://recyclingweek.planetark.org/>  |
| Abigail Forsyth, CEO of KeepCup | Subsidise re-usable coffee cups/bottles or eco-bags | KeepCupsspeak with your local coffee shops to see if they will give a discount to those who use their KeepCups. <http://www.keepcup.com.au/>Keep Cup Fact Sheet |
| Darren Andrews from Green Collect on upcycling as part of a social enterprise | Spot checks for under-desk bins & provide incentives for those who doing the right thing.  | YouTube: * [The Story of Stuff](http://www.youtube.com/watch?v=gLBE5QAYXp8)
* [Change The Way We Think – Water Used to Make 1 Latte](http://www.youtube.com/watch?v=-nekqKEsbdU)
* [The Story of Bottled Water](http://www.youtube.com/watch?v=DmK29LvFlOc)
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|  | Place clear recycling signage with images and/or lists of items above bins.  | Bokashi Bins<http://www.bokashi.com.au/>  |
|  | Encourage recycling by removing landfill bins from offices/desks or swap to 3-in-1 bins.  | Smith Family - [thesmithfamily.com.au](http://www.thesmithfamily.com.au/) Fitted for Work - <http://www.fittedforwork.org/> Givit - <http://www.givit.org.au/>  |
|  | Host a morning tea to discuss your environment / sustainability report or latest achievements | Find recycling facilities near you - <http://businessrecycling.com.au>  |
|  | Provide reusable bags or organise for staff to bring in spare bags for home.  | Recycling Signage<http://businessrecycling.com.au/research/signage.cfm>  |
|  | Organise a recycling drive for:* batteries
* old mobile phones
* clothes donations
 | GreenCollect.org<http://www.etsy.com/shop/GreenCollectUpcycled> |
|  | Organise for the collection of Organic waste either through building waste providers or bokashi bins in the kitchens. Staff can take home the compost, or you could organise to fertilise a nearby garden space. | Twelve recycling ‘Dos’ of Xmas - <http://12dos.planetark.org/>  |
|  | Carry out a basic 24hr internal waste audit of your office to review areas for improvement | Mobile Muster - <http://www.mobilemuster.com.au/>  |

**Engagement Toolkit**

1. Identify Why
* Identify the benefits
* Make it relevant
* Help staff see the need to change
* Secure support from senior management
1. Develop Ideas
* Survey staff / consult stakeholders
* Identify champions , establish 'green' committee
* Develop a strategy, objectives and goals
1. Build Enthusiasm
* Develop a communications platform
* Get staff involved
* Coordinate with existing committees and departments
* Keep messages simple
1. Provide Support
* Empower action
* Remove barriers
* Be realistic
1. Celebrate Success
* Communicate progress
* Generate short-term wins
* Reward those who made success possible
1. Reinforce the message
* Anchor new approaches in the firm's culture
* Integrate principles into existing processes
* Use wins and information from your campaigns in your ongoing sustainability plan