

SV2030:

A Decade of Action



**Innovation and
Investment**

**Behaviour Change
and Education**

**Community
Action**

SV 2030: A Decade of Action
© Sustainability Victoria 2022

Authorised and published
by Sustainability Victoria,
Level 12, 321 Exhibition Street Melbourne
Victoria 3000 Australia

Accessibility
This document is available in PDF
and Word format on the internet at
www.sustainability.vic.gov.au

March 2022

While reasonable efforts have been made to ensure that the contents of this publication are factually correct, Sustainability Victoria gives no warranty regarding its accuracy, completeness, currency or suitability for any particular purpose and to the extent permitted by law, does not accept any liability for loss or damages incurred as a result of reliance placed upon the content of this publication.

This publication is provided on the basis that all persons accessing it undertake responsibility for assessing the relevance and accuracy of its content.

This report should be attributed to Sustainability Victoria.

This report is licensed under a Creative Commons Attribution 4.0 International licence. In essence, you are free to copy, distribute and adapt the work, as long as you attribute the work and abide by the other licence terms. Go to creativecommons.org/licenses/by/4.0/ to view a copy of this licence.



Acknowledgement

We acknowledge and respect Victorian Traditional Owners as the original custodians of Victoria's land and waters, and for their unique ability to care for Country and deep spiritual connection to it. We honour Elders past and present whose knowledge and wisdom has ensured the continuation of culture and traditional practices.

We acknowledge that we live and work on the lands of the world's oldest and most sustainable culture. We acknowledge the deep connection to Earth of First Nations peoples and their invaluable contributions to our understanding of climate change and the environment.

We are committed to genuinely partner, and meaningfully engage, with Victoria's Traditional Owners and Aboriginal communities to support the protection of Country, the maintenance of spiritual and cultural practices and their broader aspirations in the 21st century and beyond.

We are committed to building ongoing, just and respectful relationships between self-determining First Peoples and the State. This will be a priority in the activation of SV2030.



Adie (Gunaikurnai) 'Connection' 2019, acrylic on canvas



This artwork was created through The Torch, a not for profit organisation, that provides art, cultural and arts industry support to Indigenous offenders and ex-offenders in Victoria.



From our Chair and CEO

As a delivery agency of the Victorian Government, Sustainability Victoria (SV) has a bold, ambitious and exciting agenda to deliver a decade of action to 2030.

Our purpose is to accelerate Victoria's transition to a circular, climate resilient clean economy – contributing to achieving the Government's targets for 2025 and 2030 as set out in the Recycling Victoria policy and the Climate Change Strategy.

Our ambition is to develop and deliver fit-for-purpose high impact solutions to challenges posed by our complex and rapidly changing environment. We do this in partnership with our stakeholders in industry, business, entrepreneurs, research institutions, schools, households, individuals, community groups and governments within Victoria and across Australia.

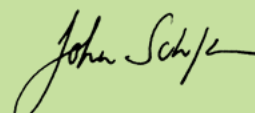
SV2030 is centred on an inclusive, just and equitable transition that has:

- shared knowledge, innovation, investment in vibrant new clean economy industries with significant new employment opportunities
- a future where all our resources are produced, consumed, collected, recycled and retained at their highest value, purchased and reused, circulating in perpetuity throughout the supply chain
- world-leading infrastructure, sustainable buildings, and communities and people with a deep understanding and literacy of sustainability in all sectors.

SV will focus our action on three areas:

- Investment and Innovation: Incentives and insights to deliver a clean economy
- Behaviour Change and Education: Leading effective change
- Community Action: Place-based projects and programs

Every day, every Victorian can take action. We will work together, knowing that starting, speeding and scaling up our collective efforts will achieve greater prosperity for Victoria, the economy and our planet.



Johan Scheffer,
Chair



Matt Genever,
Interim Chief Executive Officer

Contents

Acknowledgement	iii
From our Chair and CEO	iv
Our strategy on a page	2
SV2030: A decade of action	3
The vision for Victoria in 2030	4
Accelerating Victoria's transition	6
What is a circular economy?	6
Victorian Government targets	7
Working together	8
Our role	9
Impact	10
Focus areas	10
Activity types	11
Our partners	12
Our people	13
Foresight	13
Systems change	14
Bringing everyone on board	15
Focus area 1: Investment and innovation	16
From theory to impact	18
Focus area 2: Behaviour change and education	19
From theory to impact	21
Focus area 3: Community action	22
From theory to impact	24
Implementing SV2030	25
References	26

Our strategy on a page

Our purpose To accelerate Victoria’s transition to a circular, climate resilient clean economy

Our focus areas

Investment and Innovation
Incentives and insights to deliver a clean economy

Behaviour Change and Education
Leading effective change

Community Action
Place-based projects and programs

The resource types we work with

 People

 Materials

 Energy

 Water

Our activity types

- research
- campaigns
- publications/reports
- pilots/prototypes
- service offerings (internal or external)
- supporting policy design/technical advice
- frameworks/plans
- demonstrations
- events
- incentives

Measuring our impacts

SV’s impact areas aligned to the 17 United Nation’s Sustainable Development Goals (UNSDGs)


Jobs and return on investment


Retaining value from our resources


Reduced emissions


Resilient and healthy Victorian communities

Victoria’s 2030 targets

3,900
new circular economy jobs

\$300m
new investment leveraged in Victoria’s circular economy

80%
resource recovery

15%
reduction in total waste generated per capita

45–50%
reduction from 2005 emissions levels

Figure 1 SV’s strategy on a page



SV2030: A decade of action

Welcome to our vision for Victoria for 2030. Find out how we plan to help Victoria transition to a **circular, climate resilient and clean economy**.

This is a bold, ambitious, exciting agenda to deliver a decade of action to 2030. We're talking about clean energy, zero emissions, climate resilience and circularity principles.

SV2030 is our big picture – it sets out our vision and how we will get there.

Achieving this vision involves all of us working together – our future depends on it.

We have the expertise and the data to show how living in a sustainable way is good for the environment, but also our health and long-term economic wellbeing.

Our programs help all Victorians move towards a circular, climate resilient and clean economy, underpinned by shared knowledge, innovation, vibrant employment opportunities and a cleaner, greener Victoria for current and future generations to enjoy.

We will:

- ensure a just and equitable transition for all Victorians
- increase investment in infrastructure and industries of the future and promote innovation, while helping existing industries to transition
- support lifelong education for skills development and sustainability literacy
- overcome barriers to behaviour change by working closely with business, community and households
- encourage community action using connection and consultation for shared social, environmental and economic benefits.



The vision for Victoria in 2030

Victoria's circular and climate resilient clean economy has brought well paid jobs to the state. It has leveraged significant new private sector–Commonwealth investment in Victoria.

Thousands of Victorian businesses have adopted circular business models, increasing profitability by buying and selling the resources they use, recycle and reuse. Retrofitting of homes and other buildings is occurring at scale with an uplift in skills education and training. Workers are planting trees and creating urban forest carbon sinks, upgrading infrastructure, expanding public transport and manufacturing wind turbines. The state has achieved its goal of 45–50% emissions reduction by 2030.

Households are the engine room of this circular, climate resilient clean community. Supported by our education and behaviour change programs, households act in ways to keep their energy use low and make the most of solar generated power, home or neighbourhood batteries, and shared e-mobility (electric bike, scooter or car) or active transport options – slowing the growth of private transport demand.

Positive changes have been leveraged from COVID-19. Many Victorians have embraced flexibility on where and how they work. Many have relocated to regional Victoria and

the 20-minute neighbourhood vision of Plan Melbourne has been realised. Victorians walk out their front doors to cool green leafy streets that shade bike tracks connecting urban neighbourhoods with nearby amenities and employment. People with mobility or health issues can access more options for virtual and mobile servicing, creating more accessible, equitable and just communities. Living and working locally has significantly reduced transport emissions and related health impacts.

Food security has improved for many vulnerable people. Waste generated per individual is at an all-time low as households embrace sustainability programs. Shared community gardens have multiplied across Victoria, as have food exchanges that everyone can access and contribute to (where possible) without being seen as 'welfare' based.

Neighbours love meeting at their local repair cafe, toy library, household chemical collection events, community garden and other shared spaces. They grow seasonal produce in soil enriched by coffee grounds and compost, sharing intergenerational sustainability knowledge and enjoying community facilities powered by Community Power Hubs.

This connectedness provides environmental benefits, but also social benefits through improved health and community resilience. Empty office buildings are being refurbished into



collaboration spaces, or public housing. Together with a greater supply of affordable housing and the emergence of new clean industries that train and employ local workers, systemic social and economic disadvantage is being addressed by establishing vital social connectivity for our most vulnerable.

Single use plastics are a thing of the past. Local cafe customers use their reusable containers and cups for take-away food and coffees. Local cafes are low-food waste too, after participating in food waste reduction business programs. Cafes send their coffee grounds to programs like Reground. Children are modelling and sharing with the rest of the household what they have learned in their ResourceSmart School.

Unusable items of household food end up in the food and garden waste bin or at a community organics processing site. All food waste is now converted to nutrient-rich compost or energy. The compost feeds hundreds of neighbourhood market gardens, which have created thousands of local jobs and fostered local share, reuse and low waste living practices.

Victorians are conscious consumers. They buy high-quality long-lasting products and Victoria's first locally produced products with embedded recycled content. Products are leased, shared or passed onto others or repaired at the local

repair cafe. When a device breaks down it automatically communicates with the engineers who can fix it remotely. At the end of their life, items can be recycled at domestic recycling facilities.

SV action research has proven that simple household energy efficiency upgrades lead to multiple benefits – less energy used, lower bills, healthier people in winter and summer, reduced emissions and improved housing stock and health. Via an app, households can monitor their carbon footprint in real-time and track where all the materials they use come from and where they go. People now actively demand net-zero carbon homes, the retrofit industry is thriving, and Victoria is on track to retrofit one million underperforming homes.

SV data and intelligence has incentivised participants to develop their own Zero Carbon Community Learning Networks to adapt and target their actions to maximise impact. The system enables community efforts across projects to be monitored to inform public policy. It has also fostered friendly competition between postal codes and local government areas – a great motivator for action!

Accelerating Victoria's transition

More than three-quarters of Victorians believe climate change requires urgent action and 9 out of 10 expect the Victorian Government to take a strong lead on this.

To do this, we need to shift our current economy and behaviours from the linear path of 'buy, use, dispose' to a circular culture based on 'avoid, minimise, reduce, reuse'.

We need to move towards a 'clean economy' with clean energy, zero emissions, climate resilience and circularity principles. A circular economy offers a systemic and cost-effective approach to help tackle this challenge.

What is a circular economy?

In a circular economy, waste is designed out of the system and products and materials are kept circulating in the economy at their greatest value for as long as possible.

It detaches economic activity from consumption of finite resources by eliminating waste and pollution, circulating products and materials and regenerating nature.

The circular economy is powered by a transition to 100% renewable energy sources and builds economic, social and environmental capital – we get more value from our resources using good design, more efficient business models and more effective recovery of materials.

Innovation and productivity will invigorate existing businesses and create new ones, bringing significant new employment, skills development and market opportunities.

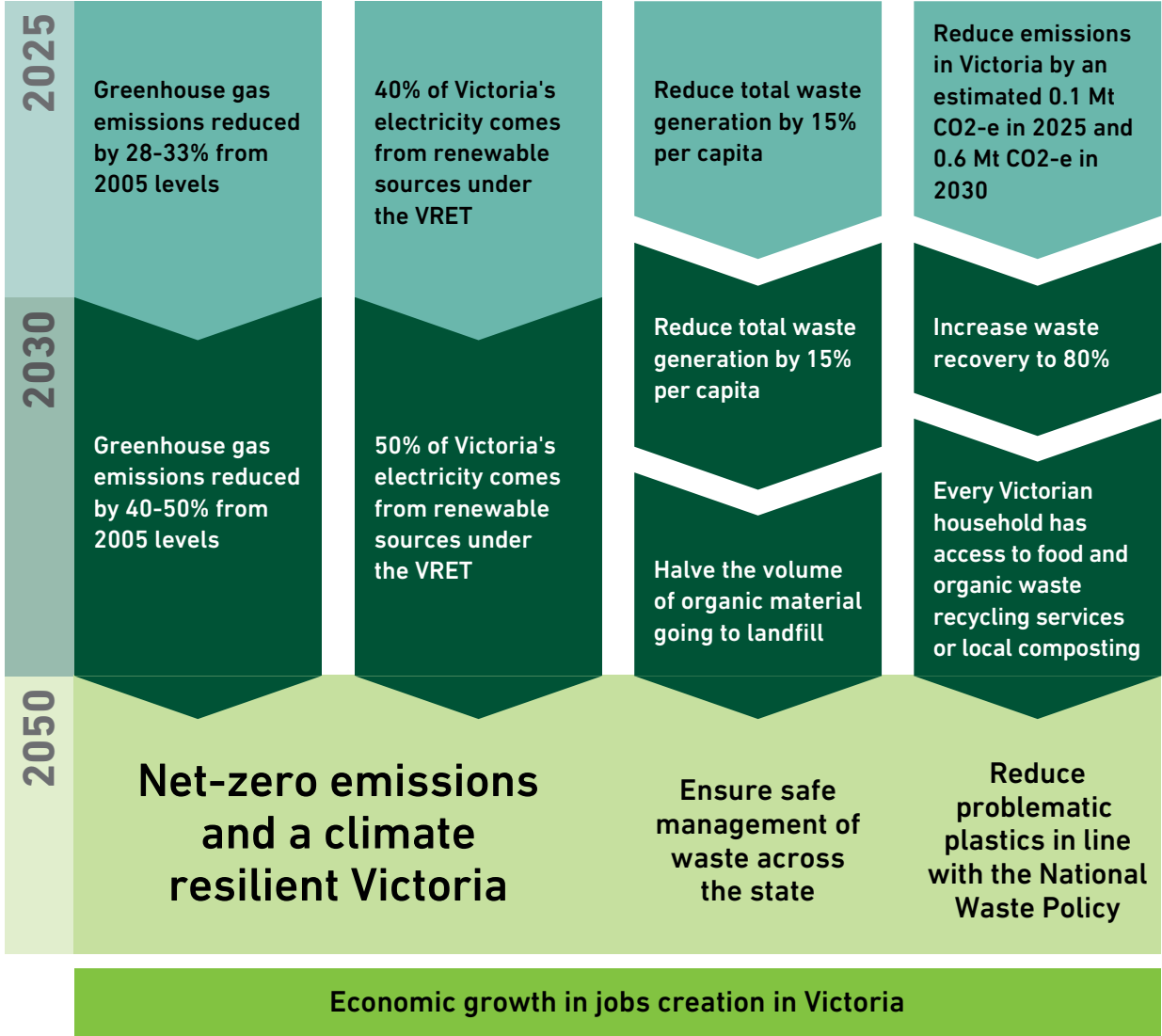
It also provides a significant opportunity to rebuild and accelerate the transition following the impacts of COVID-19, delivering a competitive advantage and more jobs and growth for local, regional, state and global economies.



Victorian Government targets

The Victorian Government has set ambitious targets to 2025, 2030 and 2050 to help us move towards net-zero emissions, diversion of waste from landfill and a climate resilient Victoria. These are the Victorian targets that we contribute to:

Victorian targets that we contribute towards



Our continued active involvement in the Victorian Energy Upgrades (VEU) scheme, managed by the Essential Services Commission (ESC), through the provision of modelling and technical support to DELWP contributes to significant abatement for Victoria. Since inception, over 66.9 million saving certificates (VEECs) have been registered by the scheme. Each certificate is equivalent to 1 tonne CO₂-e of lifetime abatement.

Working together

Transitioning Victoria involves co-operation among all parts of government and the Victorian community. We need deliberate action that breaks down silos and integrates clean energy and materials into finance, labour, taxation, transport and industry policies.

The sustainability ecosystem of government, organisations, businesses and academia can sometimes seem confusing and daunting. The diagram below shows the key government players and their respective roles in transitioning to a net-zero emissions and climate resilient Victoria.

We work in conjunction with the Department of Environment Land Water and Planning (DELWP) and the following agencies to drive this change:

DELWP – accountable to the responsible ministers for the functions they perform on behalf of the Victorian Government in managing, regulating, consulting and/or advising in relation to public land, water, energy and environmental resources and planning and local infrastructure.

Recycling Victoria authority – oversees and regulates Victoria's waste and recycling sector. Recycling Victoria will deliver statewide stewardship, planning, regulatory and market oversight functions, and have a strong regional focus from July 2022).

Sustainability Victoria – facilitates, advises and promotes circular economy, waste management, emission reduction and energy efficiency in Victoria through investment, education and behaviour change.

Environment Protection Authority (EPA) – Victoria's environmental regulator working to prevent harm from pollution and waste.



Our role

SV is a delivery agency of the Victorian Government. Our role is to help Victorians move towards a circular, climate resilient clean economy and meet government targets in recycling and net-zero emissions.

We partner and influence to create systems change through investment, education and behaviour change, and encouraging community action. We use our technical expertise and real-world insights to bring about change for individuals, households, communities, local government, regions and the state.

We're a statutory authority, established in 2005 under the Sustainability Victoria Act 2005. We report to the Minister for Energy, Environment and Climate Change.

We are not a regulator and we do not carry out compliance and enforcement.



Impact

We deliver activities under four impact areas with ambitious targets set for delivery by 2030:

- Victorian jobs and investments are underpinned by circular, climate resilient and clean economic principles
- Victorians maximise value of resources
- Victorian businesses, organisations and communities reduce their carbon emissions
- Victorian communities are climate resilient and healthy.

Our contributions also align to the United Nations Sustainable Development Goals (UNSDGs) which are part of the 2030 agenda for sustainable development.

SV2030: Our impact by 2030



Jobs and return on investment



Retaining value from our resources



Reduced emissions



Resilient and healthy Victorian communities

Focus areas

We invest our knowledge in three focus areas designed to start up, speed up and scale up action towards the Government's target of net-zero emissions by 2050.

These focus areas are:

Investment and Innovation

Incentives and insights to deliver a clean economy

Behaviour Change and Education

Leading effective change

Community Action

Place-based projects and programs

The three focus areas and how they deliver our vision for 2030 are covered in more detail later in this strategy.

Activity types

We have 10 main activity types:



Research

Undertake research into sustainability issues and future opportunities



Supporting policy design/technical advice

Insights and technical expertise in relation to policy, committees, taskforces, etc.



Campaigns

Behaviour change campaigns to influence more conscious consumerism



Frameworks/plans

Develop frameworks and support implementation of government policy, plans and frameworks



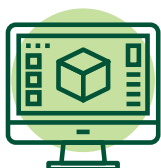
Publications/reports

Data and insights to expand knowledge and influence change



Demonstrations

Show practical evidence of effective solutions to wider audiences to facilitate adoption



Pilots/prototypes

Pilot new technology and prototypes



Events

Host events such as the Premier's Sustainability Awards and 'Detox your Home'



Service offerings (internal or external)

Our concierge or investment facilitation services



Incentives

Provide or identify financial and other incentives to attract investment into infrastructure and transition of new technology

Resources

The resource types we typically work with are:



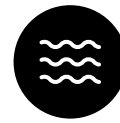
people



energy



materials



water

We believe that the conversation around 'waste' needs to change, so we typically use the word 'materials' instead of waste. Seeing waste as a precious commodity is a big part of the circular economy.

Our partners

We have a long history of working closely with our partners. Under SV2030, we're strengthening our partnership approach. We will build on and expand existing relationships and seek out more collaborative and innovative opportunities.

We will also continue our navigator/concierge role by building knowledge and facilitating connections and networks for collective community action.

Our work either influences – or we work in partnership – with:

- individuals or households
- communities
- businesses (all sizes)
- not for profit organisations (such as social enterprises and charities)
- professions
- research institutions
- sector or industry (such as the education sector or an industry association)
- government (across Victoria and Australia)

We work across most portfolios in the Victorian Government along with numerous organisations in other sectors such as waste and resource recovery.

What's in a community?

We work alongside the community to increase action to address climate change and achieve a circular economy. We do this mainly through education programs and behaviour change campaigns. We also develop data to support and encourage the community's role in behaviour change.

Communities are often defined by council area or geographic locations (like Victorian regions). But communities can equally be defined by technical practice (such as a profession or a network), by organisation type (companies, industry body or for purpose entities), culture, faith, diversity, age or shared interests (such as environmental volunteering).



Our people

Our cultural aspirations guide the development of the 'OneSV' culture and are central to how we operate in delivering SV2030.

Foresight

Like most of the world, we transitioned to a new normal in 2020–21. To meet this challenge, we implemented new leadership, organisational structures and capabilities. A key aspect of this transformation was combining our existing disciplines of research, data and policy insights with new strategic foresight technical skills, methods and systems.

We now use a range of tools and techniques across all our practices to inform pathways and identify pivot and adaptation points at defined review points or event triggers, including risk tolerance and appetite levels.

To meet yearly targets, we must consider and address risks and potential opportunities – including in the context of global, national and state issues. By using strategic foresight in a structured and systematic way, we will gather ideas about the future to better prepare for change. We will explore different plausible futures and map out the actions that take us to the preferred future of a net-zero carbon circular economy.

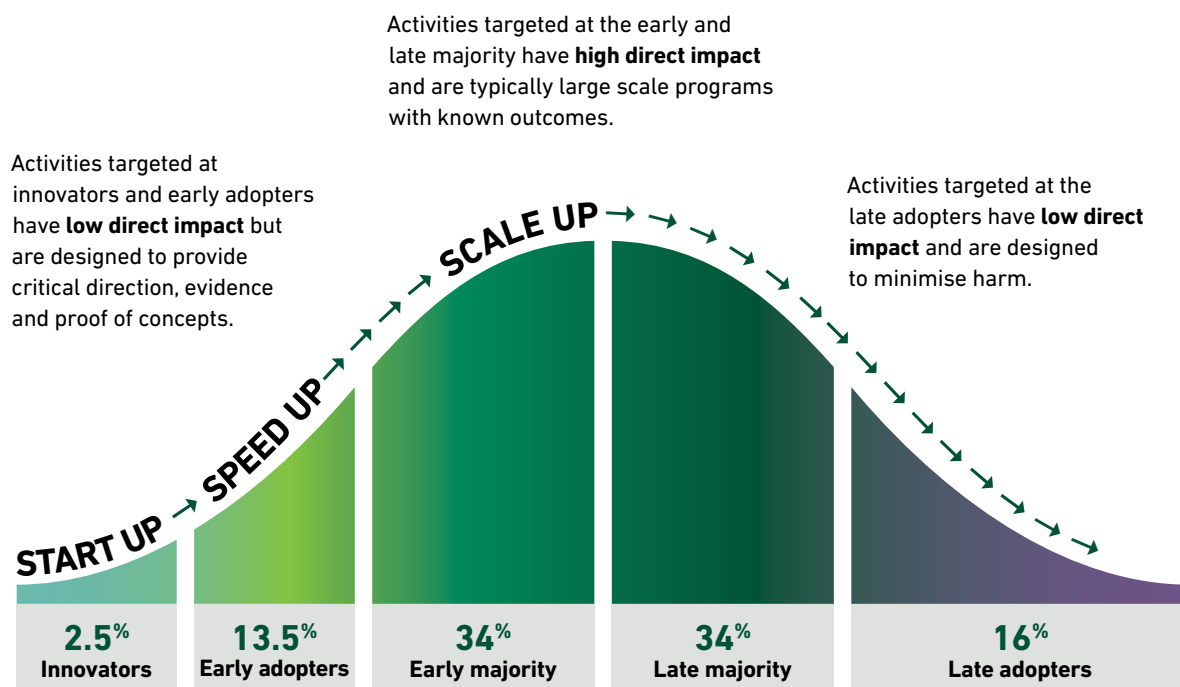


Systems change

Our programs are designed to shift the behaviours of large segments of the population. We work all along the change spectrum, using a variety of interventions to deliver long-term, measurable change.

If we are to accelerate Victoria's transition to a circular, climate resilient clean economy, we need multiple interventions by many participants. Our pilot programs and research activities show that change is possible, particularly when leveraged through innovators and early adopters.

Sustainability change adoption stages

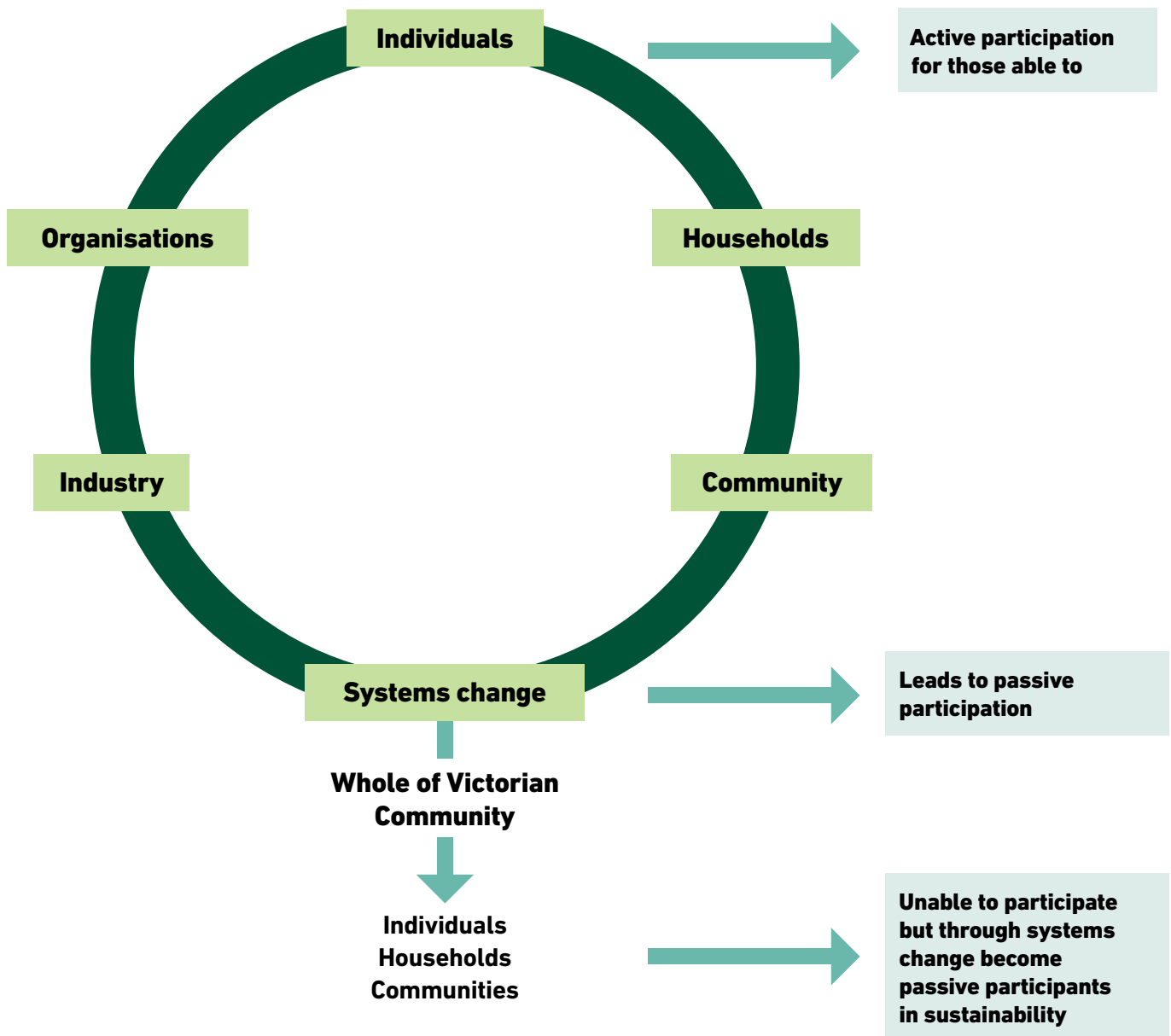


Bringing everyone on board

One of the central tenets of SV2030 is having all Victorians play a shared role in a just and equitable transition for all in our community. Some communities may be less able to join in due to geographic, economic, structural or social factors, but can still be passive participants in our shared journey.

The diagram below shows how active and passive participation work together from an individual to a system-wide perspective.

Active and passive participation levels as a system





Focus area 1: Investment and innovation

Incentives and insights to deliver a clean economy



Investment and innovation play a pivotal role in driving the transition to a clean economy for Victoria. Both are key to Victoria's resource recovery efforts if we are to keep materials circulating in the economy at their highest value without ending up in landfill.

SV provides financial and non-financial incentives and services to leverage and encourage private investment in infrastructure and other projects. We help our partners navigate the local, state and Commonwealth governments and agencies through our 'concierge' role.

Through the Victorian Government, SV will provide more than \$100 million in funding with a variety of grant programs to support the delivery of the Recycling Victoria policy.

Our market intelligence, data and metrics provide strategic foresight and insights to support confident and informed policymaking, program development and investment decisions, thereby reducing investment risk.

We already offer investment facilitation services, working with current and prospective investors from Victoria, interstate or abroad to match investment interests and timeframes. Under SV2030, we will expand this service to provide advisory business planning and facilitation services to a wider range of partners – both within and outside government.

We will also introduce new metrics – moving away from narrow volume-based metrics like tonnes of waste to more nuanced metrics that integrate environmental and social outcomes. This will help us measure our progress in adopting circular economy practices.

New Governance, Risk and Compliance initiatives, like those developed by the Task Force on Climate-related Financial Disclosures, will also help to advance and define economic and corporate financial practices based on environmental and social impacts.

'\$1 billion in infrastructure investment from government and the private sector could transform Victoria's resource and recycling sector to recover up to 90% of waste by 2039.'

Infrastructure Victoria, Victoria's infrastructure strategy 2021–51, 2021:93

What we do

Incentives and insights to deliver a clean economy.

How we do it

We contribute our technical expertise, data, knowledge, insights and financial incentives to develop new ideas and develop new markets or grow existing ones. This generates new technical environmental innovation, housing and infrastructure standards, jobs and economic benefits.

Impact areas



Jobs and return on investment



Retaining value from our resources



Reduced emissions



Resilient and healthy Victorian communities

UNSDGs

Primary alignment



Secondary alignment



Together with the Victorian Government and other partners, SV will:

- fund or design finance mechanisms to leverage private investment into new resource recovery and zero carbon infrastructure that will form the backbone for establishing a net-zero circular economy in Victoria
- co-design community solutions to energy generation to attract local investment
- support innovation projects that provide solutions to reducing waste and emissions
- support energy and materials efficiency that underpin productivity improvements for both small and large businesses
- expand the market for net-zero carbon/7 star homes
- invest in waste diversion from landfill
- change behaviour and product design thinking to reduce waste generation
- expand services and access to food and garden organic waste recycling services or local composting
- conduct horizon scanning, research and data analysis to inform and influence the next generation zero carbon circular economy programs.

From theory to impact

Circular Economy Business Innovation Centre (CEBIC)

Research, development and demonstration grants fund research to develop new products from recycled materials. CEBIC focuses on the make and use sectors by working in partnership with research institutions, organisations and private businesses to establish new business models, more efficient designs and increase material efficiency in existing production lines. CEBIC helps businesses across the supply chain to adopt circular economy solutions that design out waste and improve efficiency. It provides support through research, funding, expert advice and events that promote industry insights, collaboration and networking.



Zero Net Carbon (ZNC) Homes

ZNC Homes was a \$2.2 million demonstration project working in partnership with home builders, Metricon Homes, Stockland and SJD Homes. We provided technical and marketing expertise to facilitate the development, marketing and sales of sustainably designed ZNC homes.

Benefits included validating the market attractiveness of sustainable homes and improving industry technical knowledge and skills. ZNC homes have 50% lower energy bills compared with standard new home builds and reduced carbon emissions by 5 to 8 tonnes a year. Homes are more comfortable year-round, with cleaner air and less noise pollution.

After the success of our ZNC Homes program, we will expand the market for sustainable homes. We will continue to develop, manage and promote our house energy rating tool, FirstRate5, used to verify compliance with housing efficiency standards.



Investment in infrastructure

Since July 2017, SV has attracted significant investment into the resource recovery sector through various funds. SV awarded more than \$42 million in grants, leveraging a further \$111 million in investment. This funding has added a significant amount, almost one million tonnes of recycling capacity across Victoria, as well as 220 new jobs. Of the 261 infrastructure projects funded, 169 infrastructure projects valued at \$100 million are already operational. A further \$3.7 million has been invested in 29 projects related to research, development, demonstration and commercialisation of new recycled products and materials. Many of these materials are now being widely used in Victoria's Big Build projects.



Focus area 2: Behaviour change and education

We strive to inspire and influence the actions of individuals, groups and entire communities. We know that Victorians take climate change seriously but changing behaviours can sometimes be challenging.

COVID-19 has shown us how quickly we can mobilise change and adopt new knowledge and behaviours. We have also seen that education and behavioural science play key roles in these shifts.

To inspire Victorians to take action towards a net-zero future, we need to keep refining our understanding of people and changes and trends in our values. We need to stay on top of preferred ways to be engaged, and how to transform a desire for action into changes in attitudes and behaviours. We need to remove barriers to change and use a variety of tools – often all at once.

Under SV2030, we will identify practical and tangible actions and audiences to ensure the uptake of investment

and innovation technologies. We will continue to use many strategies and channels to enact behaviour change, such as campaigns to spread our messages across communities, and business grant programs to remove financial barriers to choosing lower energy options.

We will also share evidence, research and knowledge into best practice approaches to behaviour change to maximise our reach and impact across Victoria. By measuring and tracking our own behavioural and social impacts, we can evolve and grow our evidence base.

Lastly, we will strive to keep diversity at the heart of our operations and program design, so that all Victorians can participate in this journey.

Alongside our delivery partners, we will deliver interventions that inspire new social norms to help Victorian households save money and reduce energy use and emissions.

We want our leading work in behavioural insights to inspire people to take the actions needed to lead us to a net-zero emissions future.

Keep diversity at the heart of our operations and program design

We want to ensure that diversity, equity, youth inclusivity, student centric design and intergenerational learning are at the heart of our operations and program design.

We see the value in the rich diversity of our state and our shared knowledge. We intend to educate and advocate for our staff and partners to build better competency in diversity and inclusionary practices. This includes

applying both metro and regional-centric approaches to how SV designs and delivers our services to all Victorians.

We commit to working with First Peoples, recognising the role we can play as advocates for increasing knowledge, understanding and respect for their history, people and perspectives by providing learning opportunities and resources for our Victorian community.

What we do

Leading effective change

How we do it

We leverage behavioural insights and social research to guide new and more sustainable ways of doing things.

We collect best practice research projects, data and insights. Through partnerships, we then develop the knowledge and evidence base to inform and drive new directions and targeted interventions. This supports the community to overcome barriers and take measurable positive actions.

Impact areas



Jobs and return
on investment



Retaining value from
our resources



Reduced
emissions



Resilient and healthy
Victorian communities

UNSDGs

Primary alignment



Secondary alignment



Together with the Victorian Government and other partners, SV will:

- embed ResourceSmart Schools (RSS) into education policy from early learning to schools, TAFEs and university operations across Victoria and help the education sector to deliver, measure and achieve their transition (RSS was previously only offered in primary and high schools)
- create the 5-star school standard and ensure schools are hubs for community sustainability in terms of renewable energy capture and storage through solar gardens, as well as educational centres for all generations
- ensure diversity, equity, youth inclusivity, student centric design and intergenerational learning are at the heart of our operations and program design
- deliver programs to increase sustainability literacy
- develop an Australian first: a virtual cooperative research centre of excellence for environmental behaviour change known as the Collective Hub for Action, iNsiGhts and the Environment (CHANGE), with an education and insights incubator, dynamic discovery research platform and insights reporting (paid and unpaid versions) with an associated suite of large-scale interventions and/or advertising campaigns
- design clean economy and sustainability modules and training for construction and building trades to share our knowledge in areas such as new housing and retrofitting to support the industry's transition to a clean economy (as a priority sector) and in particular those sectors to expand.



From theory to impact

Embed ResourceSmart Schools into education policy

We will embed ResourceSmart Schools into education policy from early learning to schools, TAFEs and university operations across Victoria. We will help the education sector to deliver, measure and achieve their transition. We will work with the Department of Education and Training, Catholic Education Commission of Victoria and Independent Schools Victoria to achieve this.

ResourceSmart Schools

ResourceSmart Schools is an SV program supporting Victorian schools to embed sustainability across their facilities, community and curriculum, while saving resources and money.

Schools active in the program have access to free face-to-face facilitation, an online sustainability framework and Environmental Management System, and 5-Star certification system which helps them navigate ways to reduce resource use.

Program outcomes are achieved through changes to school infrastructure and behaviour, engaging students in active learning through a sustainability curriculum and demonstrating leadership by engaging their local community. Since 2008, more than 1,400 schools have participated.

Deliver programs to increase sustainability literacy

We want to develop sustainability literacy in all Victorians to inspire and empower communities. We will continue to generate engaging and effective campaigns, programs and interventions that make it easy for Victorians to act, linking these to our work in investment, innovation and community action.

Love Food Hate Waste

Victorian households send more than 250,000 tonnes of avoidable food waste to landfill each year. This has a big impact on the household budget and the environment. In 2018–19, more than 1,500 households joined the 4-week Love-a-List Challenge to reduce food waste at home through better planning and grocery shopping behaviours. The post-challenge survey showed that 87% of participants adopted new waste reduction behaviours beyond the four-week challenge and 75% saw a 'substantial' reduction in their household food waste thanks to the campaign.

Invest in clean economy skills

We will promote and share the benefits of participating in the clean economy, including the new skills and job opportunities that will emerge.

We will work with the Department of Education and Training and the Victorian Skills Authority to build teaching capability, curriculum and learning resources to support the Clean Economy Skills and Jobs Taskforce. We will create training pathways, new courses, internships and mentoring programs to invest in the skills needed for a circular, climate resilient clean economy.

Waste education in health care

We ran a collaborative project with BehaviourWorks Australia and the Department of Health and Human Services in 2018, 2019 and 2020, with a focus on better management of clinical, general and recycling waste in hospitals. At Bendigo Health, an estimated five tonnes of hospital waste was diverted from landfill in one year. We also partnered with Vinyl Council to increase recovery of PVC at 29 hospitals in 2018–19.



Focus area 3: Community action



Everything starts with people – their intellectual capital, skills, connections, voice, agency and actions. We want to acknowledge and harness this resource, whether it is the desire for change by individuals, as a family, a neighbourhood, a community, a business, an industry, a region or a state.

We work in partnership with communities to share ideas, knowledge and connections to deliver pathways to a circular economy and net-zero emissions for the state by 2050.

Many SV projects involve the community taking a direct ‘stake’ in them – either by involving the community in the development process or community/local investor ownership.

Communities are calling for more government investment in multi-stakeholder climate change solutions such as community energy, peer-to-peer learning platforms and transition plans.

But communities often need a helping hand to get their ideas off the ground. That’s where we come in. Community action brings together current initiatives, such as regional renewable energy roadmaps and climate change adaptation action plans, with circular economy initiatives to create a place-based approach. It connects directly to Victoria’s long-term targets to reduce waste and achieve net-zero emissions.

High levels of community involvement build social capital and community knowledge about how the transition to a circular, climate resilient clean economy can benefit everyone. By working directly with communities, we can support innovative action while also consolidating behaviour change through local leadership and example.

By partnering with communities, we can tailor our advice around the unique perspective of local industry and engage local decision-makers. This helps address some of the risks of transitioning to a clean economy by putting both local government and industry in a position to capitalise on opportunities through early investment and insights based on our collective work.

Many of our programs target multiple community sectors as we recognise that diverse organisations can learn from each other and collaborate, and that place-based solutions are often more successful.

'It is well established that no one takes greater care of their local environment than the people who live, work and play there [...] Strategies that take into account local knowledge and experience, and give the local community responsibility for identifying problems and designing and implementing solutions, are likely to be most effective, not only in producing results but also in encouraging people to take part.'

Australian Landcare Council (2010:4)

What we do

Place-based projects and programs

How we do it

We work with the Victorian community – individuals, neighbourhoods, councils and regions – to develop place-based projects, programs and working hubs covering a range of environmental initiatives.

Impact areas



Jobs and return
on investment



Retaining value from
our resources



Reduced
emissions



Resilient and healthy
Victorian communities

UNSDGs

Primary alignment



Secondary alignment



Together with the Victorian Government and other partners, SV will:

- deliver climate and circular economy programs and services statewide, engaging with all regions
- create an alliance of local businesses, government and community groups to deliver a network of Community Power Hubs achieving 6.6 MW capacity and leveraging \$20 million in private investment
- develop new business ecosystems to create a new model of ownership based on renting rather than owning products and businesses responding to new demand for recycled materials for Victoria's infrastructure build
- enable SV Data and Intelligence Systems for smart tracking of distributed network growth across locations and sectors – regional businesses and households will use the system to identify opportunities to join local microgrids, apply for collective grants and investigate renewable energy systems across Victoria
- foster a network across Victoria to inspire communities to create a common vision and turn visions into action through facilitated workshops and with ongoing support from SV – resources and learnings will be shared across communities to fast track our transition to a new economy
- include vulnerable people, places and community organisations at the forefront of climate change decision-making and planning to provide a fair and equitable climate transition.

From theory to impact

Community Power Hubs

In 2017, the Victorian Government committed funding and support to pilot three Community Power Hubs. These hubs brought local stakeholders together to develop community renewable energy projects in and around Ballarat, Bendigo and the Latrobe Valley.

The two-year pilot had a huge impact and co-benefits. Fifteen community energy projects were completed, collectively producing 1.35 MW of renewable energy, reducing carbon emissions by 1,839 tCO₂e and saving host organisations about \$364,000 in electricity costs each year. Over the projected 25-year life of the project, this will equal \$9.1 million in savings (calculated at net present value).

The pilot also generated more than \$14.5 million of value, creating a 13-to-1 leverage on the government investment in the program.

After this success, SV launched an expanded \$5.94 million program in 2021 for another three to six hubs.

Hepburn Z-NET: SV Investment: \$80,000

In 2017, we researched which aspects of a community's net-zero emissions pathway that government could influence, support and replicate. We then launched a small grants program for transitioning communities.

Hepburn Shire was selected to be in the Zero Net Energy Town (Z-NET) pilot. Hepburn developed a 10-year Community Transition Plan to reach 100% renewable electricity supply, net-zero energy and net-zero emissions by 2029.

At the end of the project, DELWP awarded a \$500,000 grant to Hepburn Community Wind Park Cooperative in December 2018 towards building Victoria's first hybrid wind and solar park – the first of its kind to be community-owned in Australia. The solar farm will be built at the existing Hepburn Wind site and stems from an action and business case included in the 10-year masterplan funded by SV.

Include vulnerable people, places and community organisations at the forefront of climate change decision-making and planning

Including vulnerable people, places and community organisations at the forefront of climate change decision-making and planning will provide a fair and equitable climate transition.

We will design approaches that address different values, cultural perspectives and languages so that we cater to the rich diversity of our Victorian community. We will engage, learn from and co-design appropriate initiatives and campaigns for our diverse communities, including culturally and linguistically diverse communities, and First Peoples communities.

Designing interventions in culturally appropriate ways will give us the greatest chance of success. This needs the right investment and meaningful and tailored community engagement beyond simply translating collateral.



Implementing SV2030

SV2030 sets out our vision. Our activation plan will outline the steps we will take towards delivering our vision.

The activation plan will be updated every 2 to 3 years to allow us to adapt to a changing environment. It will include more detailed information on our impact measurement and progress towards targets.

Each year, a subset of the activation plan will form the basis of our yearly business plan to meet our legislative requirements.

While we are planning primarily to 2030, our strategic foresight also looks towards 2050. Planned actions will be based on the following timeframes:

Short

Within one to two years

Medium

By 2027

Long

By 2030

Ongoing

Constant or at regular intervals throughout the year

References

Australian Landcare Council (part of the Australian Government Department of Agriculture, Fisheries and Forestry) (2010) Australian Framework for Landcare: Community Call for Action, accessed 21 August 2021.

Raworth, K (11 August 2014), 'Will these Sustainable Development Goals get us into the doughnut (aka a safe and just space for humanity)?', From Poverty to Power (FP2P) blog, accessed 21 August 2021.

Infrastructure Victoria (August 2021), Victoria's infrastructure strategy 2021–2051, accessed 21 August 2021.

SV (2017), Beliefs and concerns about climate change [dataset], accessed 21 August 2021.

SV (April 2017), Victorians' perceptions of climate change, Climate Change Social Research 2016–17 accessed 21 August 2021.

SV (2017), Victorians show strong support for renewable energy and the state targets [dataset], accessed 21 August 2021.

Victorian Government (24 November 2020), Supporting Victorians to Train, Retrain and Find Opportunity [media release], accessed 21 August 2021.



