



EARTHCHECK



MANSFIELD SHIRE

Seeing + Motivation

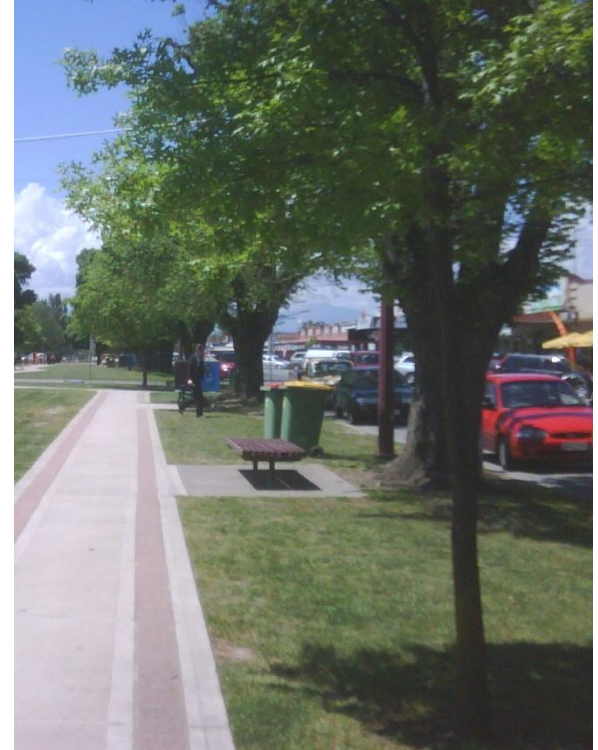
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Locals + Uni together



Combining

- ▶ Local knowledge
 - ▶ Scientific research
 - ▶ Local action
 - ▶ Scientific monitoring
- See results on ground



Seeing



EARTHCHECK



MANSFIELD SHIRE



Watch/Learn/Act



▶ Learning

- Seeing
- Researching
- Learning
- Writing
- Award

▶ Earth Check

- Background
- Data Collection
- Engagement
- Monitoring
- Award

EarthCheck



- ▶ Worldwide Program that:
 - Measures performance
 - Gives feedback
 - Compares on 10 criteria
 - Validates carbon claims
 - Certifies & Awards



Measurement



- Sustainability Policy
- Energy
- Water
- Solid Waste
- Community
- Greenhouse Gas
- Air Quality
- Waterways
- Biodiversity & Green space



Tourism in Mansfield



- Main economic driver is Tourism
 - 28% people employed directly
 - 2006 2nd fastest growth Victoria
- Pressure to be Sustainable
 - Economic
 - Environmental
 - Social & cultural



Tourism



▶ Mansfield's largest industry

- EarthCheck is worldwide, validating carbon claims and guiding sustainability initiatives.
- EarthCheck is the largest environmental benchmarking, certification and management solution in the tourism industry¹.

Why EarthCheck



- ▶ Academically rigorous
 - 16 Australian Unis
- ▶ Community
 - Business
 - Environment
- ▶ Not for profit
- ▶ Experienced
 - Australia's 1st
 - Kaikoura NZ
 - Worldwide
- ▶ Personal contact



Why EarthCheck



- ▶ **Suits Mansfield**
- ▶ Community Demand
- ▶ Tourism based
- ▶ Umbrella approach
- ▶ Environmental Imperatives
- ▶ Social Responsibility



Who

- ▶ All Communities
- ▶ Groups & individuals
- ▶ Council
- ▶ EarthCheck staff



Engaging Community



- ▶ “Management of the health effects of climate change will require inputs from all sectors...
Involvement of local communities in monitoring, discussing, advocating, and assisting with the process of adaptation will be crucial.”



Engaging Community



- ▶ Key components
 - Meetings, seminars, workshops
 - Web, newspapers, radio
 - Identifying actions & programs
 - Doing real work
 - Monitoring progress
 - Celebrating



Take time..



- ▶ Some data collection is arduous, expensive, mundane

..to think again.



- ▶ Some data collection is arduous, expensive, mundane
- ▶ Look elsewhere, try a different approach
- ▶ eg measuring electrical power...
 - NZ taxation returns for electricity consumption
 - Mansfield is using existing smart meters on substations

Take Home Hints



- ▶ Tailor
- ▶ Scope
- ▶ Discriminate
- ▶ Rigour & science
- ▶ Cost controls
- ▶ Engage & again
- ▶ Take your time
- ▶ Persist

earthcheck
science inside



“The way we see ourselves, being honest & knowing ourselves, acting appropriately as individuals and collectively”

References



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