



Clean and Clever
Research and Recommendations
Issue Two, Jan 2012

BIEDO Fast Facts

Information compiled and researched by BIEDO specifically for the Inland Burnett

Welcome to our second edition of *BIEDO Clean and Clever Fast Facts!*

This series of BIEDO Fast Facts is based on our industry program *Clean and Clever*. It will cover several issues with information based on research undertaken during development of the Action Plan. (see BIEDO website for the complete Action Plan)

In This Issue

This second issue focuses on the trend of uptaking '*Clean and Clever*' initiatives within Inland enterprises. We explore the differences between town-based businesses and primary producers. There are many underlying factors contributing to the differences between these two respondent groups. This issue examines the 'knowledge and understanding' aspect of industry responses. Other aspects will be covered in following issues.

For more information on the research and recommendations of the *Clean and Clever* Program please contact Tameka Gogerly at BIEDO on 0400 723 070 or biedocleanandclever@burnett.net.au.

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Burchar, Yamanto, Nangala, Kungah, Winda, Pines, Morgan, Clonburg, Sarsfield, Clifton, Nappier, Mt Perry, Carrara, Mackabbin, Eildon, Morro and dallas.

Impacts of Knowledge and Understanding

Trends of Uptaking 'Clean and Clever' Initiatives

Our research explored the participants' uptaking behaviours of 'Clean and Clever' initiatives'. The results indicated different patterns of behaviours between primary producers and town-based businesses.

Small-scale Initiatives

Town-based businesses and primary producers showed the same trend in uptaking small-scale initiatives, such as grey water systems, efficient light bulbs, recycling etc, with a relatively large proportion of respondents indicating "doing it now".

Mid-to-large Scale Initiatives

The diversity of industry responses tended to increase when the perceived costs and difficulties were greater. Generally, the majority of town-based businesses indicated lack of willingness or capacity to implement almost any mid-to-large scale initiatives, while some primary producers had already undertaken substantial sustainability management technologies and systems.

Impacts of 'knowledge and understanding'

Although there were many factors potentially affected participants' uptake of 'Clean and Clever' initiatives, this issue focuses on the impact of knowledge and understanding of major environmental issues. It also explores the perceived connection between those environmental issues and the respondents' enterprises. Generally, lower levels of knowledge and understanding of key environmental issues were more likely to result in lower level of willingness to uptake 'Clean and Clever' initiatives.

Our Research

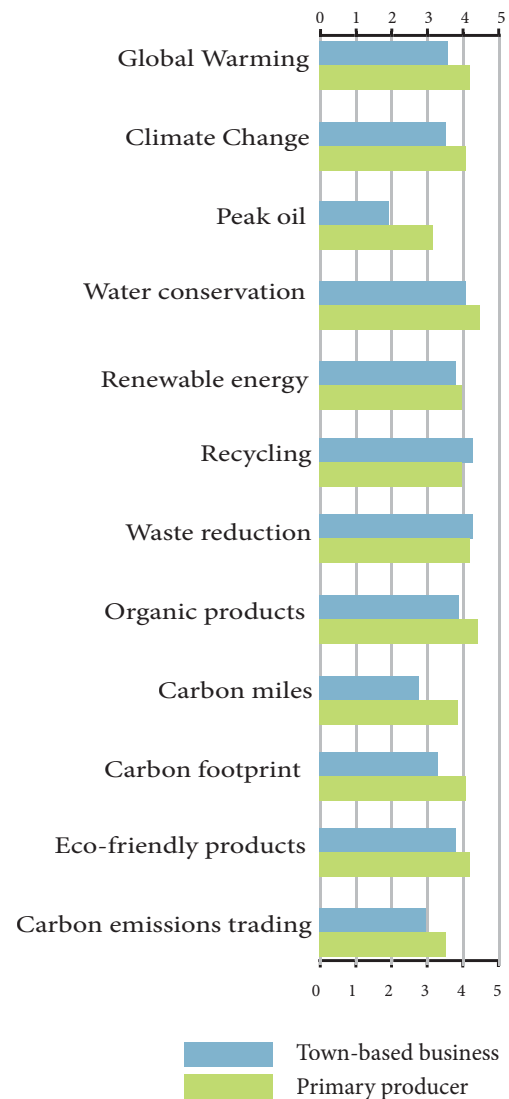
We collected our data through in depth face-to-face interview and a questionnaire survey. The questionnaire survey used two items to measure respondents' knowledge and understanding of major environmental issues: a) respondents' perceived knowledge level of key environmental issues; b) their perceived relevance of those issues to their businesses. Data from the questionnaire survey were interpreted with supports from the face-to-face interview results. Key findings are shown in Graph 1 and 2 in the next page.

Perceived level of knowledge and understanding

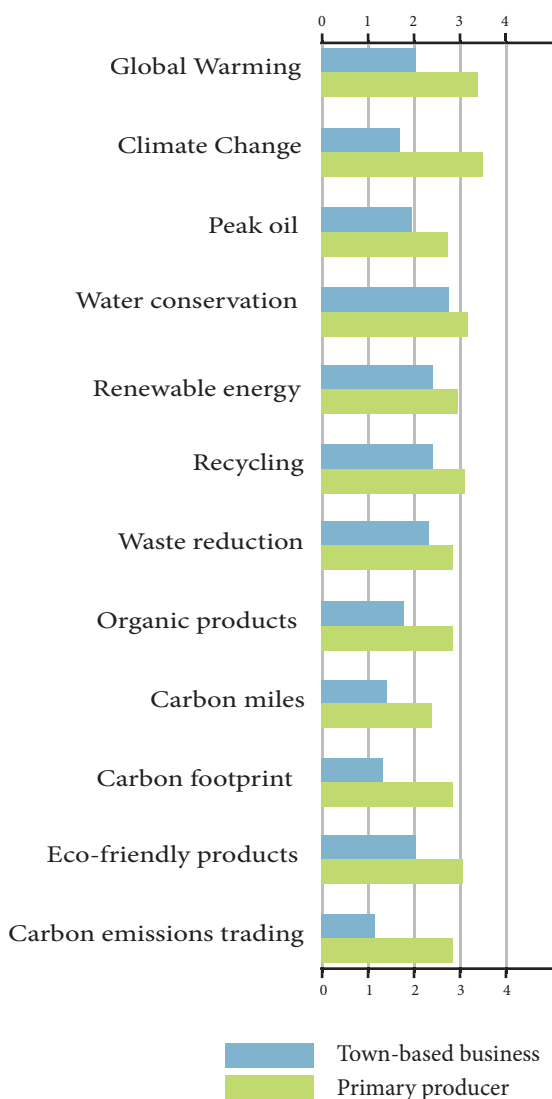
Graph 1 on the right shows the average perceived level of knowledge and understanding across key 'Clean and Clever' issues:

- Generally, respondents indicated having some form of understanding across all issues, with most issues receiving an average value between 3 and 4.5 out of 5 (higher values indicate higher perceived level of knowledge).
- Primary producers indicated higher overall perceived level of knowledge across most issues. Their knowledge level correlated¹ to a higher willingness to uptake 'Clean and Clever' initiatives.

Graph 1: Average Value of Perceived Knowledge Level



Graph 2: Average Value of Perceived Relevance Level



Perceived level of relevance to the businesses

The respondents' perception of the relevance of various 'Clean and Clever' issues to their businesses is shown in Graph 2 on the left. The perceived relevance was measured on a 0-4 scale, with higher values indicating higher perceived relevance. Key findings include:

- Overall, primary producers indicated higher levels of perceived relevance than town-based businesses across all topics. Again this correlated to higher willingness to uptake 'Clean and Clever' initiatives.
- Compared with Graph 1, the differences between town-based businesses and primary producers in Graph 2 were more significant. This may indicate that perceived relevance of 'Clean and Clever' to business management may have greater impact on the respondents' behaviours than that of perceived knowledge level.

1. Correlation: apparent but unproved connection

Recommendations

As one of the primary goals of the *Clean and Clever Action Plan* is to engage all industry and business sectors in implementing water, waste and energy management strategies, barriers which may affect implementation need to be identified and addressed. As shown by Graph 1 and Graph 2, the level of knowledge; and more importantly, the perception of the relevance of *Clean and Clever* to enterprise management (efficiency, productivity, profitability, longevity) can be a motivating factor, or a barrier.

When lack of knowledge, or lack of perceived relevance are barrier, the *Action Plan* identified 1 pre-requisite strategies:

- improved awareness of the relevance of a Clean and Clever future;
- improved capacity to make informed decisions.

More specific strategies targeting these issues were also covered in the *Action Plan*, which include:

- Commencing a vigorous information and engagement campaign, using various communication strategies and approaches, e.g. BIEDO's Clean and Clever Newsletter and Fast Facts sheets.
- Engaging champions, i.e. Inland businesses who demonstrate commitment to Clean and Clever principles, and who are already involved in, or are 'ready' to undertake, Clean and Clever initiatives within their enterprise. The champion approach builds on the two most preferred methods of information transfer and engagement, i.e. relationship networks and word-of-mouth.
- Identifying opportunities for forums and events that will promote inter-and-intra enterprise knowledge transfer, systems development and by-product development.
- Creating linkages with agencies and groups with similar objectives. Looking for mutual advantage in collaborative activity.
- "Seeing is believing" – particularly in the rural business sector. To encourage awareness of the 'do-ability' of simple, yet powerful C&C actions, it may be necessary to demonstrate it!

Disclaimer: BIEDO does not take responsibility for the interpretation of this data or implementation of activities which may arise from individual or business interpretation of the findings or recommendations provided

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Blackbutt, Yarraman, Nanango, Kingaroy, Wondai, Proston, Murgon, Cherbourg, Goomeri, Kilkivan, Biggenden, Mt Perry, Gayndah, Mundubbera, Eidsvold, Monto and districts