

Applications  
close:  
15 December 2005

UNESCO Man and the  
Biosphere program



2005/06  
Mornington Peninsula  
and Western Port  
**Biosphere Reserve**

## **2005/06 Business Environmental Sustainability Recognition Program**

The Mornington Peninsula and Western Port Biosphere Reserve  
is recognised as part of the Man and the Biosphere program of the  
United Nations Educational Scientific and Cultural Organisation



**Participating businesses which qualify can be recognised by a Biosphere Reserve decal**

**Over 95% of consumers surveyed indicate they prefer to purchase products which are recognised as environmentally preferable.**

**Over 75% of consumers surveyed are willing to pay more for products which are recognised as environmentally preferable.**

Source – 2004 The State of Green Procurement in Australia

## Your business can benefit

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- **Be recognised for the things you already do**  
Even though you may not have thought about it, many things that you already do in your business help reduce your impact on the environment. Whether it is minimising energy and water consumption, paper recycling, or reducing waste, this program allows your business to be recognised for your efforts.
- **Consumers prefer “environmentally friendly” businesses**  
Research shows most consumers prefer to purchase products which are recognised as environmentally preferable – and they are prepared to pay more to do so. By showing your commitment to the environment, your business can be more attractive to these customers.
- **Improve your business**  
By committing to simple, commonsense practices such as changing the setting on thermostats, installing low-energy lighting, or turning off appliances at the wall instead of placing them on standby, your business can further reduce its impact on the environment. In many cases, these changes can also improve your business bottom line by reducing energy and water bills and minimising waste.

## It's easy and it's free

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- **10-minute self-assessment<sup>1</sup>**  
Simply complete the application form at the end of this booklet and mail it before 15 December to: Rose Thomas, Customer Services Manager, Westernport Water, 2 Boys Home Road, Newhaven, Victoria 3925.
- **Simple steps you can take to be more environmentally sustainable**  
The following pages list many examples of simple, commonsense steps you can take to improve your business. There are also some useful contacts to find out more.
- **Your privacy is respected**  
Your business details will not be disclosed to third-parties without your consent. Data collected is to be used by the Biosphere Foundation in its projects to protect and enhance the environment. You can update or remove your details at anytime by calling 5950 1793.

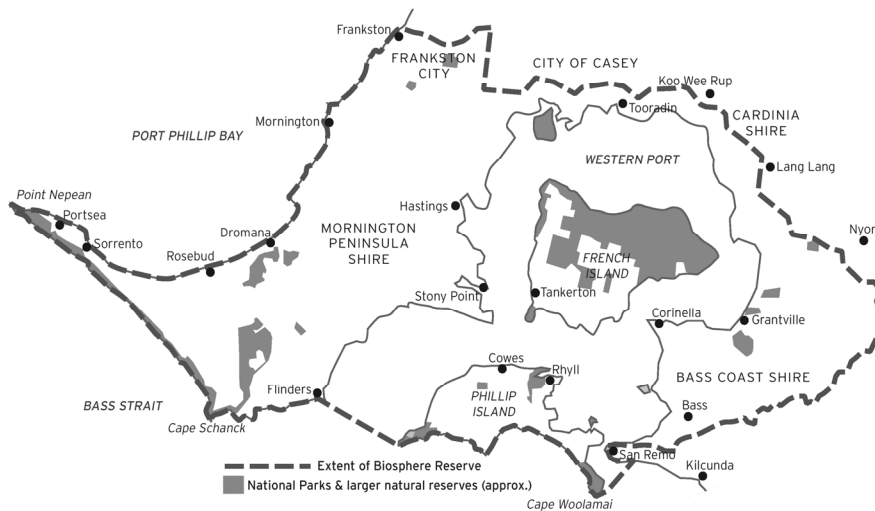
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<sup>1</sup> The aim of the Business Environmental Sustainability Recognition Program is to recognise local businesses for environmentally sustainable practices. The program is based on self-assessment. Participation in the program does not imply official endorsement or accreditation by the Biosphere Foundation.

## Which businesses are eligible?

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The program is open to all business in the Bass Coast Shire which are located within the Biosphere Reserve (see map below).



**The Mornington Peninsula and Western Port Biosphere Reserve Stage I covers 2,100 square kilometres of the Mornington Peninsula, French Island and parts of the municipalities of Bass Coast, Cardinia, Casey and Frankston.**

## What is the Biosphere Reserve?

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Biosphere reserves have been developed by the United Nations to encourage conservation as well as use of natural resources. There are 12 Biosphere Reserves in Australia, all including national parks and recognised by the UNESCO 'Man and the Biosphere' program.

The Mornington Peninsula and Western Port Biosphere Reserve is unique in that it includes farms, tourist attractions, industries and towns alongside national parks and other reserve areas.

The three main aims of the Biosphere Reserve are:

- To protect and enhance the environment
- To encourage and support economic development that respects the natural environment and social equity, and is financially viable
- To provide logistic support for environmental education, training and support

## How can I become more involved?

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Membership of the Mornington Peninsula and Western Port Biosphere Reserve Foundation is open to everyone. Call 5950 1793 for more information.

The Bass Coast roundtable meets on the third Friday of every second month. Call 0439 656 989 for more information.



**Rob Gell – television personality, environmental consultant, and chair of the Biosphere Reserve Foundation.**

## Reduce energy use

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**Up to 50% of business energy costs are spent on lighting. Installing compact fluorescent lights instead of standard light bulbs can reduce electricity consumption by 80%.**

Source – Sustainable Energy Authority Victoria (SEAV)

**In Australia, standby power could be costing consumers around \$500 million every year. Worldwide, standby power is estimated to account for as much as 1% of global greenhouse emissions.**

Source – Australian Greenhouse Office

**A \$4,000 photocopier that is left on continuously for seven years over its two-million-copies life, may consume \$1,500 of electricity, \$24,000 of paper and \$15,000 of toner. The resulting greenhouse gas emissions could exceed 80 tonnes of carbon dioxide – the same as a typical Australian home over that seven-year period.**

Source – SEAV

### ▪ **Energy-efficient lighting**

Compact fluorescent lighting reduces energy use by 80% compared with standard incandescent light-bulbs. An 18W compact fluorescent light lasts six times longer than an equivalent 100W incandescent light globe, and in that time will save you \$69 per light (even after you allow for purchasing the bulb in the first place – source Sustainable Energy Authority Victoria).

### ▪ **Minimising lighting**

Turn lights off in rooms that are not in use. Use the lowest wattage light needed to illuminate an area. Make the most of natural light (particularly from north-facing windows).

### ▪ **Select energy-efficient appliances**

If you are buying electronic equipment such as computers, monitors, printers, fax machines, or photocopiers, look for an ENERGYSTAR label. Energy costs for office equipment for small businesses can be up to \$300 a year.

### ▪ **Turn it off when you're not using it**

Leaving computers, printers, and photocopiers on out of hours can increase your energy costs by \$120 per year.

### ▪ **Heating and cooling**

Keep the doors to unused rooms closed. Sealing up gaps around doors with simple draught-excluders and weather-seals can reduce heating bills by up to 10%. Set the thermostat no higher than 18°C - 20°C in winter and no lower than 25°C - 27°C in summer. Every degree you increase or decrease the thermostat can increase running costs by 15%.

### ▪ **Reduce car use**

Try car-pooling, walking or even riding a bike. If replacing a vehicle, consider a more fuel efficient model. The typical family car uses \$1,400 in fuel and generates 5 tonnes of greenhouse gases each year.

## Recycle

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### ▪ **Choose recycled office paper**

Most recycled paper comes with a 100% guarantee to work perfectly in printers, faxes and photocopiers.

### ▪ **Separate waste for recycling and composting**

Try to reduce the quantity of landfill waste your business produces and save on waste disposal.

## Save water

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- **Select water-efficient fittings**  
Low-flow aerators on taps can reduce the flow rate by 50%, and dual flush toilets use 17-33% of the water of older-style toilets.
- **Check your premises for plumbing leaks**  
Note your water meter reading before and after a period of absence (say, overnight).
- **Water-wise gardening**  
Use locally occurring native plants in landscaping. They require little or no watering, grow faster and are more attractive to local bird species as well. Dig compost and organic matter into the soil to improve water holding capacity and use mulch to reduce evaporation. Native plants grown from indigenous seed are available from the Barb Martin Bushbank on Phillip Island. Call 0407 348 807.

**A single leaking toilet can waste over 96,000 litres each year – costing over \$100. A simple way to check a toilet for leaks is to place a couple of drops of food colouring or dye in the cistern and see if colour appears in the bowl within 15 minutes without flushing.**

Source – Australian Greenhouse Office Technical Manual

## Greenhouse emissions

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- **Use gas instead of electricity**  
Using high efficiency LPG instead of electricity for heating or hot water can reduce greenhouse gas emissions by over 80%. (Using a solar water heater can reduce greenhouse emissions and running costs even further.)
- **Buy green energy**  
Ask your electricity retailer about choosing to purchase some or all of your electricity as accredited green energy – which can enable you to reduce your greenhouse emissions to zero.
- **Subscribe to Greenfleet**  
For \$40 tax-deductible, Greenfleet will plant 17 native trees on your behalf to neutralise your car's greenhouse gas emissions for one year. Go to [www.greenfleet.com.au](http://www.greenfleet.com.au) or call 03 5664 2220.



**Purchasing green power entitles your business to use the Green Power Customer Logo on marketing materials and signage**

## Business planning

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- **Record your energy and water use**  
Keep a record of your electricity, gas, water, and chemical bills each year. Take some simple conservation steps and then measure how much money you are saving.
- **Write it down**  
Consider including your environmental sustainability practices in your business plan, your operations manuals and staff training.

**An estimated 6.67 billion or 36,700 tonnes of plastic bags are disposed of in landfill sites throughout Australia each year**

Source - Environment Australia, Plastic Shopping Bags - Analysis of Levies and Environmental Impacts (Nolan ITU, 2002)



AUSTRALIAN Government  
**envirofund**



**The 2005/06 Business Environmental Sustainability Recognition Program is an initiative of the Bass Coast roundtable of the Mornington Peninsula and Western Port Biosphere Reserve, with the support of Westernport Water, Phillip Island Landcare, and Envirofund**

## Pollution

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- **Say no to plastic bags**

Join the campaign to make our environment plastic-bag-free. Talk to Steve Fuery at Island Surfboards on 0428 101 400.

- **Cut down on chemicals**

Use chemicals according to the manufacturer's directions to avoid overuse, and consider environmentally-friendly alternatives.

- **Don't hose your rubbish into Western Port**

Sweep the path outside your premises with a broom and put the rubbish in the bin. If you sweep it into the gutter, the rubbish goes into the stormwater system and straight into Western Port. If you use a hose, you will also waste about 200 litres of water.

## Tell your customers

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- **Use the environment to help promote your business**

We live in a beautiful and unique part of the world, which helps to make your business different to businesses located elsewhere; tell your customers about it.

- **Give your customers an environmentally-friendly choice**

Consider offering products containing recycled materials or organically grown produce. Some of your products may contain these already, so let your customers know.

## More information

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Every business is different, and the simple ideas listed in this booklet are only intended to be a starting point. For more information specific to your industry, try talking to a representative from your industry association. For more great ideas on environmental sustainability, go to:

Sustainable Energy Authority Victoria -  
t| 1300 363 744 w| [www.seav.vic.gov.au](http://www.seav.vic.gov.au)

[www.savewater.com.au](http://www.savewater.com.au)

Eco-recycle Victoria -  
t| 1800 353 233 w| [www.ecorecycle.vic.gov.au](http://www.ecorecycle.vic.gov.au)

<b>Business name</b>			
<b>Business address</b>			
<b>Contact name</b>	<b>No of employees</b>	<input type="checkbox"/> 1-5	<input type="checkbox"/> 6-20 <input type="checkbox"/> 20+
<b>Telephone</b>	<b>E-mail</b>		
<b>Industry category</b>	<input type="checkbox"/> Tourism	<input type="checkbox"/> Primary production	<input type="checkbox"/> Retail
<input type="checkbox"/> Manufacturing	<input type="checkbox"/> Healthcare	<input type="checkbox"/> Education	<input type="checkbox"/> Construction
<input type="checkbox"/> Financial services	<input type="checkbox"/> Other (please specify)		

**Part 1** – Select from the list your business’ choices and practices which make a positive contribution to environmental sustainability in 2005.

**Part 2** – Select from the list any new environmental sustainability initiatives planned to be adopted in 2006.

Initiative	Examples	Part 1 – Current	Part 2 – Planned
Energy	<i>low wattage / compact fluorescent lighting</i>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>selecting energy-efficient equipment</i>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>turning off lights when not required</i>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>turning off appliances at the power point when not required</i>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>minimising use of air conditioning / heating (e.g. closing unused rooms, setting thermostat to 18°C - 20°C in winter and 25°C - 27°C in summer)</i>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>seal doors and windows against draughts</i>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>car-pooling, riding a bicycle or walking to work</i>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>others (please list)</i>	<input type="checkbox"/>	<input type="checkbox"/>
Recycling	<i>use of recycled office paper</i>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>separation of waste for recycling / composting</i>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>use of other recycled materials (please list)</i>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
Water	<i>AAA-rated plumbing fittings &amp; appliances</i>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>waterwise landscaping</i>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>sweeping, not hosing, paved areas</i>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>others (please list)</i>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
Greenhouse emissions	<i>LPG or solar hot water and LPG heating</i>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>subscribing to Greenfleet</i>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>purchasing “green power”</i>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>others (please list)</i>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
Business planning	<i>business plan addressing environmental sustainability</i>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>documenting practices designed to minimise environmental impacts</i>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>staff training in environmental issues</i>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>measurement and reporting on business’ environmental impact (e.g. measuring energy, water, and chemical consumption)</i>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>others (please list)</i>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>

Pollution	<i>eliminating / minimising plastic bag use</i>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>minimising chemical consumption</i>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>selecting less environmentally damaging chemicals</i>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>sweeping rubbish and litter from the shopfront and into a bin (instead of into the gutter)</i>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>others (please list)</i>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Consumer awareness	<i>environmental information in brochures or web site</i>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>offering customers more environmentally sensitive choices (e.g. organically grown products or recycled products)</i>	<input type="checkbox"/>	<input type="checkbox"/>
	<i>others (please list)</i>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Other Initiatives	<i>(please list)</i>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
Total		(Minimum 6)	(Minimum 2)

### Part 3 (Optional)

Describe in more detail how your business makes a positive contribution to environmental sustainability.

### Part 4 (your answers to this section will not impact upon your assessment)

Are these statements true of your business?	Strongly agree	Agree	Not sure	Disagree	Strongly disagree
Environmental initiatives are important to your customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental initiatives have helped reduce business costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Degradation of the local environment would have a negative impact on your business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental sustainability is a priority for your business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Were you previously aware of the Biosphere Reserve?				<input type="checkbox"/> Yes	<input type="checkbox"/> No
Would you be interested in joining the Biosphere Reserve Foundation?				<input type="checkbox"/> Yes	<input type="checkbox"/> No
Would you like to be contacted by businesses offering assistance in environmental accreditation, management systems and audit services?				<input type="checkbox"/> Yes	<input type="checkbox"/> No

### Declaration

I declare that the above information is true and correct.

### Signature

Name

Date

Please tear off and mail your completed form by 15 December 2005 to: Rose Thomas, Customer Services Manager, Westernport Water, 2 Boys Home Road, Newhaven, Victoria 3925