

# Ecofacts:

## your sustainable business

The Ecofacts Program aims to improve the economic bottom line of your business, reduce environmental impacts, and strengthen community and business Team engagement. The Ecofacts Program achieves these outcomes through:

- Business Consultation;
- Measurement/Auditing of Economic, Social and Environmental processes;
- Business Action Plans (BAP);
- Mentoring;
- Social Marketing and Community Engagement;

This 'Program Prospectus' will give you and your Business Team an overview of the program process. Ecofacts has been trialled for the past 12 months as part of a Pilot Program. During this Pilot, we gained extensive feedback from participants and stakeholders which has been successfully incorporated into the program. We look forward to launching the full program throughout 2008-2009 and foresee Ecofacts progressing from strength to strength.

### So where are we going you might ask?

The Ecofacts Program has been designed to assist organisations, through a process of reviewing, developing and implementing sustainability strategies, to engage in 'transformative change' from within. Ecofacts encourages business to move beyond environmental performance and towards a more holistic 'Sustainable Business Personality'. Supporting and facilitating change for sustainability are core components of this system. Typically, business progresses through a staged process of change, spurred on by the following Hierarchy:

### Sustainability Hierarchy

(ARIES, 2005)

- 1) Compliance** – with considerations that are obliged by law;
- 2) Performance** – improved through environmental, social and economic management leading to resource and system efficiency;
- 3) Stewardship** – through extended responsibility for business impacts and balancing of the business triple bottom line;
- 4) Social responsibility** – through leadership in the establishment of a culture committed to stakeholders interests and needs. Profit is the goal, but not at any cost.
- 5) Learning Organisation** – built through stakeholder ownership and the business capacity to engage in transformative change resulting in the achievement of sustainability outcomes. All aspects of the business are actively involved in learning and change for sustainability.



#### For further information:

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Ecofacts encourages learning and change for sustainability through a more systemic and collaborative reflection on business practice and how it might be improved (ARIES, 2005).

The goals of this program can be achieved through an eleven step process for progressive change:

## Successful Transformational Change

*(Adapted from Dunphy et al, 2003, p.261)*

- 1) Knowing where your Organisations is at now;
- 2) Developing a Holistic Organisation vision;
- 3) Identifying the Gaps in your Organisation;
- 4) Assessing the Organisations readiness for change;
- 5) Setting the scene for action;
- 6) Securing basic compliance first;
- 7) Moving your Organisation beyond compliance;
- 8) Establishing performance criteria for 'compliance plus';
- 9) Launching and managing the Organisations 'Transformative Change' System;
- 10) Maintaining and enhancing the momentum of the 'Change' system; and
- 11) Reflecting on change in order to guide further Organisational change.

This Eleven Step process provides 'people with not just the knowledge and understanding to engage with sustainability issues, but also the skills and capacity to plan, motivate and manage change towards sustainability within an organisation or industry' (Tilbury, Crawley and Berry, 2005).

## Ecofacts Outcomes

- Achievement of a competitive business advantage through improved economic, social and environmental outcomes and efficiency;
- Development of new business opportunities through Stewardship;
- Adoption of sustainable systems and technologies;
- Stimulation of consumer and staff awareness and commitment to more sustainable systems;
- Adoption of Triple Bottom Line accounting practices and reporting; and,
- Embedding of sustainability into the foundation of business strategy and systems.

*(The Business Sustainability Roadmap, EPA QLD)*



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## So where do we go from here?

We need to find out where you are at in your business before we can help you to plan for where you want to go. A Process has been designed to help us get there. Below are some questions that you might ask yourself:

### Questions to ask *(The Business Sustainability Roadmap, EPA QLD)*:

- 1) Where are we now? Where do we want to be? How do we get there?
- 2) What are the mandatory obligations? Are we meeting them?
- 3) What can we do now? What can we do in the future?
- 4) Is sustainability part of the way our business lives and breathes? Could it be?
- 5) What are the strategic business opportunities arising from our initiatives and achievements?
- 6) Will we be (Are we) enhancing the viability of our business and providing economic, social and environmental dividends?

## Business Action Plans (BAP)

The benefit of systems that require the development of individual organisational action plans is that they redirect focus towards organisational change from within. Building capacity allows organisations to take ownership and control over the process of building a Sustainable Personality. The BAP will be built into existing business planning complimenting existing systems and providing avenues for exploration and change. The BAP will outline:

- Sustainable Personalities (Systemic strategies for change)
- Mentoring Programs
- Stakeholder Engagement
- Sustainability Outcomes Reporting
- Research

## But you don't need to answer all these questions right now. So try these two short exercises to get you started:

### Take 5-10 minutes to write down:

- 1) The 5 to 10 most important developments in your business since you have been a part of it (i.e. your registration as a business, your first employee, your first sale, etc)?
- 2) If you could dream up the 3 most important economic achievements, environmental achievements and community achievements for your business to strive for, what would they be?

These two exercises will help us get started in the process.

**For additional information, please visit us online at [www.fourwallsandarooft.com.au](http://www.fourwallsandarooft.com.au)**



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