



# **Sustainability Report**

**2007-2008**

# Sustainnovation Sustainability Report 2007-2008

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## Company Profile

Sustainnovation Pty Ltd is a privately owned company limited by shares. Sustainnovation offers the following services:

- Sustainable Business Strategy & Planning
- Accessing Grants and Incentives
- Facilitation and Training
- Social Enterprise Development
- Entrepreneurial Education

Sustainnovation has 2 directors Paul and Nicole Hodgson and 1 project officer, Bede-Julian Hampton.

Sustainnovation is in partnership with the AIC, IOweU, Centre for Social Response, Social Ventures Australia

## Statement from the Directors

Sustainnovation® was established in 2004 to meet a need in the market for people-centred sustainability strategy. Not simply environmental or financial sustainability, but true sustainability – taking all stakeholders into consideration.

Sustainnovation has worked with entrepreneurs, business, governments and community organisations since our inception, helping them better engage with their stakeholders to create truly sustainable organisations.

For Sustainnovation, it has always been about aiming for new possibilities, using fresh thinking, creativity and innovation. We focus on the economic, social and/or environmental aspects of your sustainable future. We can assist you to not only identify and incorporate all facets of sustainability, but combine them with what you're already doing to create a whole new level of value.

Business can only keep doing the good work they do if they are financially sustainable. Our vision is to see more businesses utilise the energy and creativity of their greatest 'renewable resource' – their people - to deliver improved social, environmental and financial outcomes.

Our mission is to see those businesses become more financially successful than their peers and eventually that people-centred **sustainable business** becomes the norm.

# Sustainability Issues and Challenges for Sustainnovation

## *Location*

Due to the location of the business, in Springfield (30km South-west of the Brisbane CBD), transport is a major sustainability issue for the business. Although the company uses a low-emission Hybrid vehicle, the vehicle is used excessively. This includes frequent trips to the Brisbane CBD, Gold Coast and Sunshine Coast in order to meet clients' needs.

The rising cost of fuel and the greenhouse gas emissions of the vehicle is a significant challenge for the business. Sustainnovation aims to increase its use of web-based communication tools such as video conferencing to reduce the need to travel. Over the past year serious case-by-case evaluations were made on the necessity of many trips which were easily resolved by an in-depth telephone meeting.

Currently many invoices are printed and sent to the client via post. We will investigate client sentiment on paper invoices and the desire for email invoices to reduce paper use and postage costs.

## **Sustainnovation's Core Values**

Sustainnovation's core values are centred on the family, relationships, education, creating business value from values-based business.

Our vision is to see more businesses utilise the energy and creativity of their greatest 'renewable resource' – their people - to deliver improved social, environmental and financial outcomes.

Our mission is to see those businesses become more financially successful than their peers and eventually that people-centred **sustainable business** becomes the norm.

## **Our Sustainability Policy**

Sustainability to Sustainnovation is the conceptual framework by which we make our everyday business decisions – a decision-making framework that ensures that the inter-generational economic, environmental and socio-cultural needs of our communities are kept in the best interest of our company, our clients and our collective stakeholders.

## ***Company Operations***

### **Purchasing**

Where practicable, Sustainnovation will purchase products and engage in activities that result in or aim for zero waste, low toxicity, low Greenhouse Gas Emissions. Sustainnovation will consider the life-cycle of the products it purchases – total operating costs, energy consumption, recyclability and necessity.

### **Waste and recycling**

All waste with recoverable function, value and energy shall be reused or recycled. All Sustainnovation offices will establish a staff-led paper and commingled recycling system.

### **Land Use**

The growth of the business will maximise existing resources within the company's control. This includes but is not limited to telecommuting and home-based business structures.

## ***Client Relationships***

### **Economic**

Sustainnovation will act in the clients' economic interests insofar as it is not to the significant detriment of their stakeholders' natural and social capital but with an aim to continually enhance the returns from their economic, natural capital.

### **Socio-Cultural**

Throughout our client relationships Sustainnovation will act in the inter-generational interests of the client's stakeholders' local culture, traditions, ambitions and needs with an aim to continually enhance the returns from their economic, natural capital.

### **Environmental**

Sustainnovation will act in the inter-generational interests of the clients' stakeholders natural capital with the view to continually enhance the returns from their economic and social capital.

## **Looking to the future: Sustainnovation's business sustainability strategy**

All potential grant applications are evaluated for their sustainability and potential social/environmental impacts. Sustainnovation will not consider grants that negatively impact the natural or social capital of our direct and indirect stakeholders.

Sustainnovation is aiming for an increased focus on collaboration between members of our network to uncover potential mutually beneficial business opportunities and sustainable outcomes. This may include:

- Themed networking lunches – eg. housing affordability, sustainable economies, sales and marketing, etc.
- An on-line member directory for interactivity
- A blog with comments
- Strategic introductions

The majority of Sustainnovation's current business surrounds Government Grants and Incentives for commercialisation and technology development. Our relationships with small and medium sized enterprises are very important to us. Sustainnovation's focus in these relationships is to add value to the grant application process through capacity building and a supporting role with value business management and development expertise from our extensive network. This business sector is unpredictable and susceptible to business failure, client organisational structure, client motivations and small business issues such as ownership structure and personal matters.

In line with our core-value of long-term relationship building, Sustainnovation offers workshops for building long-term sales relationships. The I-Owe-U courses offer a new insight into the dynamics of the sales relationship. It is adaptable to government, professional services firms, marketing firms – any business that values a sustainable client base and enduring sales revenue model. These courses have received very positive feedback from our clients. The IOweU program brings Sustainnovation a renewed focus on sustainable business development and entrepreneurial education and what we enjoy doing the most.

### ***Addressing our Current Environmental Footprint***

#### **Land use**

Sustainnovation was formerly located on 45 sqm Level 4 the World Knowledge Centre at Springfield Central. This location was important in establishing many of the important business relationships and Sustainnovation's local profile. In December 2007, the team identified that a large portion of the space was underutilised, the work environment was not conducive to productivity and the

location was not aligned with Sustainnovation's flexible service model and business values. Underutilisation of the family home is a common occurrence in Australia, where 68% of total households have at least 1 spare room in the house.

Home-based businesses epitomise sustainable resource use. This is not just due to increasing commercial rental costs in the Brisbane region but because the road to Sustainability requires the *effective* use of resources, including land housing and materials. We determined that the new location offered the following advantages:

- Full use of all underutilised space in the Directors' home almost equivalent to the area of the former office lot.
- it suited our flexible service model ('we come to you') as the office was unattended up to 75% of the time as meetings were conducted at client sites or the local café,
- suited the family orientation of the business,
- provided full kitchen facilities, amenities and an outdoor area 'within arms reach'
- a comfortable work area with natural lighting, windows and controllable air conditioning.
- Improves cash-flow and operational flexibility
- Reduces our carbon footprint
- Solar heat pump hot water system
- Rainwater tank
- Split level using the slope of the land

## **Carbon footprint**

### **Cars**

Sustainnovation owns one vehicle for business use, a 2005 Honda Civic Hybrid. This vehicle would consume approximately 35 litres per week and drives approximately 30,000 km per year. This equates to approximately 3720 kg CO<sub>2</sub>, a great saving on the average for a comparable-sized car (Toyota Corolla) which uses approximately 5160 kg CO<sub>2</sub>.

Staff who live in the Brisbane area generally commute from home to client sites by public transport.

Bede-Julian Hampton commuted to a long-term contract site by public transport where practicable 3 days per week (20 km, 2-3 buses, 40 minutes). Other work is completed at home in a naturally lit and ventilated environment, surrounded by jacarandas and rainbow lorikeets.

Transport to the office by staff is done by car due to its location and inaccessibility to public transport.

### **Domestic Travel**

Long distance domestic travel is done by air. Any client sites within reasonable distance of a long-distance train line, eg. Bundaberg, Maryborough, Gympie, Robina, Caboolture, Nambour may be considered for travel by train if time and schedules permit. The XPT train to Sydney would be considered if the timetable was better suited to business schedules. The return service from Sydney departs at 4:30pm and the service from Brisbane operates during the day.

### **Energy use**

Three IBM Lenovo laptops

All laptops are set with aggressive power management criteria. The monitor is set to shut off after 5 minutes of inactivity, the hard-drives after 20 minutes and the system will enter standby after 30 minutes.

One HP 4000N Laser Printer

The HP4000N printer consumes 18 watts of energy in Standby mode and still consumes 16 watts in 'Powersave' mode. Sustainnovation aims to print as little as possible. All documents are read on the screen - only official documents, drafts and final versions of documents are printed. Due to the low volume of printing at varying times, the printer is switched off whenever it is not in use.

Bar fridge

As the bar fridge is no longer required in our business operations it will be sold for reuse.

### **Water use**

At the former office site, Sustainnovation had a Neverfail water-cooler. The cooler was required as the former site did not have a shared kitchen with running water until later in the tenancy. Because staff were regularly absent from the office, it was often switched off. Since the move to the new location, we no longer require the water cooler and the service has been cancelled.

Water use is limited to drinking and bathroom hygiene purposes.

## **Paper**

Old letterhead and paper used on one side is reused as notepaper and for draft printing.

All documents are sent electronically if possible. All documents are stored electronically. This significantly reduces paper and postage costs and the associated environmental impact.

We have not yet found a solution for old redundant business cards other than paper recycling.

## **Recycling**

All bottles, cans, tins, glass and paper is recycled in the municipality's kerbside collection service.

## **Personnel training and performance**

Sustainnovation does not have any formal staff training. All training is 'on-the-job'. Sustainnovation seeks external training opportunities for its staff, including contract staff positions that provide breadth in sustainability consulting.

## **Philanthropy and community involvement**

### *Personally*

The company directors are involved in a number of philanthropic endeavours. This includes the sponsorship of a Nicaraguan child, a Tanzanian child and a Filipino cow named Norman.

Paul is a member of Amnesty International and Oxfam International. Paul also makes guest appearances teaching Sustainability to high-school students at a local school. Nicole makes guest appearances discussing sustainability with QUT students.

One director is a member of the Parents and Friends Committee of The Springfield College and the other a coach of two junior soccer teams.

## *Company*

Sustainnovation is involved in providing business development support and services to local social enterprises. The company created a model to develop the Brisbane social enterprise sector and has delivered training through this network.

Sustainnovation has been involved with indigenous communities. We have assisted a community to investigate the benefits of developing a community telecommunications company and have also provided business plan training to the staff and members of a remote Aboriginal community association.

## *Client Case studies*

Sustainnovation has been involved in business planning, training and capacity building to a remote indigenous Community Association in an effort to improve accessibility to local and culturally sensitive employment opportunities, improve essential community services and regional accessibility.

Sustainnovation was involved in developing the conceptual model for the Brisbane Social Enterprise Hub and continues to provide services. The Hub provides essential business development support, skills and services to local social enterprises. These social enterprises employ long-term unemployed, disabled and disadvantaged persons in the local Brisbane community. These enterprises range from Pest Management services, Coffee Roasters and Retail, grocery distributors, gardening services and local co-operatives. One of these enterprises has been very successful and has reached a stable for-profit situation. This enterprise is growing rapidly and has moved to larger premises to handle the growth.

## **Sustainability targets**

To ensure that family takes a front seat in the lives of our directors, employees and stakeholders.

To maintain our very low office energy consumption.

To maintain our very low office water consumption.

To increase our use of technology to reduce travel.

To increase Sustainnovation's direct community involvement – through community development, education and local enterprise. Outside director's ad-hoc commitment, this may be achieved by allocating employee time to community and charitable activities.