



Interactive Workshop on Sustainable Development
“Sustainable Development Makes Good Business Sense”
Brisbane, 26/28 October 2004

Development of an Integrated Sustainability Approach
less car, less water, less energy, less waste

PART B: Workshop

Werner Brög

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SUMMARY

CHART 1

**Individualised Marketing enjoys
great success on 3 continents**

CHART 2

**Information about alternatives gets
significantly better**

CHART 3

**The system improved without
having been touched**

CHART 4

**Soft policies effected
the behaviour change**

CHART 5

**Great uncertainties how
we use our energy**

CHART 6

**Little idea on the size
of the waste problem**

CHART 7

**Water consumption
the great unknown**

CHART 8

**WaterSmart equally successful
to water restrictions**

CHART 9

**A joint sustainability approach
is desirable**

“WATER COMMENTS”

“ It`s gone quite well, positive, very very imaginative and very focused. It has been a pleasure to be part of it. You guys have done an excellent job. You need to spread this out to other households. You need to get everybody doing what they should be doing to preserve our precious resource. ”

“ It was really good. Good to think about our total water use each month. The project was very helpful, in particular the shower timer which we continue to use. It was definitely a good way to get people thinking about water especially for families who aren`t very water conscious. I`ve been driving my family mad with educating them about saving water. ”

“ If we hadn`t you motivating us, we wouldn`t have done it. We needed your coaching, thanks. Letters were very clear, excellent graphs and very motivating. Really made us very aware, we are using our toilet flush less often and using higher washing machine levels. This has spread onto other family members and their homes too. Our questions have always been answered competently, thank you. ”

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INDIMARK® - EVALUATION

| | Frome | Townsville | Gloucester | Portland | Paris Region | Melbourne | Brisbane | Paris | London | Viernheim | Fremantle | Gothenburg | South Perth |
|--|-------|------------|------------|----------|--------------|-----------|----------|-------|--------|-----------|-----------|------------|-------------|
| C A R^{*)} | -6% | -8% | -9% | -9% | -10% | -10% | -10% | -11% | -11% | -12% | -12% | -13% | -14% |
| E F F M^{**)} | +12% | +20% | +18% | +25% | +11% | +15% | +20% | +4% | +19% | +12% | +22% | +11% | +32% |

*) Car as driver

**) Walking, Cycling, Public Transport

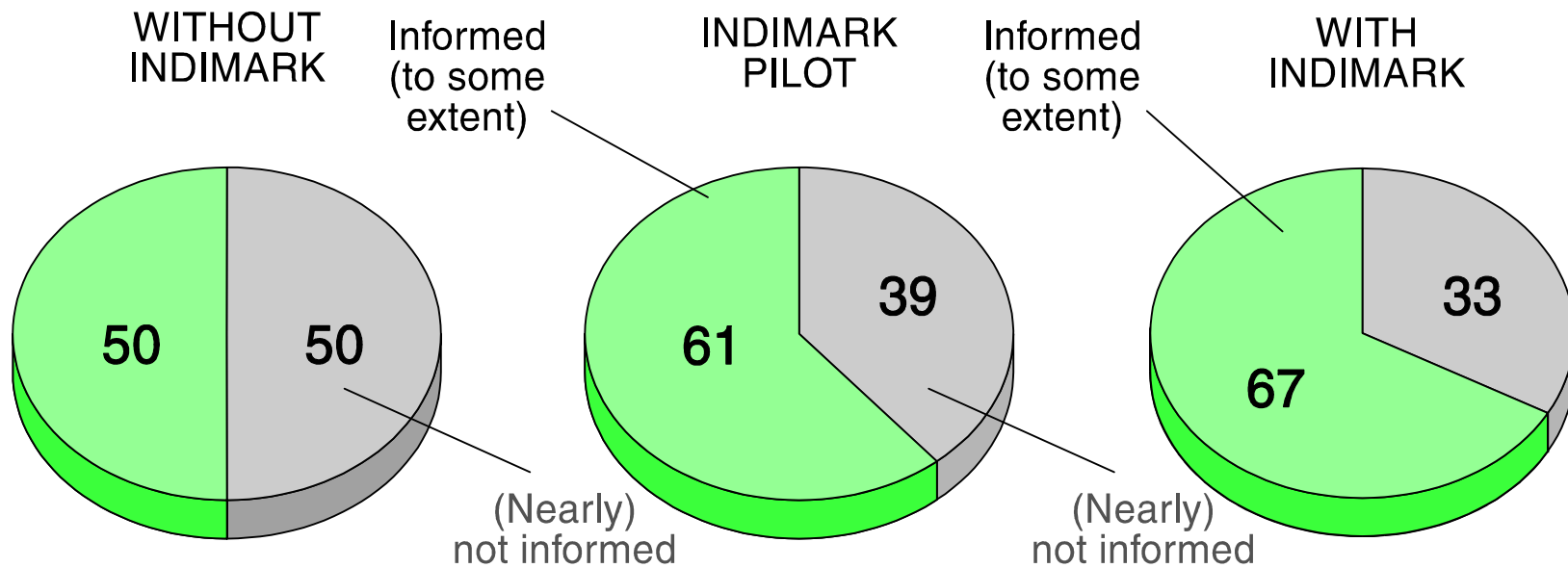
2

EXTENT OF INFORMATION



- SOUTH PERTH; motorised private transport -

Public transport available; no constraints

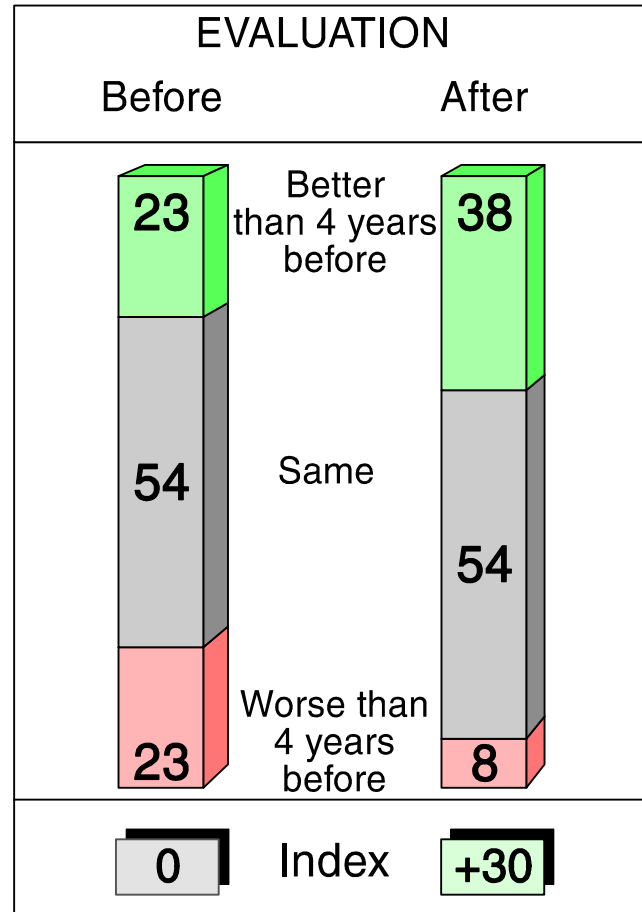
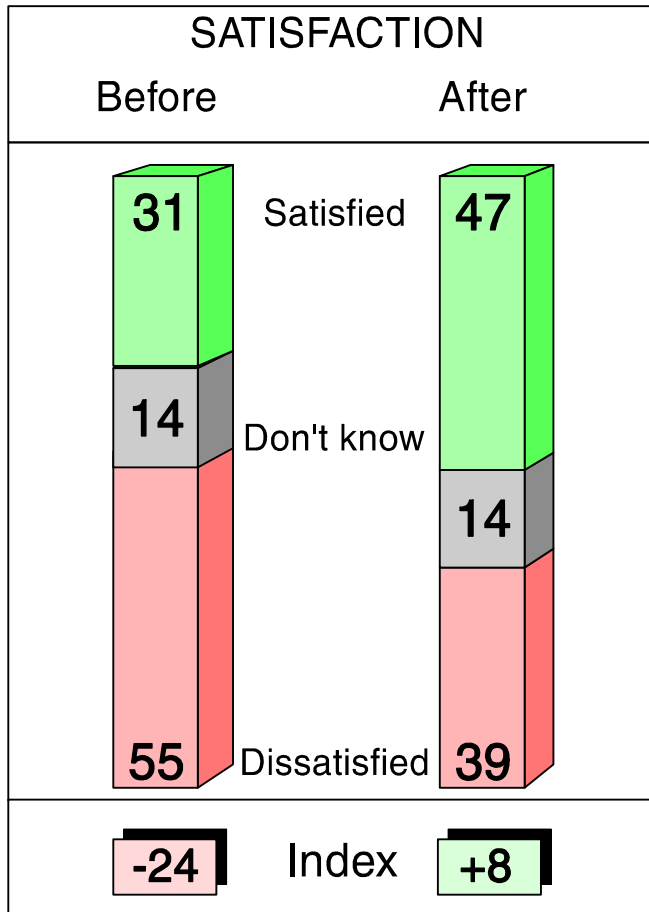


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PUBLIC TRANSPORT

- South Perth -



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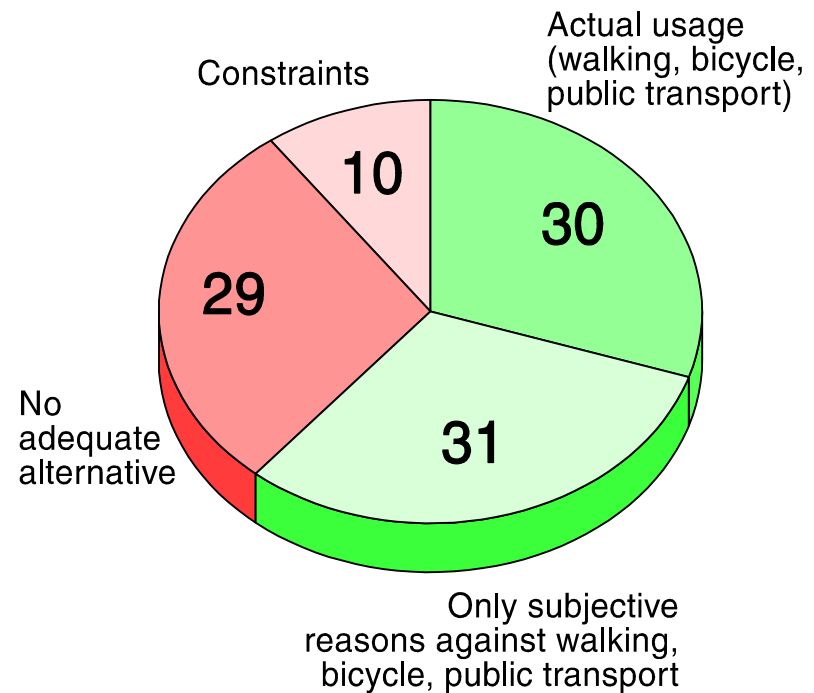
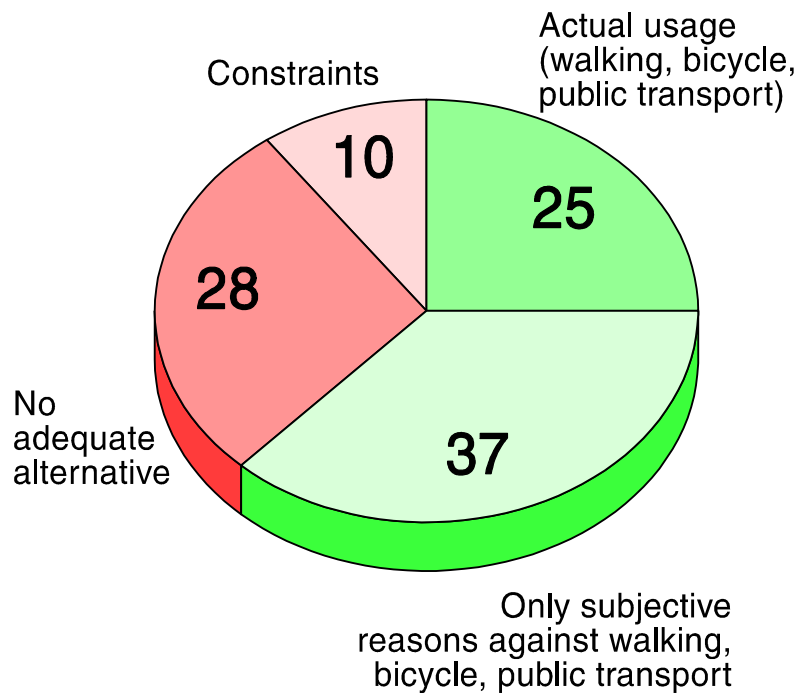
POTENTIALS FOR "GREEN MODES"

- Fremantle -



Without IndiMark®

With IndiMark®



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ENERGY CONSUMPTION

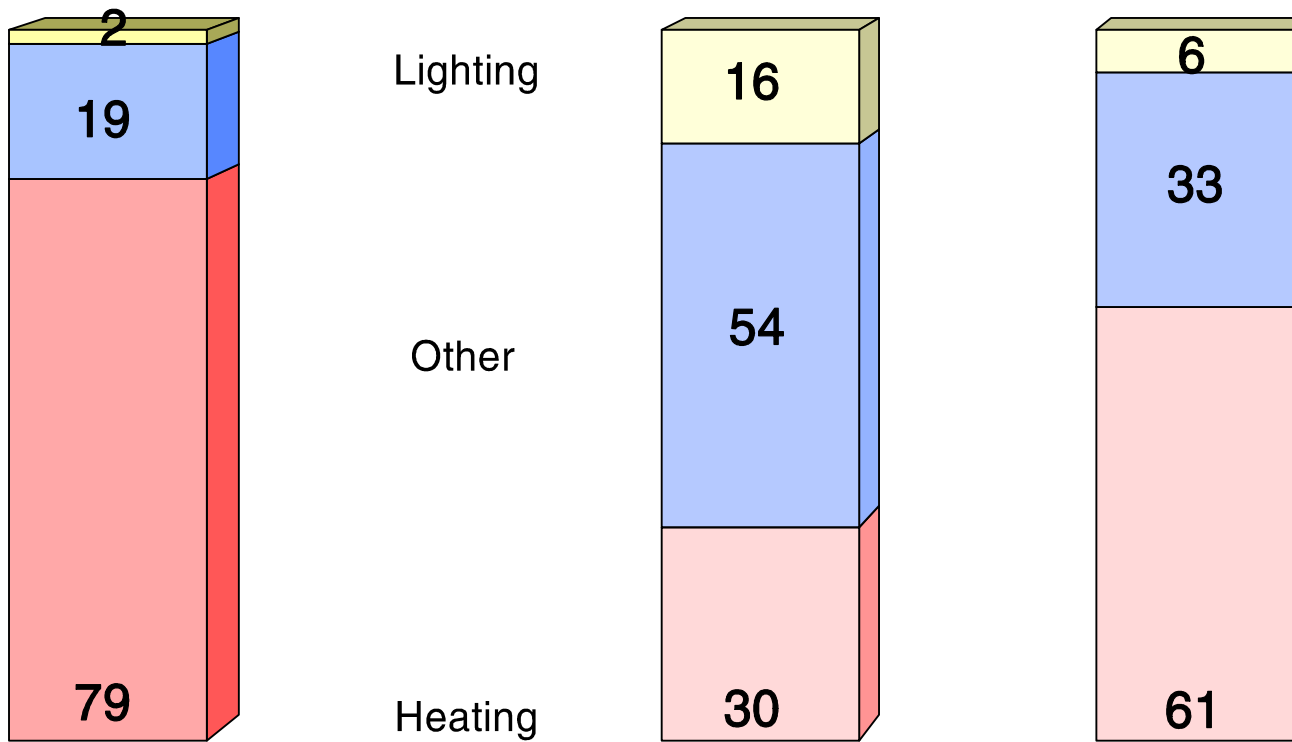


PERCEPTION

GERMANY

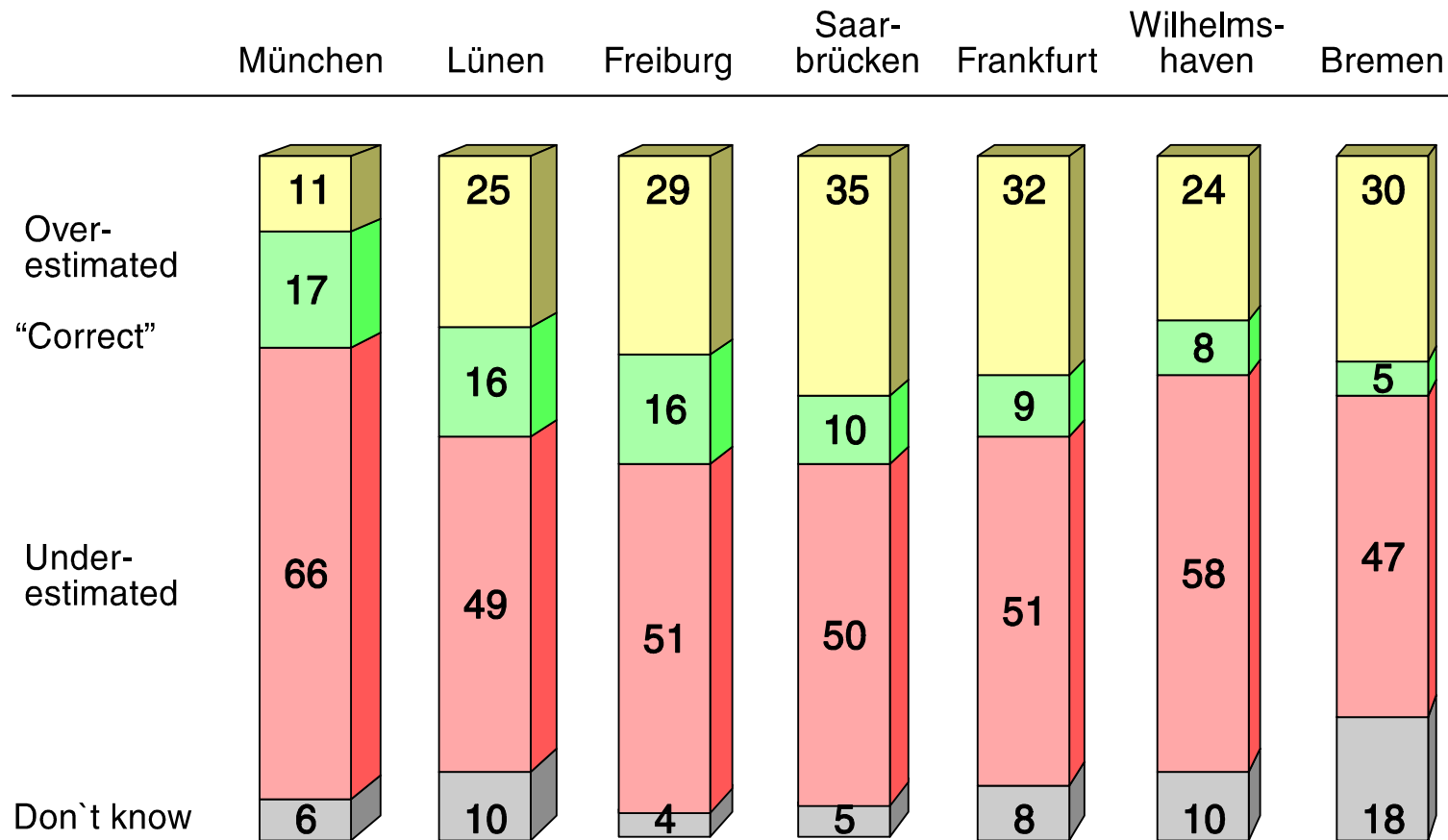
POPULATION

EXPERTS



6

WASTE PER CAPITA AND YEAR

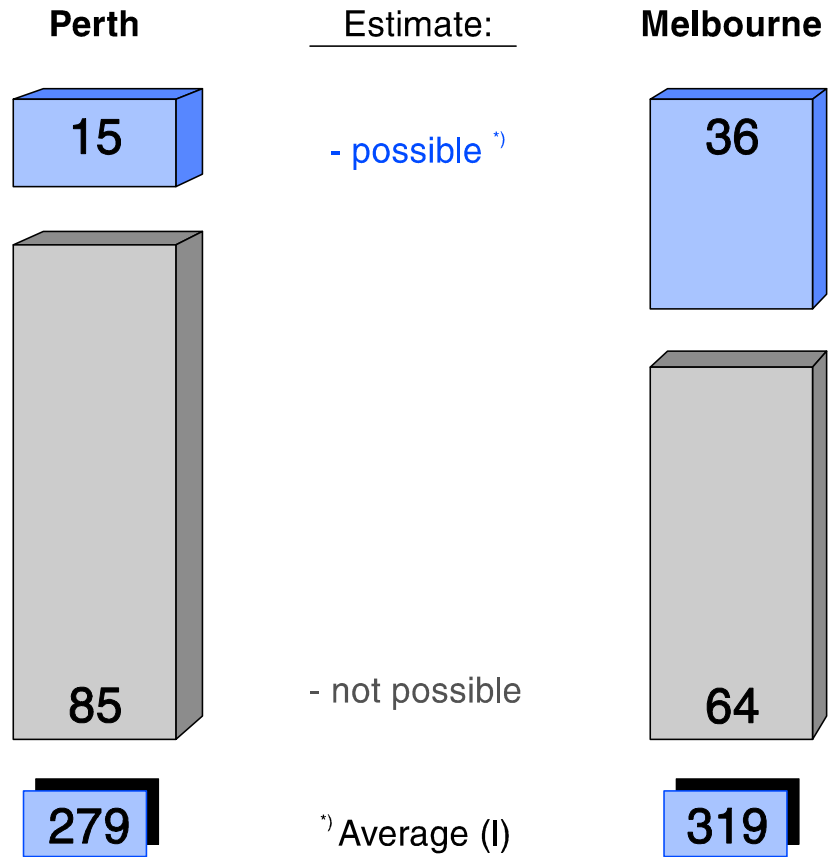


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WATER CONSUMPTION

- Litres per household and day -



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YEARLY REDUCTION



| | Absolute kl per person | Relative % |
|---|---------------------------|---------------|
| Participating households (314) | -11.0 | -7.4 |
| Total sample (339) | -10.2 | -6.9 |

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ALLIANCES

