

Case Study CRAFT Victoria – advocating sustainable workplaces



L-R: COUNTER, photography: Jacob Walker; *How You Make It* exhibition at Craft Victoria gallery, photography: Slowlight Images; New Craft products: Ingrid Tufts, takeaway porcelain coffee cups for Cumulus Inc; labthreeofive, coasters with pop-out badges for Healesville Sanctuary threatened species unit.

Craft Victoria supports creativity, experimentation and professionalism in contemporary craft and design.

Craft Victoria enhances the awareness of Australian craft and design at a state, national and international level. The organisation presents craft and design to a wide range of audiences and promotes craft values through exhibitions, their retail outlet and public programs.

There is a good synergy between sustainability and the craft sector given the handmade focus of the industry and a high level of environmental awareness amongst local practitioners.

Craft Victoria's mission is to bring together a vibrant and sustainable contemporary craft and design community in Victoria and nationally, which represents, promotes and celebrates all craft practitioners.

As part of this mission, Craft Victoria endeavours to consider environmental repercussions in all planning processes.

Goals

- Reduce energy consumption by 20% from 2009 levels
- Reduce waste
- Conserve water
- Use environmentally friendly transport

In 2010, Craft Victoria achieved an 18 per cent energy reduction in their Melbourne tenancy. In addition to delivering significant environmental benefits, this reduction combined with Craft Victoria's advocacy of sustainability is helping to enhance the sustainable ethos that exists within the craft community.

As an organisation which offers regular public programming and attracts over 30,000 visits per month (actual and virtual), Craft Victoria is also well positioned to encourage sustainable behaviour and product choices to their wider audience.

Craft Victoria promotes energy saving initiatives to members and the general public through communications, projects and educational events.



Signatory status	
Date joined CitySwitch	9 December 2009
Tenancy size	320 sqm
Website	http://craftvic.org.au
Key 2010 outcomes	
Annual savings	4400 kWh, 5368 kg of GHG & \$895. An 18% reduction in energy use.
Technology	Behavioural change, switching off excess appliances, upgrading globes and adjusting settings to reduce consumption.

Sustainable operations see energy consumption reduced by 18%

Key focus areas for achieving sustainable operations have included:

Lighting

- Lights have been upgraded to more efficient models i.e. compact fluorescents and energy-saving infrared coated down-lights.
- The office relies largely on natural light when possible, with office lights left off when not required.

Heating and cooling

- Fans are used as first option to circulate air in office, instead of switching on the air conditioner.
- The air conditioner is used sparingly with the thermostat set to 20 degrees in winter and 25 degrees in summer.
- Office blinds are closed overnight to reduce the loss of warm air through windows.
- The inefficient seal for the fire escape door has been replaced.
- The hot water system thermostat has been reduced to 60 degrees.

Refrigeration

- The tenancy previously ran two fridges 365 days a year. The larger fridge is now only used eight days a year as required for functions.

Information technology

- Old computers and the server have been replaced with more energy efficient models.

Behavioral change

To ensure environmental practices become embedded into the organisational culture, various behavioural change initiatives are in place, including:

- A staff green team.
- A monthly review of energy bills, tracked against energy efficiency goals and communicated to staff.
- Stickers/ signage encouraging staff to switch off devices when they are not in use.
- The inclusion of the environmental policy and procedures as part of the new staff induction process.

Advocacy

- Craft Victoria's largest public program included a presentation on sustainable craft and design practice (including practical, low cost options for reducing carbon emissions).
- As part of the Sustainable Living Festival, Craft Victoria coordinated an event for local craft practitioners and designers focusing on ways practitioners can reduce carbon emissions and maintain an environmentally sustainable business.

“As the state advocacy body for craft practitioners, it is important that Craft Victoria sets an industry example as a leader in sustainable operations. We are pleased to have formalised our commitment to sustainability as a CitySwitch Signatory. This program has provided crucial support to assist the ongoing reduction of Craft Victoria’s environmental footprint.”

Joe Pascoe
CEO & Artistic Director

CitySwitch 2010 Awards

Based on their sustainable operations, Craft Victoria was a finalist in the 2010 CitySwitch Awards.

Next Steps

As part of their push to continue to minimise energy use, Craft Victoria is looking into additional lighting and technology upgrades in 2011.

Get involved

Join CitySwitch and discover how small changes can make a big difference to the environment.

Visit www.cityswitch.net.au for more information or call the CitySwitch Program Manager in your state. Contact details are listed on the website.

CitySwitch is a national tenant energy efficiency program. Previously known as the 3CBDs Greenhouse Initiative, the program works with tenants to improve office energy efficiency, thereby reducing the CO₂ emissions that contribute to global warming.

CitySwitch program partners

