

Urban Reforestation

January 2012

Target 3008:

Sustainable Everyday Design in Practice



PLACE MAKING IS BOTH AN OVERARCHING IDEA AND A HANDS-ON TOOL FOR IMPROVING A NEIGHBOURHOOD, CITY OR REGION. IT HAS THE POTENTIAL TO BE ONE OF THE MOST TRANSFORMATIVE IDEAS OF THIS CENTURY.

METROPOLITAN PLANNING COUNCIL OF CHICAGO

**Sustainability
Fund**



The Target 3008 project was supported by the Victorian Government Sustainability Fund.



DISCLAIMER

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EXECUTIVE SUMMARY

“TODAY, SOCIAL INNOVATION IS AS IMPORTANT, AND MAYBE MORE IMPORTANT THAN TECHNO-SCIENTIFIC AND BUSINESS INNOVATIONS. BECAUSE THESE SOCIAL INNOVATIONS TEND TO BE GRASS ROOTS EFFORTS DEVELOPED FROM THE BOTTOM UP, THE TOP NEEDS TO HELP CULTIVATE THEM OR RISK CRUSHING THEM. THIS DANGER EXISTS BECAUSE THESE GRASS-ROOTS EFFORTS ARE CURRENTLY NOT RECOGNIZED FOR THEIR POTENTIAL IN QUITE THE SAME WAY AS ARE OTHER, MORE ESTABLISHED TYPES OF INNOVATION.”

EZIO MANZINI, POLITECNICO DI MILANO - 'SERVICE DESIGN LECTURE'.

THE PROJECT

Target 3008 aimed to create culture change for sustainable lifestyles in the Docklands Precinct of Melbourne and aimed:

- To gain baseline evidence of organic waste volumes
- To increase community participation in recycling activities
- To influence behavioural change that promotes waste reduction.

Urban Reforestation's Target 3008 Project in the Docklands involved practices of place making and theories of user engagement and participatory design. The Docklands case study demonstrates how these methods assisted us in 'bringing a place to life' and enabling sustainable lifestyles in an urban context. Events and services Urban Reforestation implemented as part of the Target 3008 project involve the following: co-design community workshops, a 'social garden', distributing local food boxes, local food dinners, eco-markets and waste audits. Sustainable cities rely upon designers, architects and people to re-imagine the way we live in the city and this report, illustrated by the Docklands Target 3008 case study demonstrates theory into practice.

The Target 3008 project was supported through a grant from the Victorian Government Sustainability Fund, which supports innovative projects that help to drive the Victoria's sustainability agenda.

THE ISSUE

"Nature does not create waste as such. Everything in Nature is used up in a closed, continuous cycle, with waste being the end of the beginning."

- Arthur Potts Dawson (Sustainable food entrepreneur)

The aim of the Target 3008 project was to engage Docklands residents to reduce their waste to landfill through workshops, events and the community garden. The Target 3008 project tackled the issue of organic waste in a high density living area as a major environmental priority and also as an opportunity for community building through engaging residents with sustainable urban living options. The project was undertaken by Urban Reforestation, a social enterprise based in the Docklands community.

There are some successful models of organic waste reduction and it's benefits in high density living in Denmark. The Danes see cities through the lens of 'industrial ecologies'. Food waste collected from residents and businesses are used to make energy on large-scale projects, and can also be used for small-scale projects such as community gardens. In Australian towns and cities there is an opportunity to make food waste a resource and lead internationally in providing state-of-the-art services to reduce food waste in cities and in some cases create a sense of community.

Target 3008 was designed, developed and implemented by Urban Reforestation (UR) in collaboration with the Monash Sustainability Institute (MSI).

THE INTERVENTIONS

Target 3008 engaged the Docklands community through a number of community events and interventions:

- Sustainable lifestyles community workshops were organic gardening, balcony gardening, composting and worm farming and recycling.
- Discounted Bokashi Buckets provided to residents to compost their waste.
- Additional waste infrastructure including a large composting bin and a balcony garden.
- A short film about the project.
- Two local food dinners.
- Community nights where the community comes together to discuss the garden projects and their ideas to improve Docklands as a place to live. These nights were also used as a time to share the results of the waste audits to residents.

Communicating with Docklands residents was key to the success of the Target 3008 project. We promoted the program and engaged residents with sustainable urban lifestyles through fifteen episodes on our Docklands TV show 'Urban Goes Green', newspaper articles through the Docklands News, research papers to show other successful sustainability projects, and an appearance on the Channel 7 sustainable lifestyle show 'The Good Life' with Tony Shaw.

Waste audits were conducted on two residential apartment blocks (Victoria Point and Dock 5 in the Docklands, Victoria) to establish an understanding of the waste disposal methods of residents and to evaluate any changes over the course of our program. The waste audits and results were used to engage the community to adopt more sustainable lifestyles in the Docklands. Several co-design / community workshops, one-on-one interviews were undertaken in the garden and public space and then followed up with waste audit information and education. The results of these waste audits are detailed in Appendix 1.

OUTCOMES

The waste audits assisted in gaining an understanding of the current waste behaviours of Docklands residents as well as a detailed breakdown of their waste composition. This provided valuable information on residents, behaviour and waste culture to key stakeholders including building managers, Urban Reforestation and broader community. The waste audits are now a baseline to benchmark the waste output of the residents of the two buildings. This can be used to calculate the effectiveness of future interventions and to track changes in the waste culture of residents over time.

A further outcome of the Target 3008 project was the extent to which a building's infrastructure creates supportive environments for recycling activities. Considerations including accessibility, distance to travel and time were all noted as key interventions which act as enablers or, when absent, barriers, which impact on whether people recycle organic matter.

BEHAVIOUR CHANGE:

There has been an increase in the use of composting in the garden, the beginnings of a permanent sustainability hub in the Docklands and very importantly the strong establishment of sustainability culture in the Docklands amongst residents, business people, developers and the local council. The best way to engage Docklands community was through the garden, which acted as a meeting place as well as

a place of learning. This was backed up by the media content that we created in our TV show Urban Goes Green, social media, website, short film and wider media outlets such as the Docklands News, Docklands TV, The Age, Melbourne City News and blogs relating to sustainability.

The waste audits concentrated on the volume and composition of the waste material over an eight month interval. Although there was some reduction in organic matter found in landfill, there were many variables outside the scope of the study (such as day of week) that may have contributed to the results. There was also an evaluation of community activities that show how well the residents of the Docklands participated.

It could not be determined whether Target 3008 directly impacted on the waste audit findings. Despite the community engagement activities being well represented by residential populations, direct impacts and outcomes from Target 3008 can only be determined over a longer period of time.

In order for the outcomes to be realised over time, a range of interventions are recommended to assist in encouraging behaviour change and to ultimately decrease the amount of organic waste sent to landfill.



INTRODUCTION

PROJECT BACKGROUND

Waste auditing, celebration of food, gardening and composting were the primary 'sustainable everyday design' activities UR decided to explore as part of the Target 3008 project and the Docklands site was selected as a testing ground for several reasons: while the site has a strong sense of place, the Docklands' residential developments have very short histories, giving them a generic and placeless quality, and these problems have led to a weaker sense of community. These sustainable everyday design elements were implemented to create social and environmental outcomes for the Docklands.

The Docklands is at Melbourne's periphery, offered an opening within the urban fabric for testing the garden concept. While it began as a demonstration garden to inspire a social and community garden, a community within the Docklands quickly formed around the garden. Engaging the community was a crucial part of the Target 3008 project and a number of channels were used including Docklands TV episodes everyweek, a short film, blogs, websites and newspapers.

About Urban Reforestation

Urban Reforestation was developed out of a think tank called Future Canvas from Monash University, the City of Melbourne's Future Melbourne Program and the Department of Innovation in 2007/8. The outcome of the think tank was to create a place that cultivated the community and promoted sustainable lifestyles in the city. Urban Reforestation as an entity began in 2009. Urban Reforestation is a flourishing social enterprise. Our aim is to inspire and enable

sustainable everyday lifestyles and we do this by:

- Designing and building interactive green places in homes, apartments, workplaces and public spaces.
- Supporting, creating and developing sustainable design projects for communities. ie. markets, local dinners and waste management projects.
- Offering a range of professional and cost effective services and events to enhance sustainable living in your community.
- Programming green spaces with exciting workshops in gardening, sustainable lifestyles, well being, sewing and cooking.
- Creating sustainable design media content, i.e. Urban Goes Green our TV show, blogs, social media, news articles, Channel 7 lifestyle shows, creating small films on sustainable lifestyles.

Urban Reforestation vision

Urban Reforestation's vision is to be a leader in education and design in the environment and sustainability field. We hope to inspire people to engage in sustainable lifestyles through food and community connectedness. To make urban agriculture and sustainable lifestyles; fun, accessible and engaging for everyone!

URBAN REFORESTATION'S APPROACH IN THE DOCKLANDS

Community Engagement and Stakeholder Relationships

Translating our philosophy of SED into practice involved various different techniques. To begin we needed to create a resilient 'system' of people who were engaged in the project from a strategic and bottom-up point of view. Major stakeholders were engaged such as Places Victoria, Lend Lease, City of Melbourne, CERES Food Connect, ANZ Bank, Docklands News, Docklands TV, EPA, Sustainability Victoria, Body Corporate's and many individuals such as residents and business people in the community. UR arranged several stakeholder meetings and presentations for business and the community. We also ran co-design workshops to ascertain what the community was wanting for their garden and its program. Throughout the whole project over 1000 individuals and stakeholders have been engaged. We hope this network will also be able to enable a sustainable development for the rest of the Docklands.

The Social Garden and Sustainable Living Centre – The Hard Design

Our first major task to transfer SED philosophy into practice involved creating a meeting place and nexus where people in the community can connect and engage in our activities. The Social Garden and Sustainable Living Centre was designed to function as a catalytic demonstration garden and education space for sustainable activities throughout the Docklands in the hopes of changing the way people connect to nature and live sustainably in the city. There are many green spaces around cities, however not necessarily 'activated' with a specific cultural and environmental programs. Urban Reforestation co-designed and constructed a garden in the middle of the public space of the Docklands so UR had a place to engage people in our programs and events on sustainable everyday living. The outcome was a beautiful place for residents to interact with and business people to relax. The garden gate was always open and UR didn't experience vandalism. The community took ownership over this special place and neighbours began to share stories and connect with one another. Unique 'conversations' occurred in the garden where strangers struck up conversations with one another about their own gardens, growing food, healthy living and asking one another's advice about how to plant or cook certain vegetables. The Garden also attracted the environment such as even in the first week bees came to the garden to take nectar.

Community Development and Urban Reforestation Programming - The Soft Design

The Social Garden in many ways took a life of it's own in the first week business people and residents were visiting the garden and smelling the herbs and looking at the vegetables growing. UR's co-design workshops and 'conversations' in the garden informed us with more information about what the communities needs were. This informed the creation of the Target 3008 project and other programs. People wanted to bring the Docklands to life. People who live and work there care about their suburb and expressed their concerns for the lack of places for people to sit and relax and a need to reduce waste. We work-shopped many different ways to create a program. Sustainable lifestyles program, reducing waste, music and cultural events were suggested to activate the precinct This led to Urban Reforestation creating a multifaceted program 'Target 3008' to engage residents and add a people scale dimension to the Docklands Prescient. People scale architecture is inspired by Danish architect and urban consultant Jan Gehl. He designs cities to consider the interactions between people and form, rather than just concentrating on form.



PROJECT PARTNERS

Monash Sustainability Institute:

The Monash Sustainability Institute (MSI) is a multi-disciplinary, cross-faculty institute that delivers solutions to key climate change and sustainability challenges through research, education and action.

Core Functions

The core functions of MSI are:

Research: MSI coordinates world-class interdisciplinary research to find new solutions to today's climate change and sustainability challenges.

Education: MSI educates individuals and institutions in sustainability best-practice.

Action: MSI facilitates action by individuals and organisations to embed sustainability into their future goals and present activities.

Gateway to sustainability at Monash: MSI acts as a gateway to the extensive and varied expertise in sustainability research, education and practice across Monash faculties and research institutes.

PROJECT OBJECTIVES

Target 3008 aimed to:

- Gain baseline evidence of organic waste volumes
- Increase community participation in recycling activities
- Influence behavioural change that will promote a reduction of the volume of waste sent to landfill.

It was envisaged that this project would be used as a bench-mark project that could influence and inform developers, decision-makers and communities on how to inspire, enable and develop sustainable communities and improve localised waste management practices.

Target Populations

The target population were 1,450 residents living in residential apartment blocks in the Docklands precinct:

- Dock 5, home to approximately 350 residents, and located on the harbour, directly beside the Community Garden (Highlighted in red).
- Victoria Point, hosting 1,100 people and located further back from the water front (Highlighted in blue).



Figure 1 Location of two residential buildings where waste audits were undertaken



PROJECT ACTIVITIES

PROJECT ACTIVITIES

Methodology

UR worked with environmental consultants from MSI to design the program logic and evaluation methodology for Target 3008.

The program logic model (below) maps out the project objectives and the planned outcomes.

This program logic does not include the objectives around the two following areas:

- 1 “Change of urban sustainability culture within the Docklands community” or
- 2 “The community building” aspects of the UR project.

These objectives have been assessed and evaluated using indicators developed in conjunction with www.sustainablemeasures.com and www.sustainableeverydaydesign.com. They provide an opportunity for the sustainable designers of the project to provide a personal analysis and observations of how these objectives were achieved. Please see Appendix 2 for information on the cultural audit that we undertook to compliment the waste auditing process.





- 1 Site assessment and mapping** of the Docklands Community and Major Stakeholders in the project in order to assess the main people to engage in the Target 3008 project, as there is a need to have strong communications channels with people to engage and influence change (See Appendix 2).
- 2 Demographic analysis** which ascertained the number of people to be audited and a snapshot of age, gender, household size.
- 3 A review of current practices** including one-on-one discussions and surveys with residents, body corporate members and building managers including the building design and site layout and waste management practices (if in existence). This included a walk through survey in each apartment block and nearby community.
- 4 Conducting four waste audits** over the span of 6 months to measure progress over the period and to ascertain a benchmark of the amount of recycling and green waste that goes to landfill. (See Appendix 1 for the Waste Audit Report).
- 5 Behaviour and culture assessment** to determine residents' behaviour in relation to waste management and sustainable urban living. This involved doing a cultural assessment with sustainable community indicators from www.sustainablemeasures.com (See Appendix 2).

OBJECTIVES

TO GAIN BASELINE DATA OF ORGANIC WASTE VOLUMES

TO INCREASE COMMUNITY PARTICIPATION IN RECYCLING ACTIVITIES

TO INFLUENCE BEHAVIOUR CHANGE THAT PROMOTES WASTE REDUCTION

PROCESS INDICATORS

UNDERTAKE WASTE AUDIT ACTIVITIES AT PROJECT COMMENCEMENT AND REPEAT PERIODICALLY

PROMOTE TARGET 3008 ACTIVITIES BROADLY IN TARGET POPULATION

IDENTIFY RELEVANT PLACE-BASED INTERVENTIONS THAT SEEK TO INFLUENCE BEHAVIOUR CHANGE

IMPACTS

BASELINE WASTE VOLUMES RECORDED AND ACT AS COMPARISON FOR REPEAT AUDIT ACTIVITIES

INCREASED NUMBER OF RESIDENTS INVOLVED IN TARGET 3008 ACTIVITIES

IMPLEMENTATION OF KEY INTERVENTIONS THAT ENCOURAGE RESIDENTS TO REDUCE AMOUNT OF WASTE SENT TO LANDFILL AND ENCOURAGE RECYCLING

OUTCOMES

ESTABLISHMENT OF PERIODIC WASTE AUDIT RECORDS KEPT THAT PROVIDES TREND INFORMATION OVERTIME

HIGHER PERCENTAGE OF RESIDENTS PARTICIPATING IN RECYCLING ACTIVITIES

CHANGES IN INFRASTRUCTURE/WASTE PRACTICE HAVE INFLUENCED RESIDENCE TO REDUCE WASTE SENT TO LANDFILL AND PROMOTE RECYCLING



PROJECT ACTIVITIES AND FRAMEWORK

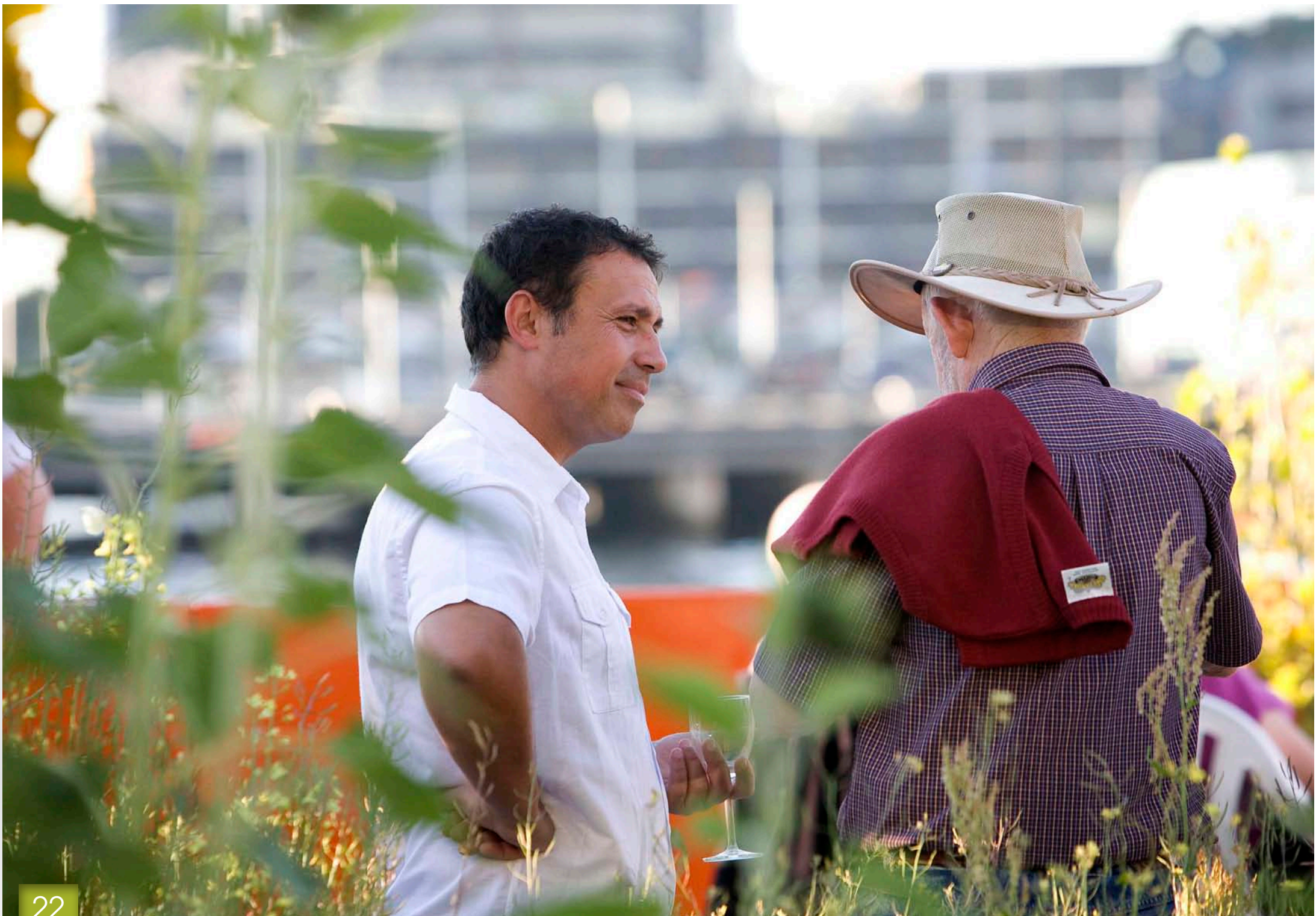
Eco-acupuncture

The project design was based on the methodology of 'eco-acupuncture.' This is an analogy where small events or interventions are used to bring about change in the 'Community Organism'. In the Target 3008 project there was a diverse array of activities, audits and events that were designed by UR to foster a sense of community and celebration in the Docklands around sustainable culture as well as to reduce waste. Community events and activities provided opportunities for socialising that can make the experience of learning about sustainable lifestyles enjoyable and rewarding, builds the community and educates people. Eco-acupuncture is a very practical approach to build long-term sustainable outcomes. As VEIL describes: "The critical characteristic of eco-acupuncture design interventions is that they can 'start small', (so they are within the reach of community resources), and that they have large systemic effects. The purpose: to intervene to re-invigorate the ecosystem of urban life and change the path of innovation and development towards resilient, low-carbon living. The aim: to design small interventions that can redirect the forces - the meridian lines - that shape development, towards a more distributed system with ultra-low environmental impact (particularly in relation to greenhouse gas production) and greater social well being."

The result: new projects 'on-the-ground' that can release new community energy and support for a new trajectory of development. Eco-acupuncture for the eco-system of urban life is summarised as:

- Re-structuring essential 'life support systems': energy, water, food.
- Realigning the essential 'flows' of social and economic life (to support the above): Transport and mobility; information and knowledge.
- Reshaping the physical, constructed, environment to enable the above changes. Physical infrastructure; Residential; Work/ office/ commerce.
- Restoring essential social services to function in the new urban eco-system: Economy and business; Education; Health.
- Reinvigorating lifestyles for community health and sustainable prosperity. Creative expression; Leisure; Sharing.





A set of approaches to design thinking for eco-acupuncture were defined by VEIL:

- **ENCOUNTER:** Often 'new' things just have to be seen - and experienced - to become a real possibility in the minds of those who would otherwise reject the idea. (Think for example of developments offering smaller private space with greater, higher quality, public space; a good idea that often has to be experienced before it can be accepted as a reasonable trade-off.)
- **REPLICATE:** Even a small design intervention can create interest in replicating (or adapting) it elsewhere. ('If it works here, why not there').
- **AMPLIFY:** Taking something that currently exists from obscurity to prominence and doing this through design. Small things may be able to grow to be large enough for wider impact through the agency of design.
- **REGENERATE:** 'Old' things - cultural or physical or economic - can sometimes be renewed and reinvigorated through design - the 'lost' becomes 'found' again.
- **SIMPLIFY:** The world can become so large or complex that 'connections' can be broken; the feedback between action and impact for example; dependence on big systems can stifle imaginative action and local innovation.
- **MAKE TRANSPARENT:** Life-critical resource provision (e.g. water, energy, food) is often hidden so the pathways of production and consumption are essentially invisible. Making things (and information) visible - transparent - can change consumer awareness and behaviour.

Waste audits

Waste audits were conducted by Urban Reforestation and the Monash Sustainability Institute. These audits were conducted at the near beginning of the project in November 2010 and towards the end of the project in June 2011. The initial waste audits were conducted primarily to understand the waste habits of the Docklands residents as well as provide baseline data. The second round of waste audits was necessary to judge any change in these levels after the running of Target 3008 program.

The audits measured waste both by volume and weight to give a clearer picture of the composition of the waste. This is particularly important as organic waste is much denser and heavier than other types of waste. Volume measures may appear to understate the amount of organic waste, while weight tends towards the other extreme. Both are used to avoid a distortion of the facts.

Engaging the Docklands community

15 workshops were developed and conducted to inform the community on sustainable living in the inner city and how this can be achieved. The topics for the workshops were balcony and rooftop gardens, worm farming and compost, and organic farming. Workshops were run for free to encourage participation. In total over 200 residents and visitors attended these workshops. The most popular topics were balcony gardening and composting. It was wonderful to see residents in the Docklands community meeting each other and connecting to Urban Reforestation and the project. Community building for the Docklands came out of these workshops in addition to the skills developed by the attendees. Please see survey feedback below to show the residents feedback about the effectiveness of community building.

Discounted Bokashi Buckets

Discounted Bokashi Buckets were also made available to Docklands residents. These were advertised through the local newspaper, on the UR website, and distributed from our Docklands eco-shop. 45 Bokashi Buckets were sold throughout the duration of the project. Three people who bought these buckets commented to UR staff how they were really enjoy bringing their excess compost down into the Urban Reforestation community garden. "It made us feel good about not wasting, and it was great that we can we in the city and there be a place to recycle our compost" Corinne Civaltri, Dock 5 resident.

Photography Exhibition

The Photography Exhibition: Life in the City with photos by Hilary Bradford was held in The Gauge building in the Docklands in December 2010. The exhibition celebrated how the Docklands community members were taking action in the community garden. This was a way to celebrate the successes of the leading community members in a public setting. Some of the photos from the exhibition are included in this report.

Local Food Dinners

Three local food dinners were run during the Target 3008 Project. These gave an opportunity for members of the community to come together (from residents as well as local council and developers), learn about the waste reduction program and enjoy local food together. These were some of the most successful events that we ran because they were moments of celebration and conviviality mixed with the very practical elements of the project which were to reduce waste in the Docklands. These dinners helped to foster a spirit of community in the Docklands and simultaneously inspired and enabled sustainable culture for the Docklands. For more information about Local Food Dinners visit this link on our website: <http://www.urbanreforestation.com/services/slow-food-dinner-project-bank-template/>

Film Nights

Film nights were held at HUB Melbourne and at our Eco-Shop. A short film about the project Seeds of Change, by Rajiv Pandita was screened. These nights allowed us to not only inform the community about the project Target 3008 and raise awareness about sustainable lifestyles, but also brought people in the community together. The film was used to share the Urban Reforestation project to a wide audience via the website and at film nights. It shows people the outcomes of the project and the purpose of doing work like this in urban communities. See the link the short films here: www.urbanreforestation.com/short-films/

Creating a sense of community in this new precinct was key factor in the running of Target 3008 as it was not only aimed at ecological sustainability, but also for social and cultural sustainability. Throughout the project there was varied response from the community. The two Local Food Dinners proved to be very successful and attracted 80 people, (over 50% of these people were Docklands residents). In total throughout the period of the project over 200 Docklands residents participated and engaged in our workshops, events and dinners.

Balcony Garden Education

As all residents of the Docklands live in apartments Urban Reforestation created a balcony garden demonstration in the public space garden to inspire people to re-design their balconies with food and greenery. UR also ran balcony garden workshops to educate residents on growing food in small spaces.

Communications

The communications channel that most effectively reached the Docklands community was through our local TV show Urban Goes Green and the Docklands News. Our blog and facebook page also proved to be useful forms of communication to local residents. There have been over 3000 unique visits per month on the Urban Reforestation website and 500,000 hits in total and over 2000 hits on the Docklands TV show "Urban Goes Green" website.

The Garden and Sustainable Living Centre is a Tool

Our vegetable and composting garden at the southern edge of Victoria Point (one of the buildings we audited) was designed to function as a catalytic demonstration garden and education space for sustainable activities throughout the neighbourhood and city in the hopes of changing the way people connect to nature in the city and live sustainably in the city. The Sustainable Living Centre on Merchant street also supported our activities such as the Local Food Dinners, sustainable lifestyles workshops and seminars on waste reduction.

Public Composting Bin

The public composting bin provided a place for people to dispose of their food waste from the apartment blocks. Residents find this resource useful and the composting bin is widely used. Through people composting in their community garden, the community is connecting to each other around this activity. The volume of organic waste being composted has increased since the start of the project providing evidence that Target 3008 is having influencing behaviours around composing organic waste. The garden is moving to a new 500 sq m area and community support has meant that the developers Places Victoria will be supported the garden with a composting station.

Docklands News and Docklands TV

The majority of Urban Reforestation's communications were through Docklands News (www.docklandsnews.com.au/) and Docklands TV (www.docklandsnews.com.au/). There was a regular feature on the Target 3008 project each month. This was a significant way to engage the local community via online and print media. The Docklands TV show Urban Goes Green was a successful and popular tool with the Docklands community. We had a variety of shows that played. Everything from a waste audit in the garden, doing a balcony garden demonstration show, interviewing residents about the project and reporting on the waste auditing results.

Summary

A wide variety of tools were used to create a sense of community and bring Docklands residents on board with the Target 3008 project. It is integral to have strong and diverse communications channels to create awareness and environmental changes. Precedents for the original garden were international, ranging from a Vancouver urban farm to projects catalogued through research at the Department of Design and Innovation for Sustainability at Politecnico di Milan (www.polimi.it/english/).

The garden provided a central hub for bringing together all of the individual activities run as part of the Target 3008 programme, demonstrating waste reduction and sustainable living concepts. Urban Reforestation aims to lay the groundwork of an emergent infrastructure by changing the way resources flow through households in the Docklands and

to accomplish this by creating a dispersed network of gardens rather than by implementing a complete, overall system.

The design of the garden and the process of gardening provide a lens for understanding how sustainable technologies and behaviours might be aligned with cultural practices and how a more sustainable relationship with ecological processes might be framed through the urban domestic landscape. This place that has been created enables UR to effectively create culture change within the Docklands community. It shows the tangible way that communities can make a difference and at the same time enhances the area, connecting the community with the place. The evidence of this is the number of pedestrians entering the place compared to when it was just a concrete slab.

PROGRAM OUTLINE

DATE AND TIME DETAILS OF THE ACTIONS AND TIMELINE

DATE AND TIME	DETAILS OF THE ACTIONS AND TIMELINE
September 2010	Finalise the design of the program, including evaluation tools
	Design of workshops in conjunction with the Monash Sustainability Institute
	Organic gardening workshops held to attract the business community
	Waste audits design and information session with community at the Eco Centre
	Afternoon tea session in the community garden to raise residents awareness of the Target 3008 waste audits
	Letter sent to residents and Newspapers - regarding up coming waste audits
October 2010	Phase one waste audits commence with support from Monash Sustainability Institute trained staff.
	Docklands TV "Urban Goes Green." Episode on waste audits.
	Onsite filming of the waste auditing process
	Workshops on sustainable gardening begin (8 to be conducted throughout the program)
November 2010	Phase one audits results communicated to residents of the Docklands
	'Reduce waste and live sustainably' campaign launch event.
	•Waste reducing tool kits distributed
	•Guest Speaker, Callum Robinson from the G Store.
	•Balcony garden installation put in the garden to show residents best practice
	Two workshops for residents on composting and organic gardening. Workshop filmed for "Seeds of Change" movie.
	Discount Composting Package created and launched to Docklands residents - All residents who attend the composting workshops get 50% off a Bokashi Bucket or Worm Farm.
Articles, blogs and website communications launched, Introducing the Target 3008 program.	
December 2010	Community progress reported via online media and Docklands TV "Urban Goes Green."
	Waste report and evaluation of program reports submitted
February 2011	Progress Report 1 submitted to Sustainability Victoria
	Workshops on composting, organic gardening x 2. All residents who attend the composting workshops get 50% off a Bokashi Bucket or Worm Farm.
	Release of first short film to inspire residents of their progress. Ongoing media and communications via Channel 7, Docklands News and Docklands TV
March 2011	Workshops on composting, organic gardening x 6. All residents who attend the composting workshops get 50% off a Bokashi Bucket or Worm Farm
April 2011	Phase two Waste Audits commence with support from Monash Sustainability Institute trained staff.
	Waste Audit results reported via online media and Docklands TV "Urban Goes Green."
	Design, release and organise collection of workshop surveys for engaged community feedback collection
	Form community committee for the Garden
	Create Spacecraft Installation art for garden

DATE AND TIME DETAILS OF THE ACTIONS AND TIMELINE

April 2011	Story board project commences
	Community committee and governance strategy meetings begin
	Engage local residents on waste reduction in their apartments, with the UR tool kit
	Marketing of the dinner begins
May 2011	Progress reporting 2 submitted
	Local Food Dinner and Film night of the progress of the community to create sustainability. Conduct evaluation.
	Launch Urban Reforestation/Target 3008 Film
	Program Evaluation
June 2011	Final Waste Audit preparation
	Evaluation of the program including Surveys, Workshops/Community Meeting and interviews with building owners and other major stakeholders. As well as assessment of the take up of the program.
	Communications and awards night for people who have achieved reduction in their environmental footprint and been active in the community.
	Progress report completed
	Meet with building managers to communicate progress
	Run free workshop on balcony gardening and composting
July 2011	Conduct Final Audits
	Reporting round 3 for Sustainability Victoria
	Waste Audit results reported to local residents through meetings and media
August 2011	Evaluation of Program Begins
	Progress Report 3 Submitted
September - December 2011	Recommendations post audits developed
	Evaluation, dissemination of results and movie screening night 1 at HUB Melbourne – “Seeds of Change”
	Communicate results to the City of Melbourne and Victoria Harbour/Dock 5 Body Corporate; with an intention to drive efficiencies and new infrastructure for waste in this community and throughout the apartment blocks.
	Present waste audit report at Urban Reforestation Eco-shop, Docklands
	Movie night 2 at Docklands Eco Centre – “Seeds of Change”
Final Report Submitted to Sustainability Fund	

PROJECT EVALUATION





The Target 3008 project has achieved an important first step in the direction towards a sustainable Docklands community by creating a baseline measure of organic waste levels and gaining an understanding of community behaviour. This project has also demonstrated that a timeframe for such projects needs to be extended over one year as developing a community and changing peoples' behaviours and collective norms is not a quick fix process.

In some instances behaviour change is a slow process, with some arguing that it can only truly be successful if it is autonomous (Cooke & Fielding 2010). There have been significant improvements in relation to the amount of food recycled, particularly in Dock 5. As Docklands is a new community, there is a great opportunity to implement innovative waste management practices in the public spaces. Ethan Kent from Project for Public Spaces says that creating a successful and sustainable place there must be 'a space which is comfortable for people to work from, people are engaged in activities, it is accessible and sociable' (Project for Public Spaces, New York). The Urban Reforestation garden, the Target 3008 project activities and UR's culture of openness and accessibility provided the Docklands residents with an opportunity to develop their community and create a sense of place.

EDUCATION AND WORKSHOP RESULTS

Post workshop surveys were used to provide the Target 3008 project with feedback on the workshops Docklands residents attended. The template for the surveys was based on the Community Sustainability Engagement Evaluation Toolbox provided by Evaluation Toolbox.

Feedback from the workshops, came from 45 surveys. With all respondents being from the “Introduction to Organic Gardening” series, was generally positive. Respondents asked for improvement of the handouts, but really liked the presentation style. All respondents were looking at starting their own organic garden and had found the pointers they needed in the workshop to assist them in creating their own gardens or balcony garden designs.

One point that was noted by a participant was the difficulty of finding Urban Reforestation’s Eco-Shop, and the need for better advertising of this location. This is something we have addressed for future events, through clearly locating our garden and shop on the website and also putting up signage near the venue on events days.

DOCKLANDS NEWS

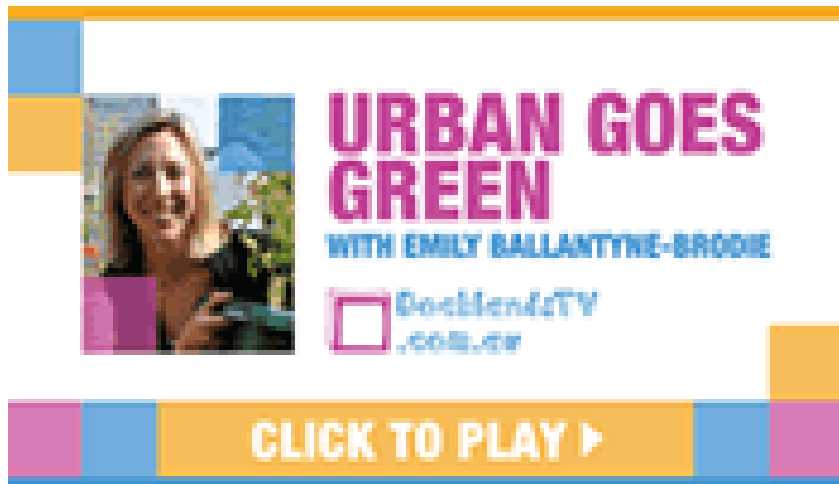
Docklands News wrote 10 different articles during the time of the Target 3008 project. These articles raised awareness about the project and shared the results of the audits with residents. The Docklands News was also paid by the Target 3008 project to do advertising for the discounted Bokashi Buckets.

DOCKLANDS TV

Urban Reforestation has a weekly segment on Docklands TV entitled Urban Goes Green, with segments lasting about 3-5 minutes. During the course of this project, Urban Reforestation has produced over 50 episodes. There have been fifteen episodes relating to the Target 3008 project. The topics for these films included: waste auditing, balcony gardening, releasing the results of the audits, organic gardening, interviewing children from the Melbourne City School in regards to sustainability. The feedback from these segments was really positive and Docklands residents appreciated the engaging stories shared on sustainability and community issues.

FACEBOOK

Facebook has proven very useful to Target 3008. Urban Reforestation currently has over 1,260 fans, who consist of about 50 people from our target audience in the Docklands. This means that all of these people are directly informed about our events. It has also proved useful in sharing newspaper articles, TV segments and blogs. It should however be noted that many of these fans are overseas users. The Facebook site gets 2000 views per month on average.



EVENTS FEEDBACK

Our events such as our Local Food Dinners have all been well received. The Local Food Dinners were an essential and engaged tool to disseminate information about the Target 3008 Project. They demonstrate the key links with food sustainability and waste management. The UR local food dinners always source local organic food and recycle all of the food waste left over from the event. Some feedback from some of these activities is displayed below:

Just a quick note to say thank you for the invitation and hospitality at the garden last night. The wine was lovely and we really enjoyed the company.

- Kay Jefferies
Victoria Point Building Manager

“Congratulations on hosting such a wonderful evening. I had a great time and really enjoyed seeing the garden and learning a bit about it. It seemed like a good mix of people there and was a nice sized group.

The only thing I thought might have made the evening even better is perhaps a formal introduction or tour of the garden at the start, just to provide a bit of context and history.

Other than that it was perfect. A brilliant way to spend Sunday evening. I'm very glad that we were able to be a part of it.”

- Ben Davies

Great workshop! Really
Enthusiastic presentation it
was super fun.

- **Docklands Resident**

All Excellent!

- **Frank, Docklands Resident**

Handouts of gardening tips
would be really useful. All in all
a great workshop!

- **Docklands Resident**



ACHIEVEMENT OF OBJECTIVES

OBJECTIVE 1: TO GAIN BASELINE DATA OF ORGANIC WASTE VOLUMES

The audits showed a slightly reduced rate of organic waste being sent to landfill. Dock 5 showed a decrease in organics in the second audit. There has been an increase of the use of the community garden compost bin throughout the period of time and over 20 Bokashi Buckets have been sold at a discounted rate to Dock 5 residents.

UR believes that it is easier to reduce waste and create sustainable outcomes where the environment is conducive. This is more the case at Dock 5 where the residents have immediate access to the Community Garden. Participation rates of Dock 5 residents compared to Victoria Point residents is dramatically higher. For instance at our local food dinner there were 18 Dock 5 residents and in total at all of our work shops there has been 75 people participate (sometimes people attended on multiple occasions). The Dock 5 community took ownership of the Community Garden through the co-design process and thus the garden was designed based on their needs. This may be a reason why there were higher participation rates from the Dock 5 residents compared to those from Victoria Point. Dock 5 is located about 20m from the Community Garden while Victoria Point is closer to 400m away, and across a major road.



OBJECTIVE 2: TO INCREASE COMMUNITY PARTICIPATION IN RECYCLING ACTIVITIES

In total UR ran three successful Local Food Dinners engaging over 150 people.

These proved to be a successful way to engage the community and connect people to the issue of waste reduction and food sustainability. Out of the 150 participants in the dinners, 62 of these were Docklands residents. These dinners act as a catalyst to build connections and relationships between members of the Docklands community as well as connecting visitors of Melbourne to the Docklands community. After these dinners all of the food waste was composted in the Garden. Over the period of the Target 3008 project the waste that was composted in the garden rose from zero waste being recycled to 240 litres per month on average.

Workshops promoted increase in recycling activities through UR's 12 workshops in total for Docklands residents. These workshops engaged approximately 90 residents in how to take action on sustainable lifestyles. They include organic gardening, composting and worms, and balcony gardens. These workshops provided ways for people to connect as well as learn new skills.

OBJECTIVE 3: TO INFLUENCE BEHAVIOUR CHANGE THAT PROMOTES WASTE REDUCTION

UR employed many different streams of media in informing the community on sustainable living. These methods included Docklands TV, Docklands News, workshops, our website, the UR Tool Kit and the Target 3008 Storyboard. This proved an efficient means of communicating the progress of the project direct to Docklands community members.

Dock 5 residents were much more involved in the program than Victoria Point, this can be seen for instance at the attendance of the Local Food Dinner with Melbourne Food and Wine Festival where there were nine Dock 5 residents in attendance and only two from Victoria Point.



RECOMMENDATIONS

Victoria Point and Dock 5 Recommendations
- for the Owners Corporation

Urban Reforestation has conducted two waste audits at Victoria Point and Dock 5, Docklands, which has provided benchmark information in regard to the amount of waste going to landfill. There are some great opportunities to make improvements and become a best practice building in relation to waste management including;

CHANGE RECYCLING INFRASTRUCTURE FOR BOTTLES AND CANS

Victoria Point's largest win was to introduce a recycling shoot for bottles and cans, which is still yet to be done. In the short-term the body corporate needs to consider putting recycling bins on each level of the apartment building, so it is easier for people to recycle. This is an initiative that is strongly supported by the City of Melbourne. Currently people need to walk downstairs to put their bottles and cans into the recycling bins, which is making the system very inefficient.

Changing infrastructure is key to changing people's behaviours according to the RMIT Centre for Design. Changing the recycling infrastructure in the building will help to reduce the amount of waste to landfill.

INITIATE FOOD COMPOSTING

There are opportunities for some residents to recycle their food waste in the community garden. But the reality is that people are busy in their day-to-day lives so do not always have time to walk to the garden.

CENTRALISED APPROACH

Urban Reforestation recommends that Victoria Point and Dock 5 set up an organic waste service, with a local company like Veolia www.veoliaes.com.au This service would involve the food waste being picked up in a truck and taken to a centralised processing station.

DECENTRALISED APPROACH

Alternatively Urban Reforestation highly recommends Victoria Point and Dock 5 use the services of a local company "The Cleaning Co" www.thecleaningco.com.au that takes a more decentralized approach to composting food waste. They come to the building and pick up the food waste and deposit this in the Urban Reforestation Garden, and other local gardens.

BOKASHI BUCKETS OR SMALL CONTAINER

All residents need to be provided with a food waste container which can be used in kitchens.. Signage should be clear to help residents correctly dispose of their waste. You can order signage from The City of Melbourne at melanie.oke@melbourne.vic.gov.au Melanie has an order form that you can access and arrange different sizes of signs. These bins and signs need to be given to the residents in an induction when they move in, or posted to current residents.

Urban Reforestation can assist Victoria Point and Dock 5 with finding appropriate food waste buckets and the signage.

IMPROVE SIGNAGE AND EDUCATION

Implement a re-brand of all recycling signage and run a simple workshop to communicate the new processes to residents. Also give each resident instructions on the new recycling system. We also recommend more waste audits are undertaken to ensure the waste systems are measured and monitored. This will help track progress over time.

One suggestion that was made to UR during the course of the project by the building manager at Dock 5 was to find and sell small plastic containers to be used by residents instead of Bokashi buckets. The idea behind this was to avoid the upfront cost of the Bokashi buckets to residents; it would also avoid confusion and intimidation with respect to using a Bokashi bucket. UR is considering branding and selling these bins online, the idea being that once their bin is full residents will bring their waste down to the Garden to dispose of it.

IMPLEMENT MORE GARDENS AND INTIMATE SPACES

The Garden has been vital to this project, as without it, there would be nowhere for residents to dispose of their waste. This needs to be maintained and developed to allow for a greater composting capacity as this becomes more widely adopted. Furthermore, there is a need for more gardens, with one for each apartment block. There is a lot of potential to further recycling programs by incorporating composting systems and roof top gardens in buildings as well as investing into community gardens in the public space. There is a strong connection between place-making, urban design and waste management from this perspective.

ONGOING EDUCATION AND SIGNAGE

There needs to be on-going education where culture change is on-going, through workshops and local food dinners. This can be achieved through the new Sustainable Living Centre which is being developed in the Docklands currently. The Target 3008 project has been vital in developing rigorous sustainability services, projects and events that contribute to developing and creating sustainable urban communities.

Urban Reforestation has arranged for the City of Melbourne to provide best practice recycling signage to Dock 5 and Victoria Points residents. This signage covers recycling, composting, landfill and paper.

COMMUNITY INNOVATION

The direction that UR is heading in now is more of adopting more of a facilitator's role. That is, UR wants to encourage locals to create and establish their own waste projects and initiatives and assist in bringing this to fruition.

IMPROVE RECYCLING AND WASTE MANAGEMENT FACILITIES AND PROCEDURES IN BUILDINGS

1) Waste auditing program

Conduct regular audits of waste and recycling programs to monitor their effectiveness

Run resident awareness and education programs/competitions/communications based on the results of the waste audit reports

Train residents (members of the green team) to take part in the audits

Consider making future waste audits more specific and measuring the amounts of materials such as food waste/organics once used paper, paper towels, co-mingled recycling, disposable cups, crockery and cutlery, and IT equipment.

2) Recycling and waste systems

Continue to improve the bottle and recycling system through on-going education

Investigate the opportunity to introduce food waste/organic collection for composting. The garden is a great place to compost!

Create a new garden near Victoria Point for residents to use for recycling and social events.

Use standardised posters and signs that clearly communicate the use for different bins and what is appropriate to put in them.

Sustainability Victoria have samples of best practice bin posters and see recycling bin labels attached.



COLLABORATIVE CULTURE

Urban Sustainability Projects such as Target 3008 are reliant on collaborative partnerships with many different people and organisations. A culture of collaboration and integrated teams must be fostered and supported in order for sustainability projects to have ongoing success.

CULTURE OF LEARNING

Learning by doing is key to a project like Target 3008. We must be brave and implement small scale projects to get initiatives happening on the ground and people participating in them.

SOCIAL INNOVATION IN BUSINESS

Social innovation at present is seen as reflecting the points of view of active people, creative communities and designers. However this same issue of social innovation has a very important role to play in business too. Sustainable ways of living and doing business require new forms of organisation. There will be new products and services that will be required to meet the needs of a sustainable business paradigm. There will be a new way of doing business and designing communities based on this notion.

SOCIAL INNOVATION IN THE PUBLIC SECTOR

We must consider the impact of this kind of social innovation on the public sector. The services traditionally delivered by the public sector consider their users to be passive recipients. What happens if we imagine a new generation of public services attuned to active and collaborative citizens? The Target 3008 project was designed to harness active and collaborative citizens. The project embraced a whole new design process that collaboratively involved the community and public that it was intended to serve.

The design and development of public services has traditionally been based on top-down processes. A new generation of services will emerge from a collaborative, largely bottom-up, design process. Therefore a strategic recommendation from this project is to embrace bottom-up design processes in business and the public sector. This will lead to the design of sustainable communities and business.





SOCIAL INNOVATION IN COMMUNITIES

To recognise and support the innovations and creative projects happening in our community is key to building resilient and sustainable societies. For example the 'Meals on Wheels' delivery service for ex servicemen and women after the second world war, initially started in a small town in NSW on bicycles. This initiative is now nation wide and has also influenced creation of new policy in our government focussed on elderly living at home. This small social innovation grew into a paradigm shift in how our society cares for a large portion of our aging population.

NEXT STEPS ON WASTE MANAGEMENT

To ensure a practical and integrated approach towards waste management in the Docklands a strategic plan needs to be implemented in each building, with short term and long term actions.

- Short Term: Improve infrastructure and signage.
- Short Term: Institutional collaborations with City of Melbourne and other groups to assist with waste management.
- Short Term: Communications with apartment dwellers that encourage a sense of community and sustainable waste management practices via the internet/networks/events/film.
- Short Term: Leadership is required from Dock 5 and Victoria Point, but also in the community, business and government. For an undertaking like this, "emergence" requires a catalyst, instruction, materials-and momentum, communications, and a calendar of events. UR is not waiting for sustainable behaviours to self-organise. Is self-organization an illusion? Is there always a leader?
- Short Term: The importance of an identity/brand to the community is essential in creating long term changes in the community in relation to waste management and sustainability.
- Long Term: Change the major infrastructure in Victoria Point and Dock 5. The shoots need to have recycling as well.

NEXT STEPS ON SUSTAINABLE LIVING IN THE DOCKLANDS

- The new garden for the Docklands will inspire more people to be engaged in sustainable lifestyles in the Docklands, as long as there is a very strong emphasis on programming and activating the space. The Target 3008 project has shown that it is essential to continually engage the community and work collaboratively with them to create solid environmental outcomes.
- The community of the Docklands is new and there is a great opportunity to develop a best practice model of sustainable urban living through the tool of the garden and continuing to collect data on waste and improve waste infrastructure.
- Urban Reforestation recommends that developers and local council invest sustainable living programs and continue the work of Target 3008 . UR has shown some successful prototypes of sustainability services that can continue to develop social, cultural, ecological and economic outcomes for the Docklands community.
- Invest in at least four Local Food Dinners for each season
- Invest in at least four Sustainability Focussed Markets for Victoria Harbour
- Invest in Waste audits for the other buildings in Victoria Harbour
- Invest in new infrastructure for buildings to improve their waste foot print
- Invest in Sustainable Lifestyles Education Programs for the Docklands residents and business people. All of these Sustainability Services can be found in details (case studies included) on the Urban Reforestation website:
www.urbanreforestation.com/services





CONCLUSION

Target 3008 has created a tangible model to incorporate sustainable lifestyles and waste management into the community. The majority of work completed relates to waste management being incorporated into two large apartment blocks, however as the Docklands model illustrates, the behavioural and cultural aspects need be incorporated, to enable people to make positive changes to their own environments Urban Reforestation plans to develop new opportunities and research that contributes to sustainable communities through Docklands.

The community engagement activities proved to be a major part of the Target 3008 project. Many people who live and work in the Docklands are engaged in our programs and wish to continue to be active and involved in the future. Many people have commented that sustainable living projects in the Docklands gives the suburb a unique identity and can

'make' this place. UR's role as a catalyst for community building and education has been pivotal in facilitating a new culture of sustainable living in the Docklands. The new garden will hopefully provide a permanent place for Urban Reforestation to continue our sustainable design work and assist The City of Melbourne, Places Victoria and Lend Lease to create a desirable and sustainable place to live, work and play.

To make sure Target 3008 has an ongoing impact, building managers need to implement the project's recommendations. Local council and developers need to support the infrastructure changes in apartment blocks, the public space garden where localised recycling takes place and the gardens workshops/events and programs on sustainable living. Target 3008 will help inform future projects in the Docklands, as well as future sustainable urban development in Melbourne and potentially other cities. There are great opportunities to improve waste management in a highly urban context such as Docklands.





REFERENCES

Ezio Manzini and Anna Meroni have been a great influence on UR's work. See www.sustainable-everyday.net. UR refers to Ethan Kent from Project for Public Spaces. Jan Gehl and William Whyte's theories of human centred design. The Victorian Eco-Innovation Lab has also been a wonderful 'living' resource in Melbourne that has assisted the UR Project through its insightful work. Jonathan Yotti Kingsley, Steve Coleman, Kathleen Firth and Esther Sternberg's work on the importance of green spaces for community, mental, spiritual and physical health is also an inspiration.

Urban Reforestation is continuing to do innovative projects in communities and research on sustainable design and sustainable living. Visit UR's website at www.urbanreforestation.com for all of the updates on our project work. UR's communications is essential aspect of our work. We have created a tool called Sustainable Everyday Design which is a resource on sustainable living. Visit Sustainable Everyday Design website at www.sustainableeverydaydesign.com

For any questions about this report please contact Urban Reforestation's director Emily Ballantyne-Brodie at emily.b.brodie@urbanreforestation.com





- Eco-Acupuncture Areas Targeted in 3008
- Implementation of SED Element
- Challenges to Implementation
- Community Feedback on the Implementation

PUBLIC SPACE

LOCAL GOVERNMENT AND DEVELOPERS NEED TO ENGAGE WITH THE COMMUNITY IN NEW AND INNOVATIVE WAYS.

CO-DESIGN WORKSHOPS ARE AN EFFECTIVE WAY TO ENGAGE PEOPLE AND DESIGN SUSTAINABLE COMMUNITIES.

COMMUNITY ACTIVITIES AND SUSTAINABLE LIVING NEEDS TO BE SUPPORTED BY BETTER INFRASTRUCTURE AND EVENTS.

NEW CULTURE AROUND CONNECTING TO COMMUNITY IN THE CITY.

COMMUNICATING TO A WIDE SPECTRUM OF PEOPLE.

EDUCATIONS WORKSHOPS.

LOCAL FOOD DINNERS.

INFORMATION SESSIONS ON THE WASTE AUDITS.

MEETING WITH GOVERNING BODIES.

CO-DESIGN WORKSHOPS.

GARDEN FOR PEOPLE TO MEET.

RESIDENTS AND BUSINESS PEOPLE

BALCONY GARDEN DISPLAY.

ORGANIC GARDENING WORKSHOPS.

BALCONY GARDEN WORKSHOPS.

INFORMATION SESSIONS • WASTE AUDITING.

DIFFICULT TO ENTER ALL THE HOME • BODY CORPORATE RULES.

URBAN SUSTAINABILITY LACK OF AWARENESS.

PEOPLE LOVED HAVING TOOLS AND INFORMATION TO MAKE THEIR HOMES BETTER.

THEY ASKED FOR SERVICES TO BE PROVIDED.

NEED MORE SUPPORT FROM GOVERNING BODIES TO IMPROVE THEIR COMMUNITY.

PUBLIC SPACE NEED PRODUCTIVELY FOR NEEDS AND USE GARDENS.

BODY CORPORATE BALCONY GARDEN AND GOVERNANCE.

GROWING FOOD USING PUBLIC SPACE LACK OF AWARENESS AND.

GROWING YOUR OWN LEARNING ORGANIC GARDEN LOCAL FOOD.

BUILT ENVIRONMENT

SUSTAINABLE DESIGN ELEMENTS



PLANTS TO BE USED MORE
FOR THE COMMUNITY
E.G. I.E. COMMUNITY
GARDENS, FRUIT TREES

PLANTS NEED TO SUPPORT
STRUCTURES FROM A STRUCTURAL
DESIGN PERSPECTIVE.

PLANTS IN SMALL SPACES
NEED SPACE FOR GARDENING
AND ABOUT ORGANIC FOOD

PLANT YOUR OWN FOOD
STARTING A COMMUNITY
GARDEN
PLANTING WORKSHOPS
GARDENING DINNERS

ENVIRONMENT



SUSTAINABLE EVERYDAY LIVING (SED) MENT



WELL BEING

MEETING YOUR NEIGHBOURS AND SHARING STORIES
WAS A MAJOR COMPONENT OF THE UR PROGRAM.
DOING YOGA AND STRETCHING IN THE GARDEN.
BREATHING FRESH AIR IN THE GARDEN.
MEDITATING IN THE GARDEN.



GOVERNING BODIES OF THE DOCKLANDS

GARDENING WORKSHOPS
CO-DESIGN WORKSHOPS

ENGAGING IN NEW WAYS OF CONNECTING TO PEOPLE
ENGAGING IN NEW WAYS OF DESIGNING SUBURBS
ENGAGING IN NEW WAYS OF GOVERNING URBAN AREAS

EDUCATION AND WORKSHOPS ON SUSTAINABILITY
NEED TO BE INCORPORATED INTO EVERYDAY
LIVING IN COMMUNITIES.

WEEKEND WORKSHOPS.

NEW ENGAGEMENT TECHNIQUES SO
PEOPLE CAN LEARN AND ADAPT TO
SUSTAINABLE LIVING ARE ESSENTIAL.

INVESTMENT OF MONEY INTO COMMUNITY HEALTH IS ESSENTIAL.
LOCAL GOVERNMENT AND DEVELOPERS INVESTING
MONEY INTO COMMUNITY HEALTH.

SEEING GREENING AND GARDENS IN CITIES AS A HEALTH ISSUE.
IF EVERY INDIVIDUAL WORKED TOWARDS HEALTHIER
AND GREENER CITIES WE WOULD BE HALF WAY
WITHOUT GOVERNMENT SUPPORT!

BEING IN NATURE MAKES PEOPLE HAPPIER AND
HEALTHIER ACCORDING TO ESTER STERNBERG.
THE GARDEN IS A PLACE FOR CHILDREN TO PLAY
AND MORE GREENERY REDUCES THE
HEAT ISLAND EFFECT.

RESTING PLACES
ARE ESSENTIAL FOR
WELLBEING IN THE CITY.
REDUCING METHANE IN THE
ENVIRONMENT IS A KEY
COMPONENT OF
PROMOTING WELLBEING.
GROWING YOUR OWN FOOD
PROMOTES WELLBEING.

Victorian Government Sustainability Fund	Paul Douglas	Gary Laidlaw	Tiana Sweeney	Kate Watson	Phil Hall	Andrew Walton	Eric Schlosser
Residents of Dock 5	William Angliss Institute	Antonino Giglio	Mark Boulet	Glenn Todd	Dori Halldor Gislason	Thomas Drake	Bridget Bently
Residents of Victoria Point	Kristen Guggenheimer	Typhanie Cojean	Adrienne Fanning	Richard Greig	Chris Bracher	Mike Lelliott	Bridget Malcom
Erin Maitland	Andrea Kleist	Chris Dale	Chris Dale	Daniel Burke	Chris Ennis	Bryce Clark	James Bentley
Shane Scanlan	Chai Chai	Damien Melotte	Benjamin Nicholson	Martin Renaud	Doron Francis	Aristotle Caron	Ben Edwards
Corinne Civalleri	Docklands News	Brendan Emu Concepts	Mitzi Quill	Emily Ballantyne-Brodie	Christian Guellerin	Frank Fisher	Julia Moore
Ellie Schroeder	Jonathan Kingsley	Catherine Duniam	Alex Kirkham	Stephanie David	Ross Austen	Gordon Young	Edwards Moore Architecture
Tonya Roberts- Spencer	Docklands TV	Bei Yin	Timmah Ball	Paul James	Paola Trapani	Nerida Lennon	Obon
Clare Brereton	Kay and Dennis Seiches	Chris Belden	Karina Schrautemeier	Paul Whelan	Rowena Booth	Jan Stewart	Lyndal Ward
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Sarah Ballantyne-Brodie	City of Melbourne	Hugo Leemhuis	David Young	Jol Orchard-Lisle	Alexander Schroeder	Sharron Pfueller	City of Melbourne
Bob Brodie	Lend Lease	Giulia Simeone	Stephanie David	Emily Chew	Jim & Thelma Schroeder	Nigel Tapper	Roman Hecht
Dogan Cokacar	VicUrban	Gordon Young	Cindy Plowman	Mark Boulet	Marilyn & David Schroeder	Ruth Lane	Blizzard the Docklands Boat
Kay and Keith Jeffrey	Metropolitan Waste Management Group	Brad Krauskopf	David Mayes	Erin Simpson	Nyk Lee	Edward Lockhart	Melbourne Food and Wine Festival
Jennifer Alden	G-store	Ashley Chaley	Robert Moore	Gitanjali Bedi	Rod Mills	Stephen Legg	
Gilbert Rochecouste	Hilary Bradford	Stephen Clune	Katherine Ryan	James Bramwell	Kirsten Larsen	Walter Reinhardt	
Amadis Lacheta	Ben Sheedy	Ezio Manzini	Jenny Donovan	Jeff White	Politecnico di Milano	Chris Bourke	
Baden Holt	Kavin Louey	Anna Meroni	Raj Pandita	Kim Elliott	Green Steps Program	Bronwyn Pike	
Simon Molesworth	Lauren Sinreich	Jan Gehl	Karen Woo	Joel Carnegie	Village Well	Gavin Jennings	
Emma McCann	Gabriela Ramos	Rob Hopkins	Karen Cowden	Jonathan Pinkney	Victorian Eco-Innovation Lab	Jo Szczepanska	
Erin Burns	Tracey Collie	Jol Orchard-Lisle	Jen Alden	Penelope Gibbs	John Waterhouse	Craig Chatman	
Denise Francisco	Reme Sanchez	Jenny Petridis	Stewart Russell	Matteo Bruno	Melissa Schellekens	Rick Evertsz	
	John Stanley	Amadis Lacheta	Russell Ives	Meg Argyriou		Noah Rose	
		Abraham Heisler	Jennifer Torrance	John McEwen		Chris Gerbing,	
		Stewert Bell	Jenny de Loryn	Naiomi and Rick Coleman		Maggie Dunphy	
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