

**Environmental Management
training programs:
Where is the motivation for
small businesses to engage?**

**Redmond, J., Walker, B., Parker, C.M, & Simpson, M.
Edith Cowan University, University of Western
Australia, Deakin University, Sheffield University**



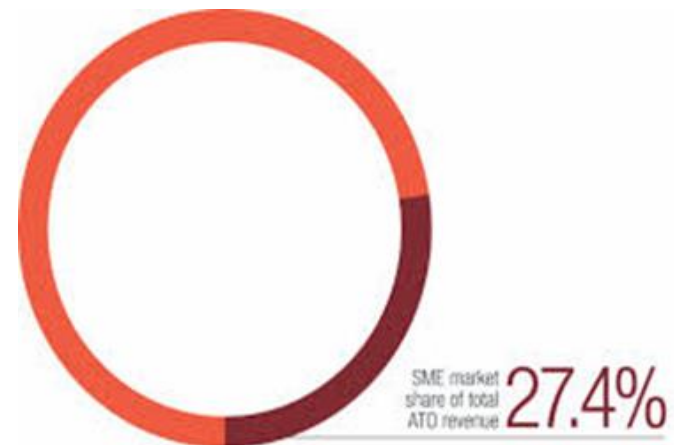
Although many small business owners are said to be strategically myopic (Mazzarol, 2004) they are generally technically proficient and closely monitor their business bottom line.

This means they focus on core business – which generally means the environment does not get a run.



- There are just over 2 million small businesses in Australia (ABS, 2012)
- Small businesses employed around 4.5 million people in 2012-13, approximately 43 per cent of private sector employment (ABS, 2012)
- Small business contribute approximately one third of private sector industry value added in 2010-2011 (DIIRSTE, 2012)

Small business contribution to the Nation



- Combined SME may produce up to 70% of all industrial pollution (Hillarys, 1999; Stokes, Revell & Chen, 2011)
- Constrained by a lack of information, technological know-how, and human and financial resources
- Owner-managers are sceptical of the business case merits of investing time and resources into improved environmental practices.
- Support programs can help overcome barriers

Contribution to environmental damage



- All different and want information aligned with their own operations/goals
- Environmental response is affected by their location and associated resources and infrastructure
- Owner-managers attitudes make a difference
- Prefer technical experts to help manage their environmental responses
- No one best way or solution
- Will respond to a business case

What do we know about Small businesses response to environmental programs?



■ Stakeholders

- Need to quantify the business case (e.g. return on investment and environmental outcomes)
- But have limited published data to develop business cases

■ Small business owner-managers

- Often reluctant to share the sensitive data needed to develop business cases
- Cannot determine the viability of investing in environmental management practices without a business case

The Business Case
– a disconnected
story



- Data tells us:
 - Most small businesses do waste management but less cover all environmental activities
 - Some have audit data
 - Some LGAs have some GIS data
 - Service providers have ‘their part’ of the story but even this can be limited
- Some government programs have case studies, but business size not always stated or determinable
- Some case studies report cost savings and environmental savings but do so to varying degrees

What data do we have?

Example case study from Queensland program:

<http://www.cciqecobiz.com.au/assets/PDFs/CCIQ-ecoBiz-Case-Study-Industry-Wesley.pdf>

- Different stakeholders need different types of data
- Macro level data for benchmarking
- Product level data (e.g. how much electricity, water, resources, etc a product uses)
- At the SME level it would include energy, water and resource usage levels, and the costs involved



What data do we need?



- Engage more SMEs
- Reward those that lead the way, educate the willing and perhaps legislate the unwilling
- Knowledge of the triggers of behaviour change in SMEs
- **Financial data of the business case**
- Practical data (e.g. energy & emissions and other savings)

What still
needs to be
done?



- Research partnerships to determine the business case
- Provision of practical, expert support
- Sharing experience, knowledge and data
- Co-operation between all stakeholders to achieve business and environmental goals

How will we get there?



