

Sustainable Choice Northern Sydney Sustainable Procurement Forum

Willoughby City Council, 22 October 2015

Evaluation Report

Table of Contents

| | |
|---|----|
| Executive Summary | 3 |
| 1. Purpose of this report | 4 |
| 2. Background..... | 4 |
| 3. The Forum | 4 |
| 3.1 Setting | 4 |
| 3.2 Objectives..... | 4 |
| 3.3 Structure..... | 5 |
| 3.4 Audience and attendance | 5 |
| 3.5 Presentations..... | 6 |
| 3.6 Speed date a Sustainable Choice supplier..... | 8 |
| 3.7 Tradeshow | 8 |
| 4. Evaluation..... | 8 |
| 4.1 Method..... | 8 |
| 4.2 Results and discussion..... | 8 |
| 5. Conclusions..... | 15 |
| 6. Recommendations | 15 |

Date of report: November 2015

Contact: **Program Manager | Sustainable Choice**
t: 02 9242 4039 | e: sustainablechoice@lgnsw.org.au | w: lgnsw.org.au

Acknowledgements

The Sustainable Choice program gratefully acknowledges the support and contribution of Willoughby City Council for hosting the event and to the following presenters (in alphabetical order) for their time and considerable efforts:

- Mr David Roberts, Willoughby Council
- Cr Gail Giles-Gidney, Willoughby Council
- Mr Jean-Louis Haie, Planet Procurement
- Ms Lyn Blain, SSROC
- Ms Sarah Nguyen, SSROC
- Ms Taryn Quarmby, LGP
- Mr Craig Vergelius, Fulton Hogan

Thanks are also extended to Local Government Procurement (LGP) for promoting the forum and to forum participants for making the event such an engaging and productive experience.

Executive Summary

On 22 October 2015 at Willoughby City Council, the Sustainable Choice program held a forum for councils to present and explore strategies, innovation, resources and case studies to promote sensible, sustainable procurement.

Presentations from the Sustainable Choice Program Manager, Local Government Procurement (LGP), Southern Sydney Regional Organisation of Councils (SSROC), Willoughby City Council, Fairfield City Council and industry representatives were delivered to 27 Local Government participants. An end-of-forum panel discussion afforded participants the opportunity to develop issues further and have presenters address any queries or questions that emerged during their respective presentation. A trade show and 'meet the suppliers' facilitated discussion and networking session further engaged and connected participants.

The content, structure, duration, high calibre of presenters and the contribution of participants ensured that the event was a resounding success. This was evident in participant feedback, with an evaluation revealing that, overall, 96% of participants considered it good or excellent. The Sustainable Choice program team will use lessons learned and participant feedback to guide and inform future events.

1. Purpose of this report

This report assesses the outcomes of the forum against the program objectives. It also allows the program team to build on future activities and to provide analysis and feedback to the Sustainable Choice partnership (OEH and LGNSW) and program members and suppliers.

2. Background

The Sustainable Choice program is a partnership between Local Government NSW and NSW OEH. It commenced in 2006 with the aim of facilitating NSW councils to increase the proportion of products and services procured that meet defined environmental and ethical criteria. It does so by:

- a) providing guidance and capacity building activities;
- b) supporting and assisting councils to implement sustainable procurement practices;
- c) improving internal procurement processes and systems; and
- d) providing networking opportunities to share knowledge and information.

Since commencement, program membership has grown annually and currently has 86 local council members. The number of suppliers included on the sustainable products and services database has also grown and is currently 341.

3. The Forum

3.1 Setting

Date: Thursday 22 October, 2015
Time: 9.15am – 2.30pm
Venue: Willoughby City Council Chambers, 31 Victor Street, Chatswood

3.2 Objectives

- a) Provide information, awareness and connectivity between:
 - i) councils; and
 - ii) councils and industry.
- b) Showcase sustainable products and services, including local/regional options where possible.
- c) Assist councils and industry to better understand the sustainability drivers and needs, expectations and barriers of each other.
- d) Promote council case studies to enhance learning by sharing the experiences and insights of practitioners.

3.3 Structure

The forum comprised a half-day event that was centred on:

- a) Keynote presentations from the program manager, councils and Sustainable Choice suppliers.
- b) A tradeshow showcasing the ethical and sustainable products of Sustainable Choice suppliers.
- c) A facilitated ‘meet the suppliers’ discussion and networking session where tradeshow representatives presented and discussed their sustainable products with participants.
- d) A networking lunch for participants, presenters and tradeshow representatives.

The forum was conducted in accordance with the [LGNSW Principles and Guidelines for Event Sustainability](#).

A copy of the program is annexed and marked “A”.

3.4 Audience and attendance

The forum targeted Local Government staff involved in procurement, engineering, asset management, environmental management and sustainability.

Invitations were sent to all NSW councils. The event was promoted in the Sustainable Choice Newsletter, Local Government NSW weekly and the LGP Newsletter. The event was also promoted on the [LGNSW website](#).

Forty two people participated in the event across 25 different organisations, including representatives from 14 councils, one State government organisation, eight Sustainable Choice suppliers and one regional organisation of councils (Table 1). There was also one representative from LGP and two from Sustainable Choice.

Table 1. Forum participants (n=44) categorised by organisation type.

| | | | | |
|-----------|---------------------|----------|----------|----------|
| 25 | 2 | 9 | 2 | 3 |
| Councils | State Government | Industry | ROC | Other |

3.5 Presentations

Presentations were delivered by 9 speakers. Details of presenters and an overview of their presentation are set out in order of appearance below. Copies of relevant PowerPoint slides (in pdf format) are available upon request from Sustainable Choice (sustainablechoice@lgnsw.org.au).

Presenter: Cr Gail **Giles-Gidney**, Mayor, Willoughby City Council

Mayor Giles-Gidney welcomed participants to the forum, discussed the nature and importance of sustainability and delivered an Acknowledgement of Country.

Presenter: David **Roberts**, Willoughby City Council
Title: **The Concourse**

David contextualised the event by delivering a presentation on an initiative of Willoughby City Council, known as The Concourse. The Concourse is an innovative building whose design has integrated sustainability principles to reduce its impact on the environment and to provide comfort for users. His presentation discussed lessons learned throughout the life of the project and guidance around specifying products and design elements to ensure sustainability outcomes are achieved in such a project.

Presenter: Sarah **Nguyen** and Lyn **Blain**, SSROC
Title: **Sustainable Procurement Initiatives**

Sarah and Lyn presented in turn addressing SSROC's development and implementation of sustainable procurement initiatives across their member councils, in particular the THINK Procurement roadmap. The on-ground application of their initiatives across local government was also provided, including examples of successful systems and processes.

Presenter: Jean-Louis **Haie**, Plant Procurement
Title: **10 Years of Ecolabels in French Public Procurement**

Jean-Louis presented on the use of Ecolabels in public procurement drawing on his previous experience in France, where the French Public Procurement Code has led to the integration of Ecolabels in public tenders for almost a decade. The presentation included a number of real case studies and a checklist of best practices for procurement professionals.

Presenters: Craig **Vergelius**, Fulton Hogan, presented on behalf of Fairfield City Council
Title: **Development of Road Construction Material utilising Bitumen Emulsion and 100% Recycled Asphalt**

Craig presented details of a joint venture between Fulton Hogan and Fairfield City Council to develop a better performing road building product using materials produced by Fairfield Council's Sustainable Resource Centre (SRC). The SRC Produces ~300,000T p.a. of recycled road building materials. They designed a high performance bituminous product for structural layer application comprised of 100% recycled material and with comparatively less carbon emissions.

The development, trial and financial benefits of the innovative sustainable product were reviewed, including a financial analysis and comparison of the total life cost against alternative, less sustainable products.

Presenter: Taryn **Quarmby**, LGP
Title: **Sustainable Procurement – Keeping it simple**

Taryn discussed the role that LGP plays in helping Local Government achieve sustainable procurement outcomes and how it can identify opportunities in its everyday procurement activities.

Presenter: Sara **Lindqvist**, Local Government NSW
Title: **Sustainable Choice Project – Electronic Sustainable Spend Tracking and Measurement Tool**

Sara provided an overview of a project currently being undertaken by Sustainable Choice, namely the Electronic Sustainable Spend Tracking and Measurement Tool (ESSTAM) project. This project will research and, if deemed feasible, design, develop and pilot sophisticated sustainable spend tracking software. Sara outlined that as part of the initial research for this project, feedback on sustainable spend tracking within councils is currently being sought via survey.

Presenter: Tania **Lalor**, Local Government NSW
Title: **Sustainable Choice Database**

Tania provided an overview of the Sustainable Choice Sustainable Products and Services Database, including what it is, its benefits, how to find it and how to use it. The database was accessed 'live' to demonstrate, interactively, key features, functional elements and outputs. Tania also highlighted that a project to enhance the database is currently underway and feedback on the current database is being sought via survey.

3.6 Speed date a Sustainable Choice supplier

To promote networking and information exchange, a fun and engaging facilitated discussion and networking session was held between participants and tradeshow representatives. Participants were divided into six groups that rotated around each of the trade stalls in turn. Representatives provided participants with details of their products, including sustainability measures, their application and how they can be utilised by councils. Participants then had the opportunity to ask questions and discuss their individual council's needs.

3.7 Tradeshow

The forum included provision for six Sustainable Choice supplier stalls. Invitations to participate were extended to Sustainable Choice suppliers that had been included on a priority waitlist after expressing interest, yet missing out on gaining a stall at the previous Sustainable Choice forum held in May 2015 at Wollongong City Council. The following organisations participated:

- a) SAMM Industries
- b) Cardia Bioplastics (shared a stall with Ecobin)
- c) Ecobin (shared a stall with Cardia Bioplastics)
- d) Fulton Hogan
- e) Castle Chemicals
- f) Downer
- g) Enretech

4. Evaluation

A pre and post forum evaluation was conducted to assess performance against the event objectives and to gain insights and develop opportunities for enhancing future events.

4.1 Method

The evaluation comprised a self-administered paper based questionnaire provided to all participants from councils and SSROC. Respondents completed the pre forum evaluation at the commencement of the event and the post forum evaluation on its conclusion.

Data was entered into MS Excel 2010 software which performed all calculations and produced relevant plots.

4.2 Results and discussion

a) Response rate

The response rate was strong. Eighty one per cent (22 of the 27 Local Government respondents) completed the pre forum questionnaire. Ninety three per cent (24 of the 27 relevant respondents) completed the post forum questionnaire.

b) Pre-forum evaluation

Level of understanding of sustainable procurement

Question 1 surveyed the respondents' level of understanding of sustainable procurement. The majority of respondents (50%) considered they had a good or very good knowledge, 45% considered they knew a little and 5% indicated they knew nothing (Fig. 1). The forum therefore attracted a good blend of participants in need of capacity in sustainable procurement and those who could share the benefit of their knowledge and experience.

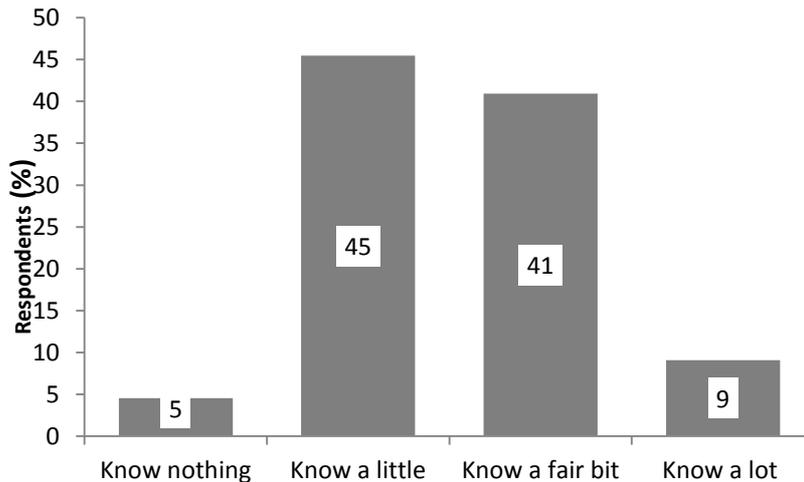


Fig. 1. Per cent response of respondents (*n* = 22) to the question: *'How would you describe your present level of understanding of sustainable procurement'*.

Personal impact on council's sustainable procurement processes

Question 2 delved into how much respondents thought their role contributed to their council's sustainable procurement processes. Encouragingly, 96% of respondents said they made some contribution (Fig. 2), which demonstrates the forum had engaged 'decision influencers'. Five per cent noted they contributed a lot, 35% indicated a fair bit and 55% said a little. Only 5% (1 respondent) indicated that they did not contribute.

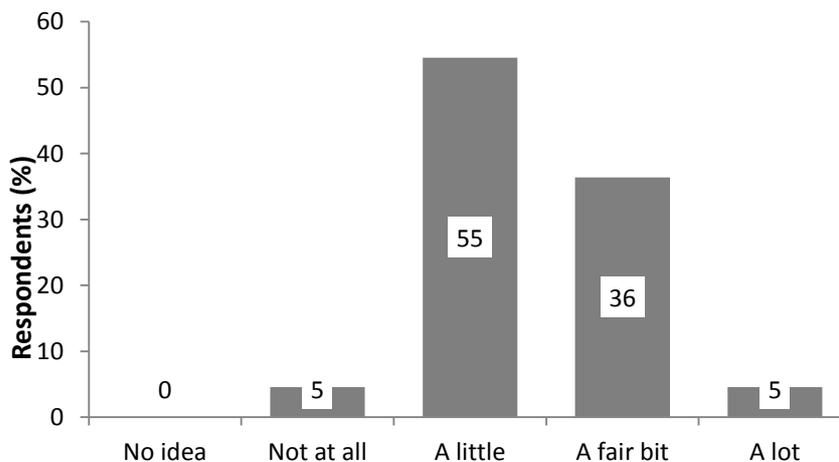


Fig. 2. Percent response of respondents (*n* = 22) to the question: *'At the moment, how much does your job impact on council's sustainable procurement processes?'*.

Sustainable procurement over the next five years

Figure 3 shows the views of respondents to question 3 inquiring about their views on how sustainable procurement will develop in the workplace. Respondents believed that it would be either more important (73%) or a crucial part (27%), demonstrating the importance of programs such as Sustainable Choice.

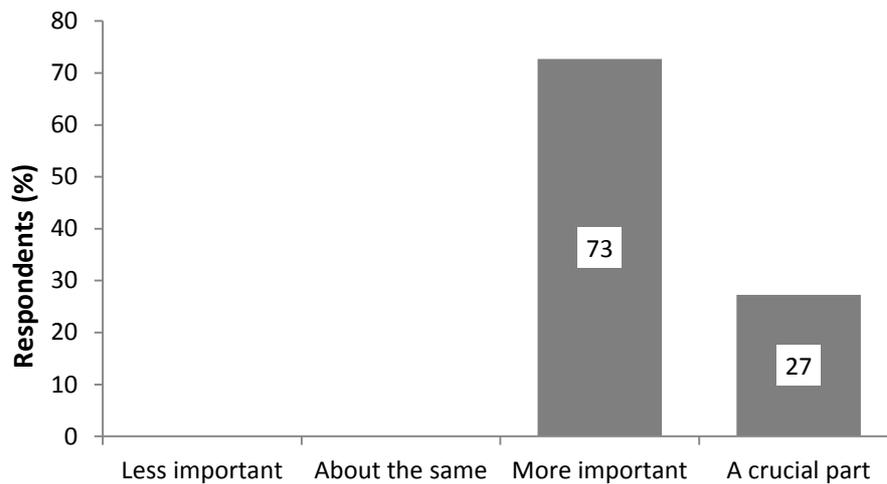


Fig. 3. Percent response of respondents (*n* = 22) to the question: *'When thinking about sustainable procurement and council, do you feel that over the next five years sustainable procurement in your work will become...'*.

Advice on sustainable procurement

Respondents were asked how they would secure sustainable procurement advice. The following responses were received:

- Environmental Product Disclosure Scheme, FSC, TDA, Sustainable Choice
- Sustainable Choice
- Sustainable Choice database, SP in council
- Environmental Services Department, Google, Sustainable Choice website
- LGP website
- Innovative suppliers
- Google, networks, Local Government related sites such as Sustainable Choice
- NSW Government, LGP
- Sustainable Choice, other councils
- Sustainable Choice, other councils
- environmental and procurement officers
- Sustainable Choice, government websites, industry experts
- internal environmental team
- Sustainable Sydney, Otter, Ethical Consumers, Consume with Care
- Sustainable Choice, other online resources
- Sustainable Councils Network
- Internet, council procurement officer

- council procurement officers, internet
- Sustainable Choice, Google
- Sustainable Choice website

Sustainable Choice was listed in 55% of the responses received suggesting the program has built a considerable legacy and has established importance in guiding choices.

a) Post-forum evaluation

The first section of the evaluation asked respondents to separately rate five elements of the forum namely its information/content, session structure, quality of group interaction, venue/catering and facilitation/presenters. The majority of respondents gave ratings of good or excellent (Fig. 4). The venue/catering rated most highly with 58% of respondents considering them excellent. One respondent gave ratings of poor or fair across most elements, this person left very early in the day and therefore was not present for most sessions throughout the day. Only one other respondent gave a fair rating, this was in relation to facilitation/presenters. Individual feedback from this respondent indicated that they would like to receive information and guidance in relation to valuing sustainability versus cost in procurement. This is a topic area that can be researched for inclusion in future forums.

Qualitative elements of the forum

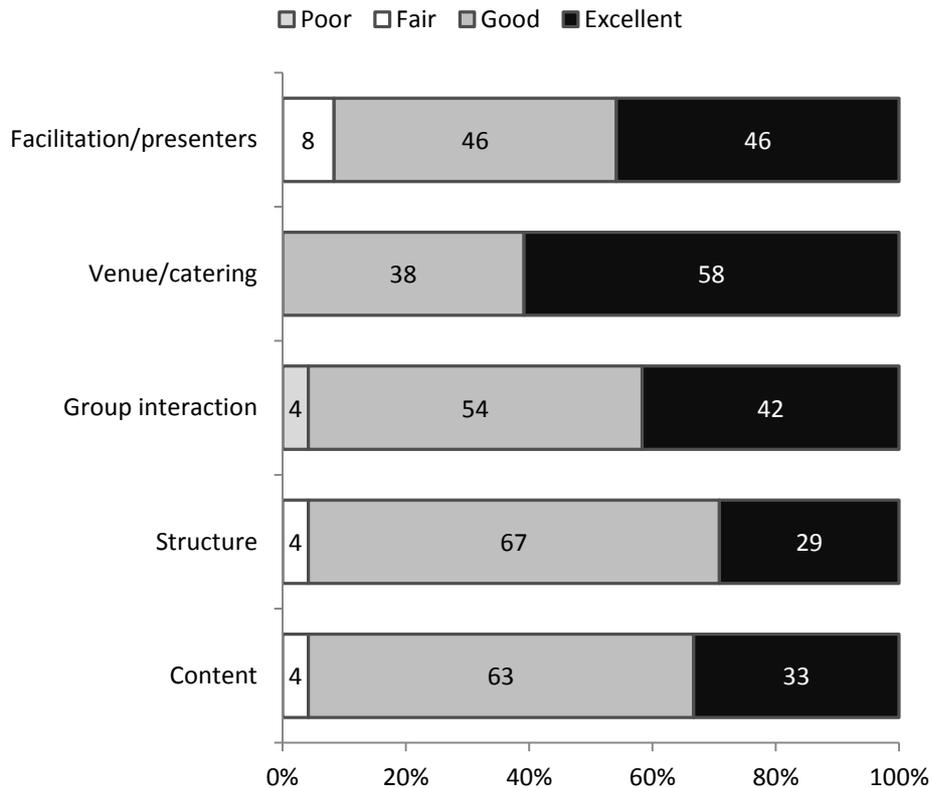


Fig. 4. . 100% stacked column chart of responses (n = 24) addressing quality of elements of the forum.

Figure 5 summarises results across the 5 questions above and reveals that overall 96% rated the forum positively. As mentioned above, improvements could be realised in future events in relation to content.

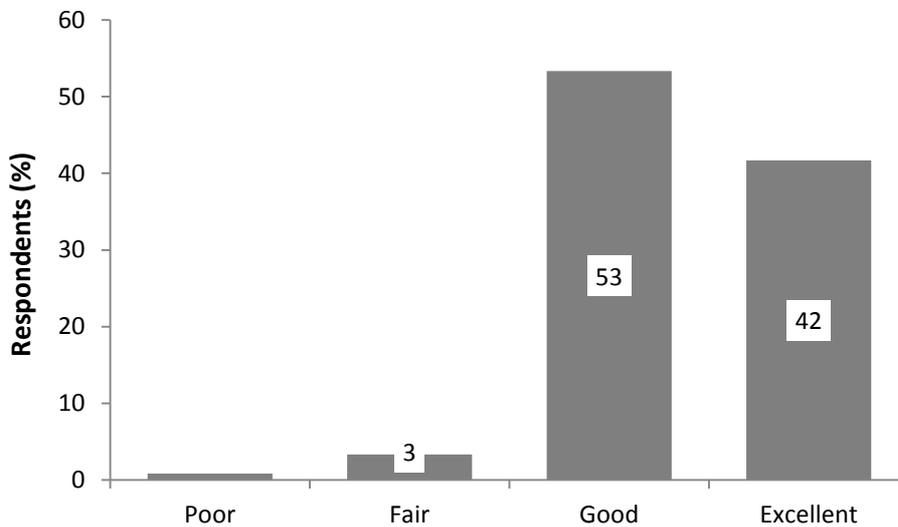


Fig. 5. Per cent of responses (n = 24) summated across all qualitative elements of the forum.

Most enjoyed / useful elements of the forum

An open question asked respondents to list those aspects of the forum they most like and/or found useful. Results are detailed in Table 2 below:

Table 2. Respondent comments on forum elements they most liked and/or found useful and why.

| Element | Why it was liked / useful |
|--------------------------------|--|
| SSROC presentation | Marrickville Procurement Policy story |
| Lyn Blain | Excellent insight. Practical |
| Meet the Suppliers | Great idea |
| All of the aspects | |
| Meet the suppliers | exercise |
| Meet the suppliers | quick but enough time to peak interest if relevant |
| SSROC presentation | |
| Marrickville & Jean-Louis Haie | relevant to current work |
| Fulton Hogan | provided not usual info |
| Fulton Hogan | |
| Meet the suppliers | not stuck with 1 supplier |
| Meet the suppliers | Helpful to see new products available |
| SP Initiatives | |
| Presentations | Presentations easy to follow, not boring, points taken from each |
| The Concourse | Sustainable Procurement at the project level rather than just |

| | |
|---|--|
| | standard products |
| Jean-Louis Haie | good |
| Meet the Suppliers | opportunity to speak to suppliers |
| Meet the Suppliers | Learnt about products |
| Meet the Suppliers | |
| Meet the Suppliers | Great idea |
| Lyn Blain | very applicable |
| Meet the Suppliers | not awkward |
| Meet the Suppliers | interactive |
| Jean-Louis Haie | Reinforced importance of engagement & management throughout procurement contract cycle |
| Proven examples of sustainable procurement. | |
| Meeting suppliers | |
| Variety of speakers | |
| Spec examples from The Concourse | specifics |
| The Concourse case study | |
| Meet the suppliers | great way to see products & meet stall holders |
| Meet the Suppliers | overview of products |
| Procurement Strategy | |
| Follow the Frog & Jean-Louis Haie | Straight to the point. Great story telling. |
| LGP presentation | |
| Meet the suppliers | Great concept |
| Fulton Hogan | Good to see the technical decisions involved in changing processes |
| LGP & LGNSW websites | |
| Variety of speakers on procurement | insight into what & how to apply procurement practises |
| Concourse presentation | useful for council buildings |
| All presenters were relevant | |
| Jean-Louis Haie | very applicable |

Comments generally

Respondents were invited to comment or make suggestions generally in relation to the forum and these are listed below:

- Highlight Top 5 sustainable products per category in database
- Would be good to have a Q&A session at end of morning session
- Great morning thank you!
- More case studies wanted
- It is difficult to calculate how much value you place on sustainability in costs. Some training on this would be helpful and appreciated.
- Loved Follow the Frog video
- Perhaps a forced mingle at the start or move 'Meet the Suppliers' to the start

- Meet the Suppliers was a good activity
- Meet the Suppliers was useful
- Follow the Frog video a very nice ending
- Thank you for putting this on.
- Not focussed enough. Not much new info. Not enough interaction. Needed to hone down onto a core set of frequently used bulk materials. Want more reference to private sector initiatives.
- SSROC presentation not 100% relevant.

The forum evaluation provided an opportunity for participants to provide feedback on the success of the forum. Results revealed an overwhelmingly positive response to the forum and assist Sustainable Choice to enhance and further tailor future events to the needs of members. Forum objectives were achieved (Table 3). Results also support the importance and value of holding forums in instilling sustainability objectives into the procurement practices of councils and industry.

Table 3. Assessment of achievement of Forum objectives.

| | Objective | Achieved |
|---|--|-----------------|
| 1 | Provide information, awareness and connectivity between: | |
| | i) councils; and | ✓ |
| | ii) councils and industry. | ✓ |
| 2 | Showcase sustainable products and services, including local/regional options where possible. | ✓ |
| 3 | Assist councils and industry to better understand the sustainability drivers and needs, expectations and barriers of each other. | ✓ |
| 4 | Promote council case studies to enhance learning by sharing the experiences and insights of practitioners | ✓ |

5. Conclusions

The Northern Sydney Sustainable Procurement Forum conducted at Willoughby City Council on 22 October 2015 attracted 42 participants representing 25 different organisations. Participants possessed a range of understanding of sustainable procurement from nothing to a fair bit. Ninety six per cent said they were able to influence their council's procurement practices, which is important because all participants considered that sustainable procurement will become more significant over the next five years. Fifty-five per cent said they would look to Sustainable Choice for help and information. The forum's content and structure was rated very favourably in the forum evaluation.

Presentations were delivered by 9 speakers addressing a range of technical and practical elements of sustainable procurement. All except two respondents considered the presenters and facilitation good or excellent. Feedback from these respondents indicated that they would like more content relating to valuing sustainability versus cost in procurement and private sector case study examples.

Six trade stalls demonstrating Sustainable Choice approved products enabled councils to view, touch and hear about sustainable products from the suppliers' perspectives. Networking and engagement was further facilitated via an end-of-form panel discussion, 'meet the suppliers' facilitated discussion session, and networking lunch. Group interaction was viewed as good or excellent by 96% of respondents.

The structure, content and delivery of the forum were designed to meet the forum objectives in relation to sustainable procurement including increasing information, awareness and connectivity, showcasing products and services, and understanding the needs, drivers and barriers of others. The evaluation results confirm that the forum objectives were achieved. The forum also strengthened the opportunities for collaborations between councils and between councils and suppliers in furtherance of sustainability objectives.

6. Recommendations

The following recommendations are made for future events:

1. Maintain and expand on the diversity of presentations and mix of local government and industry presenters. In particular, explore opportunities to include more private sector case studies.
2. Continue targeted and broad scale marketing and promotion.
3. Expand on the provision of facilitated and unstructured sessions in the program to allow participants to explore areas of particular interest to their council.

ANNEXURE 'A' FORUM PROGRAM

Northern Sydney Sustainable Procurement Forum

DATE
Thursday
22 October 2015
9.15am – 2.30pm

LOCATION
Council Chambers at
Willoughby City
Council Administration
Building, Level 6, 31
Victor St, Chatswood,
NSW 2067

COST
FREE

CONTACT
Tania Lalor

Program Manager
Sustainable Choice
02 9242 4039
lgnsw.org.au

Overview

Hear about and explore strategies, case studies, innovation and resources for sensible, sustainable procurement. This forum is an opportunity to discover ways to implement sustainable procurement effectively within your organisation; with a focus on implementation tools and resources and innovative sustainable materials that are available for use in civil construction. There will also be a number of suppliers brought directly to you, showcasing technology and innovation in sustainable products and purchasing. There will be opportunities to network with your colleagues and to connect with suppliers and environmental innovators.

Who should attend

Engineers, Asset Managers, Civil Construction Staff, Environmental Practitioners, Procurement Officers. Councillors and Mayors are also welcome.

Draft Programme

- 9.15am Registration – arrival tea and coffee, networking and supplier stalls
- 9.30am Official Opening, Mayor of Willoughby City Council, Cr Gail Giles-Gidney
- 9.40am Sustainable Procurement – Case Study, The Concourse, David Roberts, Willoughby City Council
- 10.00am Sustainable Procurement Initiatives, Sarah Nguyen & Lyn Blain, Southern Sydney Regional Organisation of Councils (SSROC)
- 10.20am Ecolabels in Public Procurement, Jean-Louis Haie, Planet Procurement
- 10.45am Sustainable Procurement – Keeping it simple....., Taryn Quarmby, Local Government Procurement
- 11.05am Morning Tea (trade show liaison with suppliers)
- 11.25am case Study – Fairfield City Council – Development of Road Construction Material utilising Bitumen Emulsion and 100% Recycled Asphalt, Craig Vergelius, Fulton Hogan on behalf of Fairfield City Council
- 12.05pm Sustainable Choice Project – Electronic Sustainable Spend Tracking and Measurement Tool, Sara Lindqvist, Local Government NSW
- 12.20pm Sustainable Choice Database & Meet the Suppliers, Tania Lalor, Local Government NSW
- 1pm Q & A panel, key note speakers, Tania Lalor, Local Government NSW
- 1.10pm Lunch – networking and supplier stalls
- 2.30pm Forum close

Process

The workshop consists of expert presenters, case studies and group discussions to assist participants to understand and practically apply the material presented in the forum. While the focus is on council operations, elected council representatives are also welcome to attend.

Facilitator

Tania Lalor, Program Manager Sustainable Choice
02 9242 4039
tania.lalor@lgnsw.org.au

Register [here](#)

Further detail overleaf.

Sustainable Choice is a partnership between Local Government NSW and NSW Office of Environment and Heritage