



# Bioregional

Championing a  
better way to live

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## One Planet Integrator Training



# 1. Introduction



# Overview and introductions

By the end of today you should:

1. Be familiar with One Planet Living<sup>®</sup>
2. Understand the basics of developing a One Planet Action Plan



# Agenda overview

1. Introduction to One Planet Oxfordshire and OPL  
*coffee break*
2. One Planet visioning and workshop process  
*lunch*
3. Action Planning and One Planet Integrator Role  
*tea break*
4. Communicating OPL and wrap up  
*finish*



# Your role in the project as a One Planet Integrator

- Run the Action Plan workshops for your organisation
- Write an Action Plan for your organisation and/or mentor other stakeholders
- Help motivate & keep momentum going

# What does Sustainability mean to you?



## 2. What is One Planet Living® – Introduction



# One Planet Living

A vision of the world where everyone, everywhere enjoys happy, healthy lives within the limits of the planet.





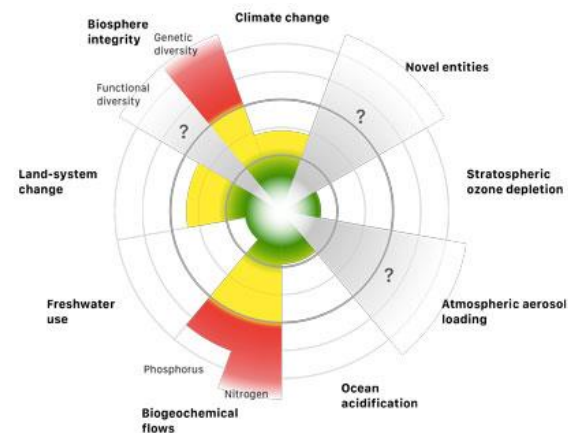
# Current context

## Global challenges:

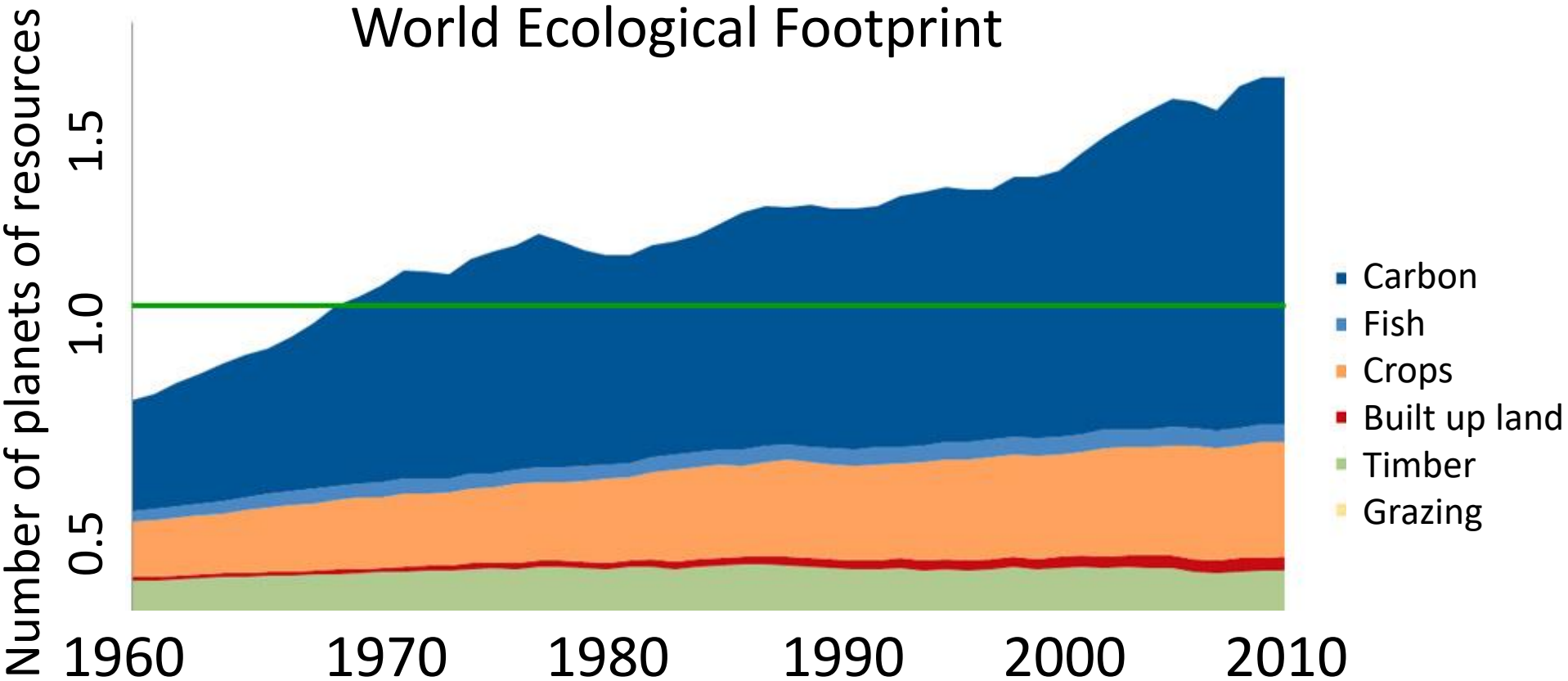
- Planetary boundaries
- Migration and poverty
- Financial instability

## Global responses:

- Paris Accord
- Sustainable development goals
- Financial Stability Board and Carbon Disclosure Project



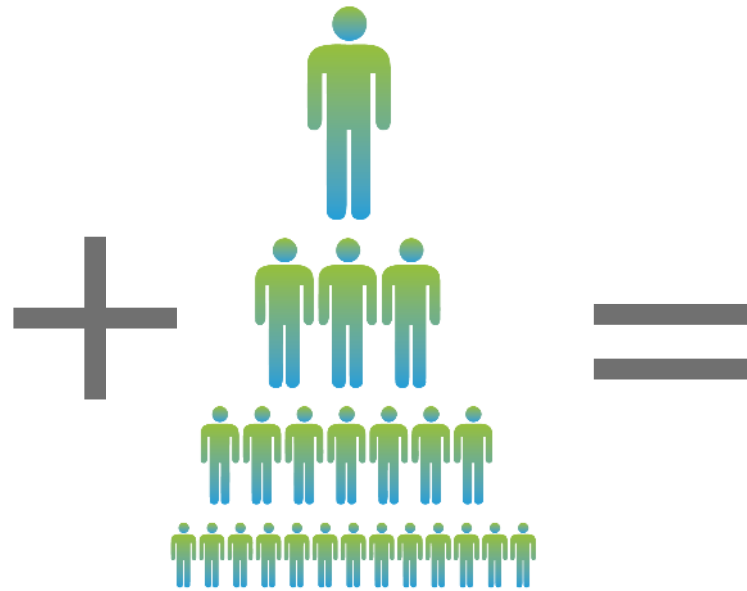
# Scale of the challenge



# Our ecological budget



11.2 billion hectares



Approx 7 billion people

1.6  
global  
hectares  
per  
person





# Example of a lifestyle





ONE  
PLANET  
LIVING



A  
framework  
by **Bioregional**


# Modelling One Planet Living

64 measures for a 90% reduction in Londoners consumption based carbon emissions.  
Led to PAS 2070 for cities

**BioRegional**

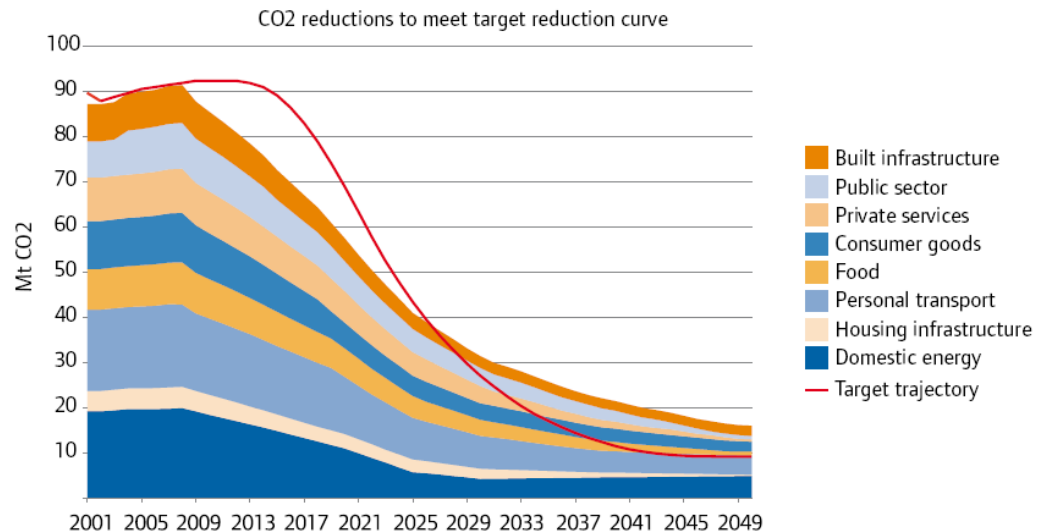
**LONDON**  
SUSTAINABLE DEVELOPMENT  
COMMISSION

**Capital consumption**  
the transition to sustainable consumption and production in London



November 2009

Combined carbon emissions reductions needed to meet carbon budget





# BedZED



# BedZED eco-village

Designing in sustainability at the start

- zero carbon energy strategy
- Mixed income
- sustainable building materials
- green transport plan
- water strategy
- composting and recycling
- Local food initiatives
- Work and community space





Make it easy to do the right thing...



...difficult to do the wrong thing



27%

Less  
electricity  
use

36%

Less gas  
use

61%

Less  
water  
use

53%

Less  
travel  
carbon

£1,400

Saved in  
bills per  
year

# Real neighbourliness



***"Nice community spirit, non-isolating"***

***"Social side is spectacularly good"***



# OPL Framework



- Natural resource limits & equity
- Ten principles
- Goals and Guidance
- Systems thinking
- Leadership & management



# One Planet Principles

Maximise human meaning

Leave space for wildlife

Increase resource efficiency

Tackle Climate change



Strengthen local economy

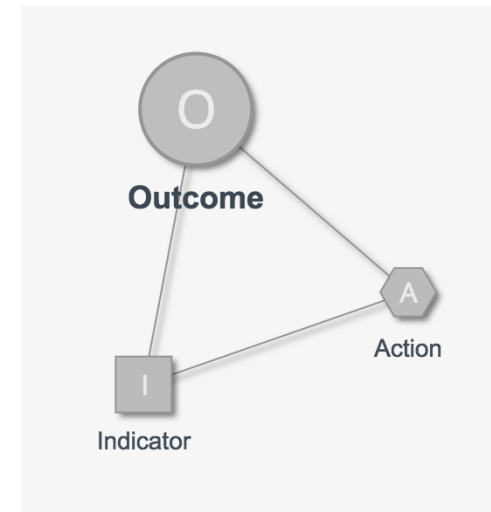
Link health and impact on nature

Tackle global health epidemics

# About the OPL Framework

## Philosophy:

- Inspiring change through a hearts and minds approach
- Goals and Guidance – not prescriptive standards
- Making it easy to do the right thing
- Focus on outcomes and actual performance
- Complementing other frameworks and certification systems
- Links Outcomes, Indicators and Actions





# Relationship to other systems



Eg OPL Principles are an effective tool for meeting SDGs



North West Bicester, UK  
A2 Dominion



Riverside One, UK  
Bioregional Quintain



One Planet Middlesbrough, UK  
Middlesbrough Council



One Planet Sutton, UK  
London Borough of Sutton



One Planet Brighton & Hove, UK  
Brighton & Hove Council



BedZED, UK  
Peabody / Bioregional



London 2012 Olympic and Paralympic Games, UK



One Brighton, UK  
Crest Nicholson  
Bioregional Quintain



B&Q One Planet Home, UK



Grow Community  
Bainbridge Island, USA  
Asani



Sonoma Mountain Village, USA  
Coding Enterprises



Imbera, Mexico



Mata de Sesimbra  
Portugal  
Pelicano



Singita Serengeti Reserves, Tanzania  
Singita



Ivory Park / Sibaya, South Africa  
Johannesburg EcoCity Trust /  
Tongaat Hulett Developments



Masdar City, Abu Dhabi  
Mubadala



WestWyck, Australia  
The CDM Building Group



Bangaroo, Australia  
Lend Lease



Cundall, Global



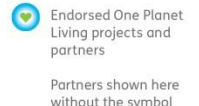
Villages Nature, France  
Euro Disney and  
Groupe Pierre & Vacances  
Center Parcs



Hollerich Village, Luxembourg  
Schuler Group



Jinshan, Guangzhou, China  
China Merchants Property  
Development



Endorsed One Planet Living projects and partners

Partners shown here without the symbol have applied the One Planet Living principles during their development





## Elmsbrook at NW Bicester (Oxford, UK):

6,000 new homes. First phase; 393 homes with work space, community facilities and abundant green space. Town-wide initiative

### **Pioneering:**

UK's first eco-town and largest 'true zero carbon' development

### **Sustainable transport:**

Brompton bike loan scheme, community bus service and an electric car club

### **Eco-education:**

The local Primary School Gagle Brook is creating its own One Planet Action Plan



## Gagle Brook Primary School, NW Bicester (Elmsbrook) One Planet Schools

### **Zero Carbon School:**

Zero Carbon  
High levels of  
daylight  
Good indoor air  
quality

### **Integrating OP into curriculum**

Embedded in  
curriculum and how the  
school is marketed

### **Influencing supply chains**

Used to influence  
decisions within the  
schools supply chain  
– from food to  
stationery



## Zibi - Regeneration of brown field in heart of Ottawa

2,500 homes, shops and office space

First occupants late 2018

Zero Carbon - using waste heat from a nearby paper mill

Local economy - commercial space allocated to local businesses

New model for collaboration with First Nations

Radically increasing biodiversity and renovating heritage buildings



## **Villages Nature® Paris (Paris, France) – Leisure development**

Creating a different kind of holiday by immersing one million visitors a year in nature while minimising its impact on the environment

### **Project Design:**

Embed One Planet  
Living into concept  
from Day 1

### **Construction:**

Green Construction  
Charter and  
monitoring

### **Operations:**

One Planet Integrator –  
staff training, monitor,  
guest activities

# Leisure – Villages Nature



- Pierre et Vacances and EuroDisney
- 97% of construction waste diverted from landfill:

# Europe's largest swimming complex



- 100% heat from geothermal energy
- 28,000 new trees and 430,000 shrubs and plants





# Companies – B&Q



## Materials and products

UK



“One Planet Home has been the umbrella for a range of exciting projects – including our move to 100% responsibly sourced timber and 37% of sales from products with sustainable credentials.”

**Rachel Bradley**

Head of One Planet Home,  
B&Q



B&Q: One Planet Company

# B&Q -helping customers

Products that can reduce an individual's eco-footprint

- Energy efficiency
- Renewables
- Water efficiency
- Grow your own
- Lower impact goods

Potential to reduce customer's eco-footprint by 10%



# Some results



**33% carbon footprint reduction**  
compared to 2006/07 baseline



**£141m**  
saved since 2006



**108,000 tonnes carbon saved**  
since 2006/07 (9,000 tonnes in past year)



**97% diversion**  
from landfill compared to 2006/2007 baseline

# Home - 5X4 project Melbourne



- Tiny home 5m x 4 m footprint between house and garage
- Zero Carbon – PV generating 3,000 kWh/year
- Sustainable Water – rainwater for irrigation & flushing
- Sustainable Food – 11m<sup>2</sup> growing space: Ralph is growing chilies, herbs and strawberries



# Cities and regions



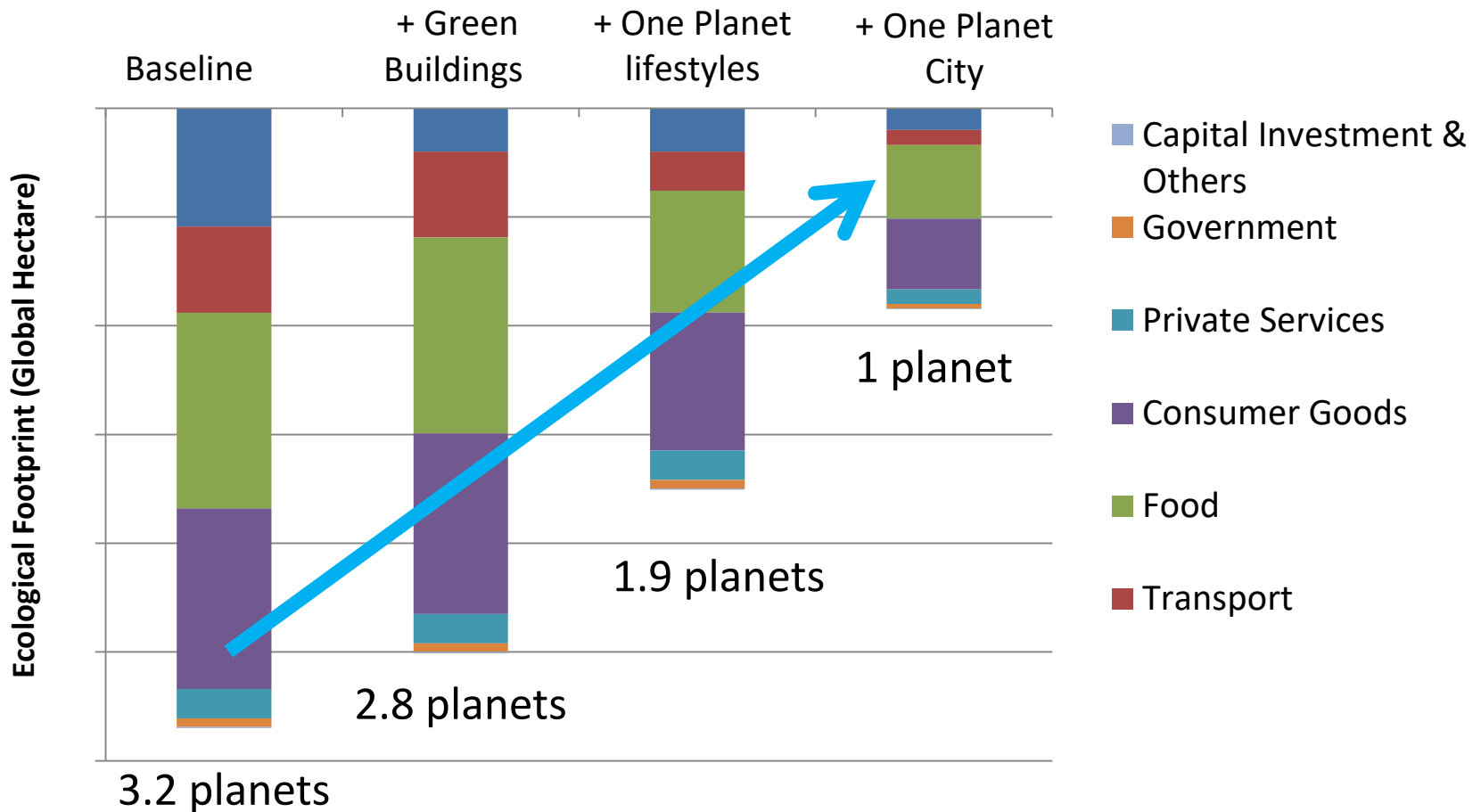
## ONE PLANET CITY



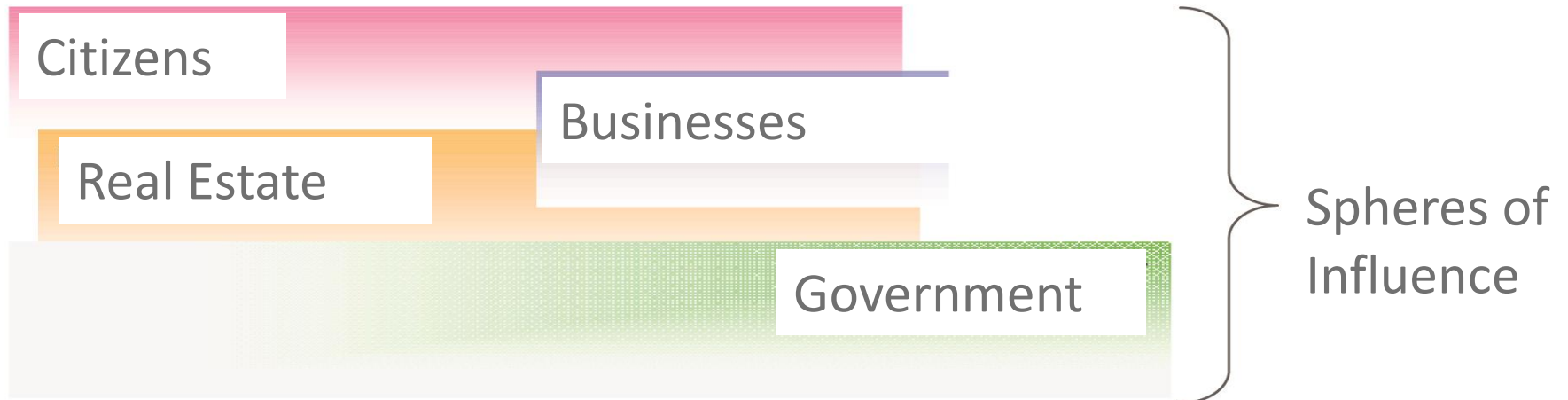
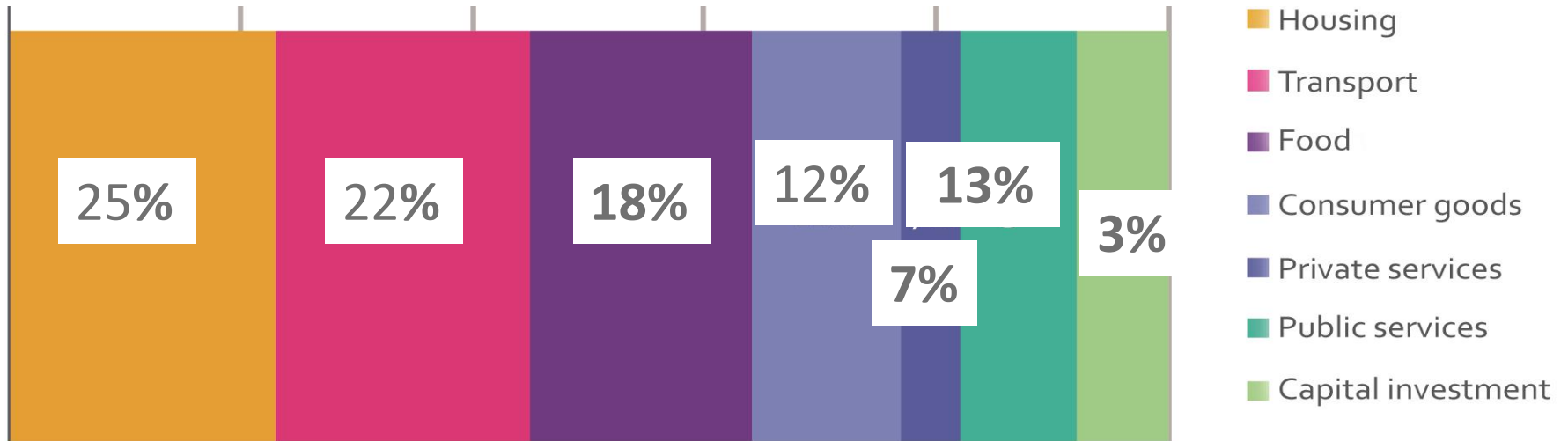
Aim:

'to maintain this top seaside resort as a thriving and attractive city while spreading opportunities to all of its citizens to live and work within a fair share of the earth's resources'

# Linking systems



# Importance of 'systems change'





# What's it based on?

OPL is:

- based on transparency (i.e. you need to publish an Action Plan)
- offers a system of review and leadership recognition

OPL is not:

- a certification system based on prescriptive standards



## 3. One Planet Living<sup>®</sup> Principles



# One Planet Living<sup>®</sup> Principles

Choose a One Planet Living Principle:

- Why is it important to you?
- Why is it important to your organisation?
- Why is it important to your city/region?

All 10 Principles

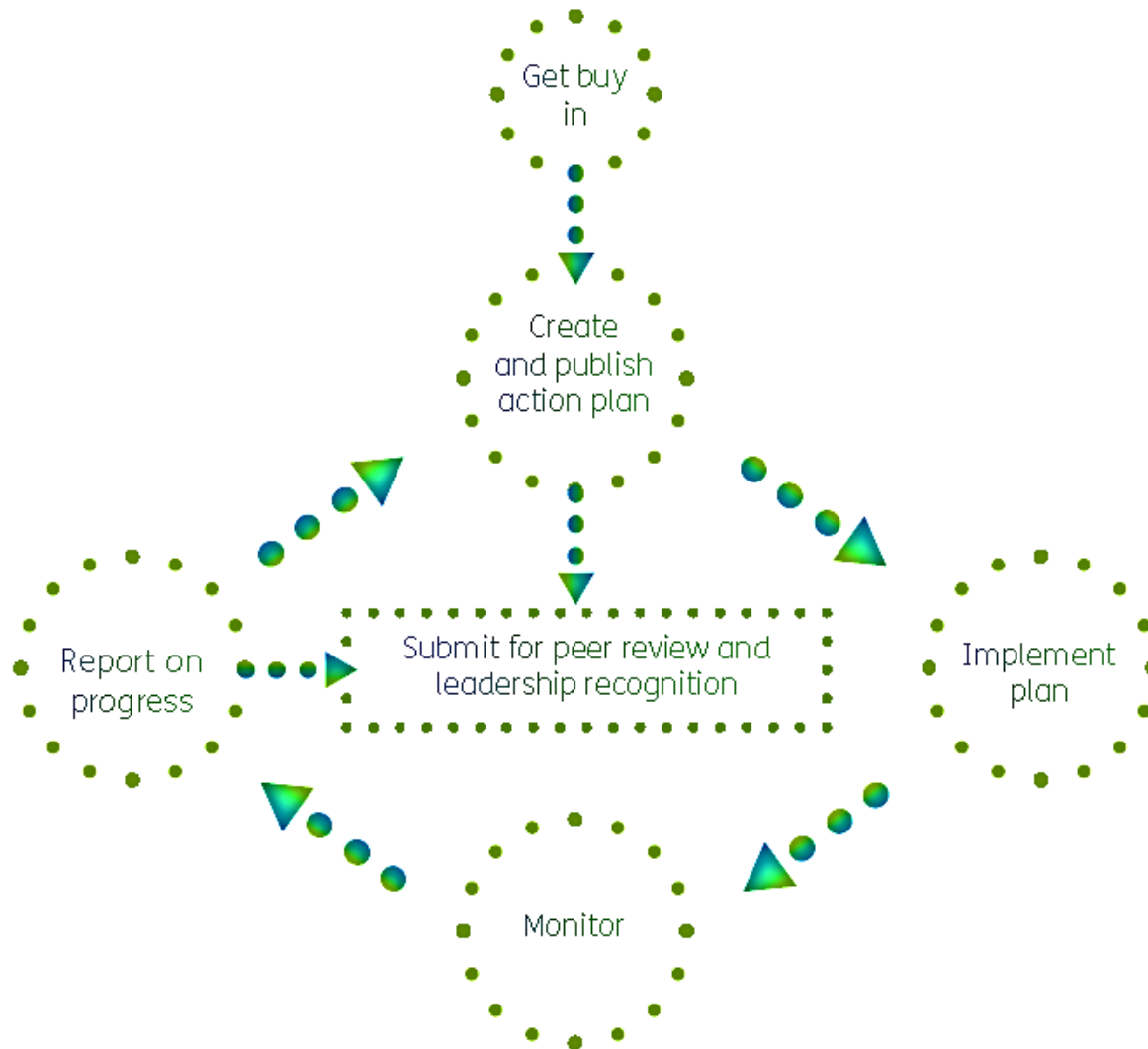
- How do they work as a group?

	Health and happiness
	Equity and local economy
	Culture and community
	Land and nature
	Sustainable water
	Local and sustainable food
	Travel and transport
	Materials and products
	Zero waste
	Zero carbon energy

## 4. One Planet Living<sup>®</sup> Journey



# One Planet Living<sup>®</sup> process





# Resources

## **Creating your One Planet Action Plan**

- Goals and Guidance
- Workshop plan and resources
- Templates – Action Plans, context analysis
- OP.Digital online platform

## **Implementing the Action Plan**

- Induction and engagement support

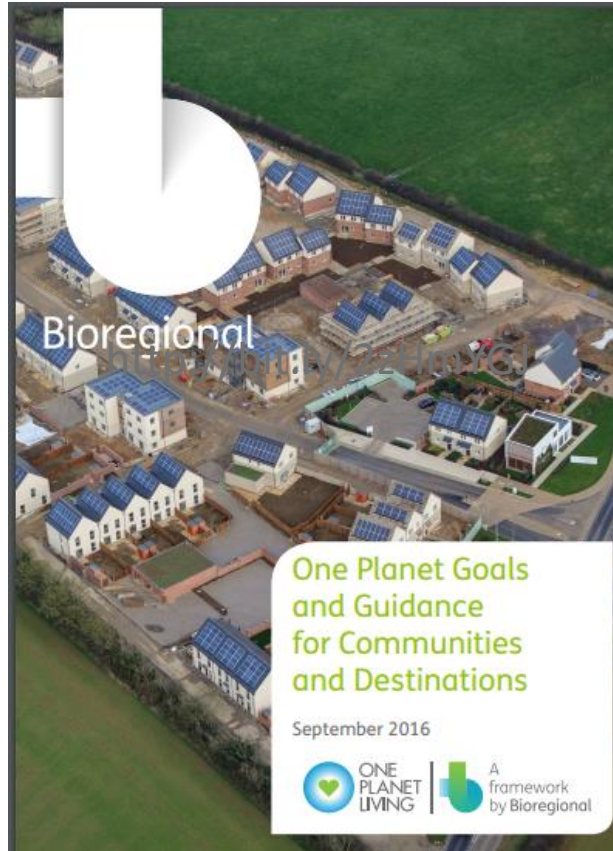
## **Managing your One Planet Action Plan**

- Monitoring template

## **Annual reviews**

- Reporting

# One Planet Goals and Guidance



# One Planet Living- process


## 1. Gather information



## 2. Workshop



## 3. Write and publish Action Plan



### Zero carbon

Performance against targets	
✓	Reduce energy use in line with CO2 reduction target of 20% by 2013
✓	Reduce water consumption by 20%
✓	Reduce carbon emissions across all activities by 20% by 2013

**Key activities and achievements in 2010**

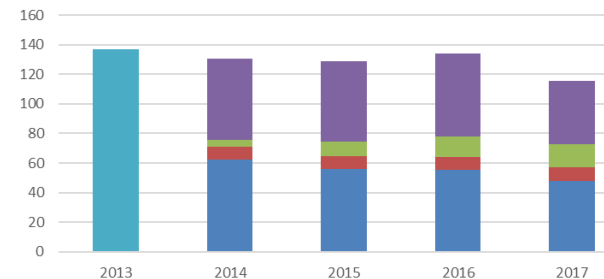
- Invested £2 million in lighting upgrades for gyms.
- Achieved reduction in CO2 from store energy use of 14% compared to the 2008 baseline.
- Finalised building which is the provision of support to government to develop the Green Deal following the successful PACT pilot with the London Borough of Sutton.

**Plans for 2011**

- Investment to reduce heat loss for example building better energy saving doors and windows reducing gas consumption.
- Further investment in lighting upgrades with as yet already approved the next set of lighting upgrades to gyms including providing energy efficient lighting and more lighting controls.
- Developing concept for new carbon stores and identify suitable off-site renewable energy supply that could be secured to meet any residual demand.

## 4. Implement & monitor

Annual water use (1000 m<sup>3</sup>)





# Context Analysis

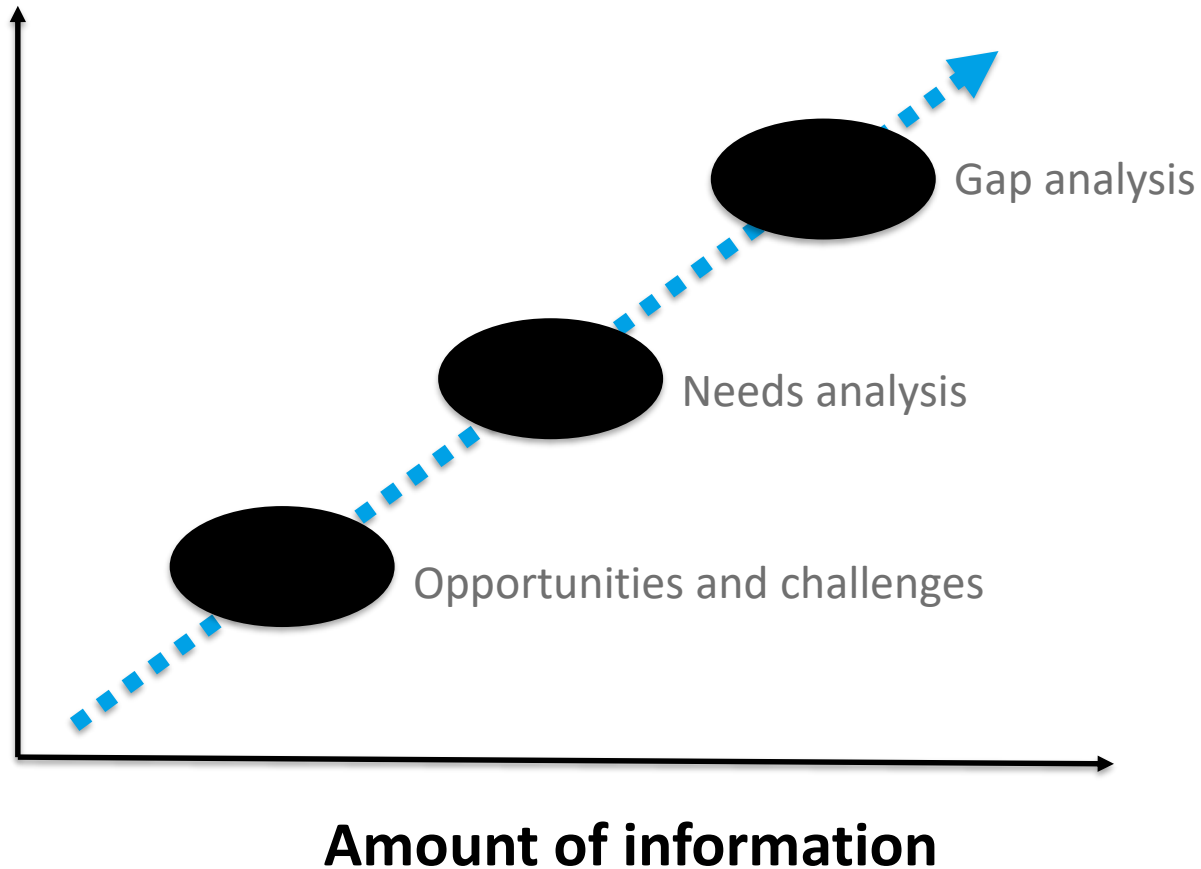
- Some key things you are doing already
- Frameworks you are using
- How you feel about what you are doing?
- Positive impacts
- Negative impacts
- Future Trends
- Opportunities
- Challenges





# Types of context analysis

**Level of  
concept  
design**



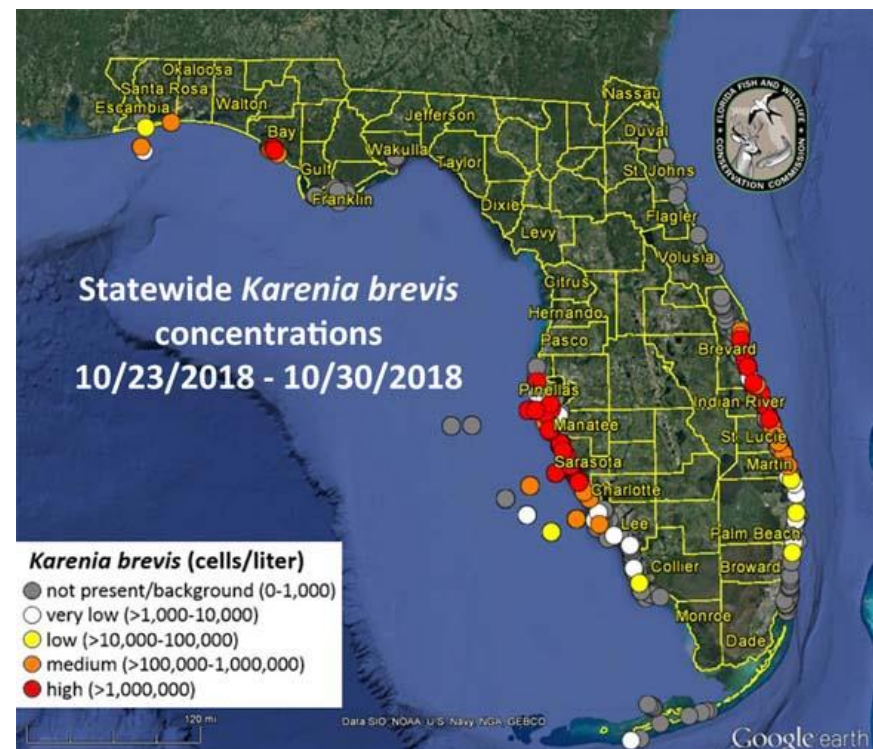


# Florida context

- Red tide
- Storms and sea level rise
- Drinking water
- Living wage
- Invasive species
- Food – feedlots, aqua-culture
- Transport – congestion blamed on tourism

# Red Tide

- Natural phenomenon
- Exacerbated by:
  - Climate change
  - Nitrogen loading (pollution)



Business Economy Environment Slider

Southwest Florida Congressmen  
Want SBA to Declare Disaster Due to  
Toxic Algae, Red Tide



# Food

- Nearly one-half of all Florida Agricultural land is involved in cattle production.
- The largest single brood cow herd in the US is located in Florida
- Florida is home to five of the top ten largest Cow/Calf operations in the US (2009).
- Florida was ranked 10th in the nation in number of beef cows in 2011.
- Predominantly to raise calves that are then transported to mid-west feedlots
- Much of “Natural Florida” remains in the working landscape of Florida’s cattle industry.
- •



# Context analysis – exercise

- Think about what the key opportunities and challenges are for destination?
- Begin to relate these to the One Planet principles
- 15 mins

# 5.1 Running a One Planet Workshop

# One Planet Living- process

## 1. Gather information



## 2. Workshop



## 3. Write and publish Action Plan

**Zero carbon**

Performance against targets	
✓	Reduce energy use in line with CO2 reduction target of 40% by 2013
✓	New structures carbon by 2012
✓	Zero carbon across all utility services by 2013 in line with game target

**Key activities and achievements in 2010**

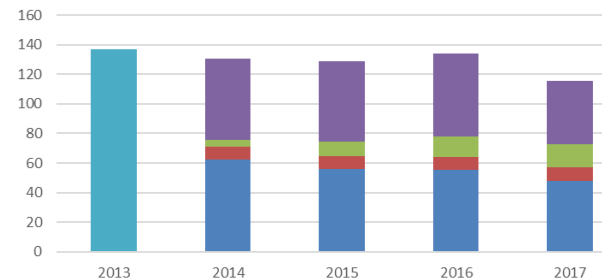
- ▶ Invested £3 million in lighting upgrades for gas stoves.
- ▶ Achieved reduction in CO2 from stove energy use of 4.8% compared to the 2008 baseline.
- ▶ Annual building which the provision of support to government to develop the Green Deal following the successful PACT pilot with the London Borough of Sutton.

**Plans for 2011**

- ▶ This measure to reduce heat loss for example building better draught-proofing doors and windows reducing gas consumption.
- ▶ Further investment in lighting upgrades with as per already approved the speed of lighting upgrades to 15 items including providing energy efficient lighting and more lighting controls.
- ▶ Identify energy for most carbon intensive and identify suitable efficient renewable energy supply that could be secured to meet any residual demand.

## 4. Implement & monitor

Annual water use (1000 m<sup>3</sup>)





# Running a One Planet workshop

- 1) What makes a successful workshop?
- 2) What do you need to avoid?
- 3) How do you adapt to context ?







# Running a One Planet workshop

- 1) What makes a successful workshop?
  - The right location with the right number of delegates
  - Lots of Interaction – Role Play (often we contribute more when we aren't ourselves!)
  - Clear tasks, aims and objectives of the day
  - Control of the agenda and timings
  - Coherent and logical agenda
  - Good mix between exercises and tasks
  - ....



# Running a One Planet workshop

## 2) What do you need to avoid?

- Lack of follow up and not demonstrating value of attending
- Lack of visuals
- Too much information
- Death by PowerPoint!
- Poor refreshments
- Too many dominating voices
- Jargon!
- Assuming too much and that attendees know the context of why they are there



# A One Planet workshop example

## Primary School

- Split into two shorter workshops
  - Introduction, analysis visioning
  - Outcomes and actions brainstorm
- Led by the head teacher
- Ensured mix of attendees (teacher, central staff, parents, governors)
- School location
- Preparation beforehand to create proposed outcomes

## 5.2 Visioning exercise



# Envisioning the future – create your Personas

- Envision a future where people are leading a happy and healthy life within the limits of One Planet – these are your personas
- Write a short 'One Planet Day in the life' of your persona
- Extract a list of things your persona needs to lead a happy, healthy One Planet life



# Envisioning the future...

## 5 personas

1. Late career professional
2. Stay at home parent
3. Young Professional
4. Retiree / downsizer
5. Primary School Teacher



# 'Day in the life...'

- Adopt the persona of the resident or user of our imaginary new development
- Spend 15 minutes imagining how he/she will spend their ideal day in the development.
- Begin to write down and describe their day and how they interact with the different 'zones' of the development
- *Tip: Go into a bit of detail – e.g. 'not just 'I had breakfast' but where did you have breakfast? What did you eat? Who with? How did you feel whilst eating it?*



# Relating it back to OPL

Go back over your day and use the principle primer to match each activity to one or more of the OPL principles.

*For example: If David uses the workshop space to help fix his friend's bike, you might tick Sustainable Transport and Culture & Community*





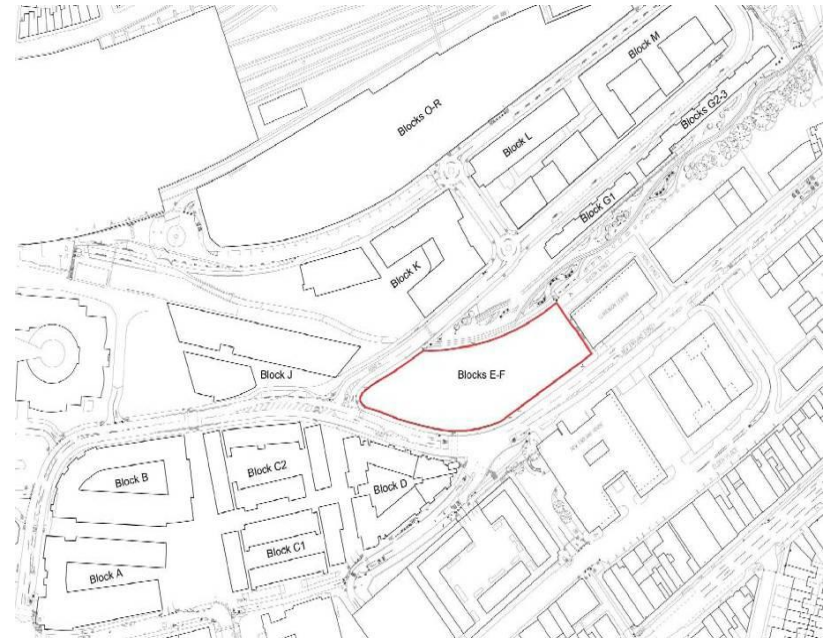
# Linkages, synergy and marketplace

- 1) Think of **2 offers** your persona can make either to another persona or the wider destination
  
- 2) Think of **1 request** your persona can make of another persona or the wider destination

# In practice: One Brighton

## Background:

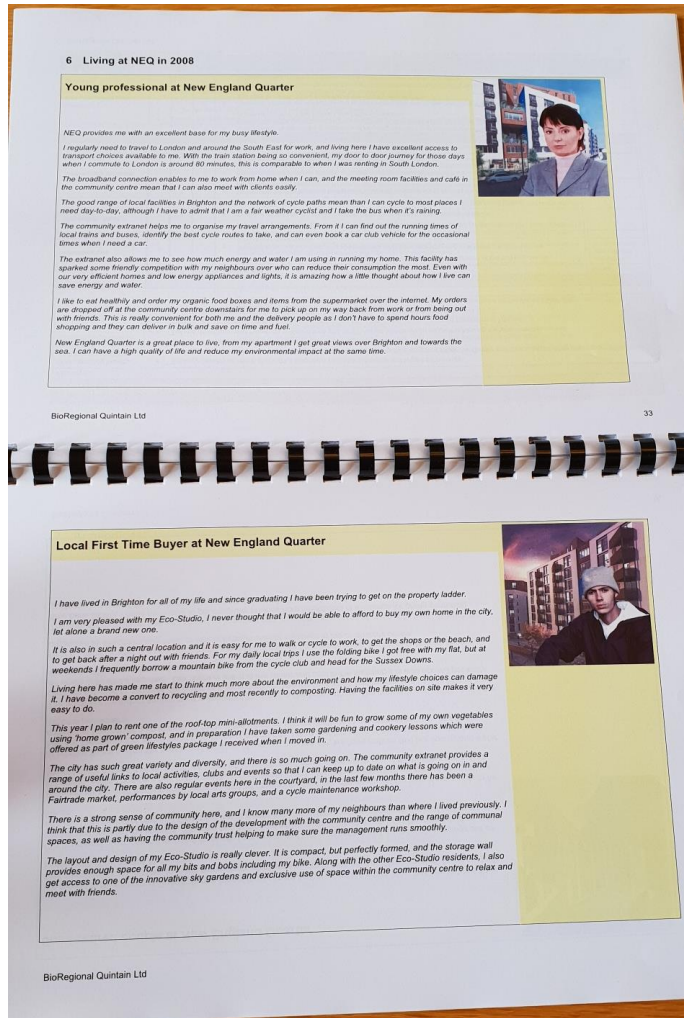
- Adjacent to railway
- Permission for 85 homes and underground car parking for 85 cars
- Mediocre sustainability requirements



# Envisioned lifestyles

Our target 'market':

- Young professional
- Local first time buyer
- Semi-retired couple



# Designed for 21<sup>st</sup> century lifestyle



- Used all 10 OPL principles
- Zero carbon and no private car parking
- Lifestyle features such as rooftop allotments

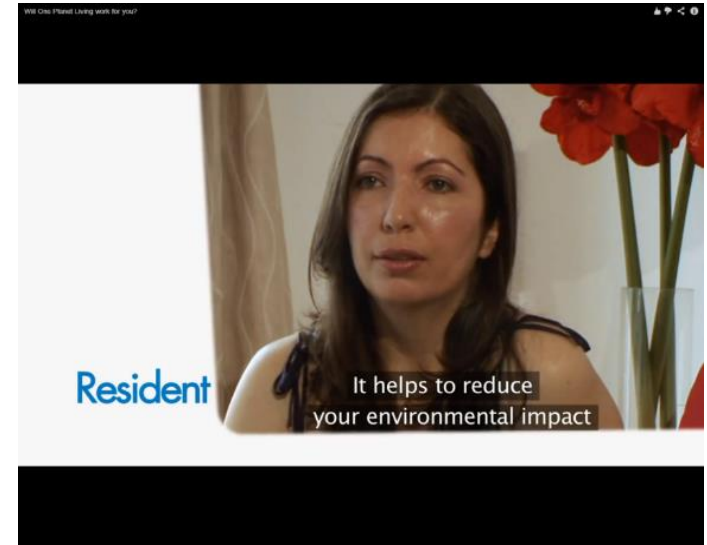
# OPL construction



- Used all 10 OPL principles
- 60% waste cooking oil for generators
- All staff inducted in OPL, One Planet spec for canteen
- 50% cement replacement and low temperature fired clay block to reduce embodied carbon



# Design for health can deliver health



'My husband and I moved into One Brighton, sold our cars and adopted a healthier lifestyle. In 18 months we lost 35kg (80lbs) between us.'

Lunch

## 6.1 Getting started in action planning



# One Planet Living- process

## 1. Gather information



## 2. Workshop



## 3. Write and publish Action Plan

### Zero carbon

Performance against targets	
✓	Reduce average use in line with CO <sub>2</sub> reduction target of 20% by 2013
✓	New schemes carbon by 2012
✓	Zero carbon across all office works by 2013 in line with 2012 target

**Key activities and achievements in 2010**

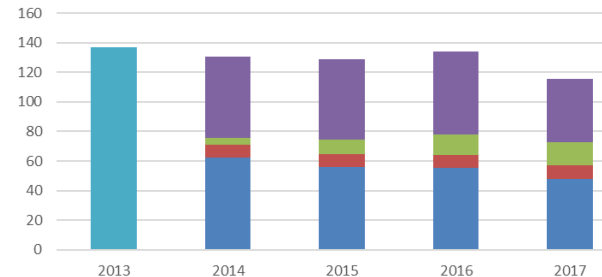
- Invested £2 million in lighting upgrades for gas stores.
- Achieved reduction in CO<sub>2</sub> from store energy use of 14% compared to the 2008 baseline.
- Project funding which the provision of support to government to develop the Green Deal following the successful PACT pilot with the London Borough of Sutton.

**Plans for 2011**

- Continue to reduce fuel use for example building better energy saving stores and further reducing gas consumption.
- Further investment in lighting upgrades with as yet already approved the speed of lighting upgrades to a commercial scale providing energy efficient lighting and more energy efficient.
- Developing concept for zero carbon and energy efficient office buildings energy supply chain to be secured to meet any future demand.

## 4. Implement & monitor

Annual water use (1000 m<sup>3</sup>)





# Action Planning

- Outcomes
  - Similar to a goals, where you want to be or achieve
- Actions – what, who, when?
  - A way of achieving the outcome/goal
- Indicators (and targets)
  - How will we measure the action or outcome



# Action Planning exercise

- In groups sort the mixture of statements into Outcomes, Actions and Indicators
- 10 minutes



# Action Planning exercise

- What did you think? Was it difficult?

Outcomes (2, 4, 7, 11, 13)

Actions(3, 5, 8, 10, 15)

Indicators ( 1, 6, 9, 12, 14)



# Action Planning

- Individually, begin to think of outcomes for your own company/organisation/school or development
- Link them where you can to the One Planet principles
- Use the goals and guidance to assist and provide inspiration
- Then begin to explore actions and indicators that can help achieve these outcomes



# Linkages and Synergies

## **One Planet market place**

- Turn to person on your left and briefly explain your project
- Are there any linkages between your emerging action plans – e.g. what can you offer them and what can they offer you.
- If nothing – find someone else

Aim to make 2 offers and secure 2 requests

## 6.2 Adding detail to the Action Plan



# Blue communities





# Adding detail to the Action Plan

## **Guidance available**

- Goals
  - Fixed
  - What we need for sustainability
- Categories
  - These represent a checklist to help you create a comprehensive response to each Principle as you develop your Action Plan.



# Adding detail to the Action Plan

Actions need additional information – Who, by when, Impact

Review your ecosystem – who are your key partners?

Managing the plan – who, budget, time allocation

Overarching vision – what will you achieve



# Adding detail to the Action Plan

Take a 2-3 (or more) of actions from your Action Plan (15 minutes):

- Identify by who and by when the action will be delivered
- What might be critical success factors? E.g. do you need a permit or to get a local community group to support your plan
- Crosscheck - Identify any impacts on other principles, particularly any negative ones

Review relevant desired outcomes – are these actions sufficient to deliver them (5 minutes)



## Credo High School, Sonoma County, California

Waldorf inspired school

Integrated sustainability into all aspect of campus

### **Curriculum and values:**

Covers environment, economic, social and personal well-being. Lessons include agriculture and mindfulness

### **Campus operations:**

Located in One Planet Community ensures 100% renewable energy, recycling and water efficiency in place

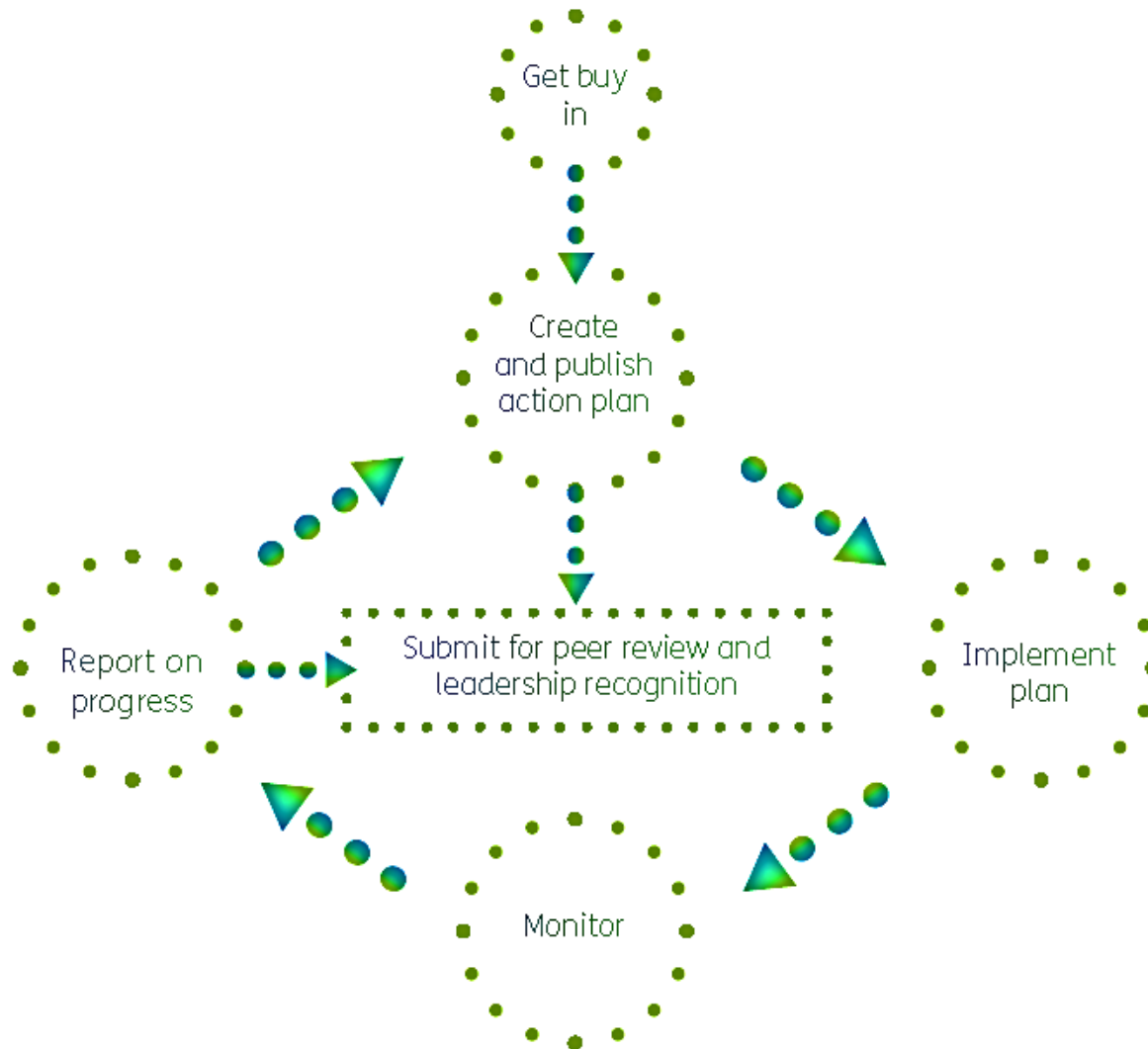
### **Community:**

Encourage students to 'take sustainability home'. Projects to improve sustainability with wider community

# 7. Monitoring



# One Planet Living<sup>®</sup> process





# Monitoring

Key to tracking progress and performance.

Can take many forms; quantitative qualitative, descriptive.

Reporting is required to maintain leadership recognition

***'Just because you cant measure it doesn't mean it isn't important' (One Planet Living)***

# oneplanet.com

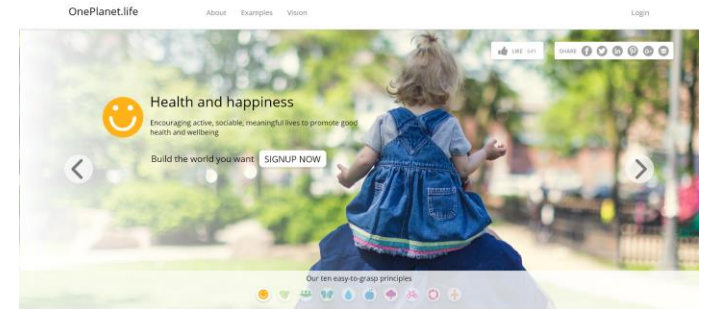
The screenshot displays the One Planet Living website in a browser window. The browser's address bar shows the URL <https://oneplanet.digital>. The website's navigation menu includes "One Planet Living", "About", "Vision", "Principles", "Stories", and "Login". The main content area features a large image of a family—a man, a woman, and a young girl—riding a bicycle together outdoors. To the left of the image, there is a yellow smiley face icon, the heading "Health and Happiness", and the text "Encouraging active, sociable, meaningful lives to promote good health and wellbeing". Below this, it says "Build the world you want" and a prominent white button with the text "SIGN UP NOW". At the bottom of the main image, there is a row of ten small icons representing different principles. The browser's taskbar at the bottom shows the Windows logo, a search bar with the text "Type here to search", and several application icons including File Explorer, Calendar, Mail, Edge, Chrome, and PowerPoint. The system tray on the right indicates the time as 13:20 and the date as 24/07/2018.





# Future functionality

- Publish
- Share
- Connect



## One Planet Living

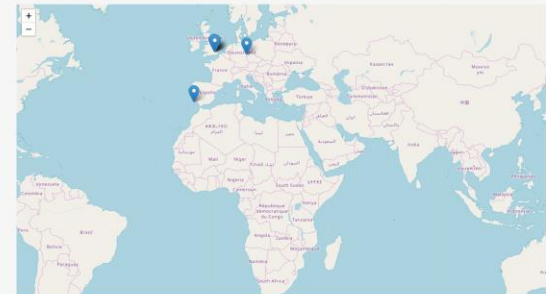
Imagine a world where people everywhere can lead happy and healthy lives within the environmental limits of our one planet. This is One Planet Living and our mission is work with you to make it a reality.

## Be inspired

People, companies, schools and cities all around the world are adopting One Planet Living principles.



## Projects across the world



## Join our leaders in...



# Future functionality - Monitor

ONE PLANET LIVING Graph View Table View Document View Create New Plan View All Plans Mike Roberts

Plan: One Planet Fremantle Mike Roberts | February 28, 2018

### New Indicator

Please provide information for the new indicator

Indicator name

Indicator notes

Select principle

- Health and happiness
- Equity and local economy
- Culture and community
- Land and nature
- Sustainable water
- Local and sustainable food
- Materials and products
- Travel and transport
- Zero waste
- Zero carbon

**GRAPH**

ADD INDICATOR CANCEL

### Indicator

Units  Frequency

#### Data points

Add data point (+)

Start date	01/01/2017	Start value	20	Delete	<input type="text"/>
Date	05/02/1018	Value	30	Delete	<input type="text"/>
Date	03/01/2019	Value	35	Delete	<input type="text"/>

#### Benchmark

Value  Notes

#### Target

Value  Notes

Date

**UPDATE GRAPH** **CLEAR ALL** **SAVE & CLOSE**

### Percentage of people cycling regularly (at least two days / week)

Year	Value	Type
2017	20%	Data points
2018	30%	Data points
2019	35%	Data points
2020	-	-
2021	-	-
-	20%	Target
-	50%	Benchmark
-	80%	Benchmark

Legend: Data points (grey circle), Start value (red circle), Benchmark (green circle), Target (yellow circle)

**Tool Tips**



Have a go

[www.oneplanet.com](http://www.oneplanet.com)



## **Singita Serengeti – funding conservation through tourism**

Manages more than 140,000 Ha of iconic ecosystem

Produced five reports on progress

### **Land and nature:**

- 150 trained local game scouts
- 10-fold increase in some species e.g. elephant, lion
- Global

### **Culture and community:**

- 800 Tanzanian staff
- \$300K pa of food procured from local community
- Eco-centre for school visits



## **Singita – pilot replicated in all Singita’s southern African Lodges**

**Change in the mission of the company from luxury tourism to conservation**

### **Zero carbon**

65kWp of solar energy installed  
New projects all zero carbon

### **Zero waste:**

90% reduction in plastic waste since 2012  
All materials recycled with local community enterprises.

### **Other:**

20% water saving  
15% vehicle fuel use reduction in key departments  
15% fewer flights

Tea break

## 8. One Planet Integrator – role and skills



# One Planet Integrator skills



## Getting buy-in

- Persuasion – ‘selling’

## Action Planning

- Facilitate
- Technical input

## Implementation

- Persuade and engage
- Community building

## Evaluate

- Interpret
- Act





# One Planet Integrator skills

## 1. Getting buy-in

- Empathy
- Active listening
- Enthusiasm
- Clarity about what you are saying
- Be able to understand 'their' motivations
- Speak 'their' language
- Be the right person – or be able to find the right person!
- Knowledgeable
- Know your audience
- Investigative and targeted
- Reflective
- ...



# One Planet Integrator skills

## 2. Creating an Action Plan

- Clear-headed
- Creative
- Analytical
- Problem-solving
- Focused
- Collaborative
- Listener
- Inclusive
- Strategic
- Logical
- Be able to prioritise
- Understand the background/context
- Smart
- ...



# One Planet Integrator skills

## **3. Implement (making the plan happen!)**

- Organised
- Specific
- Delegation
- Responsibility
- Mindful and sensitive to others
- Practical
- 'Complete Finisher'
- Pragmatic and realistic
- Flexibility
- Reflective
- Adaptability and agile
- Prioritise
- ...



# One Planet Integrator skills

## 4. Monitor and report

- Analytical and focused
- Data collection – ensure you have permissions
- Be able to ‘tell a story’
- Unbiased and objective, even if the data doesn’t tell you what you want to hear
- Be able to evaluate – ‘what does it mean’
- Learn and reflect on the results
- ...



# One Planet Integrator

One Planet Integrators who complete the training and assessment are then listed on [OnePlanet.com](http://OnePlanet.com)

Process: day two of the training, develop an Action Plan, written responses and interview

Create a profile for your listing:

- Your personal commitment to sustainability,
- One Planet Living and Sustainability experience
- Key professional skills



# Implementation tools

- PM4SD
- CULTURAL LEADERSHIP

# One Planet Olympics



## Strategy:

OPL story used as sustainability strategy for bid

## Construction:

Part of team for media centre.  
Role in monitoring

## Athlete

**engagement:**  
OPL Pavilion within Athletes' Village

## Legacy:

OPL informed development of whole area  
'Greenest Games ever' accolade

# 9. Communicating One Planet Living



# Communicating and 'selling' One Planet Living



# Perfecting your elevator pitch

1. Who is the audience?
2. What is the problem – ‘you know how....’
3. What is the solution – ‘We’ve found a way of...’
4. Explain the solution – ‘We use One Planet Living because...’





## City of Fremantle

30,000+ residents

Action Plan for the community and their corporate operations

### **One Planet City:**

Reducing impact of council operations  
Planning solar farm

### **Demonstration:**

E.g. two One Planet Community housing developments

### **Community engagement:**

Ensuring local people join the journey.

10. Getting started and what  
next...



# Recap

## One Planet Living:

- Inspiring change through a hearts and minds approach
- Making it easy to do the right thing
- Goals and Guidance – not prescriptive standards
- Focus on lifestyles and actual performance
- Complementing other frameworks and certification systems



# Summary

By now you should:

1. Be familiar with the One Planet Living
2. Understand how to develop a One Planet Action Plan
3. Be ready to undertake the second part of the training

How do you feel? Questions?



# Keeping in touch



- One Planet Living social media groups:
  - Linkedin and Facebook
  - set up your own local group just for you
- Meet up together – dinner, drinks, coffee
- Attend our project webinars
- One Planet Living newsletter – you could feature!

Nice image of zebra and giraffe 😊





Thank you