

Typologies of place-based initiatives

Community-based

Strategies from this sector will typically concentrate on:

- Particular key challenges- such as increasing energy efficiency in a retail shopping precinct. See Energise Business OR
- Broad sustainability focused approaches such as "[Green Streets](#)" which involve many different SMEs and cover a broad range of topics

Community-based approaches tend to focus heavily on implementation. Effective documentation, evaluation and communication of project outcomes is vital with respect to design of other community-based projects. This is an aspect often neglected by such initiatives.

Local Government stand-alone

Typically these strategies will be a part of a broader strategy and SMEs will be a significant part of the delivery of outcomes: for example, in their role as consumers of energy or producers of waste. Individual local governments work quite closely with SMEs as many SMEs are important electorally and indeed can often be Councilors in the local governments themselves.

Local Government collectively

Local Governments often work collectively as Regional Organisations of Councils and in some States as Greenhouse Alliances. In these instances SMEs are typically part of the overall strategic picture, identified as regional employers and part of key areas, such as coastal management organisations. Examples include Central Victorian Greenhouse Alliance and South East Councils Climate Change Alliance.

Regional Organisations

Regional organisations may be based on content areas (such as catchment management organisations) or larger regions, with overlapping constituencies (such as farmers, different Councils, small or light industry and so on). These groups will typically look to SMEs as implementers of regional strategies but also – given their often rural nature – have a large constituency on their own that is SME dominated.

State Government

State Governments focus heavily on SMEs. There is a wide variety of State Government initiated place-based projects. Some examples include:

Victoria:

- [Victorian EPA](#)

SMEs can find practical guidance about opportunities to improve their environmental performance in the Good Practice for Cleaner Production SME guides produced by the Victorian EPA.

- [Grow me the Money \(VECCI & Victorian EPA\)](#)

Grow Me The Money guides small to medium sized businesses through the steps necessary to become more sustainable and benefit from their efforts.

New South Wales:

- [Sustainability Advantage \(DECCW\)](#)

Sustainability Advantage assists businesses to:

- Manage environmental risk and ensure compliance
- Use resources more efficiently
- Integrate environmental strategies with business planning
- Measure their carbon footprint and manage their emissions
- Enhance customer, supplier and community relationships, and
- Engage and train staff to become an employer of choice.

Queensland:

- [ecoBiz \(DERM\)](#)

ecoBiz assists businesses identify efficiencies in waste, water and energy for financial and environmental benefits.

Federal Government

The Federal Government works with many different partners (including all of the aforementioned) to influence and shape SMEs. Typically, the Federal Government provides resources to other parties to implement work, usually publications and web-sites. However, funding may also be provided. A topical or contemporary example of this is the [Green Precinct Program](#) which is funding ten national projects that demonstrate leading practice in energy and water efficiency respectively.

The Australian Chamber of Commerce and Industry, with Australian Business Limited and the Department of the Environment, Water, Heritage and the Arts has produced a guide for SMEs on reporting their environmental performance. Called [Environmental Reporting: Handbook for Small and Medium Size Businesses](#). This handbook provides useful guidance to SMEs on how to effectively communicate their environmental initiatives and performance to stakeholders, including government purchasers.

International Agencies

Typically, these will be part of large global strategies that identify SMEs as important drivers in the marketplace.

The Global Reporting Initiative has an SME Manual for use by individuals and organisations and has conducted various projects with organisations around the world. [Find out more here.](#)

[The OECD Working Party on SMEs & Entrepreneurship \(WPSMEE\)](#) is a high-level international forum for SME policy makers who work to promote entrepreneurship and advance the performance of small businesses by reviewing issues and diffusing best practice policies in such areas as: business environment, globalisation, financing, innovation, training, access to markets, e-business, women entrepreneurship. Strengthening international co-operation with OECD non-member economies and international organisations is also given high priority.