

HARNESSING “CLIENTNESS” TO PROMOTE IMPLEMENTATION OF LOW CARBON PRACTICES IN THE BUILT ENVIRONMENT

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1. Introduction

In order for the Australian built environment industry to play their part in ensuring that the increase in global average temperature does not exceed 2°C, their efforts to reduce emissions must be more commensurate to the impact of their activities. Hence, low carbon outcomes delivered on projects must exceed the minimum standards and provide a new benchmark for project delivery.

4. Anticipated Impacts

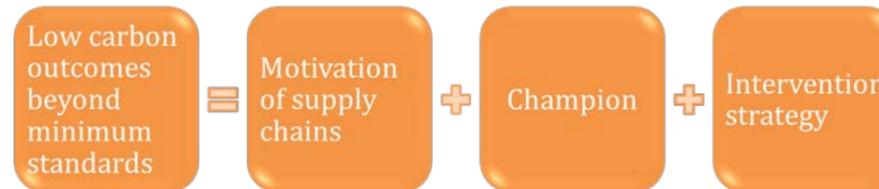
Understanding the role of local councils in terms of *degree of clientness* will enable a conceptual understanding of their ability to influence the delivery of low carbon outcomes beyond minimum standards in the built environment sector.

The *degree of clientness* framework will provide a typology of the factors that determine their influence ability under each role with large-scale development projects.

Understanding the barriers they face in affecting their influential powers under each role, and the motivations of construction organisations towards environmental initiatives – particularly those that go beyond compliance – will allow for a mechanism to streamline the process of selecting strategies that harness the power of councils to effectively and successfully act as champions for new benchmark standards in the built environment industry.

2. Research Questions

Figure 1: Conceptual formula representing research problem and proposed solution.



The research problem and contribution is depicted in Figure 1. The LHS of the ‘formula’ poses the primary research question:

How can local government councils be better coordinated in the built environment to influence low carbon outcomes beyond minimum standards in Australian large-scale development projects?

The RHS of the ‘formula’ comprises of three elements, each propose a secondary research question:

- In what ways are construction supply chain organisations motivated to adopt low carbon practices beyond minimum standard?*
- How might intervention strategies be used to target the varying motivations of construction supply chain organisations towards the adoption of low carbon practices that lead to low carbon outcomes beyond minimum standard?*
- What are the degrees of clientness evidenced by local government councils involved in influencing low carbon outcomes in Australian large-scale development?*

3. Methodology

Semi-structured interviews were conducted on 33 participants (Table 1). In addition to interviews, organisation and project documentation was collected. This data is currently being analysed.

The research design follows the philosophies in Figure 2.

Figure 2: Representation of researcher's philosophical assumptions and approach to current study.

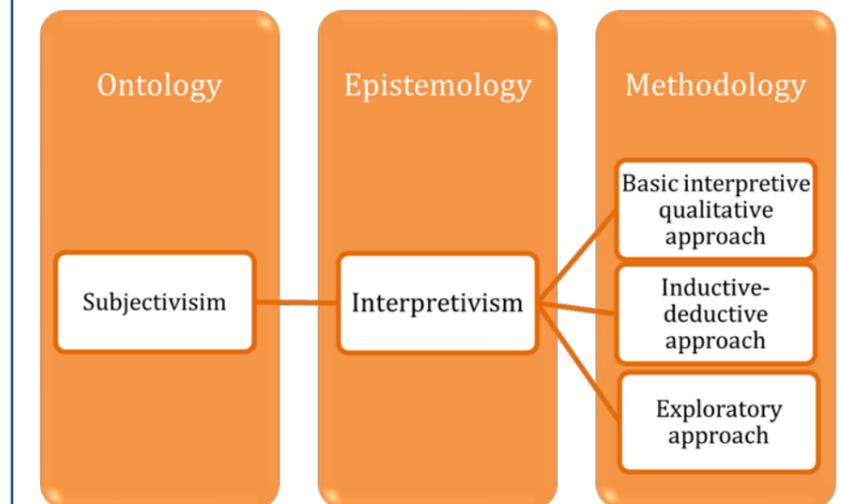


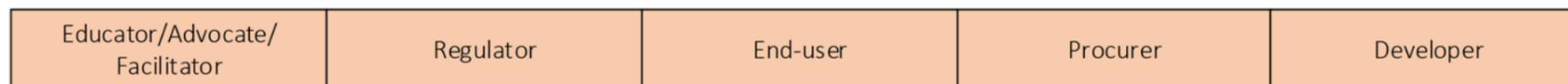
Table 1: Overview of participating organisations.

Organisation Type	Number of Organisations		Number of participants	
	Attempted	Achieved	Attempted	Achieved
Local Council	11	7	29	20
Inner City	3	2	7	6
Metropolitan	4	3	15	10
Regional	4	2	7	4
Construction Supply Chain	15	12	16	13
Private Developer	4	3	5	4
Main Contractor/Builder	2	2	2	2
Sub-Contractor	1	1	1	1
Supplier	3	1	3	1
Association	5	5	5	5
GRAND TOTAL	26	19	45	33

5. Degree of Clientness Framework

Low power of influence

High power of influence



Degree of clientness continuous spectrum