

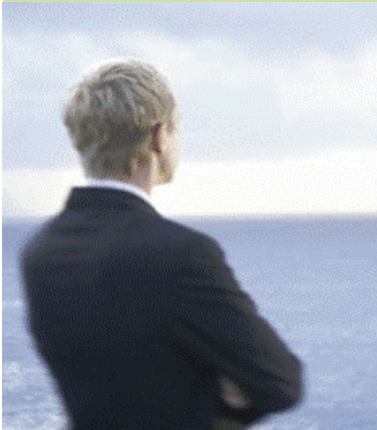
WHAT GOES AROUND

COMES AROUND

ISSUE #13 OCTOBER 2005

LEVEL 12, 60 COLLINS ST, MELBOURNE 3000 > POSTAL ADDRESS PO BOX 4326, MELBOURNE 3001
PH (03) 9667 5572 > FAX (03) 9667 5550 > EMAIL tstruzina@mav.asn.au > www.mav.asn.au/ecobuy

Welcome to our ECO-Buy Business Members



This is the first edition of *What Goes Around Comes Around* distributed to our new business members.

WELCOME!

We know you're busy and we want to ensure the information and how it is presented in the newsletter suits your needs. To this end, the ECO-Buy team is exploring different

newsletter formats and you'll see a few changes in future editions including segmenting into Business, Local Government and generic sections - we'll keep you informed of developments.

CBD Green Product Expo & Forum

If you're located in or near the CBD and you want to know more about green products please come along to ECO-Buy's [CBD Green Product Expo + Forum](#).

The day will include:

- Display stalls featuring the products of [ECO-Bonus Partner](#) suppliers
- Organic vegetarian lunch
- Presentations from [expert speakers](#) on the following topics: [Lighting Options](#), [Green Vehicle Guide](#), [Green Design](#), [Printing & Paper](#) and [Energy Efficient IT](#)

DATE: Tuesday 22 November

VENUE: Victoria University, City Flinders Campus,
Level 12, 300 Flinders Street, Melbourne

TIME: 12.30 - 4.15 pm

Please note that text appearing in [underlined bold red font](#), hotlinks through to [documents](#), [websites](#) or [email addresses](#) mentioned in articles. If you are unable to link to these sites contact ECO-Buy for the list of links.

ECO-Buy Business - Oh What a Feeling!

The green light is on for our environmental purchasing program for business! ECO-Buy Business is a legacy environment program of the Commonwealth Games and many Games' Partners and Sponsors are leading the way to greener purchasing practices.

Whether you already have a green purchasing program in place or not, ECO-Buy Business can provide free tools, resources and support to improve your current practice. The benefits are many, including improving your bottom line - both financially and environmentally - through improved efficiency and reduced costs.

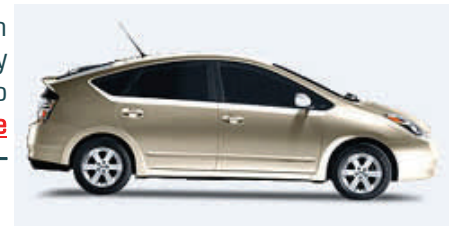
A warm welcome to our new ECO-Buy Business Members, and encouragement to those who have the membership application information and are in the process of joining.

We've had strong interest and would like to acknowledge the fantastic commitment from Toyota Australia.



Toyota is the Environment Partner of the Commonwealth Games and they have agreed to be an **ECO-Buy Business Foundation Member** and host our launch! The launch is at Toyota HQ on **2 November** and the Hon. John Thwaites MP will officially launch the program.

If you are interested in becoming an ECO-Buy Business member, go to the [ECO-Buy website](#) and click into the **ECO-Buy Business** page.



Download the:

[Membership Application Form](#) and the [CEO Commitment Letter](#) template, complete and send them back to ECO-Buy.

For further information contact Alison Raymond, Manager - Business, ECO-Buy on 03 9667 5587 or email: araymond@mav.asn.au.

How Green are your Computers?

The environmental impacts of manufacturing and operating computers are far reaching. To be a responsible green purchaser it is vital to compare a range of environmental issues over the life cycle of a computer and make an informed choice. When you consider that the manufacture of one desktop computer and standard CRT monitor requires quantities of fossil fuels, chemicals and water equivalent to a mid size car and that most computers contains a range of potentially toxic ingredients (including lead, mercury, cadmium, barium, chromium, flame retardants) your purchasing decision becomes an important one for people and the planet. (Refer to United Nations University article on [Energy Intensity of Computer Manufacturing](#))

A report released in June this year by Environment Victoria entitled '[Environment Report Card on Computers](#)' highlighted a range of environmental impacts over the life cycle of a computer and some key recommendations to address them. The report highlights the concept called Extended Producer Responsibility (EPR) as a way to achieve ecologically sustainable development and makes 10 key recommendations to the state and federal government on the refurbishing, recycling and disposal of toxic e-waste. The main message for consumers is ensure your computer leasing contracts guarantee that computers will be taken back, refurbished or recycled in compliance with federal and state laws at standards which reflect best environmental practice. Additionally ensure that end of life computer waste is not being exported to non OECD countries where it often becomes an environmental and human health hazard.

Additional tips for specifying for computers

- Ask for **power consumption** rates in all modes & make a comparison
- Ask for **energy star certifications** proving that the product is energy star compliant
- Require your supplier to use a minimum amount of **low environmental impact packaging** and take it back. Make sure they verify all claims.
- Ask suppliers to document quantities of **lead and volatile organic compounds** and choose the product with the lowest levels
- Ask supplier to provide verification of **low operating noise**

For full specifications for purchasing Electronic Office Equipment ECO-Buy members can refer to the ECO-Buy Guide to Green Purchasing.

Are You Interested in Saving \$\$\$?

What stops our members from buying green products is a question pondered often by the ECO-Buy team. We regularly ask members – *“What are the major barriers to purchasing green products?”* **“COST”** keeps coming though loud and clear as the most consistent response. After hearing this often enough, the ECO-Buy team set their minds to overcome this cost barrier, and voila... **ECO-Bonus** was born.

ECO-Bonus provides members with a financial incentive to buy green products. Over 50 green product suppliers now provide a discount for members to purchase their products. The discounts vary, but all can assist in overcoming this often quoted 'cost' barrier.

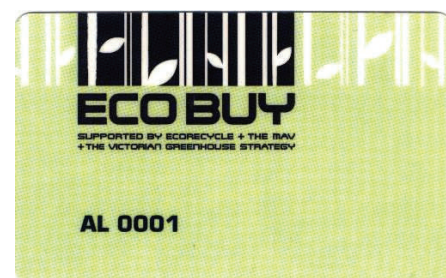
The perplexing issue is VERY few members are taking advantage of these generous discounts! A recent survey of members revealed that only 12% have used ECO-Bonus. A similar survey of suppliers revealed that only 11% have sold products through ECO-Bonus.

You would think that with results such as these, ECO-Bonus is a scheme destined to the great recycling bin in the sky. But more surprising results were revealed in our survey. Not one supplier and only 12% of members thought that ECO-Bonus should be disposed of (in a very thoughtful way).

Add to this mystifying mix the fact that 100% of suppliers have stated their desire to continue to support ECO-Bonus, and we have ... a program that no-one uses but everyone loves and wants to continue. So who are we at ECO-Buy to deny our members their love of ECO-Bonus? ECO-Bonus will continue, it's now up to our members to USE it!!

Our plea to all members is PLEASE save yourself some \$\$\$\$, use your ECO-Bonus card. Our suppliers are ready, willing and able to give you discounts so take advantage of this wonderful situation and **USE ECO-Bonus**.

For a full listing of our participating suppliers go to the [ECO-Buy website](#) click **ECO-Bonus** on the left hand side and simply click on the supplier to discover what incentive they will provide.



SAVE \$\$\$ = USE ECO-Bonus!!

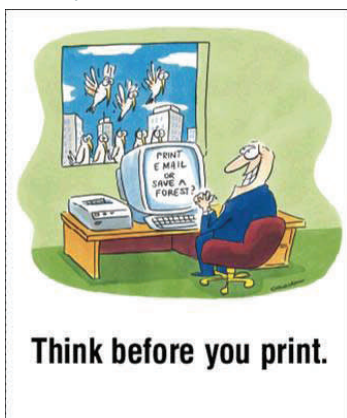
Down-to-Earth Officecare Guide

The second edition of the Down-To-Earth-Officecare Guide has just been published and is available for free download:

[Down-To-Earth-Officecare Guide](#)

Fuji Xerox have once again collaborated with the University of New South Wales Institute of Environmental Studies to ensure the guide provides relevant and current statistics and information to help workplaces reduce, reuse and recycle.

This is a great resource – both succinct and comprehensive – and an excellent tool for *every* organisation genuinely interested in reducing its ecological footprint.



Bio-Plastics in Brief

Bio-plastics are the buzz right now for a variety of reasons, top of the list being the rising cost of petroleum, the traditional raw material source of plastics. Here are a few quick information bites about this resource:

- PLA (PolyLactic Acid) is a cornstarch based rigid plastic – it's important to note that PLA packaging can only be composted in a closed commercial composting system
- There is also cornstarch packaging that dissolves in water – it is certified compostable to European standards. This material is starting to appear as chocolate or biscuit trays where there is a sealed waterproof plastic around it (to avoid contact with moisture)
- A variety of plastic bags are marketed as 'degradable' as distinct from 'biodegradable'. These contain polyethylene, a non-compostable petrochemical feedstock, with a degradable additive so they disintegrate into smaller pieces.

NEW Green Vehicle Specifications

ECO-Buy now has detailed **Green Vehicle Specifications** for you to include in fleet tenders. These new specs. will be included in the soon to be released updated edition of ECO-Guide—we'll let you know as soon as the new version goes on-line and ECO-Buy members will also receive copies of the ECO-Guide on CD.

Thanks to **Jon Real**, Leader of the Energy and Environment Team in the Federal Department of Transport and Regional Services, for developing these specifications for ECO-Buy. Jon is also responsible for the development and implementation of the Green Vehicle Guide (GVG). The GVG can help you choose vehicles with the lowest levels of pollutants and greenhouse gas emissions. You can hear Jon speak about the Green Vehicle Guide at the ECO-Buy [CBD Green Product Expo + Forum](#) on 22 November.

Snapshot of green issues when purchasing vehicles

In the life cycle of a motor vehicle, most environmental impact occurs from driving the vehicle, principally from the emissions produced. The two major environmental impacts associated with the emissions are **air pollution** and increases in **greenhouse gases**.

Air pollutants can contribute to urban air quality problems, for example photochemical smog, as well as adversely affect human health and the health of other living things. Motor vehicle air pollutants include carbon monoxide, nitrogen oxides, particulate matter and volatile organic compounds.

Vehicles also emit **greenhouse gases**, (most significantly carbon dioxide but also nitrous oxide and methane), which contribute to climate change and the greenhouse effect. *In Australia in 2002, cars contributed some 13% of Australia's total greenhouse emissions and since 1990 this figure has increased by 28%.* Motor vehicles vary widely in their levels of greenhouse gas emissions, and even vehicles of a similar size can have large variations.

For more detailed information on air pollutants and greenhouse effect click here: [Understanding Emissions from Motor Vehicles](#)

Green Vehicle Guide (GVG)

The Australian Government's [Green Vehicle Guide](#) (GVG) rates the environmental performance of vehicles (up to 3.5 tonnes) sold & manufactured in Australia since mid-2004, using a five-star rating scale. The GVG also provides individual ratings for the vehicles air pollution, greenhouse gas performance and fuel consumption.

www.
GreenVehicleGuide
.gov.au
Your online key to choosing cleaner cars

How does ECO-Buy Assess Products?

As a discriminating consumer do you believe everything you're told about a product? No? - neither do we. The wonderful world of 'green' or sustainable products can be confusing, especially as the 'green' card is often pulled out of the marketing deck indiscriminately. When assessing new products ECO-Buy works from the following definition commonly used in Europe and North America:



Green or environmentally preferred products are defined as products and services that have less effect on human health and the environment than competing products and services that serve the same purpose.

Our approach to assessing new products and suppliers is aligned with our behavioural change philosophy – we want to encourage the manufacture and distribution of quality green products. While some products on our database will have superior environmental attributes to others, **all products on the database are an improvement from their conventional counterparts.** We are not a certification or research body, we do not have the capacity to run tests on products so we rely on suppliers to provide evidence of their product's attributes.

For specific information on ECO-Buy's product screening and assessment process click on the link below:

[ECO-Buy's Product Screening Process](#)

We are currently reviewing and updating our product assessment process to incorporate new standards. The next version will be posted on our website.

Poll Finds Doing Good Is Good For Business

A recent survey by GMI (Global Market Insight) that gauged the opinions of more than 15,000 online consumers in 17 countries about their socially conscious business practices published some interesting findings. In response to the question: *What factor plays the largest role in making you think of a brand/company as being socially responsible?*

53% of Australians said the biggest factor is whether or not the company has environmentally-friendly practices (eg recycling programs, biodegradable packaging)

37% of Australians talked about contribution to the community through sponsorships, grants, employee volunteer programs etc

[Full Survey Results](#)

Choosing a Water Efficient Appliance



The Water Efficiency Labelling and Standards (WELS) Scheme is on its way. From **1 July 2006** mandatory labelling for showers, clothes washing machines, dishwashers, toilets, urinals and taps will exist. Consider including this new standard in your tender specifications. For more information visit: www.waterrating.gov.au

Green Purchasing in Organisations

Suzanne Grob, PhD student at the University of Technology Institute for Sustainable Futures in Sydney is conducting a survey of the **purchasing habits and experiences of organisations in Australia**, ranging from public, private and not for profit sectors, small to global and representing all industry sectors.

This study aims to find out how organisations are considering environmental sustainability in their purchasing decisions and to what extent this practice is occurring across Australia. Survey results will provide a unique insight into organisational purchasing and sustainability in Australia and the potential market for sustainable products. A summary report of the findings will be available to all participants.

10 MINUTE SURVEY—PLEASE SUBMIT BY 30 NOVEMBER

[CLICK THROUGH TO SURVEY](#)

