

WHAT GOES AROUND

COMES AROUND

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## GREEN ACADEMY AWARDS— Walk the green carpet March 11



Be sure not to miss the green council event of the year—the **2004 ECO-Buy Awards of Excellence**. This is the chance for ECO-Buy members to nominate their council for one of these prestigious awards or come and support network members who have nominated. We encourage attendees to join us at Eden on the Park wearing a touch of green (eg a wig, a bowtie, a whole green outfit!) for a celebratory and informative evening.

The ECO-Buy AWARDS FOR EXCELLENCE 2004 categories (for 2002/2003 spending ) are as follows:

- 1. Excellence in CONSTRUCTION & DEMOLITION**  
Highest Expenditure (highest expenditure on recycled C&D products per capita eg recycled asphalt & concrete )
- 2. Excellence in CONSTRUCTION & DEMOLITION**  
Progress (highest increase on spending on the above products)
- 3. Excellence in EXPENDITURE**  
(highest green product expenditure per capita)
- 4. Excellence in COMMUNICATION**  
(excellence in communicating the Buy Green message)
- 5. Excellence in TRACKING**  
( excellence in green purchase tracking)
- 6. Excellence in PERFORMANCE**  
(excellence and innovation in green product applications / projects)

The 2004 Awards evening is being generously sponsored by the Construction & Demolition Waste Recyclers Group of the Waste Management Association of Australia as an initiative to give recognition to the Victorian council purchasing the largest amount of C&D materials. This initiative signals a new relationship between industries manufacturing green products and the councils buying them. It sends a strong message to industry that councils are committed to purchasing their products and provides industry with a chance to acknowledge the support of councils.

Additional to the awards presentation will be the launch of new ECO-Buy tools to assist members with green product research, specification and application:

- The **ECO-Buy Guide to Green Purchasing** (includes comprehensive info, specifications, suppliers questionnaires and tools)
- **ECO-Find**—The new web product search database (links to over 400 manufacturers and 1000's of products)
- Launch of the **Great Report Cavort #3** (ECO-Buy's annual report highlighting trends in local government green product expenditure)

We urge participating manufacturers and representatives from ECO-Buy member councils and to attend this important event. Members should also consider nominating for communication, tracking or performance awards.

To RSVP or for further information contact Tania Struzina: [tstruzina@mav.asn.au](mailto:tstruzina@mav.asn.au)

## EXCITING GREEN WEBSITES

If you want environmental information in a visual, thought provoking and FUN format, visit the [Planet Slayer](#) site to play the lifestyle game or calculate your greenhouse impact.

Have something useful you don't want anymore but don't know where to recycle it—maybe someone else can use it. Visit the [Freecycle](#) site and register your item.

Tired of driving there alone? Wouldn't it be nicer for you and the environment to share a lift. Visit the [Rideabout](#) site to arrange local and interstate carpooling.

## THE GREAT REPORT CAVORT #3

The results are in and the news is ALL GOOD! Members of ECO-Buy have once again excelled themselves in their green purchasing initiatives. Expenditure is up, the range of green products being purchased has increased, and members continue to progress well in their implementation of the ECO-Buy program.

This Report, for the first time includes data on expenditure on greenhouse friendly, 'other' green products as well as recycled content products included in previous reports. Also included is fascinating information on local government's major barriers and incentives to buying green products.

### Key finding from the report are:

- Members of ECO-Buy spent \$33.5 million on green products in FY 2003.
- Expenditure on recycled products has increased from \$5.9 million in FY 2001 to \$15.3 million in FY 2002 to \$24.5 million in FY 2003.
- The major barriers to purchasing green products are
  - \* The additional cost (real or perceived) of green products.
  - \* Changing staff attitudes and purchasing behaviours
- The major incentives to buy green products are:
  - \* Council's corporate image and community reputation.
  - \* Environmental benefits of green products.
- 95% of members have established a working group to implement the ECO-Buy program.
- 90% have either developed or were in the process of developing a green purchasing policy.
- 98% reported an increase in purchasing of green products since becoming members of ECO-Buy.
- 95% of members intend to increase their purchasing of green products in the next twelve months.
- 83% have included or are in the process of including green specifications in their tenders and/or contracts
- 100% of members are purchasing green products.
- Support provided by ECO-Buy is of prime importance when implementing green purchasing within their councils.

The Report will be formally launched at the ECO-Buy Awards for Excellence. The [Report Cavort #3](#) can now be downloaded off the ECO-Buy website. Contact Adrienne Stephens for more details — [astephens@mav.asn](mailto:astephens@mav.asn).

## WHAT A RICE ROAD!

A waste product from rice has been used by Japanese scientists to produce surfacing materials that make quieter, more resilient roads.

The new traffic surfaces contain rice bran, the brown layer that separates rice grains from their husks. The bran is usually disposed of in landfill sites or used as cattle feed. But when the rice bran is mixed with resins, the result is a versatile, light, friction resistant and porous material.

Mixtures of the material can be added to asphalt and aggregate to make a long lasting road surface.

Source: WME Weekly Email News - January 1, 2004

## ECO-TRAIN YOUR STAFF: THE KEY TO SUCCESS

Want to be relieved of the hard work of getting everyone on side with green purchasing? Let us do it for you. ECO-Train—the ECO-Buy information / training module will give staff an understanding of what environmental products are available and how easy and beneficial it is to make a green product purchase.

The ECO-Train session goes for just over an hour—taking staff through a detailed presentation on the ECO-Buy program and purchase tracking. Then participants choose a purchase scenario where they compare a green product with a conventional product—considering all financial, environmental, OH&S and durability benefits.

Current exercises include choosing between a conventional park bench and a recycled plastic bench, choosing between conventional and recycled content office furniture, choosing between recycled and non-recycled toilet paper and choosing an environmentally accredited printer and paper over a conventional print job.

Councils who have conducted ECO-Training have received an enthusiastic response from participants and have reported that the training has been very beneficial in encouraging staff to track their green purchases.

All you need to do is book a room and get the relevant staff to turn up. Training key staff members in environmental purchasing should be a priority in the communication section of your ECO-Buy action plan. It is guaranteed to spread the word in your council, open people's minds to green purchasing and change their purchasing behaviours.

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## TALKING RECYCLED TOILET PAPER

Did you know that the same company who makes the SAFE household recycled toilet paper makes a commercial range of recycled toilet paper called Earthwise?

The Australian owned Merino company has been making recycled tissue products in its Queensland mill since 1939. The paper used in the Earthwise range is 100% post consumer waste (clean office waste). Merino has invested considerable amounts in research and equipment to make a quality recycled tissue. The Earthwise range is embossed for softness and strength and debunks the myth that recycled toilet tissue is like sandpaper!

On top of the benefits of diverting a waste product and not using any virgin resources, all Earthwise tissue products are manufactured without rebleaching. This means no additional chlorine is used, thus no harmful dioxins are released into the environment. For more information on how dioxins effect environmental and human health visit the [National Pollutant Inventory](#).

Earthwise recycled paper products come in a range of 1 & 2 ply toilet tissues, jumbo toilet rolls, handtowels and napkins. Visit the [Merino](#) site for the full product range and the [SAFE](#) site for a detailed description of the environmental features of Merino's recycled tissue manufacturing



## GRANITGUARD GETS GOOD ENVIRONMENTAL CHOICE

The Australian Environmental Labelling Association (AELA) has given Granitguard physical termite barrier the Good Environmental Choice tick. The crushed granite product prevent termites from entering into buildings thus eliminating the need for highly toxic pest control chemicals which have been proven to have damaging impacts on human and environmental health. Visit the [AELA certification registry](#) for more details.

## ASSOCIATE MEMBERSHIP FOR NON-COUNCIL ORGANISATIONS.

ECO-Buy receives environmental purchasing inquiries and interest from organisations across Australia—including state and federal government departments. While ECO-Buy is currently setting up a network of State Local Government Associations to establish green purchasing programs in other states we also wish to keep other organisations informed on green purchasing.

Associate Members of ECO-Buy will be entitled to the following:

- Newsletter – issued quarterly
- Regular updates on green products
- Informed of all ECO-Buy events and activities
- Invitation to attend ECO-Buy events and activities
- Invitation to attend ECO-Buy training sessions
- Participation in national network meetings
- A copy of ECO-Buy Guide to Green purchasing CD Rom which includes comprehensive green purchasing information, case studies, specifications, manufacturers questionnaires and media tools.

Associate membership costs \$100 per annum. Please contact Adrienne Stephens: [astephens@mav.asn.au](mailto:astephens@mav.asn.au)

## COMMUNITY BASED SOCIAL MARKETING IN YOUR COUNCIL

After the enormously successful and popular December 2003 CBSM workshops, run by Canadian social marketing expert Doug McKenzie-Moore, many CBSM converts were interested in exploring the technique further.

We have had many requests to bring Doug back to Australia so he can work more intensively with organisations interested in using CBSM techniques or establishing a CSBM program in their workplace. The good news is Doug is returning to Australia in May 2004 and we have booked him for a day to work with councils interested in developing a CBSM pilot project focused on changing purchasing behaviours.

The pilot will involve developing the project framework and sending it to Doug for review and then spending time with Doug here in Melbourne where he can fine tune the project with the councils involved. If you are interested in being involved in this landmark project please contact Adrienne Stephens— [astephens@mav.asn.au](mailto:astephens@mav.asn.au).

We still have copies Doug's book "Fostering Sustainable Behavior" for \$30. Complete and fax this [order form](#)

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## ECO-GUIDE TO GREEN PURCHASING

The brand spanking all new, all updated, all encompassing ECO-Buy Guide to Green Purchasing is ALMOST here!

Everything you ever wanted to know about green purchasing AND MORE is included in this Guide, including:

- A simple step by step model for implementing green purchasing in your organisation.
- Model specifications for 13 product categories.
- Detailed info on how to buy the greenest product.
- A tool that not only calculates the life-cycle costs of a product but calculates greenhouse emissions as well!

All ECO-Buy members receive free copies. To become an ECO-Associate and receive your copy, fill out the Associate Membership form and return to ECO-Buy.

## ECO-SUPPLIERS MEETING

In an effort to increase understanding of ECO-Buy and the role it plays in promoting green products to local government, we are convening an ECO-SUPPLIERS MEETING for manufacturers and suppliers interested in selling to local government. The meeting will discuss in greater details the results from the Great Report Cavort #3 (annual report on local government expenditure on green products) and what impact this information may have on your efforts to supply to local government. The viability of forming an ECO-Suppliers Network that meets regularly to be kept informed of local government green purchasing initiatives and how these may affect your business will also be discussed.

DATE: Tuesday April 6, 2003  
TIME: 10:00 am - 12 noon  
VENUE: 12 / 60 Collins Street, Melbourne  
RSVP: Tuesday March 30  
astephens@mav.asn.au

## ECO-STAKEHOLDERS MEETING

A meeting to bring together all those who have an interest in local government and green purchasing. The meeting will provide a forum to discuss current and future green purchasing initiatives and will determine interest in the establishment of an ECO-Stakeholders network that will meet regularly to keep stakeholders informed of local government developments and progress in green purchasing initiatives.

Date: Tuesday March 30 2004  
Time: 10 am - 12 noon  
Venue: MAV 12/60 Collins Street Melbourne  
RSVP: Tuesday March 24  
astephens@mav.asn.au

## ECO-FIND: GREEN PRODUCTS AND SUPPLIERS AT YOUR FINGERTIPS

Yes folks it's what you've been asking us for and here it is.... ECO-Search the first local government online green product search in Australia. The site links to the contacts and websites of over 400 (mostly Victorian) manufacturers and suppliers of green products.

The database has 18 purchase categories and 229 product types (growing daily as the ECO-Buy team and members discover new green products). It also offers a summary of environmental considerations / benefits of green purchase under each category and product listing.

ECO-Find will:

- **Show you** where to get green products—both manufacturers and suppliers
- **Give you** current sales contacts are happy to speak to people in local government about the issues and applications of their green products
- **Alert you** to the range of environmental purchases under a particular purchase category
- **Enable you** to send supplier details to someone else



List ECO-Buy on your web favorites now  
—choose ECO-Find in the menu

<http://www.mav.asn.au/ecobuy>

### HOW TO SEARCH

Know what your looking for? Enter the keyword search and type the company or product name

Unsure where to start? Choose from drop down categories and product type listings.

Need more information about choices and issues?

Visit category & product choices—It's all there!