



GREEN PRODUCTS SKILLS SERVICE

HELPING YOU GROW YOUR GREEN DOLLARS

Sustainable and green products are the way of the future. For businesses to take advantage of this rapidly growing market they must understand and be able to communicate the credentials of their green products and services. ECO-Buy has over 12 years' experience in assisting buyers and suppliers of green products, to identify and capitalise on market opportunities and increase sales.

We are passionate about what we do and thanks to the Victorian Department of Business and Innovation; ECO-Buy is pleased to be able to offer your business access to \$12,500 of expert tailored advice and support for just \$2,500!

ECO-Buy's product sustainability experts will provide specialist research to help you understand the key sustainability issues in your sector, how they relate to the products and services you offer, how you can adapt and what your competitors are doing. This service is a great opportunity to tap into international best practice and provide you with the resources you need to develop and offer products which respond to growing sustainability markets and drivers.

HOW YOU WILL BENEFIT

The Green Product Skills service delivers a package of expertise tailored to the needs of your business to help identify how a product or service conforms to relevant environmental standards, criteria and industry leading benchmarks. The outcomes will equip you with the knowledge and understanding of your products or services and your market, allowing your organisation to take advantage of opportunities, minimise risks and engage effectively with your target market, while avoiding greenwash.

Although the service will be tailored to you individual needs, there are typically four focus areas:

UNDERSTANDING YOUR PRODUCT OR SERVICE

what are the key environmental impacts across the life cycle; what attributes does the product have that relate to its overall environmental impact

HOW GREEN IS YOUR PRODUCT OR SERVICE

benchmarking the environmental performance; how does it match up to the competition; what is the scope to make it greener

MARKETING

ecolabels, declarations and standards; avoiding greenwash; understanding what information purchasers want and how to communicate it effectively; ACCC requirements

EVIDENCE

when product testing is required; understanding technical requirements; how to prove the product is green.

HOW YOU COULD UTILISE THE GREEN PRODUCT SKILL SERVICE

Green product or service assessment

ECO-Buy can provide very specific advice to help you improve the environmental credentials of your product or service. Using a unique product-focused approach, the service will uncover risks and opportunities related to your products or services and help you develop a strategy to address them. Typically the product assessment focuses on materials, processes, performance, and packaging aspects of your product or service, identifies alternatives, and provides analysis of the relative merits of alternatives. Where possible, we will provide advice on relevant sustainability certifications, their merits, and the scope for your products or services to gain them.

The sustainability market and how you fit in

ECO-Buy can help you identify and assess the key sustainability drivers in your sector, find out how your competitors are responding to these drivers and see how your current product or service stacks up. From this, we will help you prioritise actions into short, easy wins, medium-term and long-term goals.

Streamlined Life Cycle Analysis (LCA)

Our team can undertake an LCA on either whole or specific aspects of your product and/or service, utilising the relevant data you provide on the materials inputs, manufacturing processes, product use and disposal scenarios. LCA provides a quantified basis for understanding the key impacts of your product or service and can help with the development of your sustainability strategy.

Green marketing advice

Many suppliers struggle to find the happy medium between marketing the sustainability attributes of their products and committing greenwash. Buyers and regulators are increasingly sceptical of vague or unsupported environmental claims. ECO-Buy can help you develop marketing phrases which capitalise on existing green product/company attributes, yet are fully substantiated. These phrases can be used with confidence in marketing materials including proposals and tenders.

Expanding your sustainability credentials

Many suppliers have strong sustainability credentials in one area of their business but not in others. For example suppliers may have social initiatives and credentials but this does not extend to environmental credentials and vice versa. With customers increasingly looking for suppliers that can tick all the boxes in sustainability, our service is designed to help you quickly fill the gaps.

There are plenty of other examples where ECO-Buy's knowledge of green and sustainable products and markets can help your business.



If you believe your business will benefit from our service, get in touch to discuss this great subsidised offer from ECO-Buy and DBI by contacting **Stephen Reardon** on **9349 0403** or email sreardon@ecobuy.org.au.



ECO-Buy Ltd and Net Balance have merged, combining their sustainable supply chain and sustainable procurement advisory services to create Australia's largest sustainable supply chain consulting group.