

HEY BIG SPENDER – WHY GREEN IS THE NEW BLACK IN PURCHASING

Big business budgets, and big government ledgers, are making green a priority in their quest to be better corporate citizens and make every dollar count on the triple-bottom line level.

And with some Victorian councils spending upwards of \$4.5 million annually on environmentally-sound products and businesses investing heavily in green innovation, that means a considerable green wedge opening up in the accounts.

ECO-Buy CEO Hugh Wareham says the ripples of this increase in green purchasing are far-reaching.

“The flow-on effect of encouraging more and better green products to enter the widening market is the resultant green collar jobs and strengthening the so-called ‘green economy’.

“From IT data centres and event management systems, to compostable cutlery and recycling car tyres for use in road works, green products and services are expanding to meet the needs and demands of organisations – and of the environment.”

Green purchasing is based on the idea that every purchase has an impact on the environment. Choosing to buy products and services that are less damaging to the environment and human health has to be an improvement.

Working with large purchasers such as state and local government bodies and leading businesses, ECO-Buy is helping increase the demand and use of green products and services. A simple shift in purchasing policy can result in a significant saving to the environment.

In recognition of green purchasing achievements and innovative green projects, ECO-Buy will announce winners for the Awards for Excellence in Green Purchasing 2010 on 6 May 2010.

The Awards recognise innovative green purchasing initiatives undertaken by state government, local government, businesses and green product suppliers.

Why green is the new black.

The top five reasons organisations are buying into the green economy.

1. **Environmental concern and awareness.** Perceived competition, a green ‘champion’ within the organisation, or stakeholder emphasis can all drive the need to be green.
2. **Regulation.** The threat of a changing political and regulatory environment impacts purchasing decisions along the supply and production chains.
3. **Consumer preference.** It exists, and continues to call for greener products, services and organisations as a whole.
4. **Competition and image.** As competitors establish their green credibility, other organisations follow suit.
5. **Cost savings.** Especially from energy efficient products and an increased focus on acquisition planning.

**THE ECO-BUY AWARDS FOR EXCELLENCE IN GREEN PURCHASING 2010
AWARD WINNERS (DETAILS EMBARGOED UNTIL 7 MAY 2010)**

Excellence in Green Purchasing – Victorian State Government

Museum Victoria – reinventing and extending the lifecycle of exhibition materials

Excellence in Green Purchasing – Business

Boral – creating a sustainable paper sack for cement packaging

Excellence in Green Purchasing – Metropolitan Council

Glen Eira City Council – since joining the ECO-Buy program in 2002/03, the Council has increased its green expenditure from \$112,000 to over \$4.5 million in 2008/09

Excellence in Green Purchasing Regional Council

City of Greater Bendigo – solar powered parking ticket machines as an innovative green spend

Excellence in Green Purchasing Small Rural Council

Alpine Shire Council – overall expenditure and range, including emissions controlled trucks

Local Government Recycled Champion

Bayside City Council – expenditure on recycled concrete, asphalt and crushed rock

Local Government Water Saving Champion

Glen Eira City Council – significant contribution to water saving across parklands and sportsgrounds

Local Government Energy Saving Champion

Darebin City Council – invested more than \$1.4 million in the East Reservoir Neighbourhood house, a carbon neutral building

Local Government Green Powered Champion

Darebin City Council – committed to buying only green power through their Climate Change Action Plan

Green Supplier of the year (new category)

Going Green Solutions – excellence in customer service and range of eco-friendly products

Contact details

ECO-Buy is a Melbourne based not-for-profit company dedicated to helping organisations in greening their purchasing. See www.ecobuy.org.au

Case studies based on ECO-Buy Award winners are available online after 7 May 2010.

<http://www.ecobuy.org.au/director/events/Excellence%20in%20Green%20Purchasing%20/2010%20Awards.cfm>

Hugh Wareham is available for interview on (03) 9349 0401

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