

WHAT GOES AROUND

COMES AROUND

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## Adrienne Ponders, Plans & Predicts

2005 - and what a year it was!

One of the most exciting changes to ECO-Buy has been our expansion into the business sector. This has seen the ECO-Buy team grow from the dynamic duo to the terrific trio. Alison Raymond entered the wonderful world of ECO-Buy as the Manager—Business in July and ECO-Buy is certainly a better place for it.

Tania Struzina (Manager—Local Government) has been hard at work ensuring all our beloved council members have everything they need (and more) to make green purchasing a reality. The ECO-Buy Ambassador Program has been a major achievement—our ECO-Buy Coordinators can now participate in an intensive two-day program designed to enhance the skills needed to convince others to make the change to green purchasing.

Being a finalist for a Banksia Award was a great coup for ECO-Buy, as was the invitation to present at New Zealand's inaugural conference on green purchasing. This has strengthened relationships with our New Zealand colleagues and we look forward to greater collaboration in the future.

2006 looks set to be an even bigger year for ECO-Buy. The integral link between consumption and sustainability is now more widely understood. As this awareness grows so does interest in ECO-Buy as others look to developing their own green purchasing programs.

## February Network Meetings

A reminder to Local Government ECO-Buy Coordinators to put the next meeting in your diaries – February will be here before we know it!

METRO	Tues 14 Feb	10.30—2.30pm
WANGARATTA	Thurs 16 Feb	10.30—2.00pm
HAMILTON	Wed 22 Feb	10.30—2.00pm

RSVP Tania Struzina [tstruzina@mav.asn.au](mailto:tstruzina@mav.asn.au)

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.

## New Look Website & ECO-Buy Tools

New Year, new look website! The ECO-Buy Team is upgrading and updating our website to make it more intuitive to use and a better tool for members.

Stage 1 of this process is 'pruning' – we've edited and reorganised the information and where it sits. You'll notice the menu bar looks a bit different with separate sections for our Local Government and Business members and also a new Suppliers' Information section. Stage 1 is almost complete and we'll be ready for Stage 2, a whole re-design of the look and functionality of the website!



## ECO-Guide

We're also in the process of updating the ECO-Guide to Green Purchasing to incorporate a range of new product specifications and ensure relevance for our Business members. This new version will be uploaded to the website soon, plus we'll mail you multiple copies to replace your existing mini CDs. *Whilst the mini CD saves resources and looks cute it just wasn't practical as some computers didn't like it, so you'll notice that the next version will be a full CD.*

## ECO-Find

ECO-Find, our supplier/product database, is continually improved and updated with new products that meet ECO-Buy's definition of a green product. We now have over 500 suppliers and thousands of products on ECO-Find and this is continually growing. Watch out for our new **NATIONAL** ECO-Find on our all-new, all-improved website in April 2006!

## ECO-Buy Business Launched

It's old news now but here are a few images from the day. Thanks again to Toyota Australia and their President & CEO Mr Ted Okada for hosting the event and becoming the ECO-Buy Business Foundation Member, and to Minister for the Environment, John Thwaites for launching the program in the company of 125 valued guests.



Minister Thwaites and MC Rob Gell watch as Mr Ted Okada signs Toyota into ECO-Buy. Adrienne capably supports the whole process.

*"Congratulations on your great launch, I have been in the industry for over 16 years and your launch was one of the most impressive gatherings of key players in the industry, well done".*

David Rako, Sustainability & Environment Manager  
KS Environmental.

Check out more happy snaps [here](#).

We currently have 15 officially signed up members and over 25 businesses interested or in the process of joining up. Our focus right now is on encouraging as many Commonwealth Games partners, sponsors and official providers to join up before the Games in March.

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

## The Great Report Cavort

Yes, its that time again! The reports are in and the preliminary results indicate that its going to be another spectacular year for ECO-Buy.

The Great Report Cavort measures members' expenditure on green products and provides a fascinating insight into how members manage green purchasing in their council.

Ease of data collection relies on effective tracking systems and, on occasion, the investigative talents of our Coordinators—it's thanks to their efforts that we are able to provide annual data on Local Government's green purchasing expenditure and actions.

The Report will be formally launched in April (as part of the ECO-Buy Awards) and all stakeholders will be invited to celebrate another successful year for ECO-Buy.

## The Magic of Colloidal Cleaning

Colloidal chemistry was discovered over 50 years ago but it is only now that companies are creating a wide range of medical, agricultural and cleaning products. Colloidal cleaning products are now coming onto the market across U.S.A, Europe, Japan and Australia.

Colloidal cleaners contain tiny non-ionic particles (know as micelles) that penetrate and separate dirt, grease, oils and other solids. The micelles have a hydrophilic and lipophilic end, meaning that one end has an affinity for oils and greases and the other end has an affinity for water.

Colloidal cleaners don't rely on the same chemical reaction that conventional cleaning products do which means they can be made without petroleum products, glycol ethers, synthetics, aldehydes, caustics, sulphonics or phenolics and volatile organic compounds. Thus the products are safe for chemical sensitive people and they are not harmful to pets or children.

Two companies supplying colloidal cleaning products have recently come onto the ECO-Find database:

**Triple 7** based in Warrnambool distributes a range of products Australia wide. These include general cleaning products, hand cleaners, odour control, dust control, aircraft and vehicle cleaners.

**Charmnote** based in the ACT have a powerful cost competitive colloidal concentrate. They can send commercial quantities of their super concentrate anywhere in Australia.

## Green Product Expo + Forum

Thanks to everyone who participated in ECO-Buy's **Green Product Expo + Forum** at the end of 2005 – it was a great day and yet another excellent opportunity for you, our members from both Local Government and Business to get ideas for products that will decrease the environmental footprint of your day-to-day operations.

**Green product suppliers** who displayed can be found on ECO-Find and most are ECO-Bonus Partners.

We had four fantastic **expert presenters** —special mention goes to Kathryn Hannan, Environmental Program Officer at RACV who filled in for Jon Real at the last minute.



View their presentations on our website under 'News'.

## New Technologies to Reduce Material Use & Toxic Chemicals

### *Microsoft phases out PVC from its plastic packaging*

Microsoft has eliminated PVC (polyvinyl chloride) from all its packaging. PVC is a combination of plastic and chlorine and is considered a harmful plastic by an increasing number of international organisations.

Microsoft has eliminated all use of PVC in their packaging and has replaced all plastic packaging with PET.

PET can be readily recycled and in 2006 at least 25 percent of the PET used in Microsoft packaging will be recycled content. Microsoft also contacted their distribution partners and requested they no longer use any PVC when repackaging their products.

Source [Green Progress](#)



### Wooden IT Equipment

[Com.IT](#) distributes the Swedx range of wooden IT equipment. This casing is non-toxic and 100% biodegradable.



### *HP to Eliminate Brominated Flame Retardants from Products' External Case Parts*

HP has eliminated the brominated flame retardant (BFR) *tetrabromobisphenol A* from external case parts of all new HP brand products introduced after 31 Dec 2006.

HP reports it eliminated more than 95% of the BFRs used in the external case parts of its products more than ten years ago, including PBDE and PBB, which were subsequently among the substances restricted by the EU [Restriction of Hazardous Substances](#) (RoHS) directive. During the same timeframe, the company also eliminated polyvinyl chloride (PVC) from the external caseparts of its product. The announcement is part of the company's "Design for Environment" (DFE) initiative.

HP has found that environmental design supports the companies aim to reduce material costs, and reduce the amount of waste sent to landfills. Fortunately this also meets customer demands for smaller and more efficient products.

Source: [GreenBiz.com](#)  
[Complete Article](#)

### *Sharp Develops Technology to Blend Plant-Based Plastic with Waste Plastic*

Sharp Corporation has developed a new technology that blends corn based plastic and waste plastic to create a plastic that can be used in their manufacturing process.

In a neat 'close-the-loop' process, the waste plastic is recovered from scrapped consumer electronics.

Using this plastic in consumer electronics can significantly reduce the environmental impact compared to using common plastics derived from petroleum-based raw materials.

Sharp has been conducting research since 1999 on technologies to recycle waste plastic from consumer electronics. In May 2003, they put such a recycling technology into practical use to enable the repeated re-use of polypropylene (PP) and polystyrene (PS) recovered from discarded household electrical appliances (air conditioners, TVs, refrigerators and washing machines). This material is used in components for newly manufactured products without any loss of physical properties such as material strength.

In the future, Sharp will be conducting tests to assess the commercial potential of this technology, with the goal of using blended plastic in Sharp products within the 2006 financial year.

Source: [GreenBiz.com](#)

[Complete Article](#)

## Sustainable Lifestyles Marketing

- ⇒ Can corporate marketing foster sustainable consumption?
- ⇒ What are the business drivers for sustainable consumption?
- ⇒ What are the key tips to communicate effectively?

The United Nations Environment Programme (UNEP), UN Global Compact and Utopies have published a thought (and hopefully action) provoking publication entitled *Talk the Walk Advancing Sustainable Lifestyles through Marketing and Communications* to address these questions.

The study sums up the existing research and statistics on consumers' attitudes and behaviours, and puts them into the context of the actual success of "green" products and sustainable lifestyles marketing strategies. Then, based on an in-depth analysis of various marketing strategies and campaigns from both small alternative companies and mainstream groups in industries such as clothing, cosmetics, detergents, food retail, automotive or water management, the study identifies the key factors of success and provides a toolbox for practitioners.



PDF: [Talk the Walk](#)  
 Online: [www.talkthewalk.net](http://www.talkthewalk.net)

## Sustainable Companies Effectively Manage their Environment

Companies who manage ecosystems more prudently and who invest in their care and conservation are likely to enjoy multiple benefits including **enhanced profits**, **improved reputations** among consumers and **new business opportunities**. They will also be better placed to respond to sudden "shocks" including higher oil prices, a dramatic fall in the availability of raw materials or greener rules, regulations and laws that may be in the pipeline. *4th Millenium Ecosystem Assessment - Ecosystems and Human Well-being: [Opportunities and Challenges for Business and Industry](#) July 2005*

## Winning Road Recycling Business

Mr Kevin Witkowski, a business operator with big recycling ideas has beaten a field of Australia's top innovators to become a finalist in the 2005 Yellow Pages *Business Ideas Grants* program.

Mr Witkowski's business, Laser Marketing Australia, has developed the *Infrared RoadMASTER* (IRMA) heater, a machine which uses infrared heat to melt asphalt surface back to its original temperature. The old asphalt is recycled and rejuvenated on the spot, producing a fully bonded joint between the old and new asphalt resulting in a permanent repair of the asphalt surface. Laser Marketing claims this technology can repair roads and highways six times faster than current repair methods and at a third of the cost! Not to mention the environmental benefits of reducing haulage and the use of virgin aggregate. A smart green product that actually reduces purchasing costs.

[Laser Marketing Australia](#) is featured on the [ECO-Find database](#) under the Road and Footpath construction cate-

## Ollie's Island

Ollie's Island is a new CD Rom resource exploring a range of issues associated with chains of sustainable production and consumption across all major industries in Australia.

The program contains an extensive encyclopaedic reference section covering the issues of Sustainability, Biodiversity, Energy, Land Management, Waste and Water across the industries of Dairy, Fibre, Field Crops, Fisheries, Forestry, Horticulture, Meat & Livestock and Minerals.

Ollie's Island Program will also contain case study information from a range of [supporting industry groups](#) and organisations committed to the principles of the program.

Producer Jane Stewart says "Sustainable consumption is one of the key issues of our day. In order to take action we must understand where everything we eat, drink, use and wear comes from so we can make wise consumer choices." It's not just for schools—councils & business may find it a valuable reference.

[www.olliesworld.com/island](http://www.olliesworld.com/island)



*Ollie's Island will be available April 2006.*

*For further information visit the website*