

Good Environmental Choice Australia

An overview of the Environmental Choice Australia Ecolabel



Good Environmental Choice Australia

- GECA is an independent not for profit organisation.
- It is an environmental standard setting body and the owner of the Environmental Choice Australia ecolabel.
- GECA is internationally recognized as Australia's ecolabelling body for consumer and building products and services.
- GECA sets voluntary environmental performance standards based on whole of life cycle criteria.
- The program is managed in accordance to ISO 14 024 – International standard for third party environmental labeling. (Type 1 ecolabel)
- Products that gain the Environmental Choice Australia mark are certified as ***environmentally preferable*** in their class.

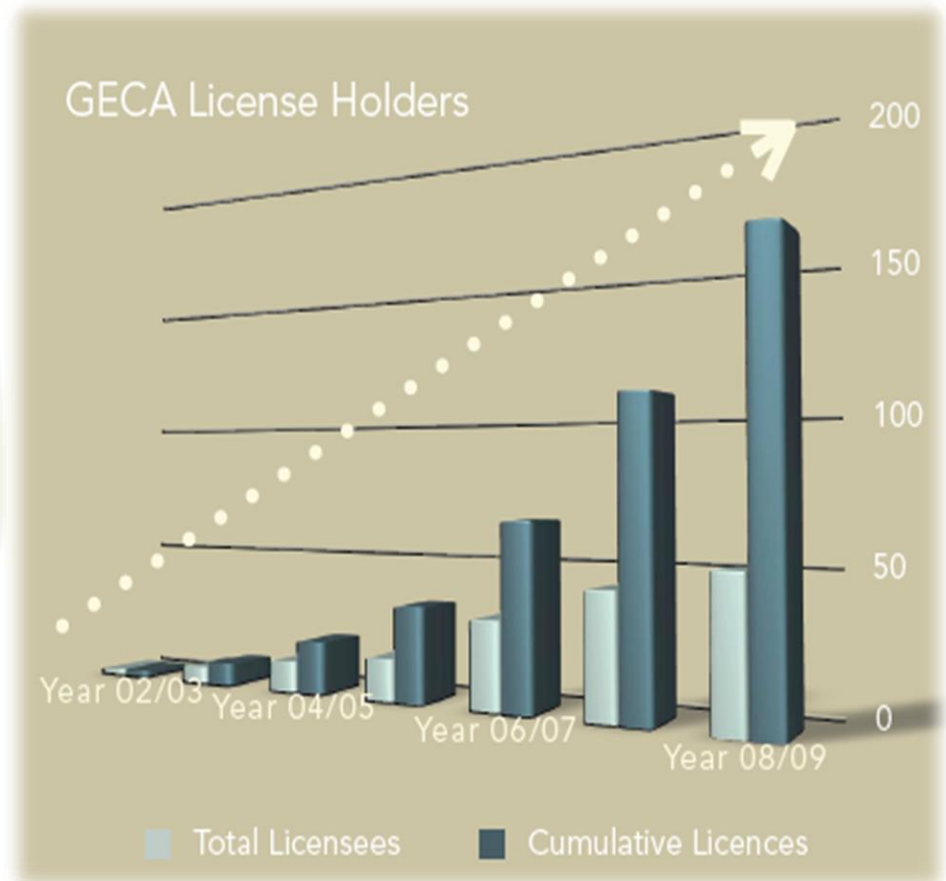
Good Environmental Choice Australia

The ecolabelling program aims to:

1. Provide incentives for suppliers to reduce the environmental impacts of products sold in Australia;
2. Provide a clear, credible and independent guide to consumers wishing to take account of environmental factors in their purchasing decisions;
3. Encourage consumers to purchase products which have lower environmental impacts;
4. Recognise genuine moves by companies to reduce the adverse environmental impacts of their products;
5. Aim ultimately to improve the quality of the environment and to encourage the sustainable management of resources.

Demand for ecolabelling is growing

- Demand from Manufacturers is strong.
- Over 1600 product lines certified
- 25 different product & service categories
- More than 170 companies with certified products



The Ecolabelling Program

- ISO 14 024 – International standard for third party environmental labeling. (Type 1 ecolabel)
 - Multi criteria basis – using LCA
 - Product based – identifies key environmental loads
 - Involves third party assessment
 - Assessment is relative to an agreed industry standard
 - Definitive – you either meet the requirement of a standard or you don't.
 - Identifies best environmental performers

- GECA is the only Type 1 ecolabel in Australia.

GECA Standards

- GECA has 44 voluntary environmental performance standards.
- Each standard covers four key components of a products performance:
 - Fitness for Purpose.
 - Environmental Performance against key environmental benchmark criteria.
 - Manufacturers compliance to environmental regulations.
 - Manufacturers compliance or demonstration of corrective action to OH&S, employee entitlements and anti-discrimination legislation.
- Data and evidence must be reviewed by independent auditors.

Global Ecolabelling Network



GECA is the Australian member of GEN.

The Global Ecolabelling Network (GEN) is an umbrella organisation for third party ecolabelling programs.

GEN supports ongoing international collaboration among its members to promote and develop ecolabelling programs.

There are more than 30 national ecolabelling programs around the world.



Market Trends - Sustainable Development

- Awareness of environmental issues and the concept of sustainability is growing across the community.
- Environmentalism is a core societal value.
- Consumer awareness of the impact of their individual consumption choices is evolving.
- Government policy regarding sustainable procurement is changing.
- Adoption of green building practices is gaining momentum.
- A growing number of businesses are promoting their green credentials to remain relevant to changing customer needs.

Reference LOHAS 2 Report October 2008 www.mobium.com.au

Recognition of the GECA program

- Recent study indicates consumer recall of any green brand in Australia is very low.
- GECA had a consumer recall of 12% in October 2009, and this was the amongst the best performing of a wide range of ecolabels in Australia.
- GECA has significant recognition amongst government procurement officials, environmental NGO's, sustainability managers, architects and designers, and building industry professionals concerned with green buildings.
- Certification is recognised by the Green Building Council of Australia, Many councils, Ecobuy, Ecospecifier, and a number of Industry Associations and is listed as a credible verification of environmental performance in most green directories and reference sites in Australia.
- GECA also delivers one of the leading Green Procurement courses in Australia.

Consumer Trends - Sustainable Development

- GECA has worked with the leading Australian consumer research company, Mobium Group.
- Mobium has surveyed over 10,000 Australians on what motivates them to make healthier, more sustainable lifestyle choices.
- This research indicates that 26% of the Australian adult population have strong values regarding lifestyles of health and sustainability and they actively reflect these values through their purchasing behavior.
- Over 80% of Australians believe that their individual consumption choices are able to contribute to the greater good of the environment.

Reference LOHAS 2 Report www.mobium.com.au

Government Trends - Sustainable Development

- Governments at all levels spend billions of dollars on goods and services. They recognise that better environmental outcomes can be achieved through their collective procurement and consumption.
- In 2007, the Australian Procurement and Construction Council (APCC) issued a national sustainable procurement framework for a whole of government response to the preferential procurement of environmentally preferable products.
- This framework is being implemented across governments with an emphasis on training of procurement officials, the specification of green criteria in tender documentation and the use of independent measures of environmental performance such as ecolabels.

Reference: www.apcc.gov.au.

Green Building Trends - Sustainable Development

- In 2002, the Green Building Council of Australia (GBCA) developed the Green Star Rating scheme which defines environmental best practice for the design and construction of buildings.
- Rating Tools cover Office, Health, Education, Shopping Centres and Residential buildings.
- There are over 170 buildings in Australia that are Green Star certified. There are now more than 400 buildings registered for Green Star that in design or construction.
- Some states including Victoria and SA are mandating Green Star for all new office accommodation.
- Most of this growth is coming from government, corporate sector and building tenants and owners.
- GBC's in 12 countries have experienced rapid growth in market uptake

Reference: www.gbca.org.au.

The Opportunities for Green Marketing

The commercial advantages

- Companies are pursuing “green marketing” to attract new business or to remain relevant to changing customer needs.
- There is growing demand for more sustainable products with particular interest in building, renovation and household products, natural health and personal care categories.
- The Australian LOHAS market was worth 15 billion dollars in 2007 and this is expected to reach \$22 Billion by 2010. *
- Companies that embrace environmental factors into their business are positioning themselves to achieve commercial advantage into the future.
- Whilst some consumers are prepared to pay more for genuine green alternatives, recent research suggests that environmental performance is more likely to be a “deal maker” with all things being equal. The key is making the benefits tangible to the consumers.

* Reference LOHAS 2 Report www.mobium.com.au

The Challenges for Green Marketing

Consumers who want to do the right thing are becoming wary of “green” claims.

- Over 85% of Australians are skeptical about the health and environmental claims made by companies.
- 75% find environmental issues complex and want clearer information.
- After price, the major roadblocks to increased uptake are *Information* (lack of) and *Trust*
- Consumers are seeking credible, simple information to make an informed decision.

Reference LOHAS 2 Report www.mobium.com.au

Verification - The Role of Ecolabelling

- A transparent and verifiable manner to assess 'eco' claims is needed.
- Over 80% of consumers believe that an 'eco label' would be helpful to them in making product selections based on environmental attributes.
- 50% of individuals believe that all other factors being equal, an 'eco label' would influence product selection.
- Almost 90% of all respondents indicated that it was of some importance to them for retailers to support & offer products that carried 'eco labels'
- Ecolabelling plays an important role in marketing.

Reference LOHAS 2 Report www.mobium.com.au

Verification - The Role of Ecolabelling

In our recent survey, consumers were asked what they felt were the operational elements with the 'highest' importance for ecolabelling.

1. Ongoing monitoring and review to ensure compliance (55%)
2. Clear standards that are easily accessible to consumers (53%)
3. Recognisable on product 'eco label' (50%) supported by a promotional campaign to drive consumer awareness (45%)
4. Standards that take account of a wide range of environmental issues (49%) and incorporate the total lifecycle of the product (48%)

Type 1 Ecolabels address all these criteria.

Reference LOHAS 2 Report www.mobium.com.au

Benefits for the Licensees

Benefits of GECA certification:

- **Recognition**
It is widely recognised by NGO's Government agencies, procurement and building industry professionals as Australia's first and currently only whole of life ecolabel.
- **Credibility**
certified products meet best practice environmental performance standards that are scientifically based.
- **Trust**
Certification is rigorous and independent and products are assessed to transparent internationally recognised standards.
- **Differentiation**
The Ecolabel makes it easy for purchases to choose products on environmental grounds.
- **Mitigates Risk**
Gives you third party assurance of environmental performance, provides a clear environmental message and helps avoid greenwash.
- **Reduces Environmental impacts**
by choosing GECA certified products, purchasers will contribute to lowering many environmental impacts that result from consumption.

Benefits for the Licensees

Benefits of GECA membership:

- **Exposure**
 - Company and Product Listing go on the GECA Products Register www.geca.org.au
 - Products are listed in the Green Procurement Database www.greenprocurement.org.au .
 - Communication through GECA newsletters distributed to a database of over 6,000 specifiers, procurement professionals and those involved in the area of sustainability.
- **Information to support your marketing**
 - Use of the GECA ecolabel on certified products
 - An Environmental Product Declaration (EPD)
 - certified products can claim to be environmentally preferable
 - GECA Licence gives recognition for multiple product databases, rating tools and procurement policies.
- **Value**
 - Exclusive access to GECA representatives for presentations at internal or external event.
 - Discounts to Research reports, advertising rates in magazines, events and more

Certification Process

1. **Application** - a summary assessment of the product, which identifies whether there are obvious barriers to the product gaining certification.

Cost: Set by Conformity Assessment Body (between \$440 - \$880)

2. **Verification** - A full audit is undertaken to ensure product compliance to the relevant voluntary environmental labelling standard.

Costs: Set by Conformity Assessment body and is variable depending on complexity of scope of the application.

3. **Certification** - A license is issued to successful applicants, giving them the right to use the recognised logo on their certified product, and within related literature and material.

Cost: Set by GECA 0.2% of revenue of certified products.
Minimum \$500 fee.

Licencees

There are more than 170 licensees who have products certified as environmentally preferable by GECA.

These include major local and international consumer brands such as:

- Laminex
- Formica
- WattyI
- Pink Batts
- CSR Hebel and Gyprock
- Orange Power cleaners,
- Schiavello
- Interfaceflor
- Herman Miller
- Forbo Flooring
- Australian Paper
- FujiXerox
- Dunlop
- Armstrong World Industries
- And many more

Details at www.geca.org.au

Good Environmental Choice Australia

The Australian Ecolabel

www.geca.org.au

