

Unlocking the Market Potential in Asia Pacific and Middle East through Ecolabelling

CEO Kate Harris



Our Purpose



BUY BETTER FOR PEOPLE & PLANET







Sustainability Aspects

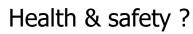
What sustainability aspects does it cover?





Environmental ? Some or <u>all</u>?













Single or all product life cycle stages?





Product only or packaging also?



What about fitness for purpose ?



Our standards





Adhesives, Fillers & Sealants	Carpets	Cleaning Products	Cleaning Services	Cement, concrete & concrete products
Floor Coverings	Furniture, Fittings & mattresses (A)	Furniture & Fittings (B)	Hard Surfacing	International Ecolabelled Products
Machine Dishwashing Detergents	Paints & Coatings	Panel Boards	Paper & Stationery Products	Personal Care Products
Printers & Printed Matter	Recycled Product	Refrigerants	Sanitary Paper Products	Textiles & Leather

Thermal Building Insulations Materials



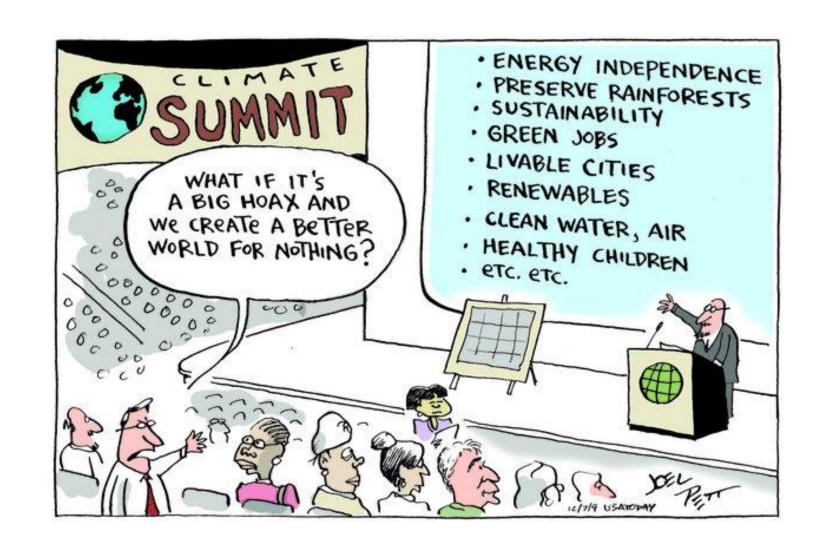
GECA's Environmentally Innovative Product Standard

About the standard

The Environmentally Innovative Products (EIP) Standard allows you to achieve the GECA Ecolabel through an LCA (Life Cycle Asessment) pathway.

Products certified under our EIP Standard exhibit leadership through a significant environmental load reduction on the primary environmental loads during the product life cycle compared to products that meet the same consumer need. Demonstrating to specifiers and consumers that your product meets best practice in the market for environmental, social and health considerations.

Pathway to an EPD





Sustainable Development Goals





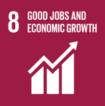


































Sustainable Development Goals





Sustainable Development Goals



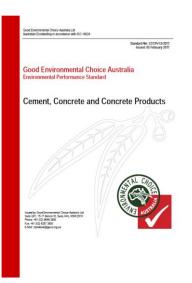




Circular Economy

Carbon & Energy

- Steel standards
- Fast Tracked standards:
- PV panels standard
- Solar battery storage standard
- Direct energy criteria in all standard











TOXICITY

Health and wellness, people **AND** planet

Faceless impacts or close to our community?

13 % of consumers care







Safety



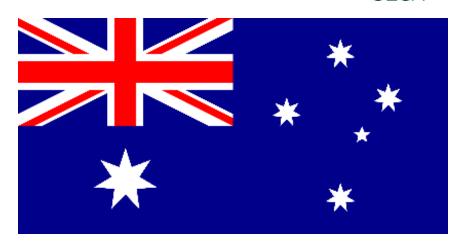
Presented and read a first time

Modern Slavery Bill 2018

No. , 2018

Observe Affairs)

A Bill for an Act to require some entities to report on the risks of modern slavery in their operations and supply chains and actions to address those risks, and for related purposes



Modern Slavery













Modern Slavery Bill 2018

No. , 2018

A Bill for an Act to require some entities to report on the risks of modern slavery in their operations and supply chains and actions to address those risks, and for related purposes



Safety

Motivations for Manufacturers



It's the right thing to do

Want to be local leaders

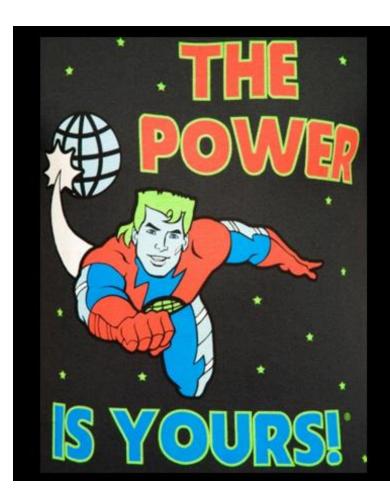
It's important to our stakeholders

Brand equity/marketing advantage

Commercial value

Protecting Reputation

Risk Management, Compliance



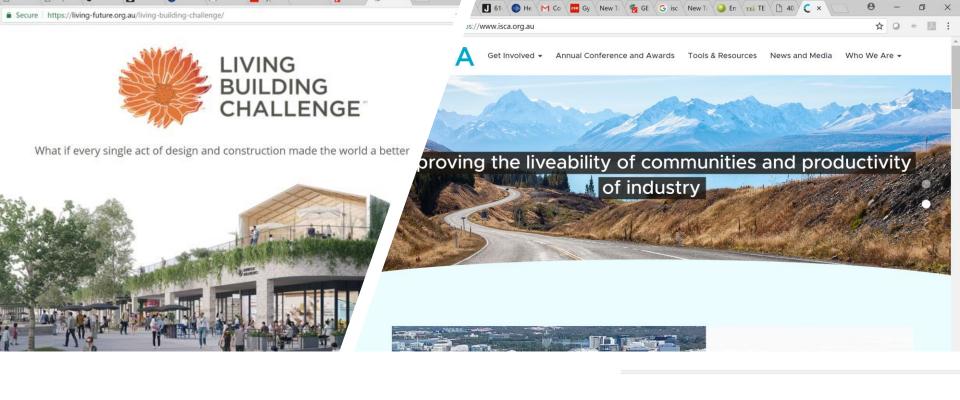
PURCHASING POWER



GECA & GBCA's Green Star recognition



Summary of GECA Standards' Contribution to Green Star Credits (V.7 Oct 2015) User: Numbering of Category		Greens Star Tools (& availability of credits) New Tools			Being Re Current and Open for Audit Opene																		
		Credit Points		Interiors V.1	Performance V.1	Adhesives, Fillers and Sealants AFSV4.0-2014	Carpets (Green Star Level A)	Cleaning Products (Green Star Level A) (CPv2.2-2012)	Floor Coverings (Green Star Level A Level A) (GECA 25-2011 v2)	Furniture & Fittings (Green Star Level B) FFv2.01-2006 (mod 2010)	Furniture, Fittings & Foam (Green Star	Hard Surfacing (Green Star Level A)	Paints & Coatings (Pcv2.2-2012)	Panel boards (Green Star Level A)	Paper & Stationery Products (PSPA3.0.2015)	Personal Care Products	Printers & Printed Matter (GRCA 20-2004)	Recycled Products (RPA .0-2015)	Refrigerants (8v2.0-2014)	Sanitary Paper Products (SPN:3.0-2015)	Textiles & Leather Tu3.0-2014	Thermal Building Insulation (GECA 33-2008)	Printiers & Imaging Equipment (SECA 10-2008)
Management Category Credits	C 2 0 C 2 Course Classics involves at the	11-4-2																					
6. Green cleaning	6.2 & 6.3 Green Cleaning implementation	Upto 2			•							-											_
una a company de la company de	Innovation credit -	1			•																		
IEQ Category Credits																							
	13.1 TVOC - Adhesive, carpets, paints	1	•														_					\vdash	
13. Indoor pollutants	13.2 Engineered Wood Products	1	•			-		-									_					\vdash	
	Innovation credit - TVOC paint	1	•																				
	12.1 TVOC - Adhesives, paints & carpets	2		•																			
12. Indoor polluants	12.2 Engineered Wood Products	2	1	•																			
	Innovation credit - TVOC paint	1	1	•																			
Materials Category Credits																							
20. Responsible building materials	20.2 Timber	1	•						,					,									
21. Sustainable products	21.D % 3rd Party Certified Products	upto 3	•																				
22. Construction demolition waste	22 A&B Fixed and % benchmark options	Upto 1	•																				
	Innovation Credit - fixed benchmark	1	•																				
20. Responsible building materials	20.1 Timber	1		•	$\overline{}$			Ī							1								
	Innovation Challenge - Timber	1	1	•																			
21. Sustainable products	21.D% third party certified products	upto 19	1	•	1 1																		
22. Construction & demolition waste	22 A&B Fixed and % benchmark options	Upto 3	1	•				•			•	1											
	Innovation Challenge - fixed benchmark	1	1	•					1														
	21.2 Consumable materials	Upto 1	.		•							•											
21. Procurement & purchasing	21.3 Maintenance & Refurb	Upto 1	1		•						•												
22. Waste from operations	22.2 Waste to landfill diversion	Upto 3	1		•																		
23. Refurbishment waste	23.0 Waste to landfill diversion	Upto 2	1						•				•										
23. Nejarbishment waste	Innovation challenge - furniture & interiors	1	\vdash								•												
Emissions Category Credits		_											L		-						-		
29. Refrigerant impacts	29. Refrigerant impacts	1	•																				
26. Refrigerant impacts	26. Refrigerant impacts	1		•	H		L		l	İ	÷	†	L	i	Ī	l I	<u> </u>				l I		
		1							<u> </u>		_	+				<u> </u>					I I		
28. Refrigerant impacts	28. Refrigerant impacts	1						1			1	1		1	l	l	l				I		



















- Working toward a more circular economy
- In conjunction with federal government policy
- National waste policy
- First licensee certified Organic Recycling Group
- Recycled Product Standard







CONFUSION AND COMPLEXITY = BARRIERS TO ACTION

- Multiple schemes
- Multiple labels
- Multiple markets
- Public procurement

























88.3%







Action sustainability report September 2019 Figure 6: Example of driver assessment tool

How?





- 1. Solves problems that no one partner can address alone
- 2. Works on multiple pressure points in the system
- 3. Improves transparency of information
- 4. Builds new market opportunities
- 5. Combines private sector, government and not-for-profits





Precedents

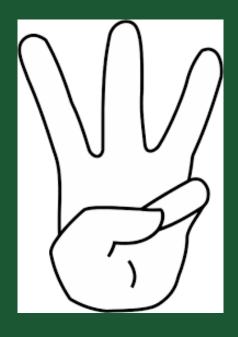
- EU Flower
- NordicSwan
- Japan,Korea,ChineseTaipei andChina
- GEN and
 UN
 Environmen
 t mutual
 recognition
 promotion



Harmonisation Standards Verification Schemes



Transparency Trust Truth





Governments

Intra and inter

Eg

APEC

UN

Green
Building
Schemes

GEN

Ecolabels



Platinum
1.5 point

Gold
1 point

Silver
.75

Opportunities











CALL TO ACTION PILOT STANDARD

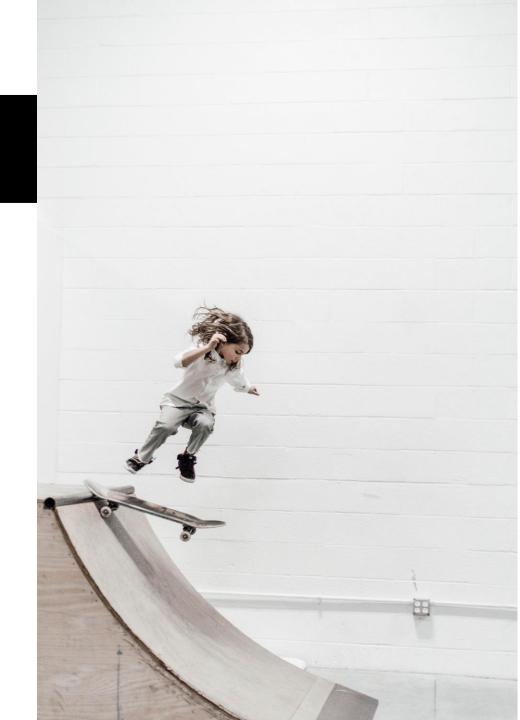
Care

Connect

Create

Collaborate

Co-operate



Stakeholders - Local



- ASBEC
- NABERS
- Better Building Partnership
- Green Building Council of Australia
- Circular Economy Australia
- Infrastructure Sustainability Council of Australia (ISCA)
- CRC for Low Carbon Living
- RCLG
- Australian Procurement Construction Council
- Living Future Institute of Australia

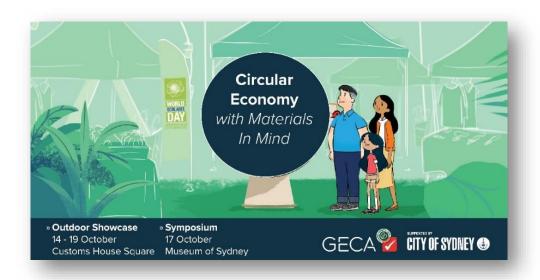
Stakeholders- Global

- UN 10 YFP- SPP Construction and Built Environm
- India and Australia Key partners
- ASEAN
- ISEAL Alliance
- UN Global Compact
- Governments
- Green Building Councils
- International WELL Building Institute
- Global Product Stewardship Council
- APEC GSCNET





World Ecolabelling Day 17th October







Thankyou kate@geca.org.au

+61296992850