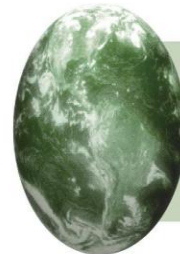


GEN Conference 08

- The Role of Government
- An Australian Perspective



STRATEGIC INITIATIVES

My Perspective

- Policy and Marketing Driven
- Commercial
- Independent
- Australian



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Today's Talk

1. Governments need to show far more leadership:
 - Procurement
 - Regulation
 - Technology Demonstration
 - Funding of Ecolabelling
2. GEN needs to provide expertise, guidance, pressure.
3. GEN can assist its members to compete more effectively - GEN members need to collaborate in this regard.



Today's Talk

Analysis

- I. Global Situation
- II. Ecolabelling Potential
- III. Competition
- IV. GEN Situation

Recommendations

- V. The Role of Government
- VI. Other GEN Opportunities



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I Global Situation

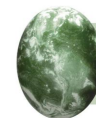
It just keeps getting worse for the planet

Environment

- Climate Change
- Resource constraints
- Toxicity risks
- Bio Diversity
- Social Responsibility

Geopolitical

- Financial Markets under pressure
- Political Upheaval
- Lack of leadership and consensus



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I Global Situation

*The threat is now seen as:
global, national, local and personal:*

Demand for better eco-management continues to grow:

- Increased consumer & industry acceptance
- Driven by enormous media coverage
- Both likely to continue to increase
- Government leadership beginning ?
- Carbon trading - over \$100 B 2008, over \$1 T by 2012

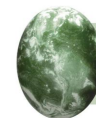


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I Global Situation

Unprecedented

- There has never been an anthropogenic global threat, with the possible exception of Ozone Depletion.
- There has never been the need for global solutions:
 1. Restructuring of economic systems - global harmonisation
 2. Regulatory systems - national, local.



I Global Situation

The New Paradigm

- Everything we consume has an environmental impact
- Everything we produce gives rise to GHG emissions

New economic systems and regulations are required:

- Consumers must pay for environmental costs
- Externalities must be internalised by producers
- Regulation is required to enable industry to compete by setting a minimum acceptable standard.



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II Ecolabelling Potential

The potential demand is far greater than is currently being realised:

Even Leading national programs are only scratching the surface - thousands of products, hundreds of standards:

- Major Segments are not being addressed,
- Climate Change is not being sufficiently incorporated,
- The voluntary nature of ISO 14024 will always be a constraint.
- The key barriers are funding, marketing, leadership (gov't)



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III Competition

Ecolabelling is not just 14024 - competition is good but

Consumers can not & will not know this standard

- There are many ecolabels that look bonafide - some are
- The six sins of ecolabelling are rampant
- Consumers and the press will decide what is an Ecolabel
- A major competitive threat to 14024 / GEN



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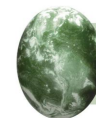
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If GEN Members do not address the demand others will - particularly climate change.



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IV GEN Situation

Good progress ...But

Good Progress

- New Members
- New Criteria / Product Category Standards
- New Certifications - high growth ?

The Strategic Plan of 2007 needs to be fully embraced

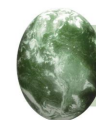


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IV GEN Situation

The GEN Strategy 2007 called for :

- Increased funding of GEN to support global initiatives and guide national programs
- Increased co-ordination and collaboration among members, through GEN - case studies of success, collateral materials
- Greater engagement with external parties - alliance strategies
- GENICES and GENICES Plus
- Increased marketing - more categories, more segmentation
- Ecolabelling of services, consumer products and organisations
- We did not deal with Climate Change



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Recommendations

V. Governments

All Kinds

- Global
- National
- State / Provincial
- Municipal / Local



STRATEGIC INITIATIVES

Recommendations

V. Governments

All Kinds

- Global
- National
- State / Provincial
- Municipal / local

**Coordination
is critical**



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V Governments have a critical role:

1. To use their purchasing power to accelerate use of ecolabelling

- Governments represent 25 - 40% of GDP
- Typically “Treasury” procurement guidelines do not even recognise environmental criteria
- This leaves procurement authorities ham strung - unauthorised to call for environmentally preferable products.
- Typically procurement authorities use tenders
- These tenders should include environmental criteria including the use of ecolabelling

V Governments have a critical role:

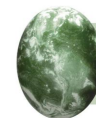
1. To use their purchasing power to accelerate use of ecolabelling

Impact on new sustainable technology:

- threshold demand - price competitive
- independent validation
- demonstration
- increased R&D

Impact on Ecolabelling:

- drive ecolabelling into a wider range of product categories
- increased recognition, understanding, reduced greenwash



V Governments have a critical role:

1. To use their purchasing power to accelerate use of ecolabelling

Impact on new sustainable technology:

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Risk Reduction

Impact on Ecolabelling:

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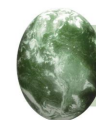


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V Governments have a critical role:

2. To establish regulations that guide industry.

- Industry initiative tends to be voluntary - Corporate Social Responsibility (CSR) and Ecolabelling.
- CSR has a fundamental flaw - company directors are typically not permitted to harm shareholder interests under the law.
- If the Law does not prohibit environmental harm companies can will be resistant to ecolabelling.
- Regulation is required to establish the minimum acceptable environmental criteria and enable voluntary ecolabelling



V Governments have a critical role:

2. To establish regulations that guide industry.

I am not calling for regulation of ecolabelling

I am calling for regulation of industry and gov't procurement that:

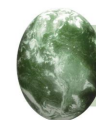
- Enables company directors to adopt ecolabelling enthusiastically
- Eliminates the risk of unacceptable environmental performance by those that refuse to adopt ecolabelling
- Allows government procurement to incorporate ecolabelling
- Encourages Government procurement to incorporate environmental innovation - value engineering
- Prohibition of misleading advertising that is enforced



V Governments have a critical role:

3. To demonstrate new environmentally effective technology:

- Environmentally preferable products are new products / new technology
- New technology is considered risky - it needs independent assessment and demonstration.
- Government procurement can provide these.
- Governments need programs specifically designed to overcome the barriers to new technology - like value engineering.



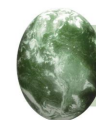
Ecoflex is better in every way and yet struggles to even be considered by government procurement - 600 projects, major cost savings, GHG savings.



V Governments have a critical role:

4. To fund and endorse effective ecolabelling:

- Provide sufficient funds to enable ecolabelling bodies to meet far greater demand:
 - Particularly in the early years
 - The amounts required are trivial relative to the need
 - Fund particular activities like standards development
- Endorse through tenders that call for ecolabelling.
- Promote ecolabelling generically and specifically - by brand.



VI GEN Opportunities

*If these propositions are true then
GEN needs to:*

1. Define and promote the role of Ecolabelling
2. Define the role of Government
3. Promote Government Action:
 - Procurement
 - Regulation that calls for ecolabelling
 - Demonstration of new technology
 - Funding and promotion



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VI GEN Opportunities

Other Opportunities

Build a library of lessons and guidance:

1. Marketing Segmentation and Alliance Strategies
- particularly Climate Change
2. Standards Development and sharing
3. Accelerate GENICES; Multinational Certification - GENICES +
4. Communications initiatives
5. Education and training materials



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VI GEN Opportunities

For instance -

Cool Change



It's time to change the way we communicate

Cool Change is a unique environmental Business communications model:

- brings together the corporate world, Manufacturers and the consumer
- to achieve real results in modifying business and consumer behavior
- to reduce our Environmental impact on the Planet.

[Eco Issues](#)[Products & Services](#)[What You Can Do](#)[Cool Media](#)[Cool People](#)[Contact Us](#)

Cool news

Thu Aug 21 2008

COSMOS magazine - Life & Environment

Birds can't keep up with climate change

The habitats of wild bird species are shifting in response to global warming, but not fast enough to keep pace with rising temperatures, according to a study. ...

Certification Partner

Good Environmental Choice

Australia is a not for profit organisation that provides the community, industry and

government with a simple way to identify environmentally preferable products. GECA certification is awarded to products that meet strict standards for environmental impact, social responsibility and fitness for purpose in a wide range of product categories. It provides an independent assessment of products and services based on internationally recognised methods and employing a national network of registered assessors. [>> read more](#)



Hello and Welcome

Welcome to Cool Change.

We all want to do the right thing to help save our planet, but where do we start? That's where Cool Change comes to the rescue. We're all about making good environmental choices really easy. And giving you the power to cool the world... just by changing the things you buy, and supporting companies making a genuine environmental difference. That's why we support the Good Environmental Choice label.

It's only given to products or services which have passed rigorous independent examination. It's a 'whole of life' test to ensure products are truly green in the way they are made, perform and are recycled.

Register
for Cool Change eco-updates



Turn over a new leaf



VI GEN Opportunities

For instance -
ChangeTracking®

Leaders need to know what actions to take that will give them the best chance of success:

1. A proven tool for measuring and managing change.
2. Licensed by a global IT leader for change management.
3. Available in 14 languages
4. Cost effective



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What is ChangeTracking®



Acquisition,
Restructuring,
Merger,
Cost Reduction,
Turnaround,
Culture Change,
Growth,
Environment,
New Strategy,
Transformation,
Downsizing...

Shows leaders if their change is on track?

- properly defined and resourced
- are people actively engaged
- will deliver required financial outcomes
- in the shortest possible time
- with the highest probability of success

And

.....where change is off track,

ChangeTracking shows the corrective actions that are required.

changetracking.com.au

VI GEN Opportunities

*For instance - **Alliances***

1. World Business Council for Sustainable Development
2. Carbon Disclosure Project, Climate Change Group
3. On line News Media - national and global
4. Industry NGOs
5. Government initiatives - for industry and consumers



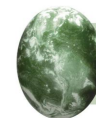
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VI GEN Opportunities

*For instance - **New Members***

Global Mark wants to be a GEN Member:

- Proven certification supplier
- Multinational
- Collaborative and innovative



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Global-Mark



- Australian based Certification company
- Accredited for its traditional program by JASANZ
- Currently accredited for 14 program
- Delivering services to 900 Clients
- Market leader in a number Health, CodeMark
- CodeMark is the Building Code of Australia Certification (will include sustainability requirements within 3 or 4 years)
- Working with many building product suppliers - Ecolabelling the “natural extension”
- Ecolabelling program developed, trialed, branded, awaiting LCA data to prepare standards



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**Let us help you
Make a Cooler world**



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