



## New Alliance promotes Business Recycling

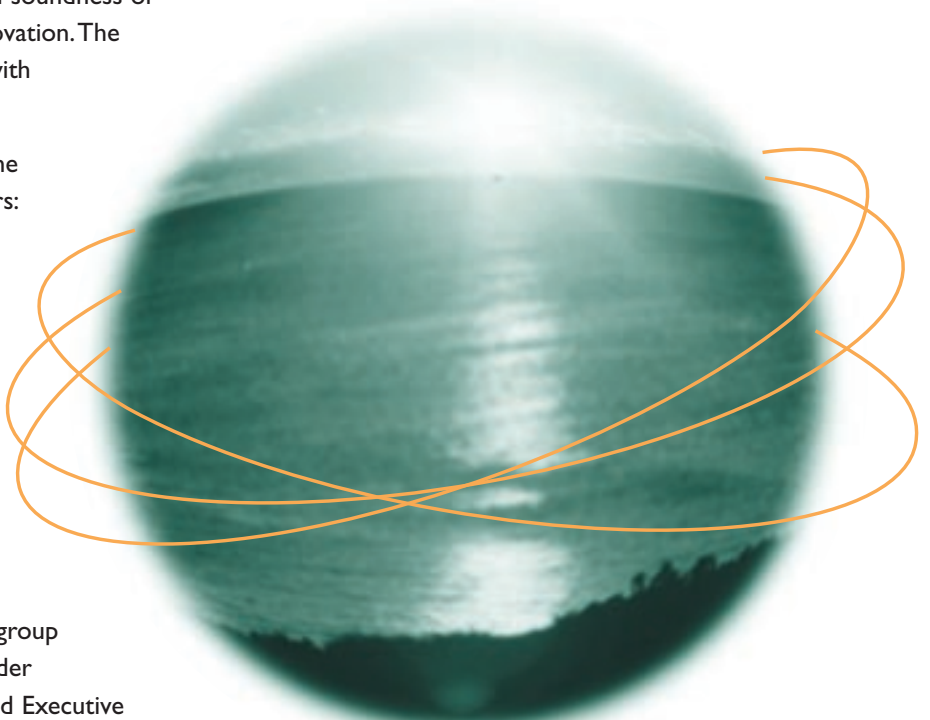
Proving that “what is good for the environment is good for business” corporate Australia has lent its support to the formation of the country’s first large-scale “buy recycled” business alliance, based on a similar concept from America.

The Buy Recycled Business Alliance (BRBA) has two main objectives: to promote greater use of recycled content and to demonstrate the value and soundness of recycling through continuous innovation. The alliance intends to work closely with government and the community.

Launched in Sydney last August, the BRBA has as its founding members: ACI Glass Packaging, AMCOR, Ansett Australia, Brickwood Holdings, CUB, Cleanaway, Coca Cola Amatil, Coles Myer, Fuji Xerox, KAAL Australia, McDonald’s Australia, Southcorp Packaging, St George Bank, The Campaign Palace, The Westfield Foundation, Visy Industries and Woolworths.

Since August, membership of the group has risen to thirty companies. Under Peter Shmigel, the newly appointed Executive Officer, the alliance is concentrating on developing project and policy approaches to governments and environmental organisations, promoting the merits of recycled content and launching the company’s website.

For more information please contact Peter Shmigel at BRBA on (02) 9212 5222. ●



waste reduction

## join the offic<sup>e</sup>care program!

The Officecare Program is sponsored by Fuji Xerox Australia. Officecare encourages people who work in offices to reduce, reuse and recycle. For more information about Officecare, to receive a free Officecare kit and a newsletter, or to change your address details: Please write to Officecare: PO Box 380 Rosebery NSW 2018 Phone 13 14 11 or visit our website on: [www.xerox.com.au/environment](http://www.xerox.com.au/environment)

name [mr, mrs, miss, ms]	phone
address	fax
postcode	organisation name

## IBM SETS AN EXAMPLE IN ENVIRONMENTAL MANAGEMENT



Increasingly, companies are finding that managing environmental initiatives is a complex task, involving areas such as product stewardship, energy, pollution, waste management, remediation, water conservation, community and global solutions.

Therefore, tracking performance has become a vital

aspect of environmental management. This is clearly shown in IBM's latest Progress Report which demonstrates the company's strong commitment to achieving its environmental goals.

A global company such as IBM must comply with often-stringent overseas standards when reporting on its environmental programs. For example, IBM has earned the U.S. EPA's Climate Protection Award for efforts to reduce perfluorocompound (PFC) emissions and for being the first semiconductor manufacturer to announce voluntary numeric goals for reducing PFC emissions.

Featured in the report is an IBM initiative known as the Environmentally Conscious Products Program (ECP) which has led to the manufacture of the IntelliStation E Pro, a computer with all its major plastic parts made from 100 percent recycled resin.

To obtain a copy of IBM's Environment and Well-Being Progress report or for answers to any questions about IBM's Environment Programs, please call IBM on 13 2426. ●

## FORD AUSTRALIA POWERS ON WITH EMS

Ford Australia has set new standards in Australian industry by requiring its several hundred auto production suppliers to be certified to the ISO 14001 Environmental Management Standard.

This initiative will take effect as from the end of 2001. Ford will offer to help suppliers obtain compliance through a group oriented program where companies will be given the opportunity to work together and learn from each other's experience.

The two-year phase-in would give its suppliers sufficient time to implement EMS systems. The Tier 1 suppliers will be told that, unless they are prepared to be certified, the company will not be able to commit itself to further orders for their organisation. Major suppliers to Ford Australia include leading industrial companies such as BHP, South Pacific Tyres, Pacifica, and VDO.

Ford's directive to its suppliers is in line with Ford's international policy, as introduced by the Ford Motor Company in the US. ●



### Clean Water through Solar Power

Western Australia's Murdoch University has produced a solar powered water purifying system, which can produce around 400 litres of high quality drinking water per day with the potential to produce significantly more.

The university has developed the technology in collaboration with Solar Energy Systems Pty. Ltd., and Venco Products. The unit is a water pump, which combines a reverse osmosis method of cleaning brackish, salty and polluted water. A similar system has been installed in Surabaya (Indonesia), supplying drinking water for three villages.

The unit is expected to retail for approximately \$20,000 and a larger 1200 litre system is currently being tested. ●



## POSTGRADUATE ENVIRONMENTAL COURSES



**B**oth the University of New South Wales and Curtin University of Technology WA have developed and launched post graduate courses in areas of environmental management.

The University of New South Wales has commenced its first intake of students into the Masters of Environmental Management. The program is designed for people from a wide range of disciplinary and professional backgrounds. It is aimed to

provide as much flexibility as possible with a combination of distance and on-campus learning.

Associate Professor Ronnie Harding, Director of the Institute, hopes that the program will make a valuable addition to environmental education, and make a

contribution to the environmental challenges facing us as we enter the 21st Century.

The course is available either as a Masters program or as a Graduate Certificate course. For further information please call the Institute for Environmental Studies, UNSW phone: (02) 9385 5687 or fax (02) 9663 1015.

The Curtin University of Technology has launched a three-tier program of Masters, Graduate and Professional Certificates in Cleaner Production. Cleaner production is achieving world acclaim as a practical and effective way for organisations to save money while improving environmental performance. The postgraduate programs are co-ordinated by Professor Rene van Berkel, the CSBP Chair in Cleaner Production, who has been working extensively in this field throughout Europe, Asia, South America and Africa.

Further details contact Professor Rene van Berkel, John Curtin International Institute, Phone: (08) 9266 4240 Fax: (08) 9266 4071. ●

## SUPER GOES FOR GREEN

**H**ESTA super fund has launched a 'green' investment strategy to its 400,000 members, one of the first of its kind in Australia. The fund invests exclusively in companies which meet twin criteria: a commitment to sustainable environmental management coupled with strong financial performance. HESTA is one of Australia's fastest growth superannuation funds, with more than \$2.2 billion under management on behalf of its members and 14,000 employers.

Known as the HESTA Eco Pool, the fund invests in a wide range of business activities, including resources, health, manufacturing, finance and telecommunications. The 'best of sector' approach used by the fund does not preclude investment in any particular industry. Rather it looks for superior environmental management and performance within an industry sector and ensures that performance is met across all sectors. The strategy was developed with the aid of Monash University and

Westpac Investment Management.

Erik Mather the Investment Manager of the Fund at Westpac says that the fund has attracted widespread interest since it opened in February 2000. "There are currently \$45 million dollars in committed funds and this will grow rapidly during the coming years", says Mr. Mather.

The HESTA Eco Pool reflects the growing trend for environmentally sound business strategies being preferred by investors. Many Australians have shown they want to "do the right thing" for our Environment. HESTA Eco Pool offers an additional means to achieve this while still managing savings in a disciplined way.

HESTA is also available as a "public offer fund" to new members.

For more information on the HESTA Eco Pool, visit [www.hesta.com.au/ecopool](http://www.hesta.com.au/ecopool) or write to PO Box 600, Carlton South VIC 3053 or Freecall 1800 813 327. ●

### DID YOU KNOW?

#### Northwest Airlines promotes environmental credentials

Northwest Airlines uses its environmental achievements as part of its corporate communications. For example, the following by-line was spotted in the airlines in-flight magazine.

**Northwest recycles enough paper products in one year to save over 6,874,000 gallons of water.**



## Reverse Garbage Centres a major success

Planned recycling in NSW is growing thanks to the efforts of Reverse Garbage, a non-profit group. The group was established in 1997 as a way of linking the environmental interests of industry, government, education and the community.

The centres have been set up all over NSW, specialising in industrial discards while some centres also take furniture, household goods, building materials, clothing and toys. For more information please call Reverse Garbage on (02) 9569 3132. ●

## Victoria winning the war on waste

EcoRecycle figures show that the recycling industry reprocessed or exported over 3.1 million tonnes of recycled material in 1997/98, thus diverting around 41% of the waste generated in Victoria.

The waste material was selected from the total domestic, commercial and industrial waste streams, and it is estimated that industry contributes over 2.6 million tonnes of the recycled materials. ●

## green games update

### Working to achieve the “Green Games”

**G**reenhouse Challenge, the voluntary collaborative initiative between the Federal Government and industry to abate greenhouse gas emissions has signed up a number of Olympic sponsors to help further the environmental ideal of the ‘Green Games.’

Already, Bonlac Foods and BHP have agreements with Greenhouse Challenge. Other Olympic sponsors who are signing for Greenhouse Challenge include: Coca-Cola Amatil, Ansett and Fuji Xerox.

Bonlac Foods, one of Australia’s largest dairy groups and the exclusive dairy supporter of the Games, plans to reduce emissions by 16% or 77,000 tonnes of CO<sub>2</sub> equivalent by 2002/3. BHP has drawn up action plans and improvement initiatives which are expected to keep greenhouse emissions from its Australian operation at or below 1995 levels by 2000.

Through Greenhouse Challenge, firms are encouraged to take a voluntary and self-regulatory approach to emission reductions. This most frequently involves improvements in energy and process efficiency. This is a critical issue as Australian industry accounts for about 45% of Australia’s greenhouse gas emissions.

Greenhouse Challenge is for every business, no matter what type or size. It aims to achieve maximum greenhouse reductions, while enhancing the competitive advantage of business. Joining the Challenge delivers better performance, both in business efficiency and environmental management.

For further information email: [greenhouse.challenge@greenhouse.gov.au](mailto:greenhouse.challenge@greenhouse.gov.au). ●

waste production



## LANDCARE NEWS

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### Landcare celebrates a decade of incredible achievement

**A**mongst the winning projects was a tiny school of thirty students that built an Environmental Education Centre with aquatic walks and interpretive trails on the site of an old town dam. The Landcare Awards recognised as Australia's biggest environmental awards were announced in Melbourne at a special event on Thursday March 2nd with hundreds of people involved in Australia's fast growing landcare movement cheering as project leaders received their awards.

Deputy Prime Minister John Anderson helped present this year's awards at the Melbourne Convention Centre. Landcare Australia Chief Executive Brian Scarsbrick said, "Eleven projects won a national award for their efforts this year but everyone is a winner because all nominees have made a huge difference to saving our land and water and that's what counts."

This year marks ten years of Landcare and these awards gave an opportunity to reflect on the progress over the past decade and to develop a vision for the future. The sponsors of the National Landcare Awards include: Alcoa World Alumina Australia, North Limited, Bushcare, Fuji Xerox, Ford, National Heritage Trust, Rivercare Program, Telstra, BP, Cotton Australia, BHP and the National Landcare Program.

There is an increasing international interest in Australia's Landcare program. This interest has been increased by news of other Landcare projects, such as Olympic Landcare, a major community project running from 1998-2000 and aiming to plant at least two million trees around Australia. This will showcase Landcare to the world and leave a 'Green Games' legacy for communities outside Sydney. ●



Olympic swimmer Duncan Armstrong was MC at the Olympic Landcare awards dinner.

## offic@care news continues to grow

**N**ow in its third year, the Offic@care Newsletter continues to attract interest from the business world and other members of the community interested in environmental management. From modest beginnings, the newsletter now reaches over two thousand individuals and companies and attracts dozens of enquiries to the Offic@care Program every month. With plans to re-vamp the environment section of the Fuji Xerox website, the newsletter will soon be posted on the Internet and readers will have the opportunity to e-mail us directly with questions.

A number of companies have approached Fuji Xerox to have the newsletter displayed in their organisations for the benefit of guests and members of the public. This is an ideal way to link your organisation with Offic@care in spreading the message on environmental workplace management. If you would like to receive additional copies of the newsletter for your staff, please contact Anne Cherry, Communications Manager at Fuji Xerox on (02) 9364 5742. ●



*Graham Cavanagh-Downs is the Director, Manufacturing & Supply of Fuji Xerox Australia. He is a long time supporter of environmental workplace issues and currently sits on the NSW Landcare Board.*



*We welcome your questions about any aspect of the environment in the workplace. Please write to: Officecare Program, Letter to the Editor PO Box 380 Rosebery NSW 2018; or email: Anne.Cherry@aus.xerox.com.*

*The first five entries published in the next Officecare News will receive a free environment pin set compliments of Fuji Xerox Australia pictured above.*

letters to the editor

### Question:

*As an employee of a small company I have taken an interest in the environment and would like to do something in my workplace, but without a large expenditure.*

### Answer:

One way is to sponsor a small environmental group and there are many such groups out there who would be very grateful for any support.

One such program that enables staff to become actively involved is the "Roofs for Revegetation Program." The only investment required is some time and effort to grow seedlings at your work site. These small plants are then taken out to be re-planted in areas in need of trees. Staff enjoy the chance to get outdoors and grow some plants. Planting out the seedlings can become a great staff event.

You can contact the National Heritage Trust in your area and enquire about programs.

### Question:

*Are re-manufactured print toner cartridges in any way inferior to a new cartridge? The staff at my company are reluctant to buy re-manufactured and always request that we buy new cartridges.*

### Answer:

The perception is that remanufactured cartridges are somewhat inferior to the new product is probably a result of a bad experience with refilled cartridges.

Fully remanufactured cartridges are built to new product specifications with all new consumable parts; such as seals and photoreceptors and are rigorously tested. They should be certified and covered by a full guarantee just like a new cartridge.

So always look for Quality Certified before you buy.



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