

## ECOLOGIC Creating a Sustainable Future

**T**he Powerhouse Museum, Sydney has opened its first permanent exhibition on sustainability. EcoLogic: Creating a Sustainable Future has been created after extensive consultation with industry groups, environmentalists, consumer groups and the education sector.

The exhibition highlights how our lifestyles and industries can change to avoid damage to ecosystems. It also provides suggestions on ways to redirect our economy and society towards sustainability.

"This exhibition, while highlighting the problems, really focuses on what we can all do to create a sustainable future," said Powerhouse Museum's Director, Dr Kevin Fewster. Artefacts in the exhibition range from simple lifestyle innovations such as the use of Kambrook's world first entirely recyclable kettle, to broader industrial products and programmes such as the Fuji Xerox Eco Manufacturing Centre's cartridge re-manufacturing programme and Holden's ECOmmodore vehicle, the first hybrid-electric vehicle to be produced by an Australian automotive manufacturer.

The exhibition contains many hands on artefacts and virtual exercises which are aimed to educate all age

groups about the role each of us has in addressing the environmental changes we face as a society together.

For more information please call the infoline:  
**(02) 9217 0444** ●



### **HELP US SAVE THE TREES!**

**Membership of Officecare has now grown to over 2000 businesses. In an effort to be more environmentally friendly, the future editions of Officecare News will also be available through an electronic distribution system.**

**If you would like to receive your copy of Officecare News by email rather than by mail, please let us know your full name, organisation and email address by sending an email to: [Ina.Mullin@aus.xerox.com](mailto:Ina.Mullin@aus.xerox.com)**

## New Label Drives Market for Fuel Efficiency



- Each litre of petrol produces about 2.5 kilograms of greenhouse gases, each litre of diesel about 3 kilograms.
- Motor vehicles are the main culprits for air pollutants such as carbon monoxide (about 90%), oxides of nitrogen (about 80%), hydrocarbons (about 40%) and particles (about 30%).

Do you really know how much fuel your car, van or four wheel drive uses each year? A new labelling scheme jointly developed by the Australian Greenhouse Office and the Department of Transport and Regional Services will enable new car buyers to compare vehicle fuel efficiency at a glance. The labels will help consumers make informed decisions when choosing a vehicle, reducing fuel costs to car owners and Australia's annual greenhouse emissions.

The compulsory new label states fuel consumption in litres per 100 Kilometres, allowing comparisons between different makes and models. The lower the number listed on the label, the less petrol the car uses.

Choosing a fuel efficient car will benefit the environment - every litre of petrol used releases about 2.3 kilograms

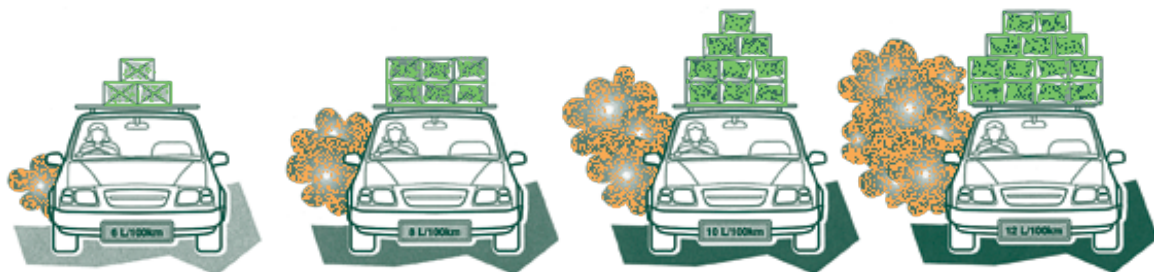
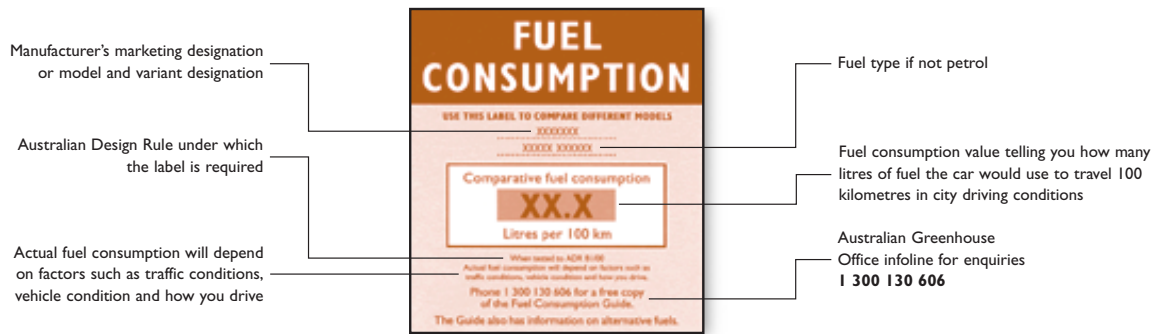
of carbon dioxide into the atmosphere. Senator Hill predicted that the labelling scheme would prevent 800,000 tonnes of greenhouse gas emission between 2001 and 2010. He also stated that a fuel efficient car will benefit the hip pocket as "a reduction in fuel consumption of 1 Litre per 100 kilometres could save consumers about \$135 each year."

Such small steps prove that the implementation of simple measures can achieve a big difference. Perhaps in the future, the success of this scheme can be put forward to the government as an example of a stepping stone to ratifying the Kyoto Protocol.

### How Does Your Car Rate?

The Australian Green House Office website has tips on how you can drive fuel-efficiently as well as a database with fuel consumption figures for older cars: [www.greenhouse.gov.au/transport/fuelguide/](http://www.greenhouse.gov.au/transport/fuelguide/).

For a hard copy of the latest Fuel Consumption Guide please call: **1300 130 606** or visit your nearest new car dealership. ●



## Phones for Planet Ark

### **T**he National Campaign to Recycle Old Mobile Phones and Batteries.

The Australian Mobile Telecommunications Association (AMTA) has joined forces with Planet Ark to launch Phones for Planet Ark - a campaign to recycle old mobile phones and batteries.

Australians can now drop off their old mobile phones and batteries for recycling at 1,500 retail outlets around Australia. Participating retail outlets include Telstra, Optus, Vodafone and many others.

Until now, people haven't known what to do with their old mobiles and batteries. But that is all set to change according to Planet Ark Founder Jon Dee. "People have hoarded mobile phones in their homes and offices for years," he says. "The reason is because they've spent a lot of money on their phones and they don't want to throw them away, even though they have totally lost their value."

However, whilst these individual phones are worthless to members of the public, large numbers of defunct mobiles and their batteries can now be melted down by industry and turned into new products. Since the mobile phone industry's initial trial in 1999, approximately 52 tonnes (or enough to fill a suburban house) of mobile phones batteries and accessories have been diverted from landfill. Phones for Planet Ark hope to divert 120 tonnes from landfill per year. That's preventing about 500,000 batteries from leaching cadmium into our environment. (Cadmium is more toxic and longer lasting than lead.)

"AMTA is very proud to be associated with this recycling initiative," says Ross Morgan, the organisation's Chief Executive Officer. "For the sake of future generations, we all need to take care when it comes to disposing of the things we buy."

For details of the nearest drop off outlet please call **1300 730 070.** ●



'PHONES 4 PLANET ARK' IS ORGANISED BY PLANET ARK AND THE MOBILE PHONE INDUSTRY RECYCLING PROGRAM



### **DID YOU KNOW?**

- **There are currently 10 Million mobile phones lying unused in homes and offices around Australia.**
- **Around 3.5 Million new mobile phones are sold nation-wide each year.**
- **In Australia, more than 40%, or over 8 Million people own a mobile phone and exchange it on average every 18-24 months.**
- **50,000 mobile phones will yield up to 1.5 kilograms of gold.**



## Product Stewardship Strategy Paper

Environment Australia, The Australian Electronic Engineering Manufacturer's Association and The Consumer Electronics Suppliers Association have combined their efforts in creating and circulating a paper on Product Stewardship Strategy.

The aim of the strategy is to create a national product stewardship code that will describe how the industry can better manage its responsibilities for:

- design-for-environment, cleaner production and eco-efficiency at the design, manufacturing and distribution stages of the product life-cycle
- energy efficiency and long life at the consumption stage of the product life-cycle
- waste management, including recycling, re-manufacturing and repairing at the post-consumption stage of the life-cycle.

Copies of this paper are available on-line at the Environment Australia Internet website <http://www.environment.gov.au/epg/ieu/index.html> or by telephoning the Environment Australia Community Information Unit on **1800 803 772** ●

## Promoting the environment as well as the product

All Officecare promotional material uses 100% recycled Australian paper. City Design & Production Pty Ltd, the boutique studio that designed the logo and format, integrates environmental thinking into the everyday life of a studio.

According to Susan Mikulic, founder and art director of City Design, the following steps can minimise the impact on the environment without compromising first-rate promotional material:

- 1. The Media** - Decide which media will best reach your target audience. The internet and multimedia platforms are often more effective than traditional paper products. They also use fewer trees!
- 2. The Copy** - Try to finalise your copy before you begin design. Too many corrections during the production process will cost time, money, and the environment.
- 3. The Materials** - Consider using environmentally friendly materials such as recycled paper, vegetable-based inks, and biodegradable packaging.
- 4. Electronic Production** - Electronic media provide powerful new tools to develop your materials. Portable document files (PDF) and internet communication can reduce production costs considerably, and add value to the way you deliver your message. They won't harm the environment either!

For more information on City Design & Production Pty Ltd visit:  
**[www.citydesign.com.au](http://www.citydesign.com.au)** ●



## Introducing N'Viro Tie

*The Paper Twist is a versatile material with many uses. Untwisted, it is ideal for bows, flower arrangements, baskets, gifts, weddings, Christmas decorations etc.*

N'VIRO TIE cord is an environmentally friendly tie-cord made from natural fibres. Unlike plastic or other forms of twine, N'Viro Tie breaks down over a relatively short period and completely blends back into the environment.

At the same time, it is incredibly strong, making it ideal for such tasks as tying up green waste and newspapers for roadside collection. N'Viro Tie is also useful for tasks around the office and factory and around the house for gift-wrapping. N'Viro Tie by Best Wishes Promotions is now available at all BBC Hardware stores.

*For details of resellers in your area contact "Best Wishes Promotions"  
(02) 9477 3068 [sales@nvrotie.com.au](mailto:sales@nvrotie.com.au) [www.nvrotie.com.au](http://www.nvrotie.com.au)*



## Corporate gift idea!

**F**lexibility, innovation and the ability to interpret a client's needs are the distinctive aspects of the fast growing business, Corban & Blair. Corban & Blair was originally established around the concept of producing quality Australian-made stationery with a design edge and environmental conscience. While keeping its original principals, the company has rapidly expanded.

Founded in 1988, Sydney based Gillian Corban and Amanda Blair have grown their business from creating brown paper products and stationery to producing runs of high quality corporate and gift items out of recycled or environmentally friendly materials. Some such items include; photo albums, picture frames, diaries, address books and journals made out of natural products such as wood and recycled paper, some are even made out of recycled mother boards!

Corban partially attributes the company's success to its environmental initiative. "We have grown by creating products for other people within the context of stationery which is recycled and Australian made."

The company deals with a variety of businesses. Commissions are received to design and produce presentation materials for conferences and tender applications, or giftware lines for big department stores.

In 2000, Corban & Blair delivered excellence in product/corporate licensing for the world's biggest brand - The Olympic Brand. This incorporated work with many new businesses spanning across the world delivering specially made items with difficult briefs and tight deadlines. Such experience, means Corban & Blair have the ability to take any business challenge.

Through dealing with Corban & Blair for business gifts and presentation folders, customers are supported with environmental products as well as a commitment to an Australian made and owned business. Corban & Blair products are of the highest quality and reflective of the creativity, innovation and expertise the company's founders hold. Highly recommended as a personal or corporate gift! ●



Top row: Dream Journal, Address Book, Heaven Album, Box Frame. Bottom row: Shot Album, Frame, Metal Album, Journal.

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

The Offic<sup>e</sup>care Program is sponsored by Fuji Xerox Australia. Offic<sup>e</sup>care encourages people who work in offices to reduce, reuse and recycle. **For more information about Offic<sup>e</sup>care, to receive a free Offic<sup>e</sup>care kit and a newsletter, or to change your address details: Please fax to Offic<sup>e</sup>care on: 8345 2826 or visit our website on: [www.xerox.com.au/environment](http://www.xerox.com.au/environment)**

name [mr, mrs, miss, ms]	organisation
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City Design & Production Pty Ltd • Sydney

