

GECA



Annual Review 2018

The GECA team

GECA Staff

Kate Harris

Chief Executive Officer

Sarah Sannen

Operations & Financial Manager

Judith Schinabeck

Standards & Technical Manager

Sahar Farzadnia

Standards Officer

Katrin Thommes

Standards and Technical Officer

Jen Halldorsson

Standards and Technical Officer

Paula Clasby

Head of Engagement & Marketing

Kendall Benton-Collins

Digital Marketing Officer

Kim Andrews

Business Development &
Sustainability Advisor

Adam Farran

Relationships Manager

GECA Board Members

Patrick Walker

GECA Chair

Gordon Renouf

Chair of Business Development
Committee

Stephen Humphries

Chair of Finance and Risk Committee

Lorraine Stephenson

Chair of Standards Committee

Tom Godfrey

GECA Director

2018 Interns

Joyce Lee

City University, Hong Kong

Benjamin Ko

City University, Hong Kong

2018 Volunteers

Erwin Ho

Nick Darwell

Jessica Mutton





From the Chair

Patrick Walker

As an organisation, GECA has been striving to create a sustainable future for our planet for nearly 18 years. We are proud of our independence and our integrity, and we are equally proud of the positive impact we have on achieving more sustainable production and consumption in Australia. And our positive impact is not just limited to this country – we are also increasingly influential in the sustainability agenda worldwide, through our membership of the Global Ecolabelling Network, GEN, and some of the great work of our CEO Kate Harris and her team do in the international arena.

Of course, the world is changing at an ever-faster rate, with new technological developments and a rapidly changing political and economic climate meaning that any organisation needs to evolve to stay relevant. In our case, 2018 has seen us explore ways to broaden the accessibility and impact of our core ecolabel, and we have been working with key stakeholders to ensure that what we offer, achieves the desired improvements in sustainability, backed by a robust and independent assessment, whilst minimizing unnecessary compliance for our licensees.

Going hand in hand with this drive, is the desire to increase our range of products

and services, so we can work with a broader range of businesses on ways to encourage and validate sustainable and best-in-class production. We are also collaborating with a diverse range of business stakeholders, through our Pledge for Positive Procurement, so that together we can drive better and more sustainable purchasing decisions, leading in turn to an increasing demand for sustainable products and services.

So, as we turn 18, it is indeed very much a “coming of age” moment; a time for GECA to reflect on past successes and current drivers, and to work collaboratively with stakeholders so that together we can achieve an even greater impact in the years ahead. The next three years will therefore see us make some exciting changes to our range of offerings and simplifying some of our key business processes, whilst remaining true to our long-established values of **Independence, Integrity and Impact**.

On behalf of the Board, I would like congratulate and thank our inspirational CEO, Kate Harris and every member of her team for their achievements during the past year. It is clear that, through their efforts, GECA is well respected and plays a valuable role in achieving a sustainable future for all of us.

Finance and current Licensees

Finance Report

GECA's total revenue for the 2017-2018 financial year was \$760,575.
GECA's overall loss was \$90,813.

Our loss this year was primarily due to the delay in scheduling of audits and the suspension of one of our key auditors.

To mitigate these impacts moving forward, we are looking at ways to improve management of the audit process, making it smoother and simpler for certifying clients, without losing the credibility and robust certification we are known for.

GECA is also focusing on the roll out of new products which will service a broader market.

We are proud of our [licensees](#) and of the positive feedback we continue to receive.

Current stats

Currently, GECA has just over 3,000 products certified under 23 standards

(As of Nov 2018)

“ Being an environmentally aware business, we needed a way to ensure, adhere and implement sustainably preferable strategies into our business plan.

The team at GECA is co-operative and their guidance ensured that we not only complied with green standards, but exceeded them.

The process is credible and well-received in the market place and ensures that we are set apart from the not-so genuine 'greenwashing' companies.”

Donna McMullen, Director of Direct Ergonomics



From the CEO

Kate Harris

This year has been our coming of age. At the end of 2018, GECA turns 18 and becomes officially 'grown up'. This makes it a particularly interesting time to reflect on where we have come from and where we are going.

Continuing to do GOOD for people and planet

Firstly, I am very proud of who we are and what we still stand for. We are a highly trusted brand that stands upon our values of independence, integrity and impact. Taking the higher ground is never easy but we stand by who we are and what we do.

We are also proud of all our licensees who join us on this journey with their commitment to best practice. Without you, we would stand alone.

As we reach this significant turning point in our evolution, I believe it is the perfect time to reflect on our initial mission, to check back in on why we do what we do.

According to GECA's constitution, our overarching objectives are:

✓ To encourage the development of the industrial and manufacturing resources of Australia towards environmental innovation and domestic and international recognition of this innovation.

✓ To deliver to the Australian market a national environmental labelling and declaration program in conformance to international best practice and international standards recognising environmentally innovative products and services to be known as the "Australian Ecolabel Program".

The goals of our Ecolabel Program are:

- I. Deliver a national full product life cycle environmental labelling program in general conformance to ISO 14024 as a Third-Party Independent Program;
- II. Improve the quality of the environment by promoting sustainable consumption in Australia;
- III. Provide market incentives to reduce the environmental impacts of products sold in Australia principally by certifying products that have environmental credentials on a life cycle assessment basis;
- IV. Provide a clear, credible and independent guide to consumers wishing to take account of environmental impacts in their purchasing decisions;
- V. Encourage consumers to purchase products which have lower environmental impacts;

VI. Recognise and reward activities by organisations to reduce the adverse environmental impacts of the life cycle of their products and services; and

VII. Provide guidance to organisations seeking to reduce their environmental impacts.

(a) To deliver programs to the broad Australian community promoting lifestyles, consumption behaviours and the establishment of community attitudes that preserve and enhance the natural environment.

(b) To promote and develop information on the environmental and social impacts of market activity and with the objective of increasing market efficiency, raising awareness of market externalities, promoting good market practice by organizations in Australia or that trade with Australia.

(c) To act as a representative office for overseas ISO 14024 based environmental labelling programs.

(d) To deliver and regularly review other environmental standard setting and verification activities where these will help to effectively reduce the environmental impact by Australians to the biosphere.

I am proud to say that we not only tend to every one of these objectives but as a team, we remain passionately committed to them. This is something to be congratulated 18 years on!

One ecolabel says it all

We are also seeing a greater understanding and recognition of these objectives within Australia. Across the country, we are seeing a strong movement towards solutions on waste, modern slavery legislation and a commitment to circular economy initiatives. GECA has played a key role within these conversations at all levels of government and business and will continue to do so.

Indeed, there has never been a better time for organisations and businesses to be mindful of their purchased goods and services. This is great news for our certified products, with our label representing global best practice. Given we also include social criteria within our label, our licensees are already ahead of the curve when it comes to modern slavery reporting.

Leadership at home and beyond our shores

I am honoured to be involved in the leadership of the Australian Sustainable Built Environment Council (ASBEC) and the Australian Life Cycle Assessment Society (ALCAS). We are also proud to take our Australian leadership overseas and be examples of best practice governance and credibility. In fact, I was delighted to have recently been appointed as a Board Director of the Global Ecolabelling Network (GEN). We are a significant part of the sustainability ecosystem and we look forward to our next phase in adulthood.

Celebrating Team GECA

Lastly, I would like to thank my Chair Patrick Walker who is of great support to me, our Board Directors and finally our staff and volunteers. The entire GECA team is full of dedication, passion and hard work - and mostly the hard work is never seen. I want to recognise our team's commitment to our mission and thank them all for an inspiring 2018.

Here's to a successful 2019!



One ecolabel says it all

A better environmental,
healthier and ethical choice.



GECA recognised as 'Best for the World'

GECA is thrilled to be recognised for creating innovative governance structures to protect our mission for the long term.

The Best For Governance list is based on an independent, comprehensive assessment administered by the nonprofit B Lab. The list includes businesses that earned a Governance score in the top 10 per cent of more than 2,400 Certified B Corporations on the B Impact Assessment.

The full assessment measures a company's impact on its workers, community, customers and the environment. To certify as B Corporations, companies like GECA must complete the full assessment and have their answers verified by B Lab.

"We are really proud of the governance structures we have put in place as they ensure we stick to our values of Integrity, Independence and Impact. This means that the change we create is bolstered by transparency and credibility" said Sarah Sannen, Operations and Finance Manager at GECA.

The Governance portion of the B Impact Assessment evaluates a company's overall mission, ethics, accountability and transparency. It measures whether the company has adopted a social or environmental mission, and how it engages its employees, board members and the community to achieve that mission. This section assesses employee access to financial information, customers' opportunities to provide feedback and the diversity of the company's governing bodies.

At GECA, we're proud to be setting a gold standard for the high impact that business as a force for good can make around the world.



Global Recognition

Standards recognised by WELL

The WELL Building Certification, under the International WELL Building Institute reviewed a number of GECA's standards, all of which were deemed to meet equivalencies for a number of their program features.

The WELL Building program is grounded in evidence-based medical research that demonstrates the connection between buildings and health and wellness impacts on us as occupants. WELL can be applied across many project types and building sectors.

You can view the standards and the WELL Equivalencies they contribute to [here](#).

GECA and Agrément South Africa (ASA)

It was with great pleasure that GECA hosted members of Agrément South Africa (ASA) in October. The South African National Department of Public Works had tasked ASA to establish a government wide ecolabelling system for building materials and products. After an extensive search for an ecolabel with international excellence, ASA chose GECA to come, visit and learn from.

The delegates acknowledged that independence, governance and integrity were key to the ecolabel.

We look forward to continuing the sharing of excellence with South Africa.

GECA signed a new Memorandum of Understanding (MoU with global technical services company, TÜV Rheinland

GECA signed a new Memorandum of Understanding (MoU) with global technical services company, TÜV Rheinland, as part of a joint commitment to improve sustainable products and services offerings worldwide.

Under the terms of the MoU, TÜV Rheinland will work in collaboration with GECA's existing JAS-ANZ accredited auditors as a qualified conformity assessment body (CAB) conducting on-site audits for GECA's certification scheme.

This MoU will also involve jointly developing common core criteria for the development and sharing of standards for products and services certified according to the rules set out for Type 1 ecolabelling members recognized by the Global Ecolabelling Network Internationally Coordinated Ecolabelling System (GENICES) scheme.

Visit from MIIT China

We hosted the Ministry of Industry and Information Technology (MIIT) from the People's Republic of China. Another source of inspiration. We need to stop thinking that we have everything sorted in Australia, and be on our game. The world is moving fast and it is looking to us for trusted, certified products and services.



www.gecapledge.eco

Towards the end of last year, we launched the Positive Procurement Pledge, challenging businesses, government agencies, industry groups and non-governmental organisations around the world to commit publicly to developing and implementing a sustainable procurement policy. By signing GECA's Pledge, organisations are taking their first step toward procurement that does good for our planet and the people on it.

We're very excited to have a growing group of Pledgers and have been working with our first group of pledgers, providing a series of webinars; *Sustainable Procurement*, *Mapping your risks and rewards*, *Identifying supply chain 'Hotspots'* and together with Supply Chain Sustainability School; *Social supply chain and social procurement - a conversation with Robin Mellon*.

Thank you also to all our [supporters](#).

Our Current Pledgers

Republic of Everyone	The Cotton London	Pro9
The Gaia Partnership	Design furniture	Mafi
Serendipity Icecream	Tip Green Architects	Koskela
Pure Pod	Public Transport Victoria	Action Sustainability
Silvans Facility Services	Trinity P3	Dynamic Enterprise
SuperLocalStudio	Sustainability Victoria	Ausgrid
Sydney Sustainability Centre	Future Super	Profile of Design
Top Knot Carpentry & Joinery	Such Developments	CBRE
South Pole Group	Coleman Rail	SA Power Networks
Arup	ISCA	Going Green Solutions
	EcoSTEPS	Enerven

Standards update

New Standards

In 2018, we launched the Waste Collection Services standard. With this standard we are supporting the waste industry to move on a path towards a circular economy. The City of Sydney, the NSW Environmental Protection Authority and the NSW Office of Environment and Heritage were our partners in developing this standard. Due to differing state legislation, the standard is currently applicable to NSW only, but we are working on an expansion to other states.

We now have the possibility to adapt existing international GEN ecolabel standards to Australian conditions; this results in quickly developed new standards with high environmental quality. A good example of this, is our newly released Reusable Plastic Bags standard. Seeing that major supermarket chains were moving away from single-use plastic bags, we were able to offer our own solution: While we are in favour of moving away from the use of plastic bags, we see it as the first step in the right direction to enhance the amount of recycled material and to encourage the repeated reuse of the bags.

The steel industry is interested in offering high-quality sustainable products. This was one of the reasons we are currently developing a standard for Steel and Steel Products.

Standards Under Review

The other major ongoing development is the review of the Environmentally Innovative Products standard (see 'Standard in Focus' for details).

The Building Insulation Materials standard was reviewed to include acoustic besides thermal insulation materials.

World Ecolabel Day

Judith Schinabeck, GECA's Standards & Technical Manager, participated in the annual meeting of the Global Ecolabelling Network in Berlin.

The event highlighted the success of ecolabelling around the globe, celebrated the first annual World Ecolabel Day and the 40th anniversary of the world's first ecolabel, the German Blue Angel.

Throughout the year, we have continued to cooperate with Green Star, WELL and ISCA to promote sustainable and healthy materials and products in green building and sustainable infrastructure projects.



GECA standard in focus - Environmentally Innovative Products

Our Environmentally Innovative Products standard is different to GECA's other standards, it is based on the method of life cycle assessment. This offers the possibility to open the standard to a wide range of product and service groups.

The standard has been available for ten years and is currently under review. In our current thorough review of the standard, we can link it to Environmental Product Declarations (EPDs). EPDs are gaining traction in the built environment industry and beyond. They are increasingly being perceived as widely accepted environmental performance indicators. Like the Environmentally Innovative Products standard, they are built on a life cycle assessment (LCA) methodology. LCAs create quantitative values of environmental stressors, such as global warming, ozone depletion, acidification or damage to natural resources.

Products certified under the GECA Environmentally Innovative Products standard have these environmental data available and can publish them. They are also able to show a better performance compared to industry average products.

In general, the publication of these data leads to more transparency and interest around the environmental

performance of products. Procurers and specifiers are increasingly looking for this information for products in the built environment sector.

Primarily targeted towards sustainability experts, this wealth of data is not aggregated in a way that would be easy to understand for laypeople, though. That's where our GECA ecolabel can add a layer of communication: Whenever consumers see our ecolabel on a product, they can easily grasp that this is a sustainable and environmentally preferable choice.

To ensure this holistic sustainability approach, the GECA Environmentally Innovative Products standard – like all GECA certified products – contains criteria for good indoor air quality, the exclusion of dangerous substances and compliance with social aspects in the supply chain in addition to the LCA. It is therefore able to respond to the two goals of increased data transparency as well as a facilitated selection of comprehensively sustainable products.

The reviewed standard is likely to be available for public comment early next year and feedback is welcome.

New Services

At GECA, our mission is to drive solutions for sustainable consumption and production. Our Type 1 ecolabel is regarded to us and the market as the a mark of best practice. Although, we recognise that everyone is on their own sustainability journey and we want to reward the progress being made towards best practice. Our new certification services are designed for this.

Welcome to the GECA LCA Suite

Our GECA LCA Suite offers solutions for organisations, no matter where they are on their journey. Environmental Product Declaration (EPD) earnings can also be obtained and may earn points in schemes such as Green Star, LEED and ISCA.

Environmentally Innovative Products Standard (EIP)

allows products and services to obtain the GECA Ecolabel through a Life Cycle Analysis pathway. This label is for products and services at best practice level in sustainability across social, environmental and health criteria whilst also providing detailed technical information for the manufacturer to use as a tool for continual improvement.

LCA Tick Products and services that obtain a benchmarked LCA but do not meet the requirements of the EIP, may be eligible for an LCA Tick. It demonstrates above average

performance in environmental sustainability and provides the LCA data, enabling manufacturers to focus on areas of high impact in order to reach the EIP level at the next assessment.

LCA and EPD are still available to those products and services who do not meet the requirements of the LCA Tick or EIP. This provides manufacturers with detailed information on their impacts and illustrates where the key improvements have been made in the market. This empowers manufacturers to improve their processes in order to achieve an LCA Tick or EIP at the next assessment.

A **Social-LCA** can be conducted in addition to, or independently from, a standard LCA. This type of life cycle assessment is primarily used as a risk assessment tool and is particularly useful when identifying the hotspots in a supply chain for modern slavery. It can be conducted at a product or organisational level and can be narrowed or widened in scope, depending on the needs of the organisation. This tool can form an important part of an organisations' modern slavery reporting requirements.

GECA can also assist you in developing your modern slavery statement and associated strategy.

GECA's Claims Authentication

GECA's Claims Authentication mark gives consumers the confidence in their purchase of authenticated products and services.

Through a GECA Authenticated Claim businesses and organisations can provide their targeted audience with independent third-party assurance that their claim has been substantiated through an in-depth exploration.

This means that conscious consumers will be able to confidently differentiate products and services from others that may have false or misleading claims.

This new service also aims to attract sectors that don't fall within our existing standards and to forge a path toward the creation of new standards for our ecolabel.

Our Certification offering



International Labour Standards & CSR

Libby Staggs, from Sustainable Business Matters, shares her insights from her recent training at the International Training Centre, Turin, Italy.

International Labour Standards and Corporate Social Responsibility

Corporate human rights legislation is being rolled out globally; most notably, through the UK Modern Slavery Act (2015) and, closer to home, the Commonwealth Modern Slavery Bill and the NSW Modern Slavery Act (2018). Because of these two key pieces of legislation, we will see big business take the charge with addressing modern slavery in their business operations and their supply chains. This should lead to changes in how the building and construction sector and big business procure materials and products.

Labour standards form part of the human rights due diligence process and are critical to ensuring ethical business practices and combating modern slavery.

The International Labour Organization (ILO) has four fundamental principles and rights at work, which include:

- Effective abolition of child labour
- Elimination of discrimination in respect of employment and occupation
- Elimination of all forms of forced or compulsory labour

- Freedom of association and the right of collective bargaining.

Both forced labour and child labour fall under the definition of modern slavery. The Worst Forms of Child Labour Convention, 1999 (No. 182) is the mostly widely ratified ILO convention, with 182 ratifications.

Despite this, there are 152 million victims of child labour. Almost half of these children, 73 million, are involved in hazardous work and 62.1 million live in the Asia-Pacific region, where there are strong links to Australian supply chains.

Businesses have a role, along with government, in eradicating modern slavery and protecting vulnerable workers and children.

We need to consider more than forced labour and child labour when conducting supply chain due diligence. Businesses need to ensure that workers in their supply chains also have safe and healthy workplaces, are paid a living wage and are not harassed or discriminated against. The ILO labour standards can provide guidance with this.

A key consideration when working with suppliers is the importance of collaboration and for brands (buyers) to take responsibility for how they contribute to issues of forced labour and poor working conditions in supply chains.

When buyers understand the negative impact that business practices, such as imposing unrealistic deadlines, excessively squeezing margins and making late payments, have on their suppliers, then meaningful change is possible. The key here is better communication between buyers and factories.

Conclusion

Australian business that procure building and interior products and materials are likely to have modern slavery in their supply chains. However, the fact that larger corporations and entities in Australia are now required to comply with Commonwealth and NSW modern slavery legislation will have a flow-on effect to smaller businesses in their supply chains.

Ecolabelling standards that address human and labour rights issues can

play a role in helping larger organisations procure more ethical products.

This issue is complex and challenging but there are opportunities to create real change in the lives of vulnerable workers when government and industry support enterprises to be transparent about the human and labour rights issues in their business operations and supply chain, and to implement remediation plans to mitigate these issues.

This means that conscious consumers will be able to confidently differentiate products and services from others that may have false or misleading claims.

This new service also aims to attract sectors that don't fall within our existing standards and to forge a path toward the creation of new standards for our ecolabel.

Libby is a committed advocate for sustainable business, with a passion for bringing positive change to industry. Libby is an active and influential member of the eco-labelling and 'green' community, a Green Star Associate and member of the Green Building Council of Australia (GBCA).

She is the founder and Principal consultant of Sustainable Business Matters and has been working with manufacturers and retailers of commercial office furniture, textiles, cleaning products and building products for over 10 years. Libby's experience includes understanding industry sustainable requirements, market trends, eco-labelling standards and social compliance, which includes human and labour rights supply chain due diligence.



Marketing and events

2018 proved to be one of the busiest and most successful years for GECA marketing and events.

There were many new opportunities to promote sustainable production and consumption that generated interesting conversations and ongoing opportunities for us and our licensees.

GECA's increased visibility and participation in events across states, the increased use of the *Materials In Mind* interactive pod, the many speaker engagements and participation on panels meant that our exposure to all types of sectors and the general public excelled. The nature of our conversation is also changing with comments such as, "Of course I know GECA - you're everywhere!"

Incoming inquiries on GECA certified products and services increased and so did our certification enquires, increasing threefold.

There is a sense of a shift that we can continue to leverage and explore.

This year we began to review the impacts of our re-branding, including analysis of incoming enquiries, uptake of the pledge and increased opportunities to build our presence with inclusion in online product databases such as www.zureli.com

We were able to launch GECA's new range of services on the website and meet a broader range of needs and demands across sectors.

We extend our sincere gratitude to our current GECA Licensees who provided their support, time and product to help us grow the conversation.

It was fantastic to see a growing interest and a strong focus on sustainability across all of these events. We would especially like to thank our wonderful licensees for contributing samples and brochures for us to showcase at our stands – and thanks to everyone who stopped by to say hello!

Editorial across a number of publications and a strong dedicated effort on social media, further increased our communications and audience reach.



GECA's *Materials In Mind* pod at the Randwick Eco-living Expo Sept. 2018

GECA events

Solutions on Waste Launch Event GECA in collaboration with the NSW Office of Environment and Heritage and the City of Sydney, released a new standard for Waste Collection Services in NSW. The standard was officially launched at GECA's [Solutions On Waste event](#) at the University of New South Wales. The launch involved hearing from a panel of experts with a Q&A session and concluded with an inspiring talk by Professor Veena Sahajwalla of the [UNSW SMaRT Centre](#). Attendees also enjoyed an exclusive behind-the-scenes tour of the new Sustainable Materials Research and Technology Centre (SMaRT) micro-factories.

GSCNet GECA hosted international guests from both the Ministry of Industry and Technology (MIIT), the Tianjin Green Supply and other Government agencies of Tianjin, China. The event was attended by key stakeholders.

Events - exhibitor and speaker

Eco-Living Expo On Sustainable House Day (16 Sept), GECA along with our licensees, collaborated with Randwick City Council to showcase our very own Sustainable House. GECA along with our licensees, Koskela, Derivan, KoH and Sustainable Living Fabrics worked to furnish and fit out the space. We also had a product

demonstration from our licensee KoH and was part of a live facebook video.

A big thanks to all of you! We were also delighted to exhibit with our Materials In Mind pod visited by Craig Reucassel from War on Waste!

Was a very busy event that helped increase awareness of GECA and its certified products to a very engaged audience looking for sustainable products, materials and services.

The Materials in Mind Pod attracted a lot of attention and started many new conversations at many of the events we attended. It was exciting to have increased numbers attending and wanting to do more and learn more.



Events - exhibitor and speaker

Design Week Festival 2018 GECA CEO [Kate Harris](#) and [Winya Director Greg Welsh](#) discussed the new ISO 20400 Sustainability Standard and how it applies far more broadly than the limited environmental approach to sustainability. And with [Superlocalstudio](#), we showcased GECA's Materials in Mind pod alongside a series of fascinating talks responding to the theme, Call to Action.

Sydney Build Expo 2018 Kate Harris presented at this [leading construction exhibition](#) focusing exclusively on construction projects and opportunities in Sydney and New South Wales. Our Materials in Mind pod was also in attendance showcasing GECA certified products.

Total Facilities 18-19 April (Melb) GECA CEO, Kate Harris participated in the following panel discussions: "The Next Big Gains for Energy Savings in Buildings" and "Wellness at Work: The Relationship Between Human and Building". We were also thrilled that a number of GECA licensees exhibited at [Total Facilities](#), including Madinoz; E.D. Oates; K Crown; Tersano; and Greenspeed.

DesignBuild (Melb) GECA was proud to be a [Supporting Association Partner](#).

GECA staff participated in three panels: (1) Australian 'green building' and the

property sectors alignment to the Paris decarbonisation target, (2) Sustainable and fit for purpose: how to select safe construction products, and (3) Healthy Buildings = healthy people. How do the design and construction of buildings need to change to meet WELL requirements.

Materials In Mind Pod Hired – Ku-ring-gai Council community event

The pod was hired to Ku-ring-gai Council for the day, along with Kim Andrews and was part of their annual community event.

Women In Procurement GECA was a supporting partner and Kate Harris was part of the speaker program.

Sydney Home Show

GECA CEO, Kate Harris, spoke each morning at The New Joneses Lifestyle Hub, exploring why ["There's no place like a healthy sustainable home"](#). Team GECA and our unique Materials in Mind pod were also in attendance, supported by Green Magazine.

AWRE (Australian Waste & Recycling Expo) GECA supported and exhibited at [AWRE](#). Kate Harris was part of a panel, speaking about our Waste Collection Services standard.

International Standards Meeting on Environmental Labelling Kate Harris went to Stockholm to support the [international standards meeting on environmental labelling](#) – to make sure that we keep working together on the clarity of communication of environmental labels. We are fighting the good fight against greenwash and making sure that our licensees, who are leading the way, are rewarded for their true excellence.

APEC Sub-Committee on Standards and Conformance Conference Kate Harris spoke at the APEC conference on greening our supply chains. This was hosted in Beijing, with more than 15 economies represented.

Waste Strategy Summit GECA was a [Supporting Partner](#) of this event focusing on waste management, recycling, resources recovery, and environment sustainability. GECA's Kate Harris will be moderated a panel discussion on the future of the recycling industry in Australia. The panelists include Jason McDermott (Co-founder, Dresden Optics), Kevin Trustum (Commercial Services Business Manager, Lismore Council), Jenni Downes (Institute for Sustainable Futures, University of Technology Sydney), and Sandor G. Lukacs de Pereny (PHD Candidate, University of New South Wales).

EduBuild /EduTech GECA was an [event partner and exhibited](#) with our Materials in Mind pod. CEO Kate Harris hosted a roundtable discussion on contemporary design and the differences between the Australian and international experiences. Our table was consistently oversubscribed and it was a delight to be with passionate people, whether principals of schools or principal architects.

ISSA Cleaning & Hygiene Expo GECA exhibited and Kate Harris presented on the Importance and demand of Sustainable Cleaning Products & Services.

7th Australian Industrial Ecology Conference GECA's Operations & Finance Manager, Sarah Sannen presented 'Solutions on Waste'. Specifically she spoke on how we can build the circular economy, including scaling partnerships and possible models; and the role of GECA Waste Collection Services standard.

Building Responsibility: Australian Passive House Symposium 2018 GECA was delighted to be a Supporting Partner of the Australian Passive House Association's first bi-annual Sydney Symposium.

Supply Chain 4.0 Summit GECA was as a supporting partner. Key themes of the event were on supply chain and procurement with an emphasis on technology.

The Australasian Society of Building Biologists' (ASBB) inaugural Environmental Health Conference Kate Harris, presented on Buildings, GECA Certification and Life-Cycles. During her talk Kate discussed the value of rigorous standards and robust ecolabels.

Clean Up Australia Day GECA continued to support and hold our own clean up site.

GovProcure Kim Andrews was part of a speaker panel on Sustainable Procurement and we were a supporting partner.

Upcoming events: Sustainable Procurement - City of Sydney; National Procurement Week; Executive Education for Sustainability Leadership Program.

Awards - on judging panel

Green Globe Awards

International Green Interior

Banksia Awards

Sustainability Awards - Architecture & Design

Advertising

The Fifth Estate

Sourceable

Architecture & Design

Radio

[Radio Adelaide](#)

Editorial - external publications

Women's Agenda

- The Link: Meet the woman preparing Australia for a green, economic future

Engineering Buildings

- A Snapshot of Modern Slavery

InClean magazine

- What's the best kind of sustainability label?
- Sustainable Cleaning Products: What to Look for and Why Ecolabels Matter

The Executive Housekeeper

- Green Cleaning

Social media

We have increased our frequency and reach across all social media platforms.



Good Environmental News
4378 subscribers



GoodEnvironmentalChoiceAustralia
972 followers



@GoodEnvChoice
1033 followers



GECA Good Environmental Choice Australia
652 followers



thegecaecolabel
390 followers



@geca_official
254 followers



You're invited to join us at

Solutions On Waste

The launch of GECA's new
Waste Collection Services Standard

Tues 27 March 2018

Held at the ASB Lounge, Level 6, West Lobby, UNSW Business School Building, Kensington @ 2.00pm - 5.00pm.
Includes a tour of UNSW SMaRT lab (micro factory) places are limited and will book quickly, so

RSVP today!
or by 12 March



Esther Bailey
City Of Sydney



Andrew Dunne
NABERS



Alice Cahill
Office of Environment & Heritage



Oliver Batchelour
Foresight Environmental



Kate Harris
GCEA



GECA's Waste Collection Services Standard has been developed in order to recognise best practice, create positive change and address key concerns in the waste and built environment industries. Come along and learn more, hear from our expert panel speakers and see how you too can get involved.

Thank you to our host, UNSW SMaRT Centre



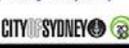
SMaRT@UNSW
Sustainable Materials Research & Technology

Afternoon tea and refreshments provided

For all enquiries please contact Paula Clasby +61 2 9699 2850 paula@geca.org.au

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2018

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I wish the whole planet was surrounded by pen is and grass so tall and thick that no one could see anything



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