



2019

Annual Review



The GECA team

GECA Staff

Kate Harris

Chief Executive Officer

Sarah Sannen

Operations & Financial Manager

Michelle Thomas

General Manager

Judith Schinabeck

Standards & Technical Manager

Sahar Farzadnia

Standards Officer

Rodrigo Martinez

Technical Manager - Carbon Strategy

Paula Clasby

Head of Engagement & Marketing

Kendall Benton-Collins

Strategic Communications Manager

Marlene Brueton

Projects & Relationship Manager

Jessica Mutton

Business Development &
Projects 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

2019 Interns

Charmaine Ngan Nok Yan

City University, Hong Kong

Rodrigo Martinez

Sydney University

2019 Volunteers

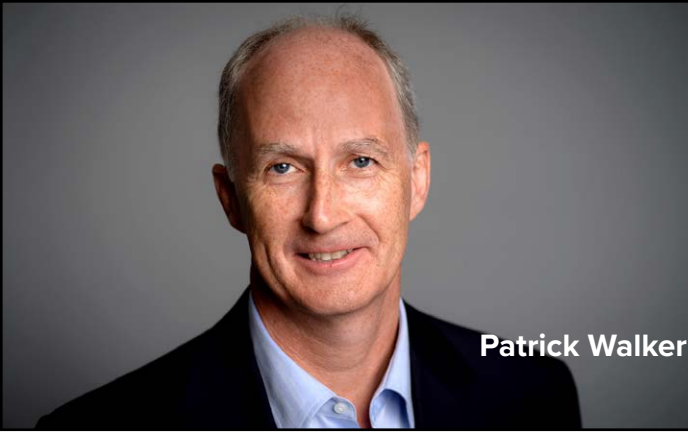
Ariany Viana

Deepali Ghadge

Jessica Mutton

Penny Holloway





Patrick Walker GECA Board Chair

Over the last 18-24 months, GECA – ably led by our passionate and indefatigable CEO Kate Harris – has embarked on a number of strategic changes. Those changes have been designed to enable us to help our customers and stakeholders make more sustainable choices, by offering a broader range of services that are both relevant and accessible in today's marketplace.

Specifically, we have built upon our long-established Ecolabel to offer a range of new offerings intended to provide producers and consumers with additional information and/or assurance on the sustainability of a product or service – including Claims Authentication services and Life Cycle Analysis (LCA), for example.

Within our core Ecolabel, we have invested in new technology designed to streamline the assurance process, and to provide a robust platform for independent assurance providers to verify that GECA standards are being met. This reduces the compliance burden on producers and manufacturers, and means that purchasers and customers can make

their decisions based on robust and reliable information, which has been independently verified.

From the Board's perspective, it is gratifying to see these changes and investments starting to bear fruit. In 2019 GECA grew revenues by around 7%, and recorded a small net operating surplus – the first time in four years that we have done so. Of course, as a not for profit, we are driven not by profit or loss, but by our impact and the sustainable outcomes we help achieve; however, recurring losses are not economically sustainable for any organisation. By returning the organisation to surplus, we are generating more resources to make an even greater impact on sustainability in the years ahead.

This period of change has also seen new people brought into the GECA team, who bring new skills and perspectives to help us drive more sustainable outcomes in future. On behalf of the Board I would like to welcome all our new team members to GECA, and to thank Kate and her team for their achievements during the past year.

In line with this period of change and strategic evolution, there are changes at Board level too.

Long-serving Board members **Gordon Renouf** and **Tom Godfrey** will be standing down at our 2019 AGM, and we will be welcoming two new Directors – Emma Bull and Angus Kell.

I want to pay tribute to the contributions of both departing Board members.

Gordon has served GECA with distinction as Director and Chair over a period of ten years. He has brought passion and an entrepreneurial spirit, as well as an unrivalled ability to ask the right questions and to see things from a different perspective.

Tom has brought media and advocacy savvy, as well as his considerable digital and marketing skills, to the Board.

I have greatly enjoyed working with both Gordon and Tom, and want to thank them on behalf of the Board and Management Team for their considerable contributions. While they will both be missed, we look forward to the new skills and fresh perspectives that Emma and Angus will bring to GECA in the years ahead.



Gordon Renouf



Tom Godfrey

Finance and Current Licensees

Finance Report

GECA's total revenue for the 2018-2019 financial year was \$823,701, with an overall net profit of \$53,411.

The profit this year was both through growth of existing licensees and the onboarding of new licensees, looking to make a positive impact with the products and services they provide. This coupled with a strong focus on expenses has seen GECA make a profit for the first time in four years.

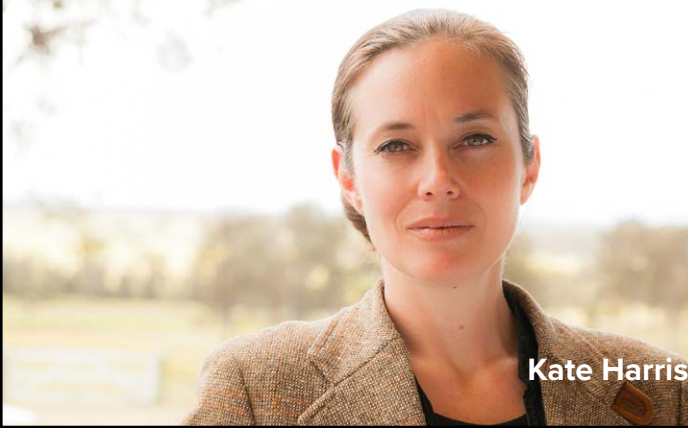
We have increased our service offering with a focus on developing new standards. Moving forward we aim to partner with like-minded organisations when developing new standards, with a hope to alleviate part of the financial burden to GECA, allowing us to focus on ensuring there are recognised leaders, verified by GECA's robust certification process, in each area of business.

With over 110 licensees, 28 standards; an increase of 5 over the last 12 months, and over 3,000 products licensed under the GECA standards, we are proud to continue our offering to help manufacturers, retailers, procurers and the public to **make, buy and do** better.

“ *GECA has been our trusted partner for environmental product certification for over 10 years, and has set the standard for compliance within our business operations and supply chain.*

Highly recognised within the industry, having the GECA 'tick' ensures credibility. Our clients can specify our products with confidence knowing that Stylecraft and our manufacturers are meeting, and exceeding, local and international social, environmental and legal standards. **”**

Jacqui Wagar, Sustainability Leader, Stylecraft



Kate Harris CEO

Buy Better for Big Change

It has been a big year for GECA and for responsible consumption and production!

With significant traction and commitment to Sustainable Development Goal 12, despite evidence of global challenges in this space, there is no time like the present to act for our future.

I am privileged to be writing this while at the international symposium on green consumption, as part of our Global Ecolabelling Network Annual General Meeting, in Suzhou, China. The United Nation's One Planet network stated that ecolabels are the single most powerful tool for consumer consumption and the answer to achieving our Goal 12.

The European Commission has a target of ensuring that 50% of all procurement will be green in the near future. The European Commission, the United Nations and leading governments around the world are here reinforcing the importance of the use of Global Ecolabelling Network ecolabels as procurement tools whether for

government public procurement, big business or conscious consumers.

Leading governments and businesses around the world continue to seek solutions for achieving sustainable consumption, and GECA is key to delivering these answers and systemic solutions for all sectors. It is times like this that I wish I could transport all Australian business, consumers and government representatives to truly see what positive change and commitments are occurring around the globe and in particular with sustainability labelling and leadership mechanisms.

Closer to home we are thrilled to have seen a significant commitment to a circular economy through a focus on recycled content and waste prioritisation along with new legislation and action against modern slavery - all of which GECA is ready to respond to and support action.



It is a time of great leadership and commitment, and we thank you and ask that GECA is continued to be supported by our stakeholders to continue to serve our society both locally and globally. Throughout this year at GECA, we have seen fantastic evidence of the power of procurement through working together.

Our Waste Collection Services standard is an essential contributor to winning the war on waste and is proof that by procuring a certified product or service before the market is available, in turns drives the market and grows best practice amongst the industry.

This commitment and leadership have

our Steel and Steel Products standard earlier this year in partnership and with support from industry, both in manufacturing supply and in demand.

What does this mean?

It shows that together we can, and are, creating an ecosystem of cooperation and change. So this is a call to action and growing our impact together. Our solutions work because of the power and leadership of our network, and we ask that you continue to reach out to us, support us and work with us as a force of change.

Firstly, to our licensees. Without leadership in manufacturing and



been driven by members of the Better Buildings Partnership, along with State and Local Governments. State Government is also driving scalable sustainable solutions by supporting our upcoming Solar Photovoltaic Module standard. Similarly, we launched

committing to the challenge, there would not be any sustainable products. Congratulations to all our licensees - it is truly only you and GECA that know how much effort and commitment goes into your achievements. **We thank you for it.**

To those consumers across all sectors who ask for GECA products and services - whether in an organisation or as an individual, without you, the leading manufacturers would not be rewarded and would be slow to move.

We'd also like to thank our industry collaborators for their continued support and respect for the important role that GECA plays.

Many thanks also to the Green Building Council of Australia, Infrastructure Sustainability Council of Australia, Living Future Institute of Australia and the International Well Building Institute for their ongoing support and recognition of the credibility and integrity that GECA's mission brings to their schemes.

To our team a big thank you.

We have had a big year - like we do every year, but 2019 is no exception. Within this review, you will find all the amazing events, projects and

engagements we have delivered. They're reflective of the outstanding energy and passion our team has for what we do and why we do it.

This year has also seen new passionate people joining our team.

Welcome to our new team members in 2019, Michelle Thomas our new General Manager, Jessica Mutton Business Development Project Manager, Marlene Brueton our Projects & Relationship Manager, Rodrigo Martinez our Technical Manager - Carbon Strategy, and Deepali Ghadge our Technical Project Officer.

Growing our team and impact is a demonstration of GECA listening and leading industry's solutions.

In closing, I want to thank all of you again for your support in sustainable solutions and in helping to grow GECA from good to great.

We look forward to working with you and an exciting year ahead in 2020!



Standards update

The standards form the basis of the GECA ecolabel. They define environmentally preferable products and represent best practice for multiple product categories.

New Standards

We released a new standard, [Steel and Steel Products](#) in early 2019. With the worldwide steel production being a significant contributor to climate change, the GECA standard focuses on reducing carbon emissions. Other criteria include efficient material use, the minimisation of hazardous chemicals in the production and the reporting of modern slavery risks, among others.

Since 2017, we have had the possibility to quickly adapt standards from international GEN ecolabels to Australian conditions. This year, we published a [Sanitary Products standard](#), adapted from the Nordic Swan ecolabel, as well as a [Copying machines, printers, fax machines and multifunctional device standard](#), from Environmental Choice New Zealand.

Updated standards

We regularly revise our older standards to ensure up-to-date quality criteria. In early 2019, we released a new version of the [Hard Surfacing standard](#). New criteria comprise the use of cement with reduced carbon emissions as well as preventative measures against hazardous silica dust and silicosis.

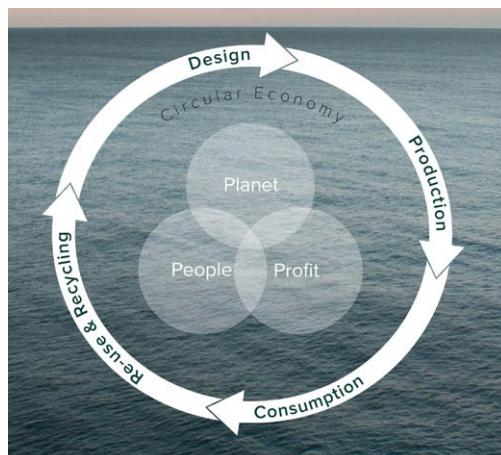
The [Reusable Plastic Bags standard](#) was initially developed as a fast-track standard based on an existing German Blue Angel standard. Now it was revised and re-released as a full GECA standard.

In June 2019, our [Waste Collection Services standard](#) was expanded to a national level. Waste collection services from all Australian states and territories can apply for GECA Certification using this standard.

Current Developments

We are currently developing a standard, supported by NSW Government for solar modules and photovoltaic cells.

All GECA standards contain social criteria. With modern slavery legislation in place on the national and state level, we are implementing this topic into our standards and setting best practice benchmarks. The companies have to engage with their suppliers and identify risks, such as forced labour, debt bondage or human trafficking.



New Scheme Rules and improved processes

New GECA Scheme Rules

The GECA Scheme Rules were updated and is the framework by which products and services become GECA certified.

The new GECA Scheme follow the latest ISEAL frameworks for good practice and continue to be in line and committed to best practice through our GEN membership - along with our top tier standing as part of GEN's Internationally Coordinated Ecolabelling System (GENICES).

We believe that global harmonisation is vital in an international market and supply chain. Importantly, this will also provide increased overseas opportunities for our Australian licensees.

Independent Appointment Panel

Under the GECA Certification Scheme Rules, the supervision of Assurance Providers is led by an independent panel of advisors known as the Independent Appointment Panel (IAP). They are sector and scheme representatives and experienced auditing leaders that together assess, appoint, review and reappoint Assurance Providers. The IAP is coordinated by GECA but not able to be influenced by GECA and has its own transparent governance system. This is to ensure that the GECA Scheme continues to be a globally leading ecolabel providing solutions for sustainable consumption and production with our values of integrity, independence and impact at our core.

New approved Assurance Provider

We appointed a new Assurance Provider called, *For Future Generations* who are a Melbourne based company providing auditing and certification services in Australia to internationally recognised sustainability certification standards for more than 10 years.

Bureau Veritas, an existing Assurance Provider and a global leader in testing, inspection and certification continued to provide outstanding service to our licensees for assessment of our standards.



Exciting New Portal for GECA Licensees

We were excited to commence development of a new online portal to streamline and improve the GECA certification process. The first standard to be added to the portal will be our Furniture, Fittings, Foam & Mattresses Level A (FFFMv3 0-2017). The portal will improve and make the assessment process easier whilst providing a secure platform to store documents and assessment history.

GECA's Carbon Action Roadmap



Climate change is an urgent global concern and Australia's carbon emissions per capita are among the highest in the world. An urgent decarbonisation strategy is necessary. GECA developed its Carbon Action Roadmap as part of its commitment to climate change actions and ongoing contribution to the Sustainable Development Goals (SDGs).

This roadmap outlines the steps that GECA will take, and the role it will play, as a global leading ecolabel for climate action. It includes a baseline for GECA's future steps on carbon mitigation, including the different outcomes for the short, medium and long-term up to 2030.

GECA roadmap sets up the following future outcomes and goals:

- Development of a Carbon Reduction Standard for products to address embodied carbon targets.
- Improve the traceability and carbon accounting verification practices in the supply chain to meet national and international carbon accounting best practices.
- Identify key carbon hotspot across any stage of a product's life cycle, which will facilitate the

implementation of circular economy solutions in the development and manufacturing of a product.

- Empower consumers to take climate action by choosing responsible and sustainable products. This enforces sustainability-based consumption patterns aligned with a circular economy perspective.
- Raise awareness towards responsible consumption along with the environmental benefits of consuming low-carbon, carbon neutral and net zero carbon products.

Accelerating decarbonisation through collaboration

Decarbonisation of the industry demands urgent actions and partnerships in all different levels: regional, national and international. To align with international net zero embodied carbon strategies, in 2019 GECA endorsed and supported the World GBC Report "Bringing embodied carbon upfront." On a national level, future partnerships and collaborations are under development with the Department of Environment and Energy, [GBCA](#), [ISCA](#) and [ASBEC](#) as well as other relevant stakeholders in the industry.

For further information, please view [GECA's Carbon Action Roadmap](#).

Marketing update

Throughout 2019, GECA continued to work hard to drive awareness and advocate for the procurement of best practice products and services for people and planet. Our exposure excelled through 2019, exhibiting and delivering thought-leading speaker engagement and editorial across multiple sectors and events that also increased our visibility and awareness

Our [Materials In Mind pod](#), with its built-in interactive and educational elements, providing key learnings associated with different materials, products and services, proving very popular amongst visitors at events.

Enquiries about GECA certification continued to grow, and through our wider service offerings such as our consulting and Claims Authentication, we were able to assist an even wider audience and sectors.

Living LOHAS report

Living LOHAS is a comprehensive research program that provides an up to date fact base on consumer and social trends in Australia, relating to sustainability, natural health and wellness.

GECA was thrilled to see that the report revealed that consumer awareness of GECA had grown from 9% in 2008 to 29% in 2018.

Source: Living LOHAS 6 Consumer Trends Report, Mobium Group, 2019

Celebrating our licensees

We love learning more about our licensees and their GECA certified products and services. Throughout 2019 we developed and shared the following case studies:

- [Krystalshield & Shield Chemicals](#)
- [Aspect Furniture](#)
- [Quantum Library Supplies](#)
- [Thinking Works](#)

We enjoyed working and collaborating with industry partners, licensees, business, government and community and look forward to another successful year ahead.



Love Earth Event (1 Million Women)

New Video Animation - 'Everyone Wins'!

In 2019, GECA entered a video concept into the Global Ecolabelling Network's World Ecolabel Day video grant awards.

We were delighted that our submission was successful and our video celebrating the power of Type-1 ecolabels was created with Studio Hackett.

The video also featured during our event - Circular
Economy with Materials In Mind.

Join the Peeble family as they discover how the GECA ecolabel can help them buy better for people and planet!



[Click image to view video](#)

GECA event: Circular Economy with Materials In Mind



In collaboration with the City of Sydney, we proudly delivered an event that brought together individuals, business and the public sector to collaborate, share ideas and celebrate sustainable and circular economy solutions.

Our event included a **Symposium** on 17 October, held at Museum of Sydney and an outdoor Showcase (14-19 October) held at Customs House Square.

The **outdoor Showcase** featured our Materials in Mind pod, along with displays by other third-party ecolabels and sustainability leaders, including:

[ForPurposeCo - Juice For Good](#), [Terracycle](#),

[ASC \(Aquaculture Stewardship Council\)](#),

[Good On You](#),

[MSC \(Marine Stewardship Council\)](#).

At our Symposium (17 October), held at Museum of Sydney, we heard from thought leaders in sustainability, business and government on the current challenges, solutions and initiatives to advance a circular economy and grow sustainable consumption and production.

The day also celebrated World Ecolabel Day, that provided an opportunity to explore different types of ecolabels and discover how they're making a positive change for people and the planet.

We also screened our brand new video that shared the power of Type-1 ecolabels and the leadership of our licensees.

We received positive feedback of the event, with many saying it was one of the best events on circular economy they had been to!



Councillor, Jess Miller
City of Sydney



Professor Veena Sahajwalla
SMaRT Centre, UNSW



Nora Alexanian
Bank Australia



Anne Gabriel
MSC



Annika Stott
Oz Harvest



Cooper Kruize
Terracycle



Brendan Lee
Closed Loop



Stephen Nankervis
City of Sydney



Guido Verbist
The Bower



Kate Harris
GECA



Joyce Seeho
Office Spectrum



Alberto Jimenez Tobia
Better Building Partnership



Zoe Baker
CitySwitch, City of Sydney



Gordon Renouf
Good On You



Pip Harley
City of Sydney



Duncan Leadbitter
Aquaculture Stewardship
Council (ASC)



Richard Griffiths
Edge Environment

Circular Economy with Materials In Mind - Symposium speakers

GECA event: Circular Economy with Materials In Mind

- outdoor showcase



GECA event: Circular Economy with Materials In Mind

- Symposium



Events - exhibitor and speaker

- **26 February - CIBSE NSW Modern Slavery – Are you prepared?**

Sarah Sannen represented GECA at an interactive presentation on modern slavery and how it relates to property, construction and infrastructure projects.

- **4 March - ALCAS 10th biannual LCA Conference**

GECA was a Supporting Member of this event. Our Standards & Technical Manager, Judith Schinabeck, presented on GECA's Environmentally Innovative Products (EIP) standard – an LCA and ecolabel fusion.

- **13 March - LEGACY – Responsible Fashion Summit**

LEGACY explored opportunities and solutions including the circular economy, sustainable fibres, worker empowerment, legislation and new business models. Kate Harris facilitated a session on navigating certifications and determining credible standards.

- **14-15 March - Sydney Build**

GECA was an Event Partner and exhibitor. Kate Harris presented on the rise and success of business choosing to do good.

- **19 March - TRANSFORM**

Hosted by the GBCA in Sydney. Kate Harris participated in a Learning Lab on transforming supply chains.

- **20-21 March - Total Facilities**

GECA was an Event Partner and exhibitor with its Materials in Mind pod. Kate Harris presented on – Dimensions of a 'Well' workplace.

- **30 April - 1st May 5th Annual Women in Procurement & Supply Chain conference**

Sarah participated on a speaker panel and discussed, "Unlocking the value of social procurement and supplier diversity".

- **14 – 16 May - DesignBUILD**

Supporting Partner, exhibited with Materials In Mind Pod. Kate spoke on, 'how to procure for people, planet and profit'.



Events - exhibitor and speaker continued

- **25 May - Love Earth Festival- 1 Million Women** GECA exhibited and met many interested people looking to understand and buy better products and services for planet and people.

- **6-7 June – EduBuild**
GECA was a supporting partner and exhibited with our Materials In Mind pod. Paula and Marlene delivered round table sessions on 'Sustainability by design and creation - explored sustainable design and its beautiful, inspiring results and how to use and implement healthy, sustainable practices and products to encourage creativity, collaboration and wellbeing.

- **20-22 June Denfair**
GECA was a supporting partner and attended, supporting our licensees who were exhibiting.

- **22 June – Saturday Indesign**
GECA was a supporting partner to the event and supported our licensees exhibiting.

- **26 June - Waste Strategy Summit**
Supporting partner and Kate chaired one full day of the event and was a moderator of a panel on day 2. GECA also exhibited.

- **July 25 Workspace Facilities Management Summit**
Kate Harris Chaired one full day and was moderator of a panel discussing: Strategies for sustainable facilities management.

- **29-30 August – FRONT Indesign**
Strategic partner and supporter.

- **22 September - Randwick Ecoliving Expo** Exhibited with our Materials in Mind pod - another busy expo and had a constant flow of visitors (consumers) all very engaged wanting to learn more and find GECA certified products and services.

- **October 14-19 – GECA's event: Circular Economy with Materials In Mind** - see page 14

- **23 – 24 October ISSA Cleaning & Hygiene Expo**
GECA exhibited, showcasing the fantastic products and services certified under our Cleaning Products and Cleaning Services standards. This event attracted over 4,000 visitors from the built environment, government, education, hospitality, manufacturers and healthcare.



Events - exhibitor and speaker continued

- **30 – 31 October Australasian Waste and Recycling Expo (AWRE)**

GECA was a Supporting Partner and exhibited with our Materials In Mind pod. Kate Harris participated on the panel – State of Waste: 18 months post China Sword are we making any progress?

- **7 November – Sustainability Live and Gala Awards (Architecture & Design)** Supporting partner and exhibitor. Kate was a participating judge of the awards and will also be speaking on a panel, 'Construction waste and its disposal'. GECA will also be exhibiting.

- **11 November – Sustainable Public Procurement Workshop (GECA event)** GECA hosted a UN One Planet event in Sydney, as part of our involvement in the sustainable public procurement working group for construction and the built environment. This will engage many of our licensee's key stakeholders in the importance of sustainable procurement for large scale projects and the global leadership occurring here and across the globe.

- **12 -14 November – Procurement Week**

Kate chaired day one and moderated a number of speaker panels. On day two, Kate presented on 'Ensuring indigenous businesses benefit from your procurement and supply chain outreach and was also a speaker panellist on 'Future-proof your sustainability, corporate social responsibility and ethical procurement initiatives'.

Upcoming events

21 November: Sourcing and Supply Forum

22 November: Undress Runway,

23 November: TEDx

Awards - on judging panel

Green Globe Awards

Green Gown Awards

Banksia Awards

Sustainability Awards - Architecture & Design



Joyce Foam at Denfair

External Publications

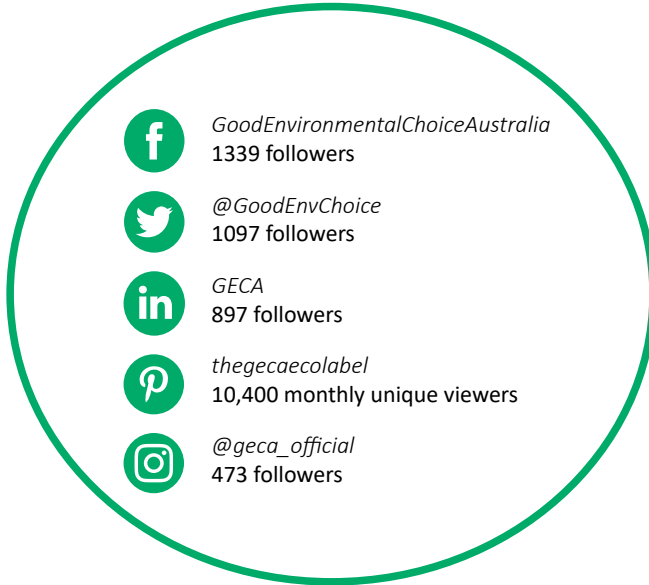
- 6 January - **A snapshot of modern slavery** in INCLEAN Magazine January/February issue and online
 - 18 February - **Why “social” is essential for sustainability** featured in GEN Magazine Edition 35
 - 5 March - **Why GREEN cleaning is a team effort** featured in INCLEAN Magazine March-April issue
 - 1 May - **Creating healthy spaces** in INCLEAN Magazine May/June issue
 - 15 July - **Why the future of supply chains is symbiotic** in INCLEAN Magazine July/August issue
 - 6 August 2019 - **We’re in this together: Why the future of supply chains is symbiotic** in The Executive Housekeeper Magazine Vol 23 No 2
 - 16 April – **Modern Slavery Act 2018: Draft Guidance for Reporting Entities** Released for Comment
 - 17 April – **IKEA Australia Announces Switch to Electric Vehicles**
 - 22 May – **New Lifestyle Show Takes Sustainable Housing to a Mass Audience**
 - 24 May – **What You Should Know About: Adhesives, Fillers and Sealants**
 - 18 June – **Welcome to For Future Generations**
 - 1 July – **How Hazardous Is the Chrome on Your Furniture?**
 - 9 July – **25 Years of Defining Leadership in Sustainability**
 - 27 August – **ORG Is the First in Australia to Certify Under GECA’s New Waste Collection Services Standard**
 - 28 August – **GECA Applauds New Roadmap for Sustainable Homes**
 - 27 September – **GECA Supports the Built Environment Sector Reaching Net Zero Carbon Emissions by 2050**
 - 4 October – **Record Number of Finalists in the Running for the 2019 Premier’s Sustainability Awards**
 - 7 October – **GECA Releases a New Standard for Sanitary Products**
 - 9 October – **Leaders in the Green Economy Celebrate World Ecolabel Day**
 - 23 October – **It’s Crunch Time for the Waste Industry**
 - 29 October – **Making Every Building Count: Governments Urged to Adopt Practical Plan for Emissions Reduction ”**
- ### GECA in the news
- 5 March in **The Fifth Estate** – Emotional tech and a rise in measuring indoor office space on the menu at Total Facilities 20-21
 - 22 March in **INCLEAN Magazine** – Industry talks trends, technologies and preparing for the future
 - 31 March in **INCLEAN Magazine** - Labor to ban single-use plastic bags, microbeads
 - 6 May in **Architecture & Design** - The inaugural Watty! Spectrum in Melbourne

GECA in the news - continued

- 5 March in **The Fifth Estate**
– Emotional tech and a rise in measuring indoor office space on the menu at Total Facilities 20-21
 - 22 March in **INCLEAN Magazine**
– Industry talks trends, technologies and preparing for the future
 - 31 March in **INCLEAN Magazine** - Labor to ban single-use plastic bags, microbeads
 - 6 May in **Architecture & Design** - The inaugural Wattyl Spectrum in Melbourne
 - 9 May in **INCLEAN Magazine** - The chemical cocktails lurking in your office paints, adhesives, computers, printers... and more
 - 29 May in **Shopping Centre News Magazine** - The Materials Shift, choose life in the Timber Age
 - 31 May in **Architecture & Design** - Achieving building code compliance with fibre cement cladding
 - 4 June 2019: **EFTM** – Gyprock your home cinema the right way with CSR
 - 25 July 2019: **GEN After 25 Years**: Board Members Reflect on Gen's Past & Future
 - 7 August 2019: **The Green List**
– Two events, one new office, and a new certification standard
 - 14 August 2019: **INCLEAN Magazine Online** – 7 steps to choosing an eco-cleaner
 - 14 August 2019: **The Fifth Estate**
– GECA's new Waste Collection Standard starts in Sydney
 - 16 August 2019: **Architecture & Design** – Meet the 2019 Sustainability Awards supreme judging panel
 - 25 August 2019: **INCLEAN Magazine Online** – GECA launches Waste Collection Services standard
 - 26 August 2019: **CHOICE** – What is renovation greenwashing?
 - 28 August 2019: **Planet Ark's Business Recycling News**
– A way to build trust in the Australian waste industry
 - 28 August 2019: **Architecture & Design** – Should the first rule of paints & coatings be 'do no harm'?
 - 29 August 2019: **The Green List**
– ORG: The road to recovering food waste doesn't have to pass landfill
 - 31 August 2019: **GEN Magazine Edition 36** – Growing the green building industry
 - 3 September 2019: **Architecture & Design** – GECA's new standard sets sustainability benchmark for waste management
- 26 September 2019: **Architecture & Design** – Companies worldwide commit to net zero carbon buildings
- 29 September 2019: **INCLEAN Magazine Online** – GECA supports net zero carbon emissions by 2050

Social media

We have increased our frequency and reach across all social media platforms with more strategic and engaging content.



“ eWater Systems is proud to have achieved GECA certification. The robust accreditation and audit process underscores the credibility of GECA with key specifiers and decision makers. As a differentiator GECA certification sets of well apart from our competitors. We thoroughly recommend GECA to others who are marketing sustainable products. ”

Phil Gregory, eWater Systems



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