

IF YOU'RE NOT BUYING RECYCLED YOU'RE NOT RECYCLING

Buying Recycled for Business: The Tool Box

A guide to assist companies in implementing
'buy recycled' programs



BRBA

Buy Recycled Business Alliance

Buy Recycled Business Alliance

The Buy Recycled Business Alliance (BRBA) is a coalition with a clear development mission - to increase the purchase and use of recycled content products (RCPs) through leadership by example, education and information, research and development, and partnerships.

BRBA's vision is that the increased use of RCP's will contribute to sustainability through economic, social and environmental benefits for the Australian community.

The BRBA's foundation members are: ACI Glass Packaging, AMCOR Australasia, Ansett Australia, Carlton & United Breweries, Carter Holt Harvey Tissue, Coca-Cola Amatil, Coles Myer, Collex, Fuji-Xerox Australia, KAAL Australia, McDonalds Australia, Telstra, Visy Industries, VisyPak and Woolworths.

EcoRecycle Victoria

EcoRecycle Victoria is the Victorian Government agency charged with minimising the creation of waste, promoting the sustainable use of resources and better managing the disposal of residuals.

This Tool Box builds on EcoRecycle Victoria's Waste Wise Business Program and the Local Government Buy Recycled Program.

Guides and resources that have assisted in developing this Tool Box:

Buy Recycled Guide Book, Buy Recycled Business Alliance, USA, Undated.

Buy Recycled Resource Kit for Local Government, EcoRecycle Victoria, March 2000.

Buy Recycled Training Manual (Fifth Edition), Northeast Maryland Waste Disposal Authority and Maryland Environmental Service, USA, 1997.

Complying with the Environmental Marketing Guides, Federal Trade Commission, USA, 1998.

Demand the Supply: Buy Recycled, Texas Natural Resource Conservation Commission, Undated.

Environmentally Preferable Purchasing, A course prepared for the Southern Sydney Waste Board, Bayley & Associates November 2000.

Greening the Government, A Guide to Implementing Executive Order 1310, White House Task Force on Recycling, April 2000.

Know Your Paper, A Guide to Purchasing Recycled Content Office Paper, Southern Sydney Waste Board, November 2000.

Local Government Environmental Purchasing Starter Kit: A Guide to Greening Government through Powerful Purchasing Decisions, National Association of Counties, USA, December 1999.

Make That Recycled: A Buyers Guide to Recycled Coated Freesheet Paper, Alliance for Environmental Innovations with Business for Social Responsibility, May 2000.

New South Wales Government Procurement Guidelines, Environmental Management, New South Wales Government, May 2000.

Private Sector Pioneers, How Companies are Incorporating Environmentally Preferable Purchasing, United States Environmental Protection Agency, June 1999.

Resourceful Purchasing, A Hands-On Buyers' Manual with How-To-Do-It Guidance for Source Reduction and Recycled Products, Alameda County Source Reduction and Recycling Board, April 1996.

State Agency Buy Recycled Campaign (Manual for FY 99/00 and attaining the January 1, 2001 Recycled Content Product Procurement Mandates), Department of General Services and California Integrated Waste Management Board, 1999.

Waste Makes No Cents, New South Wales Waste Boards, Waste Audit and Consultancy Services and the Inner Sydney Waste Board, 1998.

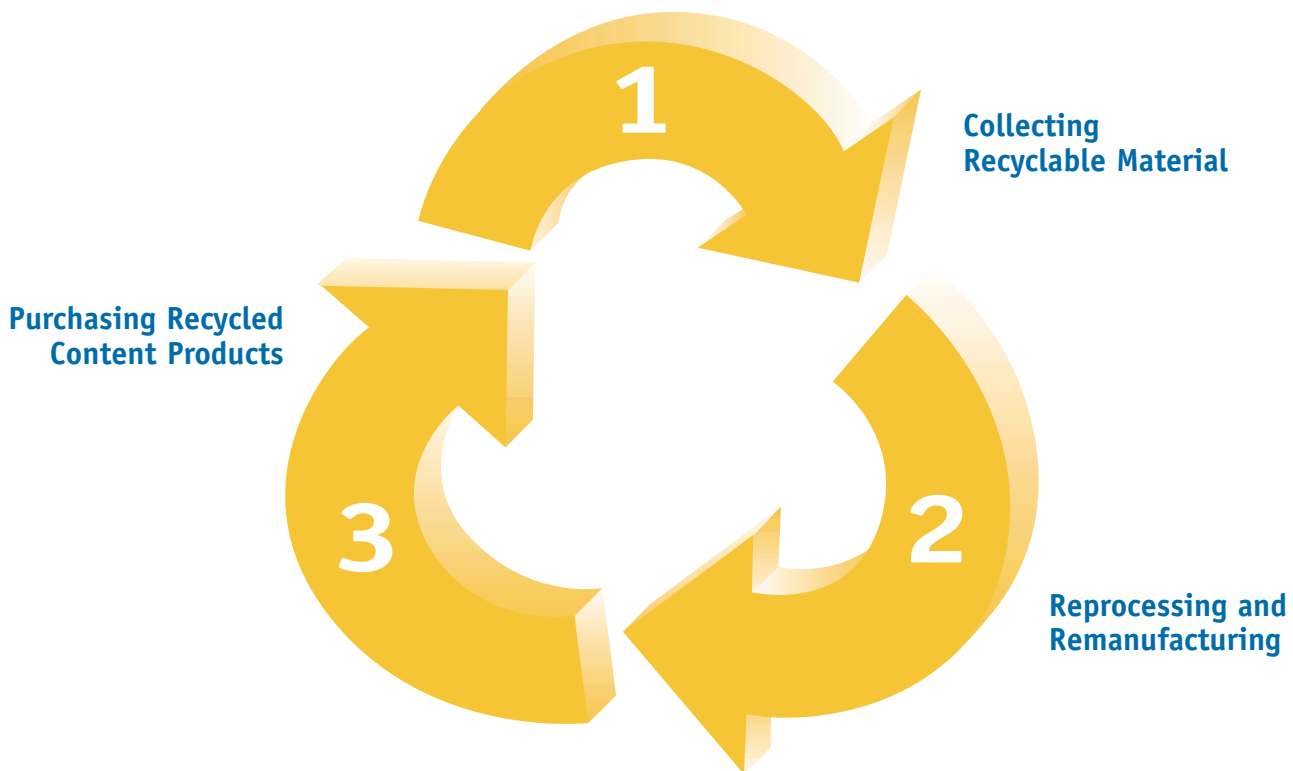
Waste Reduction and Purchasing Policy - A Guide for Agencies, Environment Protection Authority NSW, 1998.

introduction

What is recycling and buying recycled?

Recycling is recovering materials from the waste stream and then making them into marketable products. At its core, recycling is about shifting to an environmentally responsible economy that conserves natural resources, energy and disposal capacity.

There are three steps in recycling:



The important point to take away from this is that unless you 'close the loop' and buy a recycled content product (RCP), you aren't really recycling.

Recycling is not determined solely by the amount of materials collected but also by the amount processed and reused in new products and materials. Without attention to this part of the equation, recycling simply won't work in the long-term.

This Tool Box has been put together to assist you to **BUY RECYCLED, CLOSE THE LOOP and MAKE A DIFFERENCE.**

How do I do it? The nuts and bolts of implementation

There are eight steps to implementing a 'buy recycled' program and these are outlined in the Tools 1-8. Additional information is included in Tool 9 on EcoRecycle Victoria's Waste Wise Business Program and the National Packaging Covenant. Each Tool will deal with issues along the wheel shown below.



Each of the Tools are stand-alone and contain:

- general background information with flow diagrams and quick fill out forms,
- case studies from companies showcasing how they have put aspects related to the Tool into practice;
- the implementation process as followed by a fictional company, 'Terrific Travels'; and
- quick questions to get you thinking about how you might start, or expand a 'buy recycled' program.

The Tool Box also includes:

- 1) A glossary of terminology often associated with buying recycled.
- 2) Helpful links on buying recycled available on the Internet.

introduction

How will buying recycled assist your company?

Demonstrates environmental leadership and enhances your company image

Buying recycled demonstrates both to your customers and your community that you are committed to protecting the environment. A survey undertaken by EcoRecycle Victoria in 1998 found that 99 percent of respondents agreed with the proposition that protection of the environment is very important¹. In addition, the NSW Environment Protection Authority found in 1997 that 89 percent of enterprises surveyed agreed with the statement that 'the general public in NSW expects industry to continue to improve its environmental performance'.²

Increases your competitive edge

Your customers may consider recycled content in their purchasing decisions, especially those who have signed up to the National Packaging Covenant, and your willingness to produce or use a RCP can increase your competitive edge. In addition, many RCPs are less expensive or offer long-term savings because they are more durable than their virgin counterparts.

Seventy nine percent of enterprises surveyed in NSW agreed with the statement that 'improving environmental standards in a company like ours makes good business sense'.²

Builds communication and motivation amongst employees

Your employees will appreciate the company's efforts to protect the environment; it will energise employees and foster goodwill. In addition, it may bring departments together to discuss needs and concerns in working towards a common goal, building relationships along the way.

Eighty six percent of enterprises surveyed in NSW agreed with the statement that 'our staff are generally supportive of practices that will improve our environmental performance'.²

It is easy to do and good practice!

Unfortunately, environmental damage can often involve practices that people are hesitant about, such as minimising car travel. 'Buying recycled' is a relatively easy change - sometimes users of RCPs don't even notice a difference. Sometimes they do! An increasing number of RCPs easily compete on performance and quality levels with virgin products.

How will buying recycled assist Australia?

Conserves resources and energy and reduces waste and pollution

Substituting recyclables for raw materials saves the raw material from being used and saves the space in landfills for materials that cannot be recycled. It also saves energy and reduces pollution and greenhouse gases in various stages of production.

A recent report for the Covenant Council found that on average the kerbside recycling system delivers a net environmental benefit to a household of \$68 per household per year. When the financial costs of \$26 per household per year are taken into account, this gives an average overall benefit of around \$42 per household per year³.

For example, compared to producing paper from virgin wood pulp, one tonne of recycled paper saves approximately 13 trees; 2½ half barrels of oil; 4,100 KWH of electricity; 4m³ of landfill and 31,780 litres of water⁴.

Assists the economics of the recycling system

Buying recycled will strengthen the markets for recyclables, which leads to economies of scale and potential price reductions for finished products. Buying recycled creates demand side 'pull' to compliment the 'push' of recycling's supply-side collection.

Creates jobs and economic development opportunities

Market development translates into economic development. Recycling creates jobs and serves as a catalyst for new enterprises. Many of Australia's RCP manufacturers are small to medium size enterprises located in regional areas.

¹Public Views Victoria 1998, Community Attitudes to Waste and Recycling, prepared by Keys Young for EcoRecycle Victoria, EcoRecycle Victoria, 1998.

²Industry and the Environment, A Benchmark Survey of Environmental Management in NSW Industry, NSW Environment Protection Authority, 1997.

³Independent Assessment of Kerbside Recycling in Australia, Nolan-ITU, 2001. Available from the National Packaging Covenant Website www.environment.gov.au/epg/covenant

⁴Why Recycle? Visy Recycling, undated brochure.

internet resources

Australia

Australian Consumer and Competition Commission

www.accc.gov.au/pubs/catalog.htm

The Australian Consumer and Competition Commission have put out a business and consumer information leaflet entitled 'news for business on self-declared environmental marketing claims'. This leaflet outlines the procedures you should follow when making voluntarily declared environmental marketing claims.

The basis of this leaflet is the 'Interim Australian Standard for Environmental labels and declarations - self-declared environmental claims [AS ISO 14021 (Int) - 1998]'. This standard offers detailed guidance on both specific environmental claims and procedures for their verification and is available from www.isostandards.com.au

BRBA

www.brba.com.au

The BRBA website has general information on 'buying recycled', profiles of the member companies and describes what these companies are doing to implement recycled content product procurement.

EcoRecycle Victoria

www.ecorecycle.vic.gov.au/

From the home page, run a search on 'buy recycled' this leads to general information on buying recycled and links to the 'Buy Recycled Resource Kit for Local Government'. This kit includes guidelines to establishing a 'buy recycled' purchasing program and contains:

- A model policy
- Helpful hints on overcoming myths and barriers
- Case studies of councils that have implemented Buy Recycled Programs and policies
- Fact sheets and proforma documents

This Tool Box will also be available from the website.

Local Government Buy Recycled Alliance

www.mav.asn.au/buyrecycled/

With funding and support from EcoRecycle Victoria the Municipal Association of Victoria has initiated the Local Government Buy Recycled Alliance (LGBRA) to encourage councils to increase the use of recycled content products within their operations and services (see above).

NSW Government Procurement Guidelines

www.dpws.nsw.gov.au/policy/areas+of+expertise/procurement/procurement+policy+documents.htm

The Department of Public Works and Services website includes a pdf file on the environmental procurement guidelines for the New South Wales Government. This includes information on:

- Reviewing procurement practices
- Identifying and eliminating the bias against recycled and environmentally friendly low-waste products in procurement
- Committing to buying 'green'
- Evaluating tenders
- Procurement considerations through office stationary and equipment

There is also a useful environmental procurement checklist.

Southern Sydney Waste Board, NSW

www.sswb.nsw.gov.au/publications/Publications.htm

The following pdf files are available from this website:

- Waste Reduction and Purchasing Policy Guidelines for Local Government, 1999
- Buy Recycled Office Product Guide, 2000
- Know Your Paper, A Guide to Purchasing Recycled Content Office Paper, 2000

United States of America

The Recycling Data Network, North America

www.recyclingdata.com/referenc.htm

This website includes a comprehensive summary of various publications and services to assist you in the procurement of recycled content products.

Buy Recycled Business Alliance

brba.nrc-recycle.org/

The BRBA (USA) website has case studies on top US companies that have introduced recycled content products into corporate life, fact sheets on various recycled content products and a pdf file on how to implement a buy recycled program called the 'Buy Recycled Guidebook'.

Also available are helpful links and resource lists.

California Integrated Waste Management Board

www.ciwmb.ca.gov/BuyRecycled/

This state government agency runs a comprehensive 'buy recycled' program. The downloadable 99/00 State Agency Buy Recycled Campaign Manual includes frequently asked questions and provides useful forms for reporting on recycled purchasing.

US EPA's Comprehensive Procurement Guidelines

www.epa.gov/cpg

This US Federal Government program is designed to promote buying recycled. The EPA has designated products that are (or can be) made with recovered materials and they recommend practices for buying these products.

The website includes procurement guidelines, information on proposing products for purchase with recycled content and recycled content product website links.

US EPA's Waste Wi\$e Buy Recycled Site

www.epa.gov/wastewise/purchase.htm

The EPA Waste Wi\$e Buy Recycled website includes information on the commitments business can make to buying recycled, lists resources available to assist in buying recycled and details success stories from Waste Wi\$e partners.

US EPA's Environmentally Preferable Purchasing Program (EPP)

www.epa.gov/opptintr/epp/

This program was designed to encourage and assist executive agencies in the federal system to purchase environmentally preferable products and services. The website includes tools to implement EPP, successful stories, events, and an EPP discussion section.

Included in the website is a 'pollution prevention clearing house' with lots of information on environmentally preferable purchasing.

US EPA's Enviro\$en\$e search engine

<http://es.epa.gov/>

Enviro\$en\$e provides a single repository for pollution prevention, compliance assurance and enforcement information databases.

City of Santa Monica Environmental Program

www.ci.santa-monica.ca.us/environment/policy/

The City of Santa Monica has established an environmentally preferable purchasing program. Included in this program is a 'buy recycled' policy.

Office of the Federal Environmental Executive

www.ofee.gov/

This website contains a copy of Executive Order 13101 (Greening the Government through Waste Prevention, Recycling, and Federal Acquisition), a summary of its implementation, current news, a list of resources, as well as best practices and success stories for waste prevention, recycling, and procurement.

internet resources

Texas Natural Resource Conservation Commission Office of Pollution Prevention and Recycling

www.tnrcc.state.tx.us/admin/topdoc/gi/234/

This website includes an online guide 'Demand The Supply: Buy Recycled'. The guide assists companies to start or enhance their 'buy recycled' program. It includes steps to buying recycled, commonly used recycling terms, and other resources such as trade organisations and directories.

The Clean Washington Centre

www.cwc.org/

The Clean Washington Centre has produced over 80 different technical reports, 'how-to' manuals, and other tools needed to effectively implement recycled material collection and handling, processing and recycled-content manufacturing.

These reports are available from the website and include information on recycled glass, woodwaste, scrap tyres and rubber.

The Southern California Council on Environment and Development

www.scced.org/hotissues/hot_frame.html

A downloadable report on 'Closing the Loop: Buy Recycled' is available from this website. This 40-page document is the outcome of a SCCED Conference held in 1998 and details ways local, state, and federal governments are implementing environmentally preferable purchasing programs.

America Recycles Day

www.americarecyclesday.org

This is a national grassroots campaign dedicated to increasing the purchase of recycled content products and recycling throughout America. A comprehensive list of links is available.

Commonwealth of Massachusetts Environmentally Preferable Products Procurement Program

www.magnet.state.ma.us/osd/enviro/enviro.htm

This website includes information on the Massachusetts' efforts to buy environmentally preferable products (EPP), including product listings, definitions, contract information, sample bid and contract language, fact sheets, and other resources.

King County, Washington

www.metrokc.gov/procure/green/

This website provides monthly updates on buying recycled and green purchasing, and describes the county's experience with different recycled content products. The website also includes information on resources for buyers, provides a model environmental purchasing policy, and contains the King County Recycled Procurement Annual Reports.

US Conference of Mayors, USA

www.usmayors.org/USCM/uscm_projects_services/buy_recycled/contents.htm

This website provides information on implementing a 'buy recycled' program and their training program.

Air Force Centre for Environmental Excellence

www.afcee.brooks.af.mil/eq/ap/gg/default.asp

Available from this website is their downloadable guide to implementing 'affirmative procurement programs' including information on benefits, drivers and practical tools.

National Association of Counties (NACO)

www.naco.org/programs/enviro/purchase.cfm

The National Association of Counties (NACO) Environmental Purchasing Campaign has a helpful starter kit (Local Government, Environmental Purchasing Starter Kit: A Guide to Greening Government through Powerful Purchasing Decisions). This kit includes a baseline survey, a purchasing resolution, a model press release, a glossary of environmental purchasing terms, resource lists and case studies.

Alameda County Waste Management Authority

www.stopwaste.org/fsfreeindex.html

This website contains an extremely comprehensive Resourceful Purchasing Guide (247 pages). The manual contains 'how-to' information, coupled with technical specifications and offers practical tips including:

- Recycled content standards and definitions
- Bid and contracting procedures
- Model purchasing policies
- Product specifications
- Purchasing for waste prevention
- Cooperative purchasing and monitoring and tracking tools

Federal Trade Commission

www.ftc.gov/bcp/menu-enviro.htm

Several downloadable pdf files are available from this website including:

Complying with the Environmental Marketing Guides. This guide assists in sorting our 'green' advertising claims and explains:

- 'Recycled content' claims
- How to calculate the percentage of recycled content when it comes from several sources
- Symbols
- How to make source reduction claims

Canada

Environmental Choice Program

www.environmentalchoice.com/

This website includes 48 guidelines for purchasing various products using environmental criteria and would be very useful in developing specification or purchasing criteria.

Environment Canada

www.ns.ec.gc.ca/epb/pollprev/wm_factsheets/purchase.html

This website includes information for developing environmentally friendly policies.

New Zealand

Wellington City Council

<http://greenbureau.wcc.govt.nz/infosheets/busenvpurch.html>

This website provides information on environmental purchasing for business - the drivers, how to start and how to incorporate it into your tendering processes.

United Kingdom

The National Recycling Forum

www.nrf.org.uk/

This website includes information on creation of end-user markets, possible regulation methods to implement buying recycled content products, corporate environmental performance and greening the supply chain, myths and realities about buying recycled, ways to promote market development and ways to mainstream recycled content products and materials.

Department of the Environment, Transport and the Regions, UK

www.environment.detr.gov.uk/greening/greenpro/gr_aware.htm

This website includes information on greening the government and what they are looking for in suppliers.

Closed Loop Recycling

A recycling process in which reclaimed output is used as an input to the same product system¹.

Environmentally Preferable Products And Services

Products and services that have no negative impact on human health and the environment when compared with competing products. This comparison may consider raw materials, acquisition, production manufacturing packaging, distribution, reuse, operation, maintenance, or disposal of the product².

Life Cycle Assessment

The process of evaluating the potential effects that a product has on the environment over the period of its life cycle³. This includes raw material extractions, transportation, manufacturing, use and disposal.

Packaging

Material that is used to protect or contain a product during transportation, storage, marketing or use⁴.

Post-Consumer Material

Material generated by households or by commercial, industrial and institutional facilities in their role as end users of the product, which can no longer be used for its intended purpose. This includes returns of material from the distribution chain⁴.

Practicable

Means sufficient in performance and available at a reasonable cost⁵.

Pre-Consumer Material

Material diverted from the waste stream during the manufacturing process. Excluded is re-utilisation of materials such as rework, regrind or scrap generated in a process and capable of being reclaimed within the same process that generated it⁴.

Products

Any goods and services⁴.

Remanufactured

Refers to the process of restoring a used product to its original condition¹. Remanufacturing has many other names, including: rebuilding (automotive sector); retreading (tyre remanufacturing); reconditioning; and refurbishing.

Recovered Materials

This is a broad term, covering both pre-consumer and post-consumer materials which would otherwise be regarded as waste⁶.

Recovery

A process that extracts material or energy from the waste stream².

Recyclable

Means the material or product can be recovered, processed and used as a raw material for the manufacture of a useful new product through a commercial process¹.

Recyclate

See recovered materials.

Recycle

The set of processes (including biological) for converting recovered materials that would otherwise be disposed of as wastes, into useful materials or products¹.

Recycled Content Product

A product that contains materials that have been recovered or diverted from the solid waste stream, either during the manufacturing process (pre-consumer), or after consumer use (post-consumer)⁷.

Recycled Material

Material that has been reprocessed from recovered material by means of a manufacturing process and made into a final product or into a component for incorporation into a product⁴.

Reuse

Means using a product again for the same or a different purpose without further manufacture¹.

Sustainable Use Of Resources

A use that meets the present needs of the purchaser while also taking into account external and future costs, including costs to the environment and depletion of natural resources².

Value For Money

The identification and inclusion of all direct and indirect costs associated with a particular product or material. This includes the initial cost of purchasing the product, length of warranty, product efficiency, anticipated maintenance and repair, and the direct and indirect costs associated with disposal or removal of the product at the end of its useful life².

Virgin Material

Means raw material not previously used in the manufacture of products¹.

Waste

Materials or energy that have no further use and are released to the environment as a means of disposal¹.

¹Waste Management Glossary of Terms, Australian/New Zealand Standard, 1998.

²Buy Recycled Resource Kit for Local Government, EcoRecycle Victoria, 2000.

³Is Recycling Worth the Effort? A Summary of a Life Cycle Assessment of Packaging Waste Management in Victoria (Stage 1) prepared for EcoRecycle Victoria by the Centre for Design at RMIT, the CRC for International Food Science and Packaging Manufacture, and the Centre for Water and Waste Technology at the University of NSW, EcoRecycle Victoria, 1999.

⁴Environmental Labels and Declarations - Self Declared Environmental Claims, Australian/New Zealand Standard, 1998.

⁵Model Environmental Purchasing Policy, King County USA, 1998.

⁶The Buy Recycled Website from the National Recycling Forum, <http://www.nrf.org.uk/buy-recycled/buyrecycled/terminology.htm>

⁷Complying With Environmental Marketing Guides, Federal Trade Commission USA, 1998.

Establishing a commitment

Speak to people in your company about 'buying recycled' and build a group of committed people. Make a case to senior management for establishing a formal commitment (or policy) to buy recycled content products (RCPs).

The policy should be written with assistance from a cross section of interested personnel, and once written, should be communicated to the company at large.

A flow diagram outlining the process is given below:



Having a policy that states your intention to purchase RCPs wherever possible/feasible is important for establishing consistency and certainty amongst personnel. A written policy also presents a clear message to customers and suppliers. Policies can be general or specific (see Tool 3: Setting Goals). However, it is a good idea to start with something simple and concise, with the plan to 'grow' it as necessary.

For example, a policy to start with could be: All personnel will buy and use recycled materials wherever practicable.

Case Study

Excerpt from the Purchasing Policy for **Coca-Cola Amatil**:

As part of our commitment to identify and implement ways to improve efficiency with which we use resources, including packaging and other materials we will:

- Give preference throughout our business to purchasing products and materials made of recycled content if these products and materials satisfy current performance, safety, regulatory and cost requirements.
- Consider substitution of current products and materials with recyclable items if the recyclable substitutes satisfy our performance, safety, quality, regulatory and cost criteria.
- Require our contractors to specify the volume of recycled content in products and materials to be supplied.

Terrific Travels

Jill was looking through the newspaper one day and read that in general, office workers produced 0.7kg of waste daily, 83 percent of which was various grades of paper. She went into work with a determination to introduce recycled content paper into the office.

Later in the week, armed with facts and figures on recycled content purchasing and products, she approached the managing director to see if there was any chance of introducing a commitment within the company. She had already sourced and trialled some paper with success. The managing director was dubious - several years ago, they had tried to use recycled paper

and it had jammed the machine continuously. The MD was also very busy and didn't want to think about adding another level of difficulty into the day to day running of the office.

Jill was not deterred! She had faith in the paper that she had been using and getting some of the other staff on side - she switched all the paper over in the machines for a 'blind trial'. (This is a trial where most members of staff do not know that a product they use has been switched for another). The trial was successful (no complaints were made) and the MD was happy to switch paper once it was obvious that the quality of recycled content paper had improved over the past few years.

Quick Questions

- Are any of the benefits of 'buying recycled' applicable to your company? (For a detailed list see the Introduction). Can you use these benefits to make a case to senior management for implementing a 'buy recycled' commitment?
- Has your company signed the National Packaging Covenant? If so, would a 'buy recycled' commitment compliment your Action Plan?
- Can you incorporate a commitment to 'buying recycled' within an existing purchasing or environmental policy?

Undertaking a baseline survey

The recycled content product (RCP) diagnostic over the page will assist you to evaluate your current purchasing in terms of RCPs.

Ask yourself these questions as you work on the form:

- 1) Do I purchase this product?
- 2) If so, is the product made with recycled content?

Or, use the list in the form to start thinking about the types of products available with recycled content and speak to your supplier about RCPs within the various categories.

All the products on the list are available with recycled content. However, the list is not exhaustive and new products are appearing on the market every day. So, keep looking for RCP alternatives

Also, with respect to purchasing recycled content paper it is important to note that different levels of recycled content are available, up to 100%. It is worth considering this aspect when purchasing (see Tool 4 for a detailed list of recycled papers).

Case Studies

The performance of remanufactured products frequently outclasses new products. Testing procedures are used to ensure that products perform as well or better than their new counterparts.

Fuji Xerox operations ensure that all products are remanufactured to 'as new' standards or better and will guarantee the remanufactured products in the same manner as the new product.

Sixty percent of **Fuji Xerox's** returned components are remanufactured to as new or better, and 90% of discarded materials are recovered and recycled.

The **US Government Printing Office** tested two million sheets of copier paper on a variety of copiers and printers. The 30% recycled content paper jammed in equipment 1.5 to 3.2 times for every 100,000 sheets. Twenty percent recycled content paper jammed 2.8 to 2.9 times per 100,000 sheets and virgin paper jammed 2.9 times per 100,000 sheets.

Australian trials also show recycled content paper as performing equal to or better than virgin paper.

Terrific Travels

Jill has already obtained senior management commitment for introducing recycled content paper. She notices when filling in this form that in the past year the company had only bought two other products with recycled content - envelopes and mouse mats.

Jill adds up the amount of money spent in the past year on envelopes and mouse mats. She also calculates the percentage of total purchases throughout the company that this represents (and finds that 0.001% of spending in the company is on recycled content products). This is the baseline for the company - the starting point. This is a very small amount; she decides to think about this when establishing her goals.

Quick Questions

- Out of the products you purchase that don't have any recycled content, could you try one new substitution (with recycled content) per year / quarter / month?
- Is there someone in the office who purchases products that you should pass the list over the page on to?
- Are there other products that you purchase with recycled content that don't appear on this list over the page?

TOOL 2

Tool 2 of 9: Produced as a joint initiative of the Buy Recycled Business Alliance and EcoRecycle Victoria.

RCP Diagnostic¹

PRODUCT CATEGORY	PURCHASED BY YOU	CONTAINS RECYCLED MATERIALS
Computer and printing equipment office supplies		
Computers		
Photocopiers		
Fax machines		
Printing and toner cartridges office supplies		
Inkjet cartridges		
Laser cartridges		
Photocopier cartridges		
Dot matrix cassettes		
Non - paper office supplies		
Matting - bench and desk		
Mouse mats		
Pens, pencils, rulers		
Desk top accessories (sticky tape dispenser, stapler, pencil cup etc)		
File accessories (folders tabs)		
Desktop stacking trays		
Office Chairs, lounge suites and tables		
Paper office supplies		
Counter rolls		
Toilet tissue		
Newsprint		
Letterhead		
Copy paper		
Envelopes		
Business cards		
Christmas cards		
Report covers		
Brochures, annual reports		
File boxes		
Index cards		
Lined pads and Notebooks		
Post-it notes		
Telephone message pads		
Paper file accessories (folders, hanging files etc)		
Mailing tubes		
Swing tags		

PRODUCT CATEGORY	PURCHASED BY YOU	CONTAINS RECYCLED MATERIALS
Cleaning supplies		
Bins		
Bin liners		
Cloths (scotchbrite etc)		
Packaging and storage supplies		
Boxes and Cartons		
Carry bags		
Paper bags		
Crates		
Loose fill		
Moulded packaging		
Pallets		
Drums		
PET strapping		
String		
Film		
Wrapping paper		
Reusable transport crates		
Fleet maintenance supplies		
Engine oil		
Tyres		
Building and construction materials		
Insulation		
Concrete and cement		
Carpeting		
Partitioning		
Paint		
Roofing		
Acoustic tiles		
Landscaping materials		
Plastic timbers		
Compost and mulch		
Picnic tables and outdoor furniture		
Fence posts and fencing		
Other		
Uniforms (eg recycled wool and PET fleeces)		

¹Adapted from **Buy Recycled Guide Book**, Buy Recycled Business Alliance, USA, Undated.

TOOL 3

Tool 3 of 9: Produced as a joint initiative of the Buy Recycled Business Alliance and EcoRecycle Victoria.

Setting goals

Now that you have an idea of the products you are currently purchasing and what you could potentially purchase with recycled content - it's time to set some specific goals!

Goals can be management, monetary or product specific - whatever works within the culture of your company. But remember that you are going to have to measure them and report the results - so don't make them too hard to track.

Examples of different types of measurable goals are given below.

GOALS

Management Specific

Education:

- Number of employees/customers/stakeholders who are aware of the policy/commitment.
- Number of buy recycled demonstration projects undertaken.

Change in methods:

- Number of suppliers (or employees) who have made changes as a result of policy implementation (eg completion of checklists).

Monetary Specific

- Percentage of purchasing dollars spent on RCPs.
- Allowing a 'price preference' for RCPs.

Product Specific

- Replacement of specific items by RCPs.
- Purchasing a certain ratio of units of RCPs to total units purchased.
- Purchasing a certain number of new products with recycled content.
- Only purchasing products that contain a specified amount of recycled material.
- Increasing the amount of recycled content material (in percentage terms) in the products you purchase.

Goals should be **SMART...**

Specific - Know what has been achieved and over what scale

Measurable - Make sure your goals are quantifiable

Agreed - Make sure you have agreement on what you are going to achieve and how you are going to do it.

Realistic - Make sure your goals are attainable (but still motivational)!

Time-based - Make sure your goals cover a period of time.

Also! Don't forget to review them on a regular basis.

Case Study

Excerpt from the **IBM** Environment and Well-being Progress Report:

IBM's corporate goal is to provide a year-to-year increase in the percentage of plastics used in **IBM** products that are made with recycled content - with an ultimate goal of purchasing 10 percent of **IBM's** total plastic procurement volumes as recycle by the year 2001.

Results so far show that **IBM** has increased its recycle use from 1.13% in 1998 to 6.5% in 2000. This five-fold increase over 1998 was largely due to the increased use of recycled PC/ABS plastic in several high-volume applications.

Terrific Travels

Jill decided to concentrate on paper based office products in her goal setting.

This made sense because:

- 1) The office currently contributed to a paper collection program for recycling. By purchasing recycled content paper from Australia - this would mean they were 'closing the loop' in the truest sense.
- 2) Total spending on RCPs was only 0.001% of the total purchasing budget last year - it would be difficult to motivate people with such a small number! Concentrating on paper purchasing will mean that a higher percentage could be used.

Jill went for a very simple goal:

By the end of the financial year, 80 percent of the office paper products will be purchased with at least 50 percent recycled content.

Quick Questions

- Do management, monetary or product specific goals suit your company culture?
- Which type of goal would be the easiest to implement and measure?

Sourcing recycled content products

Having established your current purchasing patterns and identified where the greatest gains can be made in your purchasing of recycled content products (RCPs) it will be necessary to source the products you wish to buy.

There are hundreds of different RCPs available in the Australian market, and the numbers are growing every day. Ask your suppliers to provide you with recycled content alternatives - or look around on the shelves for them. The products are there.

In dealings with all your suppliers and service contractors (eg printers, cleaners):

- 1) Emphasise that your company is committed to buying RCPs.
- 2) Let your suppliers know that you will seek new providers if they will not support your commitment.
- 3) Work with your suppliers to obtain cost competitive RCPs in the price range you want, and to amend performance specifications as necessary (more in Tool 5).

In addition to working within your supply chain, there are several resources that list RCPs:

Victoria

Waste Wise Shopping Guide, EcoRecycle Victoria

Available from the publications page at www.ecorecycle.vic.gov.au

Waste Wise Purchasing Guide for Government and Industry, EcoRecycle Victoria

Available from the publications page at www.ecorecycle.vic.gov.au

EcoRecycle Victoria InfoLine: 1800 35 32 33 (Victoria only)

New South Wales

The Buy Recycled Guide, New South Wales Waste Boards

Available on-line at www.buyrecycled.wasteboards.nsw.gov.au

Buy Recycled Office Product Guide, Southern Sydney Waste Planning and Management Board

Available from the publications page at www.sswb.nsw.gov.au

NSW Waste Boards InfoLine: 1 800 225 587 (NSW only)

These product guides are also available in hard copy by calling the appropriate information line.

Related Recycling Information

Guide to Recycling Services in Victoria

Available from EcoRecycle Victoria

Recycling Directory for the Sydney, Central Coast, Hunter and Illawarra Regions

Available from the New South Wales Waste Boards

WasteWiseX.com.au is Victoria's online trading place for recyclable materials. The service is specifically designed for industry-to-industry transactions rather than for generators of small volumes of material.

Australian Reusable Resources Network (www.arnnetwork.com.au) is an on-line trading place for reusable goods and materials. The service matches your listed items with requests listed by prospective customers.

Case Studies

During the Sydney 2000 Olympic Games: **Visy Special Events** provided furniture and partitions manufactured from 100% recycled materials to fit out an area equivalent to a 40-storey building and supplied enough recycled food and beverage containers to feed nine million spectators.

WMX Technologies in the USA designed their office with the goal of closing the recycling loop and incorporating as many reused and recycled content materials into the facility as possible, while creating an environment that was pleasant and functional.

In total, 85% of the materials used in the construction were either reused or contained recycled content.

Terrific Travels

Jill has now done some serious research into the different types of paper available with recycled content. There are nine brands of paper currently available in Australia - see the table over the page for results from her research.

She is now able to choose a paper that suits her goals and ideals as well as the performance expectations of her boss. She wants a paper that uses waste from Australia, is readily available, high quality and cost neutral.

Quick Questions

- How can you communicate your 'buy recycled' commitment to your suppliers? What will work best?
- What product types are you most interested in?
- Something to watch out for! Recyclable - doesn't mean that a product is MADE out of recycled content products. It merely means that the material is able to be collected within the kerbside collection system. See 'Complying with the Environmental Marketing Guides', Federal Trade Commission (www.ftc.gov) for interesting information on valid environmental marketing claims and what they mean.

TOOL 4

Tool 4 of 9: Produced as a joint initiative of the Buy Recycled Business Alliance and EcoRecycle Victoria.

Paper decision tree¹

Paper Name	Fibre Source	Fibre Composition	Country of Manufacture	Copying Low-Medium Volume
Revive Fuji Xerox	Pre/post-consumer collected from various sources around Australia. Includes milk cartons, printers' offcuts and office computer paper.	100% pre/post consumer waste paper	Australia	Guaranteed
Renew 80	Australian pre and post consumer wastepaper. Includes liquid paperboard containers, printers and converters waste. Cotton waste is from the cotton seed oil industry. New fibres are from ecologically sustainable sources.	80% pre/post consumer waste paper 20% plantation fibre	Australia	Recommended
Renew 100	Pre/post consumer collected from various sources around Australia. Includes milk cartons, printers' offcuts and office computer paper.	100% pre/post consumer waste paper	Australia	Recommended
Plantation 80	Australian waste paper and cotton waste from the cotton oil seed industry in NSW.	70% pre/post consumer waste 30% cotton waste	Australia	Recommended
Ozcopy (recycled)	Pre/post consumer waste paper collected from various sources around Australia. Includes milk cartons, printers' offcuts and office computer paper.	100% pre/post consumer waste paper	Australia	Recommended
Green Wrap Fuji Xerox	Australian pre and post consumer waste paper. Includes liquid paperboard containers, printers and converters waste. Cotton waste is from the cottonseed oil industry. New fibres are from sustainably managed plantation forests.	50% pre/post consumer waste paper 10% cotton waste 40% plantation fibre	Australia	Guaranteed
Cyclus Offset	De-inked pulp produced from recycled paper collected from offices, printers and households.	100% pre/post consumer waste paper	Denmark	Not Tested
Canon 100 Nautilus	Pre and post consumer waste paper sourced from a variety of different waste streams. Specified under the German environmental label 'Blue Angel'.	100% pre/post consumer waste paper	Austria	Guaranteed
'Best of' Triotec	De-inked pulp produced from recycled paper collected from USA and Canadian pulp mills.	50% pre/post consumer waste paper 50% sawmill waste or plantation	Austria	Guaranteed

Guaranteed - the paper is suitable for a particular use and has been tested extensively across a range of office equipment in the particular category.

Recommended - the paper is suitable for a particular use and is recommended for that application. The difference between recommended and guaranteed is the level of testing conducted with different office equipment and the manufacturer's certification of the product.

TOOL 4

Tool 4 of 9: Produced as a joint initiative of the Buy Recycled Business Alliance and EcoRecycle Victoria.

Copying High Volume	Low-Medium Laser Printing	High Volume Laser Printing	Mono Ink Jet Printing	Colour Ink Jet Printing	Faxing
Guaranteed	Guaranteed	Guaranteed	Recommended	Not Recommended	Recommended
Recommended	Guaranteed	Recommended	Recommended	Recommended	Recommended
Not Recommended	Recommended	Not Recommended	Recommended	Not Recommended	Recommended
Recommended	Guaranteed	Recommended	Guaranteed	Recommended	Recommended
Not Recommended	Recommended	Not Recommended	Recommended	Not Recommended	Recommended
Guaranteed	Guaranteed	Guaranteed	Guaranteed	Recommended	Guaranteed
Not Tested	Recommended	Recommended	Not Recommended	Not Recommended	Not Tested
Guaranteed	Guaranteed	Guaranteed	Guaranteed	Not Tested	Guaranteed
Guaranteed	Guaranteed	Guaranteed	Guaranteed	Not Tested	Guaranteed

Not Tested - generally not an indication that the product should not be used, but simply an indication that no test results are available for the particular use. A not tested rating was also given for some colour applications if the quality of final prints is believed to be compromised and not of the highest quality that would be achieved if paper designed specifically for colour printing was used.

Not Recommended - generally allocated if the paper is not designed for a particular use or if it is felt that the quality of final prints may be compromised. This is especially applicable to the use of recycled papers for colour printing if the paper has a low paper 'whiteness'.

TOOL 4

Tool 4 of 9: Produced as a joint initiative of the Buy Recycled Business Alliance and EcoRecycle Victoria.

Myths not reality!²

MYTH: RCPs are inferior quality

REALITY: Products made using recycled materials often meet the highest industry standards and have undergone extensive testing.

Ask suppliers to demonstrate the quality of their products or provide samples for trial. In addition, many RCPs have warranties or guarantees of performance. See the Case Studies in Tool 2 for examples.

MYTH: RCPs are more expensive

REALITY: RCPs are often very competitive. If you don't ask for a quote, you may be losing out.

For example a council in Victoria asked for a quote on the supply of 30,000 mobile bins. They did not differentiate between recycled and virgin content. The quote for bins with over 50 percent recycled content was the most cost competitive quote received.

REALITY: In the long term, buying recycled, recyclable and less wasteful products will reduce costs.

For example by re-using building materials in the re-furbishment of its new Civic Centre, Moreland City Council in Victoria saved over \$75,000.

REALITY: Many RCPs have multiple lives and save the expense of extracting virgin materials.

For example thermoplastic resins, which are the most commonly recycled type of plastic, can usually be recycled with little change to their properties. This reduces the dependency on virgin plastic resins, saving valuable hydrocarbon resources. In addition, aluminium and glass can be recycled repeatedly without a loss in quality.

See the Introduction section of the Tool Box for further information on how buying recycled can conserve resources and energy and reduce waste and pollution.

REALITY: Buying RCPs in significant volumes will result in less wastage and save landfill space.

For example in 1997-1998 alone over 830,00 tonnes of concrete was recycled in Victoria. The majority of this material was recycled into products including road base and aggregate for non-structural uses such as footpaths.

REALITY: Many RCPs offer best value for money when issues such as maintenance and energy savings or less tangible benefits such as occupational health and safety, public relations or the positive impact on the company are considered.

For example, plastic products are replacing materials such as timber and concrete in a range of applications. Where it is used as a substitute for timber decking, it is more weather and insect resistant and lighter for workers to handle which helps to overcome OH&S issues.

Where information is available and accessible, address the product's life cycle so that the true costs associated with its environmental impact can be considered. This may include the source of the feedstock material, transportation, durability and maintenance issues.

MYTH: There aren't enough RCPs available

REALITY: RCPs are increasingly found in everyday retail outlets, specialist stores and business supply catalogues.

See the baseline survey list in Tool 2 and use the RCP directories listed in the first part of this Tool to source the products.

MYTH: RCPs are unattractive

REALITY: These days it is hard to pick the difference between many recycled and non-recycled products and they are provided in an attractive range of colours and designs.

For example, clothing is a great way to test the consumer acceptance of products. Did you know that Kathmandu's 'Ecofleece' jumper and Mountain Designs 'Polartec 300' jackets are made from 89 percent recycled plastic?

MYTH: RCPs consume more energy and resources than those made from primary material

REALITY: Many RCPs offer significant savings in terms of energy and emissions as well as reductions in resource use.

For example, a life cycle assessment comparing recycling and landfilling of selected kerbside materials, showed that the value of avoided energy use from recycling one tonne of PET is 67MJ, compared with collection and reprocessing energy, which is 11MJ. This is an energy saving of 84 percent. Similar comparisons favoured recycling of glass with a 74 percent energy saving and steel with a 98 percent energy saving.

MYTH: You contravene competition laws when you specify for RCPs

REALITY: Under Australian Competition and Consumer Commission (ACCC) requirements you are not allowed to specify or direct business to particular companies. However, you are able to specify the nature of the services required such as products made with recycled content.

¹Adapted from *Know Your Paper, A Guide to Purchasing Recycled Content Office Paper*, Southern Sydney Waste Board, November 2000.

²Adapted from the *Buy Recycled Resource Kit for Local Government*, EcoRecycle Victoria, March 2000.

Reviewing specifications

After you have an idea of the range of recycled content products (RCPs) available, it is time to look at how you may be unwittingly pre-disposing your purchasing to virgin materials through existing purchasing specifications.

You do not need unique specifications to purchase RCPs, but you may need to amend some of your existing specifications to 'level the playing field'. Consider the following:

BARRIER TO PURCHASING RCP's	ADDRESSED BY
No evidence of your mandate or policy to buy RCPs	Having a comment up front in all of your purchase orders / purchasing specifications clearly specifying your policy in regard to RCPs.
Lowest cost procurement (no timescale included)	Basing your procurement decisions over the entire life span of a product (life cycle costing). Procurement decisions based on lowest cost may create a false bias against RCPs. For example, recycled plastic lumber has a longer life span and less maintenance costs than wood, but it has a higher up-front cost.
Over prescriptive product specifications	Focusing on product performance (the ability to do the job required) rather than very prescriptive product specifications. For example, does the specification require that only virgin materials may be used? Specifications should be made material neutral unless there is a performance reason for specifying virgin materials.
Lack of product information	Using the resources listed in Tool 3 to gain information on RCPs available in the market place.
Over-reliance on track record or performance of product	Removing the clauses for years of proven performance. (Many RCPs are new on the market). Instead ask for guarantees and money back tests or trials.
Lack of performance feedback	Giving feedback to tenderers and manufacturers on why their product didn't make the grade, so that quality, performance and reliability of RCPs can be improved.
One supplier for all products	Avoiding the 'all or nothing' approach and allowing partial solutions. Smaller manufacturers who are only able to fill part of an order often make RCPs.
Short time frames	Asking your manufacturers and suppliers about the lead times needed for a large order as the demand for RCPs often varies.

Sample contract clauses can be found at the following websites:

- King County, State of Washington, USA: www.metrokc.gov/procure/green/index.htm
- Environmental Choice Program, Canada: www.environmentalchoice.com

Quick Questions

- Have you checked whether you have any purchasing specifications with your suppliers?
- Can you implement a system where any new tenders are checked for 'barrier' clauses before being called?
- Can you re-orient your purchasing to service delivery rather than detailed product descriptions?
- How can you 'level the playing field' for recycled content products?

Case Study

In Australia, **Interface** is creating new methods of delivering value to clients, changing its purchasing practices and supporting initiatives to bring about market-based incentives for sustainable commerce. It is focusing on the services delivered by multiple life cycles of its products.

For example, the **Interface** Flexible Finance Programme is an embodiment of the 'Product of Service' concept:

Through its manufacturing and service arm, **Interface** bundles the products and services necessary to completely handle a client's flooring needs. Clients pay by the month for the services they actually desire from flooring systems; colour, texture, warmth, beauty, acoustics, flexibility, comfort under foot, cleanliness, safety and healthier indoor air. **Interface** delivers these benefits with a total satisfaction warranty but continues to own the means of delivery - theoretically as long as the building stands.

Aspects covered by the financing service include installation, ongoing maintenance, replacement and (finally) removal of product.

Terrific Travels

Jill is amazed to find that the reason their supplier had not offered the cost competitive recycled content paper option before was the inclusion of a 'hidden clause' that required all the paper supplied to be of a particular brightness.

The brightness of the paper had no performance reasons behind it - it was purely there because the specifications had been copied from another source.

Purchasing recycled content products and authenticating suppliers' claims

There are several ways to authenticate your suppliers' claims, these include:

- Setting up meetings to discuss the environmental attributes of products.
- Exchanging letters of intent as regards recycled content product (RCP) purchasing.
- Requiring certification on the amount of recycled material (by weight) incorporated in different products.

Examples of questions you could ask your supplier are given below¹. In addition, a brief proforma to assist you in certifying your suppliers RCP claims is also included.

At the very least incorporating these issues in your relationship with your supplier will start them thinking about how the environmental aspects of their business are important to their customers.

Company Environmental Information

- 1) Who has overall responsibility for environmental issues within the organisation?
- 2) Does your company have an environment policy or statement?
- 3) Does your organisation have an accredited and/or formal written environment management system?
- 4) Does your organisation undertake waste audits, environmental audits or monitoring programs to minimise environmental impacts?
- 5) Does your organisation appraise the environmental performance of suppliers and subcontractors?

Product Information and Guarantees

- 6) Is the product certified and labelled according to the Australian or industry accepted standards?
- 7) Will the product result in savings from occupational health and safety benefits or a reduction in maintenance costs?
- 8) Are written guarantees provided on product quality and suitable uses?
- 9) Can the product be re-used or reallocated at the end of its useful life?
- 10) What is the life expectancy of the product?
- 11) Is the product able to be economically and realistically repaired?
- 12) Has the product been designed for disassembly at the end of its useful life?
- 13) Is the product easy to maintain?
- 14) Can the product be upgraded with ease if desired?
- 15) Is the product made using recycled, remanufactured or re-refined materials?
- 16) Is the product able to be recycled locally?
- 17) Are there any special storage or use requirements with the recycled product?

Packaging

- 18) What type of material is the packaging made up of?
- 19) Is the packaging designed to minimise waste? (eg bulk packaging)
- 20) Is the packaging designed for re-use by the end user? (eg reusable crates)
- 21) Will your organisation accept the packaging back for re-use, recycling or recovery?
- 22) Is the packaging able to be recycled locally?
- 23) Is the packaging made from recycled materials?
- 24) Will you pick up transport packaging material and skids?
- 25) Has your organisation adopted a policy of packaging waste reduction, such as an Action Plan under the National Packaging Covenant or participation in the Waste Wise Business Program through EcoRecycle Victoria?

¹The questions were adapted from the **Waste Reduction and Procurement Policy and Guidelines for Local Government** by the NSW Waste Boards (1998) and **The Buy Recycled Resource Kit for Local Government** by EcoRecycle Victoria (2000)

²**Some Teeth for the Paper Tiger**, Richard Collins, Waste Management and Environment - Volume 12, Number 1, February 2001

Case Studies

The **Maps Group**, a members-only bulk purchasing vehicle for public and quasi-public institutions in Victoria, has recently put its paper supply contract out to tender and included a detailed questionnaire on the paper's recycled content, the manufacturing process, chemicals used and the supplier's environmental policies.

This was as a response to the shift in council philosophy, says group-marketing analyst Mick Ross, with some of its member councils demanding only 100 percent post-consumer waste².

One of **Amcor's** Environmental Objectives in their National Packaging Covenant Action Plan is to maximise wastepaper utilisation as a raw material to meet customer specifications.

Terrific Travels

In order to ensure that the company's goals in buying recycled were truly being met, and to add weight to the strength of the company's commitment, Jill asked their supplier to certify that the paper they were using really contained the quantity of recycled material advertised.

This had the added benefit of sending the manufacturer a clear message that their product was in demand due (in part) to the use of a recycled material in its manufacture.

Jill was also surprised to note that the supplier now regularly updated her on new recycled content products he was planning to stock.

It had put recycled content well and truly on the agenda!

Recycled Content Product Certification³

This is to certify that all recycled content products provided under this contract will contain recycled content as defined in this certification and percentages no less than the minimum amount specified for the items listed below.

Recycled content by total weight:

Product	Brand Offered	Minimum % Recycled Material (by Weight)
_____	_____	_____
_____	_____	_____

The undersigned understand that [Company X] may invoke damage provisions, terminate the contract, or both, if products supplied do not meet the above certified percentages and/or definitions.

Bidder Name: _____

Title: _____

Company: _____ Phone: _____

Signature: _____ Date: _____

If the bidder is not the manufacturer, bidder must obtain the manufacturer's certification:

Manufacturer: _____

Name and Title: _____

Company: _____ Phone: _____

Signature: _____ Date: _____

Definitions:

- Recycled content products contain a specified percentage of materials that have been recovered from the solid waste stream, either during the manufacturing process (pre-consumer), or after consumer use (post consumer).
- Recycled material is defined as material that has been reprocessed from recovered material by means of a manufacturing process and made into a final product or into a component for incorporation into a product.

If no certification is submitted, recycled content is assumed to be zero for all products.

Please copy and complete this form if more than one manufacturer is represented or if more product lines are needed.

³Adapted from **Resourceful Purchasing, A Hands-On Buyers' Manual with How-To-Do-It Guidance for Source Reduction and Recycled Products**, Alameda County Source Reduction and Recycling Board, April 1996

Quick Questions

- Could you include a 'suppliers questionnaire' in your procedures for purchase of new products?
- Can you tie these processes in with your National Packaging Covenant commitments?
- Could you include certification of your suppliers' claims within one of your goals?

Collecting data, reporting and reviewing

It is important to keep records on your purchasing and evaluation of recycled content products (RCPs). This information can be used to:

- 1) Provide reports to management and others.
- 2) Share information on successes.
- 3) Provide baseline information.
- 4) Provide feedback to suppliers.
- 5) Evaluate the program and determine ways to improve it.

Collecting data from suppliers

It should be possible to collate the information needed to report on RCP purchasing directly from your suppliers.

All suppliers track in-coming and out-going inventories and sales to specific customers for their own internal stocking and invoicing procedures. They should be able to give you the data you need in a format that is useful to you. At a minimum, you should require reports that total the number of units of the same item sold to your company during the reporting period. Some suppliers may also be able to add a data field including the percentages of recycled content in the items purchased - and this will allow all the necessary reports to be generated.

Supplier reporting requirements will differ from one contract to the next; talk with them to develop the easiest system for both of you.

Collecting data internally

If you have varied suppliers and they cannot track your purchasing for you - set up a system to designate each RCP in your purchasing reports (maybe a separate code number or other distinction).

It may also be possible to manually review your records and calculate the totals. However, this will depend on the scale of your operation.

Case Studies

In 1996, remanufacturing saved **Fuji Xerox Australia** over \$8 million on product purchases. The savings for 1999 were \$20 million and savings of \$25 million were estimated for 2000.

Fuji Xerox says its remanufacturing programs have significant benefits for customers and the company as well as for the wider economy and the environment.

In the **USA**, the **Federal Government** requires its agencies to submit an annual report on recycled content product purchasing detailing the year's purchases and comparing these to the previous year's baseline.

Terrific Travels

Jill is able to report that in the first year they have managed to purchase 82 percent of office paper products with 50 percent or more recycled content.

The company still perceives a need for virgin paper in their glossy marketing brochures, hence the 18 percent shortfall.

Jill is going to discuss options for purchasing recycled content glossy paper with their designers. In addition, she is going to increase the recycled content in the office copy paper from 50 to 80 percent.

Quick Questions

- Can you integrate RCP purchasing records into existing record keeping systems for purchasing?
- Can you modify the proforma purchasing table (found over the page) so that it only measures your particular goals? Does this make it more manageable?

Reporting

Suggested purchasing table with worked example¹:

Product	Virgin quantity purchased per year			Quantity purchased with recycled content per year		
	\$ per unit	units	total kg	\$ per unit	units	total kg
Copy paper	7.00	12,000	30,000	7.50	15,000	37,500

From this information you will be able to generate figures on:

- Total quantity of RCPs purchased during the reporting period
15,000 reams of paper
- Total weight of RCPs purchased during the reporting period
37,500 kg
- Any price preference used on the RCPs
 $7\% = \frac{(\text{virgin unit price} - \text{recycled unit price})}{\text{virgin unit price}} \times 100$
- Any savings experienced through purchasing RCPs versus virgin products
For copy paper the RCP would perform in generally the same manner as the virgin product. However, in other cases, savings through reduced maintenance, or reduced labour may be experienced, and they should be noted here.
- Percentage of RCP versus virgin material products bought
 $56\% = \frac{\text{units of RCPs purchased per year}}{(\text{units of RCP purchased per year} + \text{units of virgin material products purchased per year})} \times 100$

It would also be useful to list any obstacles or problems you experienced during the reporting period.

Reviewing your commitment

Having set your goals and collected information to show how these goals are met, there is enough information for you to review your commitment, look at further ways to update it, and then expand on the commitments given.

¹Adapted from **Resourceful Purchasing, A Hands-On Buyers' Manual with How-To-Do-It Guidance for Source Reduction and Recycled Products**, Alameda County Source Reduction and Recycling Board, April 1996.

TOOL 8

Tool 8 of 9: Produced as a joint initiative of the Buy Recycled Business Alliance and EcoRecycle Victoria.

Communicating and marketing your achievements

Market research consistently shows that Australians consider themselves to be pro-environment and support companies that do more than just comply with environmental regulations.

A recent international survey of 25,000 citizens in 25 countries found that Australians had the second highest level of expectation with regard to corporate social responsibility, including environmental care.

A 'buy recycled' policy can assist your company by

- Building business alliances and improving relationships with customers and suppliers
- Growing your corporate profile
- Positioning for ethical investment
- Earning environmental credibility
- Opening up marketing opportunities
- Giving you more value for money
- Giving you a better understanding of your current purchasing patterns and identifying potential future directions
- Attracting and retaining high quality staff

Various communication methods are outlined in the figure over the page.

Remember - if you produce recycled content products yourself, it may assist you to look at the Australian Consumer and Competition Commission leaflet on self-declared environmental marketing claims available from www.accc.gov.au/pubs/catalog.htm. It is inappropriate to promote products in a misleading manner.

Case Study

Wharington International developed a marketing strategy for its Recopol™ recycled resin products that included:

- Branding the process.
- Development of a website.
- Environmental assessment of Recopol™ resin.
- Directory listings in Recycled Product Guides.
- Articles published in industry journals.
- Presentations and exhibitions at seminars for 'Environmentally Preferable Purchasing'.

The outcomes of this marketing strategy have been:

- A raised profile in the furniture and design industry.
- Receipt of an EcoRecycle Victoria grant for the development of large sustainable commercial furniture in an alliance with a designer and an academic body in the environmental field.

In addition, the marketing strategy identified Councils and waste organisations as a target market for Wharington products. The company is now working with Councils to develop a wider range of sustainable commercial furniture to meet Councils' needs. For example, the Banyule Chair Series was developed to an eco-brief for the Re-Think Waste Wise Education Centre for the City of Banyule.

Wharington continues to focus on quality, design, value and sustainability by investing in technology to improve surface finishes and raising the content of recycled material in products.

Terrific Travels

Jill found that advertising their 'green attributes' in terms of recycling and 'buying recycled' opened up a new market to the company in eco-touring and environmental travel.

Environmental adventure tour groups were more interested in alliancing with a travel agency that had the same core business ethics as themselves.

Jill plans to buy recycled content rulers and mouse mats for all the staff in the office displaying the branding: 'Terrific Travels the Environmental Adventurers' and 'this ruler / mouse mat is made from recycled materials.'

This will enforce the 'buy recycled' ethos.

Quick Questions

- Have you spoken to the BRBA and EcoRecycle Victoria about opportunities to show case what you are implementing (or what you have achieved) in buying recycled?
- Have you considered including information on environmental initiatives (and buying recycled) in your annual report?

TOOL 8

Tool 8 of 9: Produced as a joint initiative of the Buy Recycled Business Alliance and EcoRecycle Victoria.

External Communication Methods

Send out a media release about your policy and the gains you have made through implementation

Present at seminars and conferences on your environmental initiatives and the benefits

Put a case study on the BRBA website and other related environmental websites

Print publications, literature, forms and business cards on recycled paper (and acknowledge)

Join BRBA

Include your 'buy recycled' policy as part of your National Packaging Covenant commitments

Join EcoRecycle's Waste Wise Business Program

Include a section on your environmental policy and buying recycled initiatives in relevant corporate communication (eg website, annual reports and/or environmental reports)

Write articles for external newsletters and environmental publications

Send out supplier questionnaires to gather information on their actions in supporting your environmental initiatives (or require recycled content certification from them)

Internal Communication Methods

Send regular emails/ memo's outlining achievements

Promote recycled content products that are readily available

Reward staff who successfully purchase recycled content products

Promote demonstration projects – such as 'blind trials'

Write articles for internal newsletters

Develop checklists that require staff to consider recycled content prior to purchasing

Send out an email telling staff where they can find information on buying recycled

Include a commitment to buying recycled in staff induction/training programs

Linking your activity into the Waste Wise Business Program

The Waste Wise Business Program is a voluntary program run by EcoRecycle Victoria. The program is suitable for all types and sizes of businesses, since they all use resources and produce waste.

The objectives of the program are to:

- 1) Encourage businesses and organisations to take action to reduce their wastes.
- 2) Reward companies who are taking a lead role in waste avoidance.

The main benefit of the program is saving money by conserving resources and reducing waste to landfill. Other benefits that may flow on are increased staff morale and customer relations. The program is a two stage process:

Stage 1: Becoming Waste Wise - written commitment to join the program.

Stage 2: Full Waste Wise status - upon completion of an audit, action plan and demonstrated commitment.

A comprehensive kit has been developed to assist you in becoming a Waste Wise Business. The kit consists of:

- Step-by-step instructions on how to join the program.
- A draft letter of commitment from the CEO.
- A sample audit form, action plan form and key performance indicators form.
- A full list of EcoRecycle Victoria's publications and resources.

Ongoing commitments of the program are the need to write an action plan for waste reduction and to report on the estimated cost savings, the quantity of waste diverted from your garbage stream (with a reference to production level) and litter prevention due to the program.

Once you are a member of the program you will receive a framed 'Waste Wise Business' certificate and you will be able to use the Waste Wise logo. In addition, with your agreement, EcoRecycle Victoria may promote your success.

For more information on the Waste Wise Business Program, please contact EcoRecycle Victoria on **03 9639 3322** or **www.ecorecycle.vic.gov.au**



WASTE WISE IS A PROGRAM OF
ECORECYCLE VICTORIA

Linking your activity into the National Packaging Covenant

The National Packaging Covenant is a voluntary agreement negotiated between government and industry to address issues relating to packaging waste and kerbside recycling in Australia.

It covers all consumer packaging and household paper including imported packaging and packaged material, not just materials currently in the kerbside recycling stream.

The Covenant ensures a national approach to management of packaging waste, rather than the former system of individual state-enforced measures and is based on the principle of shared responsibility through product stewardship.

Businesses that sign the Covenant are required to undertake a number of commitments. These commitments are flexible with sectors having different Covenant responsibilities; there is also flexibility for individual signatories to determine what actions are appropriate for their business. These commitments are then written into an Action Plan. In addition, signatories are required to contribute to the 'transitional arrangements' package to improve kerbside recycling.

Use the following check-list to identify your need to become a signatory of the National Packaging Covenant:

- 1) Do you supply raw materials to packaging manufacturers?
- 2) Do you manufacture packaging products?
- 3) Do you purchase packaging to distribute your products?
- 4) Do you sell packaged products?

If you answered yes to any of the above questions then you need to look further into the Covenant. Visit the National Packaging Covenant website at: www.environment.gov.au/epg/covenant or contact the Covenant secretariat directly on **02 6274 1679**.

Businesses that are part of the packaging supply chain but do not sign the Covenant will have to comply with packaging regulations instead. These regulations - the National Environment Protection Measure (NEPM) for Used Packaging Materials - are enforced on a State-by-State basis.

The NEPM requires that 'brand owners' undertake or assure the systematic recovery of consumer packaging. They must further demonstrate that the packaging is reused, recycled or the energy is recovered. They must also inform customers adequately about how the packaging is to be recovered.

A 'brand owner' is defined under the NEPM as the owner or licensee in Australia of the trade mark under which the product in question is sold in Australia. In the case of an imported product, the brand owner is the person who sells the product in Australia. With in-store packaging, it is the supplier of the packaging to the store.

The Covenant is not prescriptive with respect to environmental targets. It does not tell companies how to make their packaging or what type of packaging they should use. Companies are able to decide from a wide menu of options what commitments and changes they will make under the Covenant. If a company chooses to be covered by the NEPM regulation it is likely that less flexible and more prescriptive reporting will be required.

The Buy Recycled Business Alliance (BRBA) has completed its own action plan, which is available from www.brba.com.au or from the Packaging Council of Australia website www.packcoun.com.au and the National Packaging Covenant website www.environment.gov.au/epg/covenant. It is anticipated that many BRBA members will include a 'buy recycled' commitment in their own Action Plans. This is in line with the Covenant's emphasis on recycle market development.

Foundation members



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