



# Sustainability victoria

EIANZ forum, April 2008



# Sustainability Victoria

Where did we come from & why ?

- > **Merger of Eco Recycle Victoria and Sustainable Energy Authority of Victoria (SEAV) in 2005**
- > **Implementation of Victorian Government's sustainability policies**
- > **Promoting efficient use of resources – energy, materials and water**



# D4S

Design for  
Sustainability

Our vision is for a thriving community that uses resources wisely.

And with concrete solutions, we're showing Victorians how to make change.

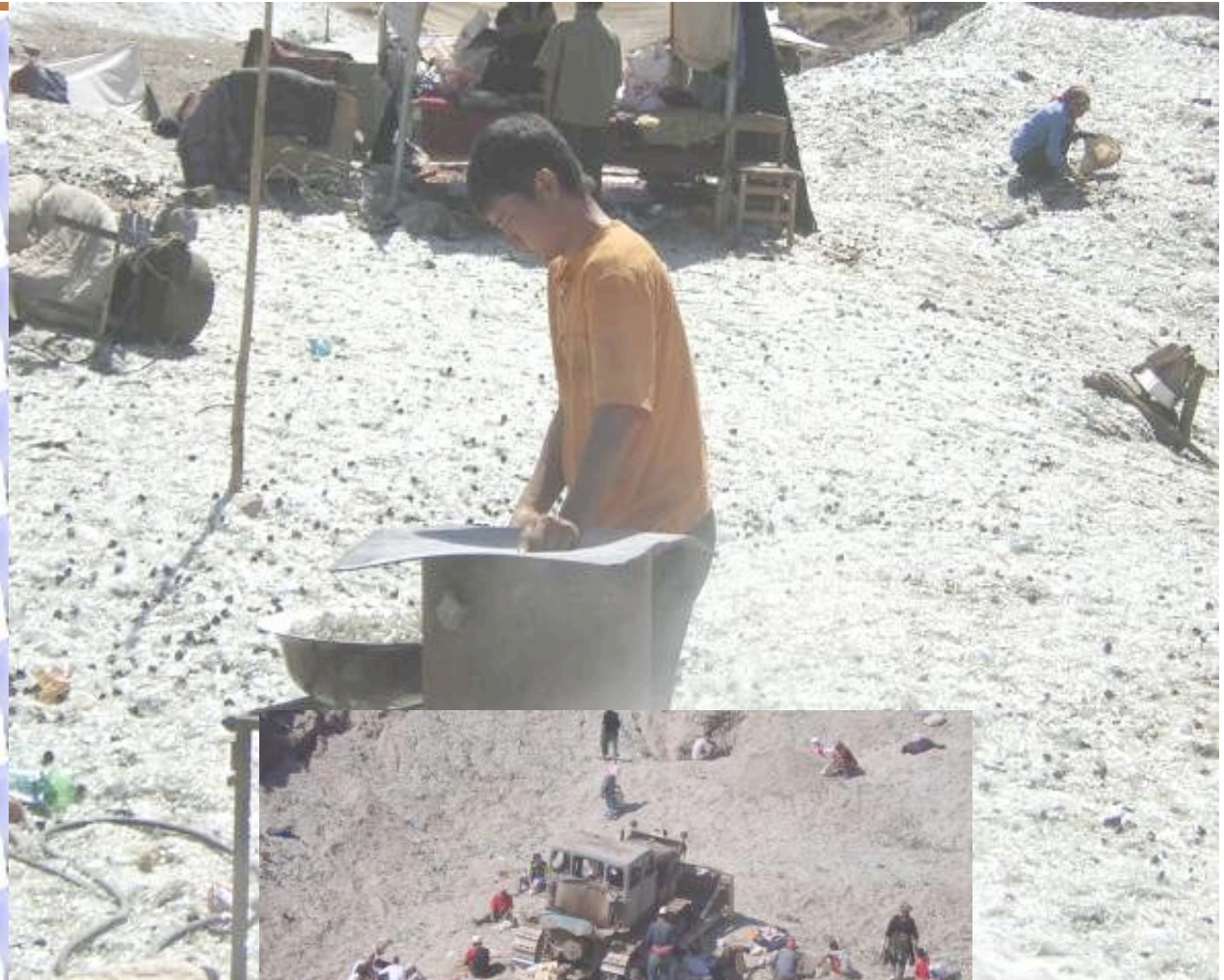


**D4S**

Design for Sustainability

**“To every  
action  
there is  
always an  
opposed  
and equal  
reaction”**

Isaac Newton 1642 - 1746



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# D4S

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Sustainability

 Sustainability  
victoria

 Victoria  
The Place To Be

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## Chris Jordan, Seattle 2007

- > 426,000 mobile phones
- > Equal to the number of mobile phones retired in the US every day

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## What's next, throw away cars?



## Consider this:

- > Most of the planets environmental woes can be traced back directly or indirectly to the production, sale/distribution, use or disposal of products
- > Up top 70% of a products environmental impacts are locked in at the design stage

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## And, looking ahead

- > Resources shortage
- > Peak Oil
- > Spiraling raw material costs

### What is the future ?



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## Despite this...

only one in five companies are  
engaging with D4S

*Environmental Sustainability and Industry: Road to a Sustainable Future,  
National Survey on Environmental Sustainable Practice, Australian Industry  
Group and Sustainability Victoria, September 2007*

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## What is D4S?

- > **Developing products with minimal or no environmental impacts**
- > **Not 'eco' or 'green' products**
- > **But incorporating environmental considerations into good design practice for everyday products.**
- > **Not just common sense but good business sense.**

## Major benefits

- > **Sustainable use of planets resources**
  - > Reductions greenhouse pollution
  - > Protection of biodiversity and habitats
- > **Greater production yield from energy used**
  - > Reductions in energy demand and CO<sub>2</sub> outputs
- > **Resource diversion at '*end of life*' from landfill**
  - > Reduction in energy use and CO<sub>2</sub> production
- > **Removal of toxic substances**
  - > Healthier environment

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## Program objectives

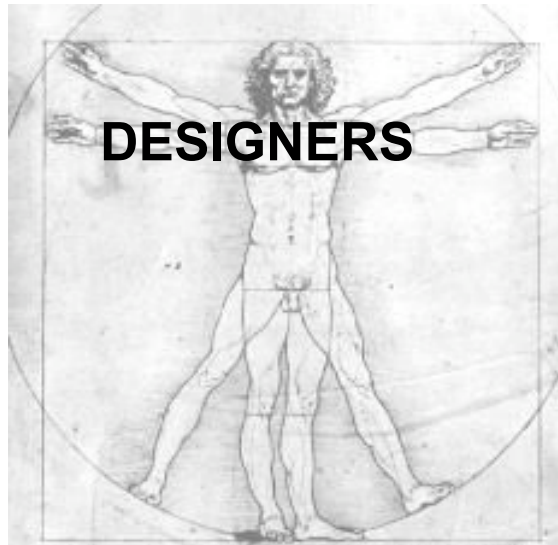
**To firmly place D4S on the political and business agendas**

**To make sustainable consumption & environmental considerations a mainstream concern of design professionals, product developers, manufacturers, marketers, retailers and consumers**



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## Manufacturing

### Four Benefits

- 3 Less environmental impacts
- 4 Increased competitive advantage
- 5 Higher community profile/respect/branding
- 6 Compliance



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## Manufacturers

### Four Strategies

- 3 Determine negative impacts of products over entire life cycle, as well as other company impacts
- 4 Develop a strategy to reduce impacts
- 5 Adopt an integrated approach, increase R&D activity, **engage more closely with designers**
- 6 Engage responsibly with consumers

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## Marketers/Retailers

### Four Benefits

- 1 Competitive advantage
- 5 New marketing opportunities
- 6 Increased sales
- 7 Builds demand for sustainable products



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## Consumers

### Four Benefits

- 3 Longer life products
- 4 Reduced environmental footprint
- 5 User friendly, feel good, better value
- 6 Less expensive to run



## Consumers

### Four strategies

- 3 Ask: do I really need this?
- 4 If yes, then research sustainable options
- 5 Research online, check enviro labels, ask floor staff, don't buy on impulse
- 6 Don't make price the first consideration

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- Businesses will need to face the challenges of a world with reduced and much more expensive resources.
- The design community, manufacturers and our leaders need to embrace the challenge now.
- A sustainable future is possible, and D4S is a key strategy to help achieve it.

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## 4 Things we can all do

- > Reduce consumption
- > Demand long life products
- > Buy local whenever possible
- > Reward responsible manufacturers



Circa 2006

Circa 2007

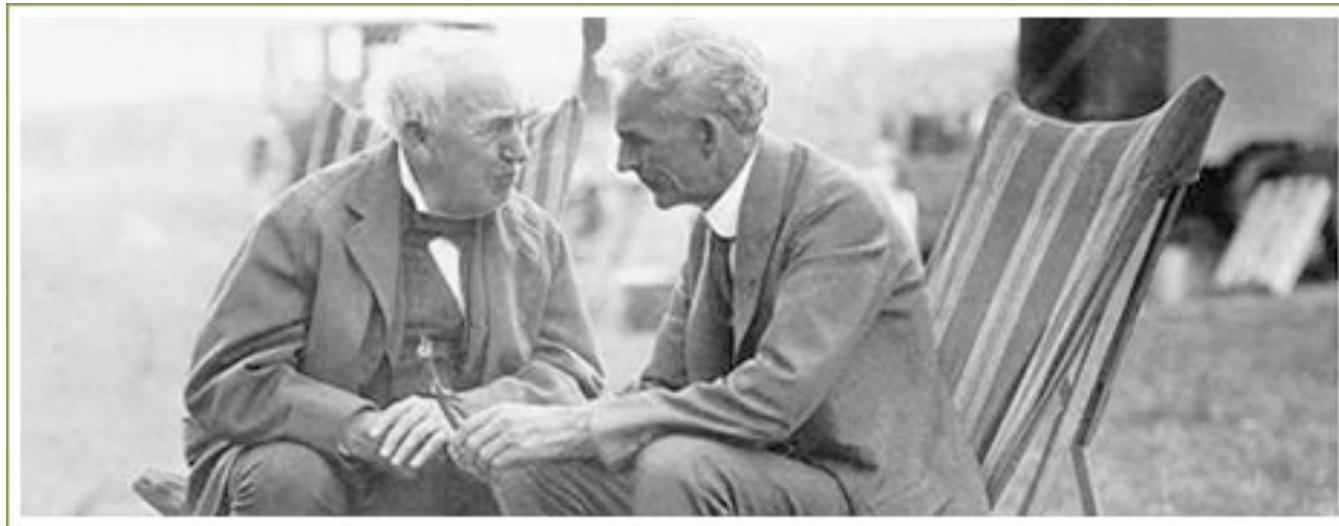


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*In 1931, not long before he died, Edison told his friends Henry Ford and Harvey Firestone: “I’d put my money on the sun and solar energy. What a source of power! I hope we don’t have to wait until oil and coal run out before we tackle that.”*

*-Thomas Edison (1847-1931)*



*Think about the end at the beginning...*

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*...Thank you !*