



BUILDING SUPPLY CHAIN TRANSPARENCY

14 November 2011, Brisbane – EC3 Global and Ecospecifier Alliance to harness the green purchasing power of the world's tourism industry

EC3 Global and Ecospecifier Global, two heavyweights in the certification industry internationally, have formed a unique alliance to assist the tourism industry harness its green purchasing power and help reduce its carbon footprint.

EarthCheck® is the world's largest certifier of sustainable travel and tourism operators. With more than 1300 clients in over 70 countries, the company's EarthCheck program responds directly to the major environmental problems facing the planet.

Ecospecifier specialises in performing Carbon and Lifecycle Analysis (LCA) on materials and products and certifies these using their Life Cycle Analysis (LCA) based Global GreenTag® eco-product rating system.

A central objective of the alliance is to put science and rigour behind the rating of green products and services. This will provide international hotel groups, convention centres and leisure developments with surety that the products they are purchasing are aligned with their commitment to carbon mitigation.

"This exciting initiative will help one of the world's largest industries cut through the often confusing world of product eco-labels," said Stewart Moore, CEO of EC3 Global.

"In the travel and tourism industry, increasing effort is being directed at how to reduce greenhouse gas emissions (GHG) at the source," Moore continued. "The industry has been quick to adopt operational standards that drive down natural resource consumption, but many are just now starting to recognise the need to look further up the supply chain in order to extend their sphere of influence."

Global GreenTag® provides a robust, qualified eco-profiling methodology to certify and rate green building products and other materials using Bronze, Silver, Gold and Platinum ratings," explained Ecospecifier Director David Baggs.

"Through the EarthCheck alliance, we will be able to provide developers, architects and operators who work with and within the tourism industry with calibrated information about materials and products that can help them enrich their assets and strengthen their green operational claims through sustainable building and other product procurement with credible, third party audited sustainability outcomes."

The benefit for manufacturers is a strong competitive edge in a market that's increasingly under pressure to reduce costs. By undertaking the GreenTag® LCARate Certification process, manufacturers will be able to reveal the true impact of their goods and speak with confidence about how they reduce waste, consume less fossil fuel, have a lower emissions profile, use less land, and emit fewer carcinogens and toxins than those of their competitors.

Through GreenTag® LCARate Certification, manufacturers can use a credible rating that simplifies the communication of what is otherwise a highly complex message.

EarthCheck will serve as a means for GreenTag® Certified manufacturers to extend their existing market reach and form relationships with hundreds of companies that are already committed to reducing their ecological footprints through operational change.



EarthCheck will help GreenTag[®] certified products access this valuable global market by:

- developing a dedicated product directory on their websites (www.earthcheck.org, www.ec3global.com and www.sustainabletourisonline.com) to help companies source information relating to GreenTag[®] LCA rated products;
- developing product profiles/case studies with existing hotel groups;
- communicating information about GreenTag[®] products to EarthCheck clients and their supply chains worldwide.

Products likely to become certified include items such as bottled water, bathroom amenities, beds and allied items, floor coverings, finishes, furniture, fixtures and fittings and even cleaners and detergents. Early signs of this already taking place include the actions of companies such as Australian bedding manufacturer Sleep Maker, which released the FORREST range of beds that used soy-bean foam in place of latex for the mattress.

The beds underwent a full Life Cycle Analysis (LCA) during the design and manufacture process and Sleepys stores - where the FORREST range is retailed - also engaged in efforts to reduce emissions.

Ecospecifier Global GreenTag[®] is an LCA-based ISO-compliant eco-label certification and rating scheme that has already been used by companies such as InterfaceFLOR, Polyflor, Herman Miller, BASF, Tontine Insulation, Vertilux, Verosol, Pacific Brands' Dunlop flooring and Knauf wall and ceiling linings

EarthCheck is an integrated environmental management and certification program that is used by hospitality leaders such as ACCOR, Dusit, and InterContinental Hotels Group. By partnering with Ecospecifier, EarthCheck is helping travel and tourism industry leaders better manage their carbon footprint wherever they eat, work or play.

For more information regarding GreenTag[®] and EarthCheck, please visit: www.ecospecifier.com.au, www.ecospecifier.com or www.earthcheck.org

TO GET YOUR PRODUCT GREENTAG[®] CERTIFIED, PLEASE CONTACT:

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