



Low Carbon Buildings and Built Environment- experience from Australia

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**How do you know what
low carbon looks like?**

**LCA?
EPD?
Environmental
management system?**



Second most
consumed
product globally-
only after water



Ecolabels = efficient and effective decision making tool for low carbon solutions and environmentally preferable products and services

ISO 14020-series of standards

- 14020 General principles
- 14021 on self-declared claims
- 14024 on ecolabels
- 14025 on EPD's, Environmental Product Declarations
- 14026 on footprint communication



Type 1 Ecolabel Products Signify Environmental Excellence

Key Attributes:

- ✓ Voluntary, market-based tools, based on ISO 14024
- ✓ Lifecycle based approach
- ✓ Transparent criteria development process
- ✓ Rely on independent (3rd party) verification
- ✓ Multiple criteria

Provide confidence and clarity in purchasing decisions

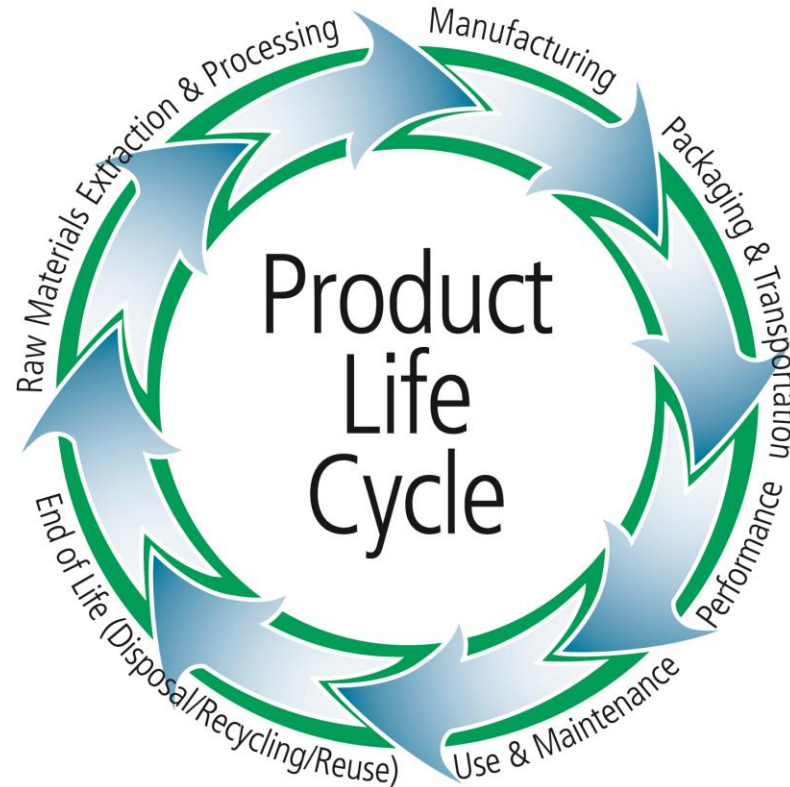
- Win, win, win situation: producers, buyers, and the environment
- Enhance consumer confidence
- Ecolabel informs consumers

Life cycle-based ecolabels offer a viable market solution



Low carbon
AND
circularity

Count carbon
when it
counts!



Look Closer Campaign

What does a label really mean?

Life cycle approach / circular economy considerations





Driving Excellence in Ecolabelling

**GEN is a Network of
ISO "Type I"
Ecolabelling
Organisations**

- Non-profit network established in 1994.
- Works to improve, promote, and develop the ecolabelling of goods and services on a global scale.
- Advocates for Type I ecolabels and articulates distinctions between Type I ecolabels and less credible 'green' marks.
- Helps government officials, retailers, and consumers understand how ecolabels can be used to develop and advance sustainable purchasing



steel

cement

aluminium



Embodied energy- hidden carbon needs to be counted

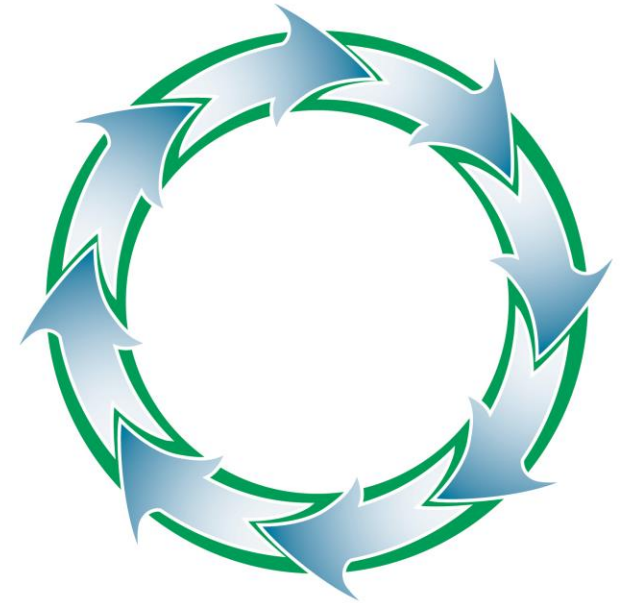


Source: <https://www.globalecolabelling.net/eco/eco-friendly-products-by-category/>

Beyond Carbon....

As concerns about climate change, toxicity and waste increase, those making responsible purchasing decisions need products with genuine environmental benefit.

But how do you choose between climate or human health? Or deforestation or end of life/ waste management?



Australia's GEN member ecolabel



- ✓ Green Star/ Green Building Council of Australia
- ✓ ISCA
- ✓ WELL
- ✓ US EPA
- ✓ Universities
- ✓ ISO 20400
- ✓ ASBEC
- ✓ Responsible Construction Leadership Group
- ✓ Assurance/ Risk management inc insurance

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Infrastructure Sustainability Council

Ensuring all infrastructure delivers cultural, social,
economic and environmental benefits


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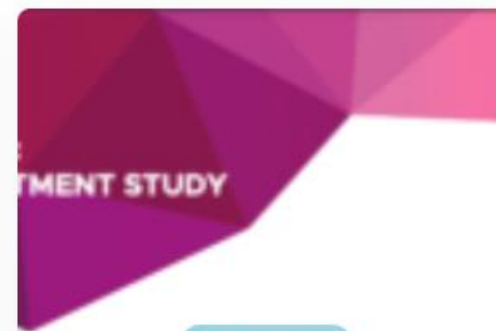
Return on Investment

The Infrastructure Sustainability Council of Australia (ISCA) has been supporting the infrastructure industry drive best practice through the Infrastructure Sustainability Rating Scheme (IS Rating Scheme) since 2012. In this time, the Scheme has actively contributed to


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Reshaping Infrastructure for a Net Zero Emissions Future

Infrastructure has a significant, lasting influence on Australia's greenhouse gas emissions. Around 70% of Australia's emissions are associated with infrastructure projects. Infrastructure assets built


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IS Rating Scheme Return on Investment – Cost benefit analysis of the Infrastructure Sustainability (IS) Rating Scheme

The Infrastructure Sustainability Council (ISC) has been supporting the infrastructure industry to


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ANZ infrastructure industry well-positioned to meet 2030 benchmarks and achieve net zero by 2050

In a first-time collaboration Autodesk (NASDAQ: ADSK), Australian Constructors Association, Consult Australia and the





How are Type I Ecolabels used in SPP?

Type I Ecolabels can be used:

- A. As voluntary guidelines
- B. To develop mandatory product lists
- C. As reference tools to formulate criteria for products
- D. To verify that product claims meet purchasing criteria



Confederation of Indian Industry



Thank you

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