



# GECA

Good Environmental Choice Australia



1 NO POVERTY



2 NO HUNGER



3 GOOD HEALTH



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 RENEWABLE ENERGY



8 GOOD JOBS AND ECONOMIC GROWTH



9 INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



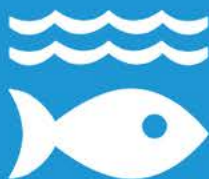
12 RESPONSIBLE CONSUMPTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE AND JUSTICE



17 PARTNERSHIPS FOR THE GOALS



**THE GLOBAL GOALS**  
For Sustainable Development



Australia's only independent, not-for-profit, ecolabelling of products and services



Winner of Top Trusted brand Environmental Products category in 2015



Wellbeing

social

2

GECA



Good Environmental Choice Australia



green  
building  
council  
australia



**ISCOA** Infrastructure  
Sustainability  
Council of Australia





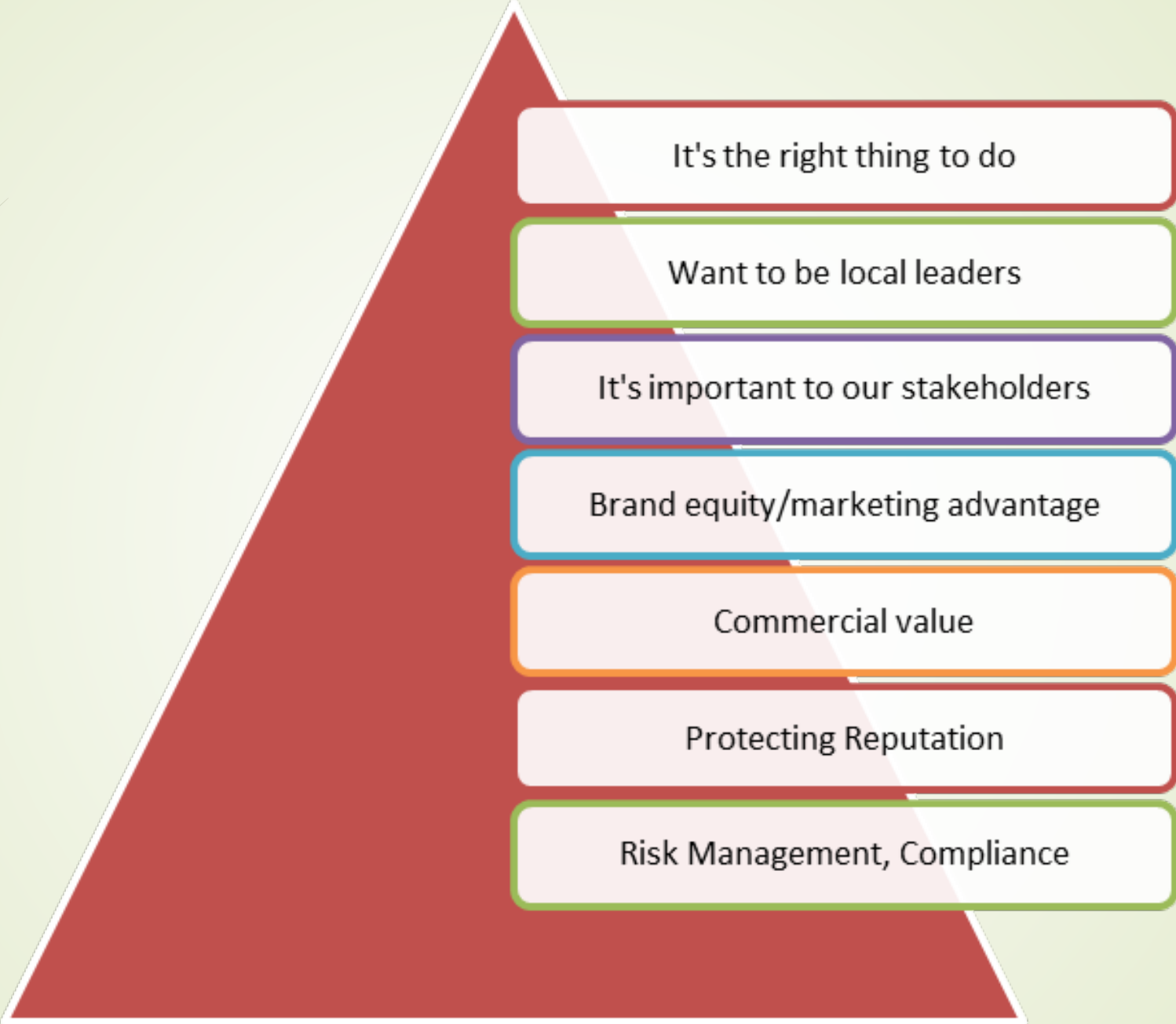

What makes up  
a sustainable  
product?

How do we  
navigate the  
different  
approaches?

How do we know  
who to trust, to tell  
us that it is a  
sustainable product  
or service?

Sustainable  
product





It's the right thing to do

Want to be local leaders

It's important to our stakeholders

Brand equity/marketing advantage

Commercial value

Protecting Reputation

Risk Management, Compliance

# THE PROBLEM WITH CARBON LABELING



PICK ME, PICK ME!  
I'M MUCH HEALTHIER  
THAN THAT FATTY  
OLD BAG OF CHIPS

DON'T LISTEN TO THAT  
JUICE BOTTLE.  
COMPARE CARBON LABELS,  
NOT NUTRITION LABELS.  
I'M FROM LOCAL POTATOES,  
NOT FRUITS FROM FARAWAY  
CLIMATES, SO MY CARBON  
FOOTPRINT IS LOWER.  
DON'T BE SELFISH, EAT  
THE CHIPS. DO IT FOR THE  
ENVIRONMENT, YOU  
ECO WARRIOR YOU







# Systems approach

harmonisation of schemes

Collaboration

Simplification of tools

Cross-sectoral learnings

