

# Lessons Learned From A Decade of Putting LCA Into Practice



# 10 Questions you need to be able to answer

- What's your carbon footprint?
- How "green" are your products?
- Where do you stand relative to your competitors?
- How do you become a greener company?
- How informed and engaged are employees?
- What do customers think of our performance?
- Who do we need to partner with?
- What are our key metrics?
- What are our improvement goals?
- How do we provide greener products and services?

# Market and Customer Driven Approach

## Integrity

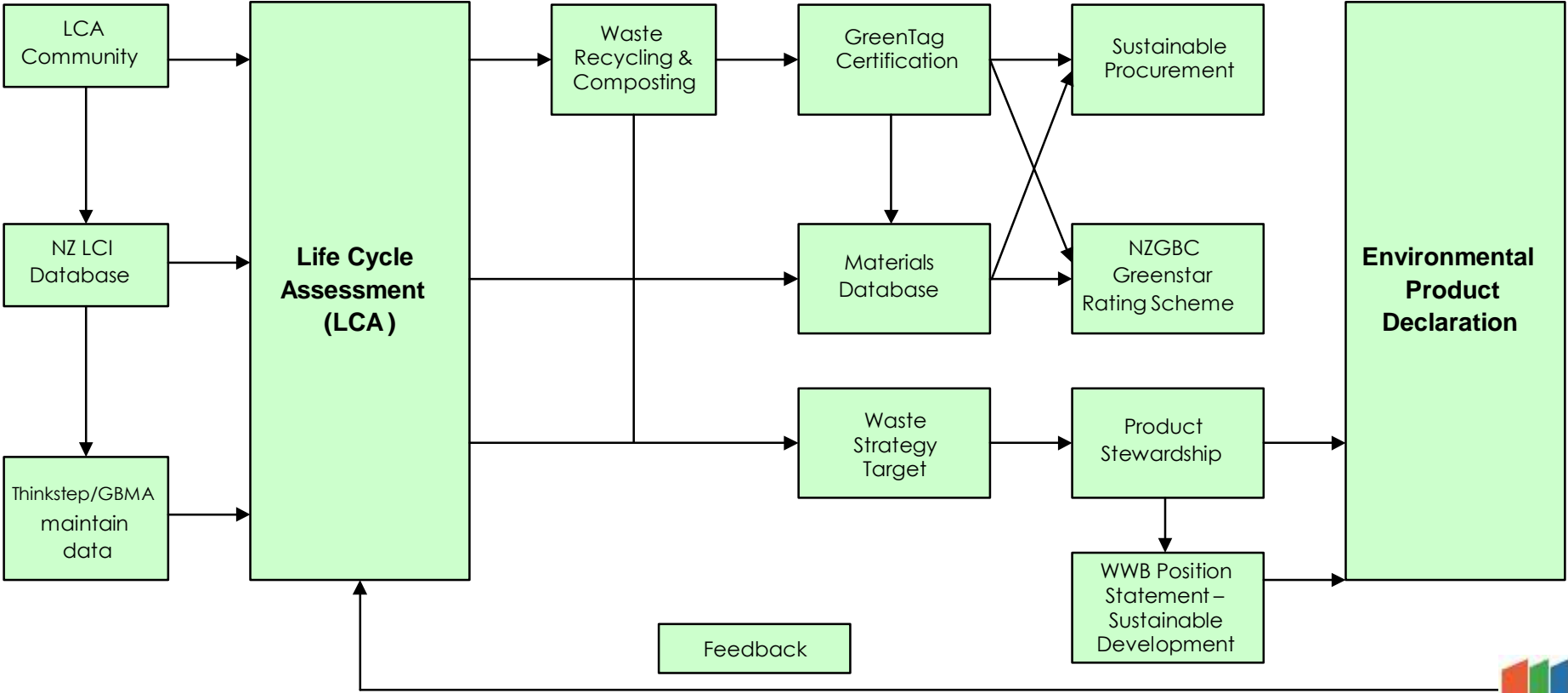
- Data collection

## Transparency

- Processes & tools
- Strategies & targets

## Stewardship

- Measures & presentation of performance
- Government & Industry



# Our Commitments and Principles



**CO<sub>2</sub> Emissions.** Reduce CO<sub>2</sub> emissions from our operations by 10% between 2012 and 2020



**Energy Use.** Reduce the energy required to produce and supply FB products. Maximise fuel-switching and pursue innovative alternative fuels and technologies -



**Re-Use and Recycle.** Reduce our waste to landfill and ensure products can be reused or recycled at end-of-life.



**Sustainable Resource Extraction.** Ensure all products use raw materials from verified resources where these are available.



**Water Stewardship.** Actively manage waste to use less fresh water and to maximise recycling. Improve water efficiency and minimise water impacts in land management and operations.



**Remove Toxicity.** Remove the potential for toxicity and carcinogenic effects from the use of our products.



**Sustainable Design.** Influence and support industry education on sustainable design principles, measures, ratings and methods for achieving sustainable building and infrastructure.



**Sustainable Construction.** Influence and support industry education on sustainable construction practices, eliminating unnecessary waste, materials and transportation and reducing effects to land and the biodiversity of the environment



**Sustainable Solutions.** Provide innovative, practical, system solutions to enable buildings and infrastructure to be sustainable.

# Lessons Learned from LCA

- Position GIB® plasterboard as the authoritative source for information
- Communicate GIB® plasterboard environmental credentials
- Be recognised as an environmentally responsible business
- Position GIB® plasterboard as the preferred interior lining, having superior environmental attributes to alternatives
- Provide the public with information on the relevant environmental and sustainability measures, and correct any misinformation.
- Provide sustainability comparisons for differing construction types focussing on whole-of-building and whole-of-life measures
- Communicate industry sustainability views to the relevant Authorities