

GECA



**Action
Paper**

GECA Solutions for a Circular Economy

2022

Foreword

The traditional linear economic model, coupled with competition at all costs, has brought us to this point of mass consumption and production, environmental degradation, and a disconnection from the social and ecological impacts of our goods and services.

Collaboration is essential if we are going to move to a circular and inclusive economy.

Both manufacturers and consumers are focusing more and more on the idea of a circular economy. While there is such a buzz around the circular economy, we at GECA must continue to educate ourselves and our stakeholders about the benefits of closing the loop. Reducing, reusing, and recycling means fewer virgin materials are needed, which has a significant impact on biodiversity, with less habitat destruction; fewer greenhouse gas emissions; less waste going to landfill and cleaner oceans.

The rise of circular economy thinking is creating new ways of approaching manufacturing, such as embracing innovative ways to design out waste and making products that can play a regenerative role in the environment. We are moving beyond a benchmark of least harm and toward one of adding *more good* by designing to replenish our planet rather than merely replacing resources we've used.

At GECA, we have a unique blend of skill sets, expertise and connections to help organisations and individuals reach their circular economy goals. We see our role as both providing solutions and supporting others to implement their own. We do this through our not-for-profit ecolabelling program, providing independent third-party assurance on sustainability claims, government and industry advocacy, consulting and training.

We are publishing this action paper to show how GECA can help manufacturers, procurement and sustainability stakeholders achieve their circular visions. It is also a call to like-minded organisations that we are ready and eager to join you, learn from you and support you in your circular economy journey! **Working together is crucial** if we want to implement real circular economy solutions on a national and global scale.



Michelle Thomas

CEO, GECA

About GECA

GECA is a purpose-driven not for profit, helping individuals and organisations to **make, buy and do better for people and the planet**. We offer a suite of services designed for anyone committed to continuous improvement in their sustainability. Our team is highly skilled and uses a holistic approach encompassing environment, human health, social impacts, and fit-for-purpose.

GECA has proudly been [a Certified B Corp](#) since November 2015 and was recognised as one of the Best for the World™ B Corps of 2021 and 2022. This means that we have achieved a top score in overall mission, ethics, accountability and transparency.



Figure 1 - GECA's Services for Continuous Improvement

The purpose of this action paper

At GECA, we know that embracing the transition to a circular economy is a significant step toward achieving our vision of a better future for people and planet. Global trends and research clearly show that **businesses and organisations that do not adopt a circular approach will be left behind**. This paper will discuss the megatrends of circular economy drivers and how GECA can help future-proof your organisation.

We will demonstrate **how GECA's existing services align with circular economy thinking and where we would like to grow** in the future. We will outline GECA's role in ensuring credible and transparent verification processes are in place to remove the greenwash from Australian markets and enable truly effective circular economy approaches.

To thrive at scale, **we must also embed collaboration into the framework for the circular economy**. We know that at GECA, we hold essential pieces of the puzzle, but to create significant positive change, we must work closely with all levels of government, business and other not-for-profits.

Why you need to act

- material cost savings
- reduce CO2 emissions
- resilience to climate change
- create new jobs
- align with public policy
- increase customer loyalty
- unlock innovation
- decrease virgin material use
- access new markets
- increase positive social & environmental impacts
- regenerate biodiversity
- future-proof against supply chain disruption

How GECA can help

- GECA's *lifecycle ecolabel standards* include comprehensive sustainability criteria relating to the environment, human health, social issues and fit for purpose.

Standards particularly relevant to the circular economy are:
 - ✓ Recycled Products
 - ✓ Waste Collection Services
 - ✓ Construction & Demolition Waste Services
 - ✓ Sustainable Products & Services
- GECA's *Claims Authentication service* allows organisations to PROVE circular claims via independent third-party assurance
- GECA's *LCA Suite* can be used to create a robust baseline for the design of circular economy strategies

Collaboration is key

- Through robust partnerships, we can catalyse circular economy action in Australia and worldwide through shared skills and networks.
- Collaborating also fuels GECA's commitment to continuous improvement, as open dialogue and knowledge sharing help us hone our offerings and keep them relevant.

Figure 2 - Our action paper in a nutshell

GECA acknowledges the Traditional Custodians of Country throughout Australia and recognises their continuing connection to land, water, culture, and community. We pay our respects to their Elders past, present, and emerging.

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The value of a circular economy

A common misconception is that the circular economy is a synonym for a waste reduction strategy. However, it is far more radical than that. Talking about the circular economy only through a lens of waste reduction is like discussing the complexity of ecosystems exclusively in terms of decomposition. A truly circular economy impacts the entire structure we operate in, from design, manufacturing and consumer demand to broader social and environmental issues such as greenhouse gas emission reduction. **The circular economy is a transformational framework** that forces organisations and individuals to rethink how they work and live in this global community and on this planet.

A crucial part of moving away from the traditional linear approach of extract, manufacture, use and discard is keeping products and materials in use for as long as possible. A circular economy adopts a **regenerative system** that embraces maintaining, repairing, reusing, refurbishing, and recycling. According to the [World Business Council for Sustainable Development](#):

"The goal is to retain the value of the circulating resources, products, parts and materials by creating a system with innovative business models that allow for renewability, long life, optimal (re)use, refurbishment, remanufacturing, recycling and biodegradation. By applying these principles, organisations can collaborate to design out waste, increase resource productivity and maintain resource use within planetary boundaries."



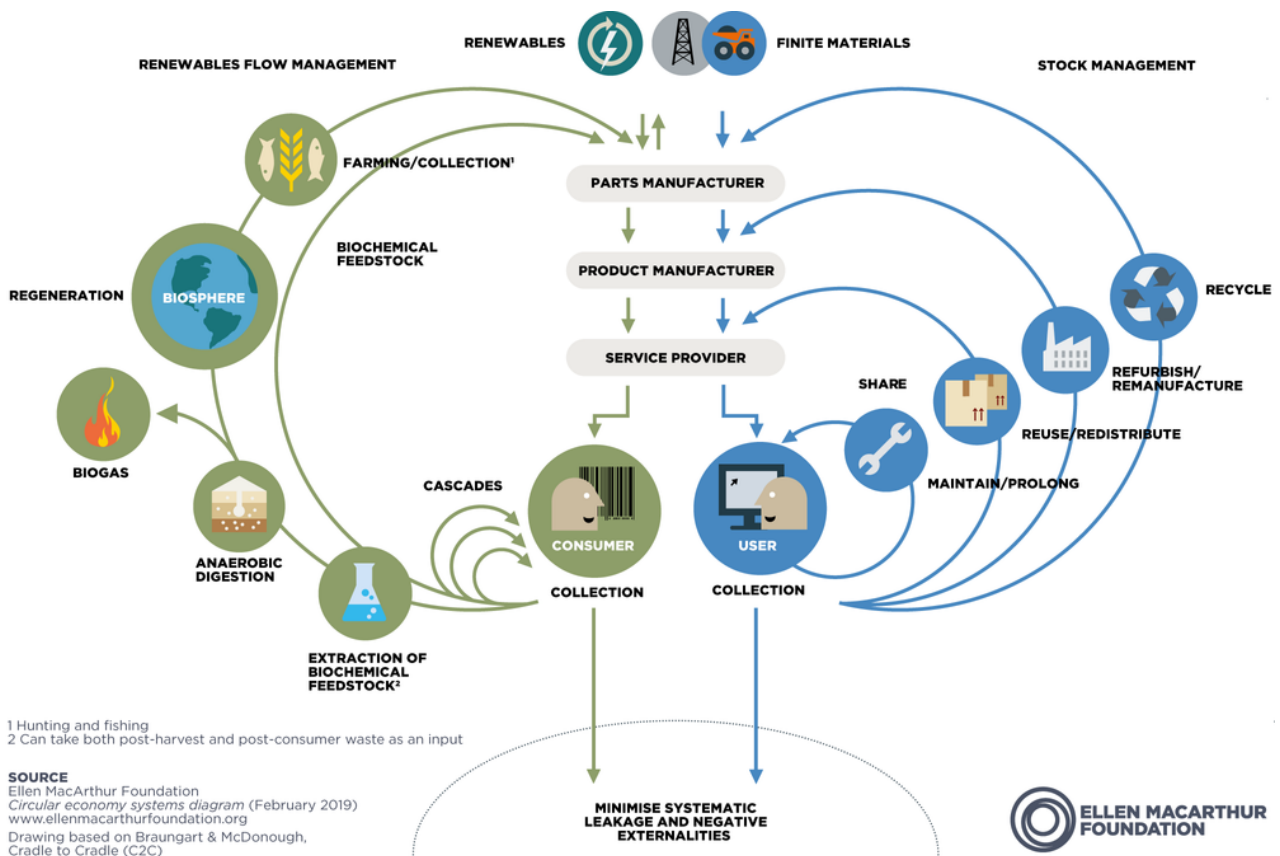


Figure 3 - Circular economy systems diagram by the Ellen MacArthur Foundation

According to the Ellen MacArthur Foundation's [glossary](#) created in collaboration with IKEA, a circular economy is:

"A systems solution framework that **tackles global challenges like climate change, biodiversity loss, waste, and pollution**. It is based on three principles, driven by design: **eliminate waste and pollution, circulate products and materials** (at their highest value), and **regenerate nature**. It is underpinned by a transition to renewable energy and materials. Transitioning to a circular economy entails decoupling economic activity from the consumption of finite resources. This represents a systemic shift that **builds long-term resilience, generates business and economic opportunities, and provides environmental and societal benefits.**"

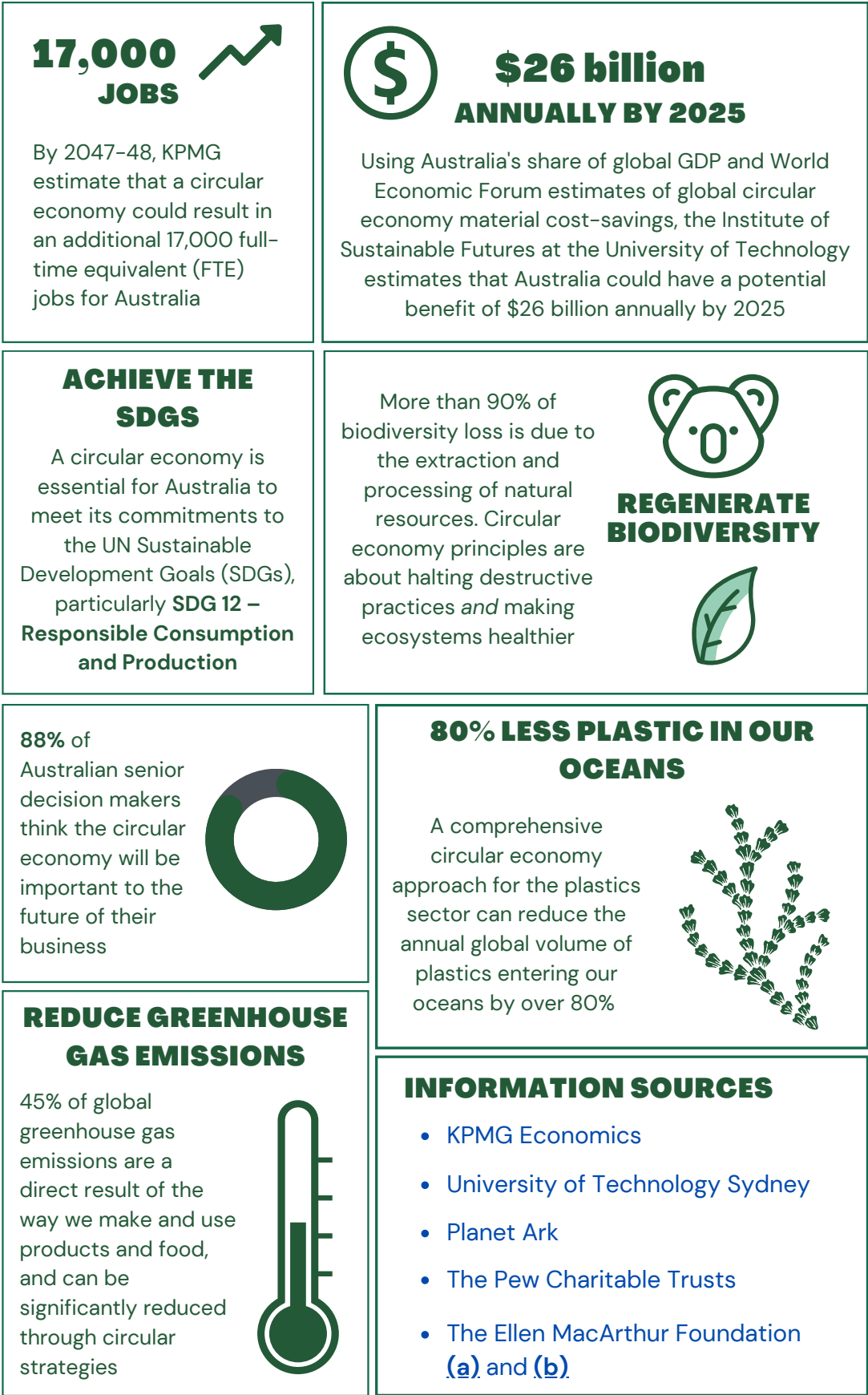


Figure 4 - A snapshot of circular economy benefits. The benefits of moving toward a regenerative system are clear, not only for the environment but for the economy.

Australia's policy landscape

Thankfully, things are starting to shift! [Australia's National Waste Policy](#), released in **2018**, specifically calls for a shift from governments, industries, businesses and the public away from 'take, make, use and dispose' to a more circular approach where we maintain the value of resources for as long as possible. In **2019**, CSIRO developed a [Circular Economy Roadmap](#), which focuses on four materials that are common waste streams in Australia, plastics, tyres (automotive and mining), glass and paper. The roadmap identifies circular opportunities across supply chains with a focus on innovation and industry collaboration.

And in **2020**, the Australian Government committed \$190 million to a new [Recycling Modernisation Fund](#) (RMF) that will generate \$600 million of recycling investment and drive a billion-dollar transformation of Australia's waste and recycling capacity.

State governments have also made it clear that business as usual is no longer an option by publishing circular economy policies, statements and resource recovery strategies.

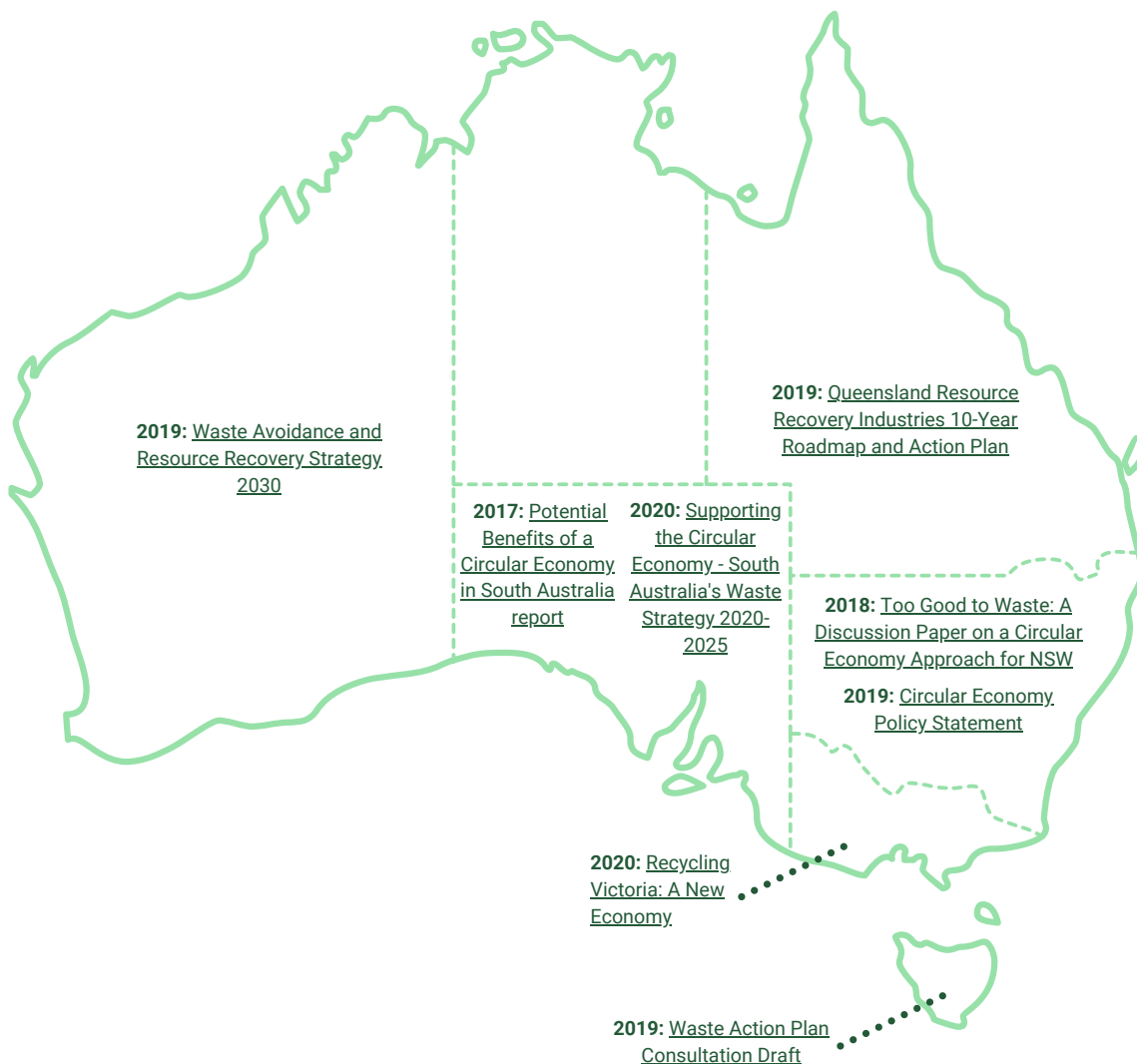


Figure 5 - Australia's State Governments are planning for a transition to a circular economy

These policy examples reflect a global movement toward circular economy thinking. Individuals are increasingly becoming aware of the social and environmental impact products and services have. From where the materials come from, how we use them, to where they end up.

According to the [Institute for Sustainable Futures](#) at the University of Technology in Sydney, "By adopting the 'take-make-recreate' approach of the circular economy, Australia can go from being a global leader in primary resource production to being a leader in generating value through resource productivity... The circular economy provides a framework for connecting Australian industries to a global transition towards sustainable futures."

At GECA, we feel that embracing the transition to a circular economy is a significant step toward achieving our vision of a better future for all. Whether through the creation or purchase of products or services, joining the circular economy is crucial to show authentic leadership in sustainability.

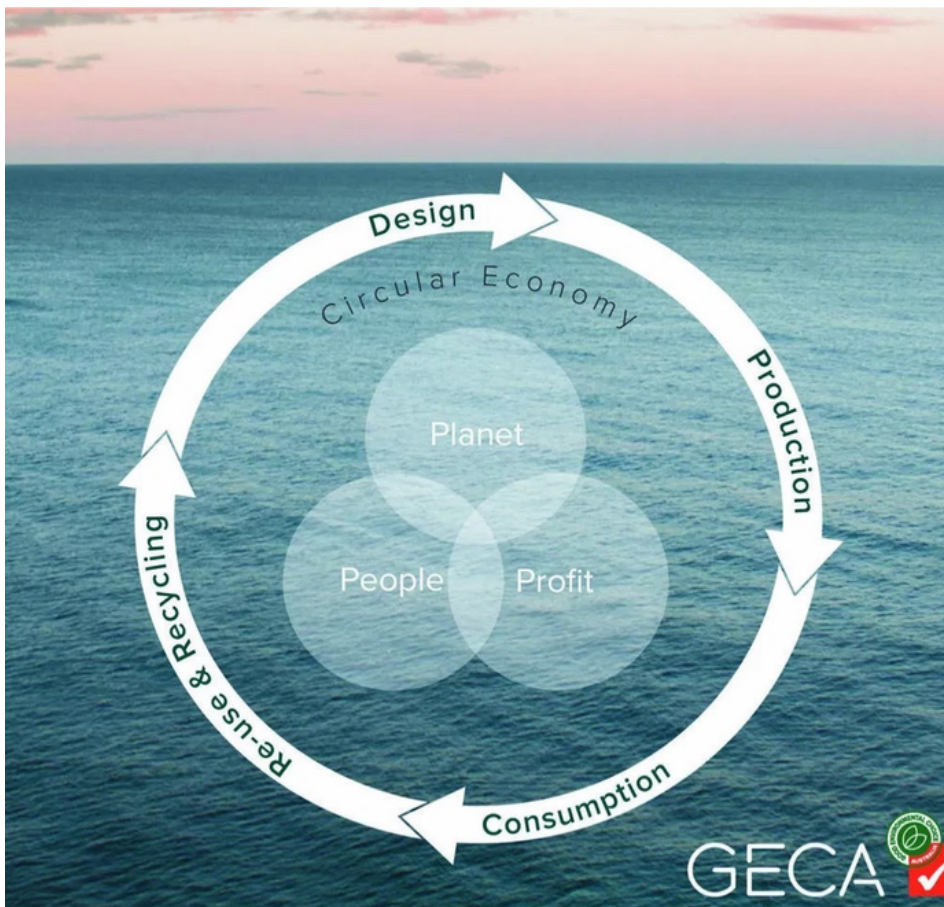


Figure 6 - GECA's approach to circular economy thinking

How environmental labels can provide circular solutions

Trust and **transparency** are integral factors in creating lasting behaviour change. The best marketing an organisation can do is *prove* its commitment to positive social and environmental impacts. Unfortunately, some businesses continue to make self-declared incorrect, misleading, and sometimes entirely false claims, which is a breach under [Australian Consumer Law](#).

Often known as 'greenwashing', this practice makes it difficult for consumers to choose genuinely sustainable products and services. Greenwashing has led to **increased consumer scepticism and doubt** whenever an organisation makes sustainability claims, including those related to a circular economy, about their company, products or services. This can lead to a loss of legitimacy and reputation in the marketplace.

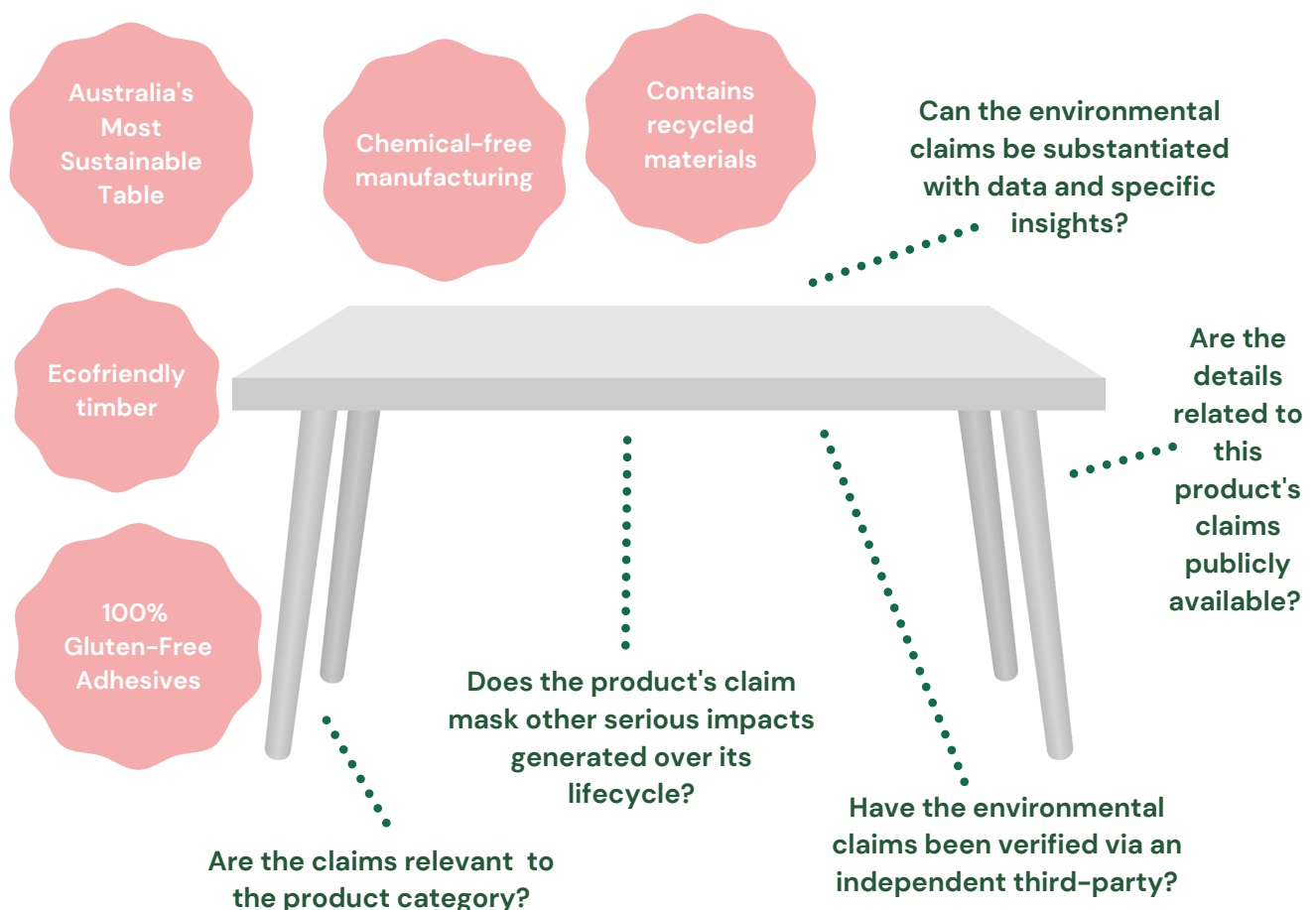


Figure 7 - Avoid greenwashing by asking these simple questions

The term 'environmental labelling' refers to a voluntary method of environmental performance certification that provides information about a product or service's overall sustainability benefits. The purpose of voluntary labelling is **the communication of verifiable and accurate information**.

The [International Organization for Standardization](#) (ISO) has created global principles and procedures for environmental labelling. ISO is an independent, non-governmental international organisation with a membership of 165 national standards bodies. They recognise three different types of environmental labelling.

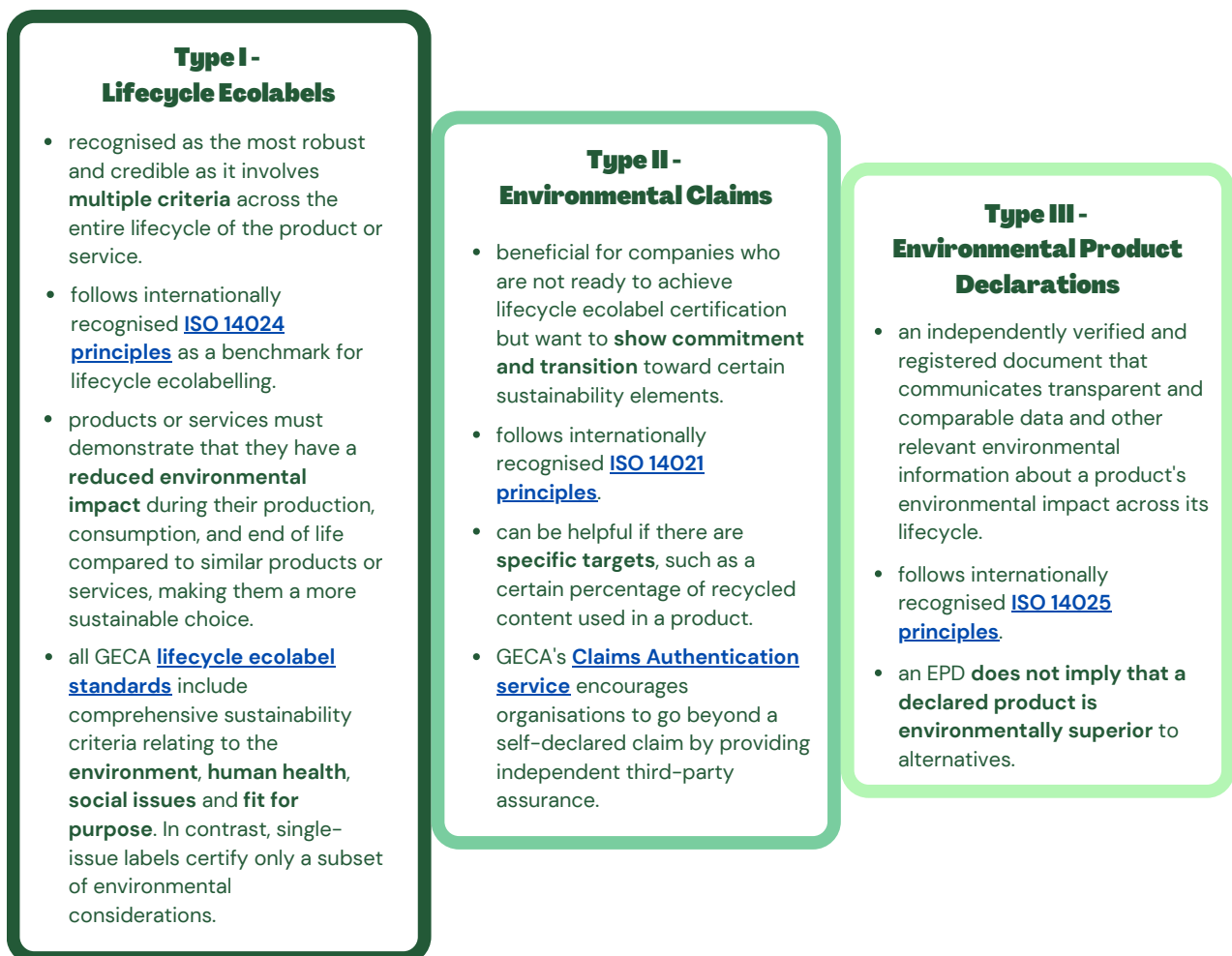


Figure 8 - There are three types of environmental labelling recognised by ISO

[GECA's environmental labelling](#) gives consumers, including suppliers and procurement teams, confidence that products and services have been through an independent third-party assessment.



GECA's lifecycle ecolabel



At GECA, we've developed our rigorous lifecycle ecolabel standards, following [ISO 14024 principles](#), which our Assurance Providers independently assess. We currently have [27 standards](#) based on lifecycle thinking ranging from furniture and paint to steel and cement, personal care products and cleaning services and much more.

Our standards are recognised by the Infrastructure Sustainability Council's (ISC) [IS Ratings Scheme](#), with many also contributing to the International WELL Building Institute's (IWBI) [WELL Building Standard](#) and [NABERS](#). Over half of our standards contribute towards buildings and fitouts achieving Green Building Council of Australia's (GBCA) [Green Star](#) credits.

GECA is the only Australian member of the [Global Ecolabelling Network](#) (GEN), the leading network of the world's most credible and robust ecolabels. GEN is a non-profit organisation that sets the global benchmark for ecolabel excellence. In contrast to ecolabels that certify only a subset of environmental considerations, GEN members look at the full spectrum of social and environmental impacts across a product or service's entire lifecycle. GECA's ecolabelling program has received GEN's [GENICES recognition](#), a peer-review process that benchmarks members as a basis for mutual trust and confidence. Our association with GEN also means GECA certified businesses find it easier to achieve certification in other GEN member countries.

All GECA standards include comprehensive sustainability criteria relating to the environment, human health, social issues, and fitness for purpose. Examples of circular criteria across our standards include **recyclability, replaceable parts, design for separability or disassembly** and **Product Stewardship or take-back services**.

However, the standards particularly relevant to the circular economy are our **Recycled Products, Waste Collection Services, Construction & Demolition Waste Services** and **Sustainable Products & Services** standards.

**One ecolabel
says it all**



Recycled Products standard



Buying products and materials made from recycled content is a significant step to shift our economy from linear to circular. When choosing to buy recycled, you keep materials out of landfill and groundwater, grow markets, and encourage more manufacturers to use recycled materials and rethink product design. Minimising the consumption of virgin resources can save water and energy and reduce pollution.

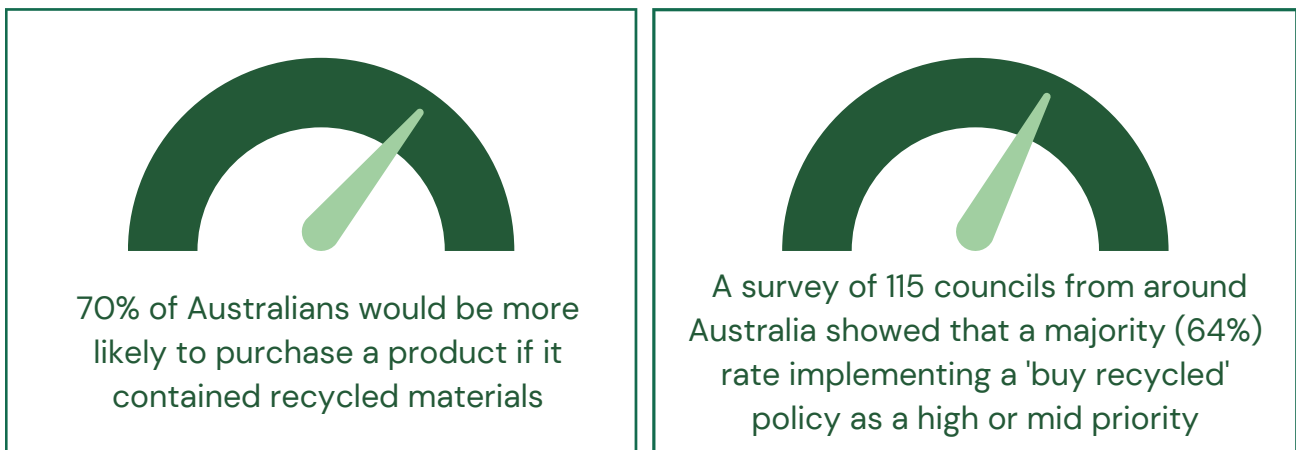


Figure 9 - [Research by Planet Ark](#)

According to [The Circularity Gap Report 2021](#), research has shown that promoting recycling of plastics, synthetic fibres, paper, wood and by-products, and specifying recycled content, are critical interventions for creating a circular economy.

It has been very encouraging to see recycled content increasingly prioritised for public procurement across the country. For example, in March 2020, the Victorian Government announced its [Recycled First](#) program designed to boost the use of recycled and reused materials in construction projects.

Recycled First builds new requirements into future projects under the Major Transport Infrastructure Authority, bringing a uniform approach to the use of recycled products and driving innovation in sustainable materials. And in December 2021, the Australian Government launched [ReMade in Australia](#) – a national campaign urging Australians to look for products using recycled materials.

Under [Target 4](#) of Australia's National Waste Policy Action Plan, all levels of government and industry have committed to increasing their use of recycled content significantly. This is also reflected in [Green Industries SA's strategic plan](#) to advance the circular economy in South Australia, where building stronger domestic markets for recycled materials and recycled content products is a focus area.

How GECA can help

With such a strong push for the manufacture and procurement of recycled content products, **it's critical to have transparency and sustainability across the product or materials' entire lifecycle.** There's no benefit to having a product made from 95% recycled materials if the workers within the supply chain are exploited or the chemicals used in its manufacture damage freshwater ecosystems. **That's where GECA's standard comes in.**

Not only does our [Recycled Products standard](#) specify **minimum quantities of recycled materials by weight**, but it also **restricts specific treatments or coatings that would prevent further recycling.** Unlike other recycled content products, GECA certified products must also meet criteria for a wide range of environmental issues, human health and social impacts while proving that they perform as promised.

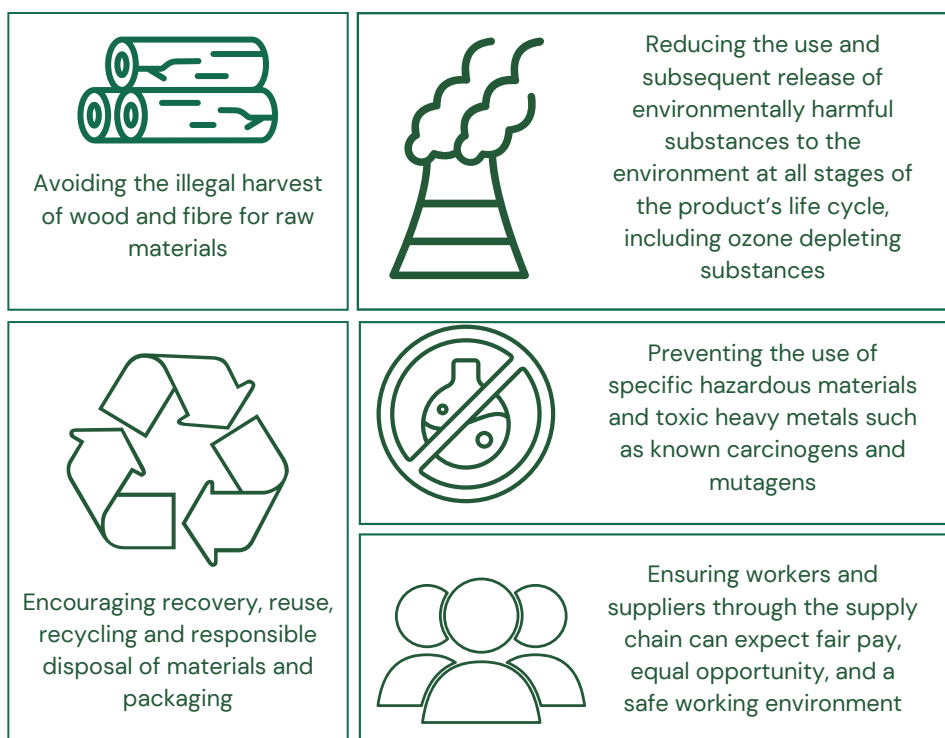


Figure 10 - Snapshot of key requirements within our Recycled Products standard

Our standard applies to the following categories of recycled or reused content products: glass, plastics, rubber, timber, fill and foundation materials such as sand and gravel. Products must be made up of a minimum of 50% (by weight) of one or a combination of these materials. Products certified under this standard are **recognised by GBCA's Green Star and ISC's IS Rating Scheme.**

Procurement teams have a significant role in growing Australia's circular economy. When creating requests for tenders and developing contracts, **specifying GECA certified recycled products is an easy way to prompt the market to reassess its manufacturing methods and work towards best practice.** The GECA ecolabel also means that purchasers can rest assured they are buying a third-party verified recycled product.

Waste Collection Services standard



Waste generation in Australia has increased significantly during recent years, and some waste is still poorly managed, leading to significant impacts on health, the environment and the economy. **For every Australian, 2.7 tonnes of waste is generated every year.**

The environmental consequences of waste production can be significant; for example, methane production and release into the atmosphere contribute to climate change.

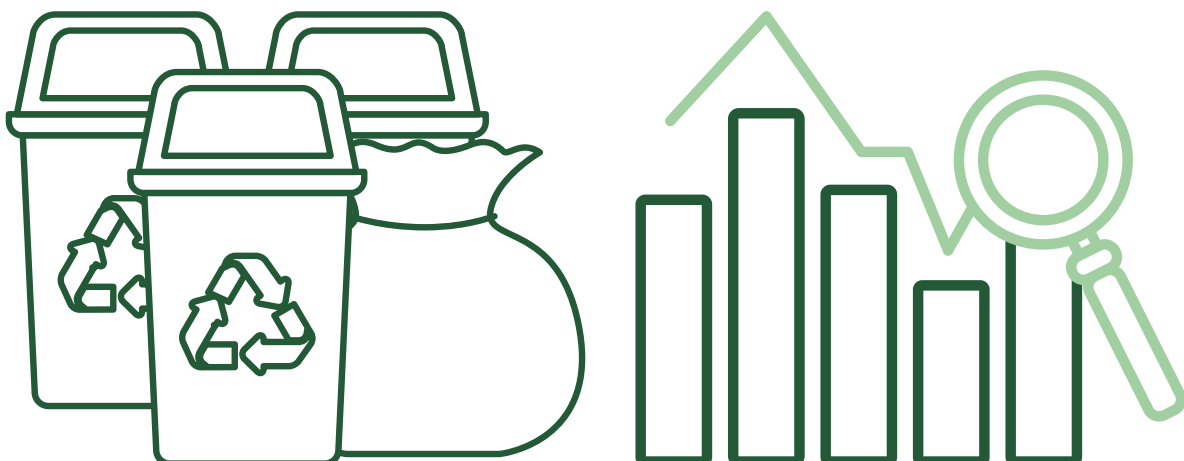
Waste is responsible for around 2% of Australia's greenhouse gas emissions.

In addition, **landfill leachate can pollute waterways and harm aquatic wildlife**. Leachate is a toxic liquid caused by waste breaking down that contains high levels of heavy metals, chemical compounds, pesticides and solvents, which filter down into the bottom of a landfill site. It is also **essential to consider the impact of waste being sent to landfill that could have been reused or recycled**.

Increasingly, waste generators and waste collection services acknowledge the risk of poor waste management and are shifting toward best practice waste collection. So, in collaboration with the [Better Buildings Partnership](#) (BBP) and [NABERS](#), we developed a national standard to set a sustainability benchmark for services collecting waste from the point of collation and collection to a lawful processing or disposal facility.

"Good decisions are based on good information. To ensure that efforts to improve Australia's waste management achieve the best outcomes, we need to improve information on where Australia's waste comes from and where it goes" ~ [National Waste Policy 2018](#)

We have designed the [Waste Collection Services standard](#) to **strengthen the accuracy and transparency of waste collection data**, resulting in improved environmental performance and supporting service providers' efforts to minimise their ecological impact.



How GECA can help

Through certification, waste collection companies demonstrate transparency, quality of service, and accurate data for reporting. This enhanced credibility can strengthen relationships with existing clients and increase the potential for new clients and contracts. Services certified under this standard are also **recognised by GBCA's Green Star and ISC's IS Rating Scheme.**

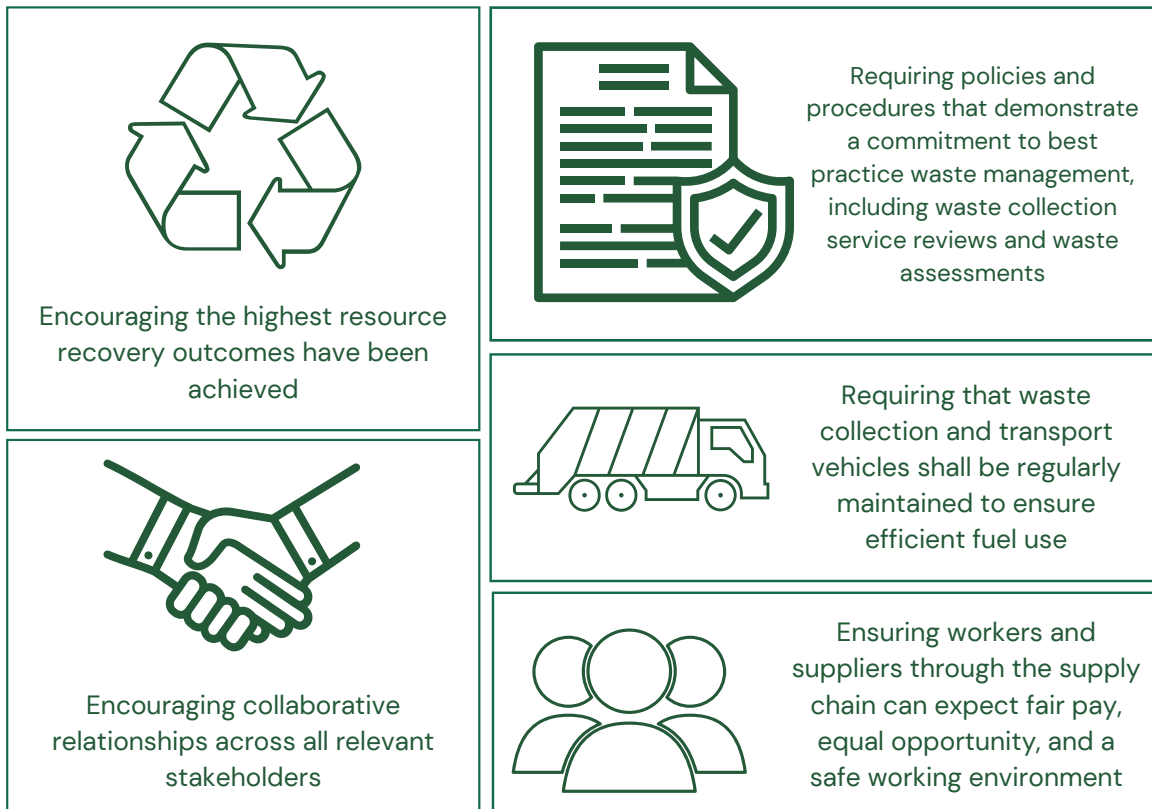


Figure 11 - Snapshot of key requirements within our Waste Collection Services standard

We want to acknowledge the funding and support for developing this standard, including NSW OEH, City of Sydney and the New South Wales Environment Protection Authority (EPA) - a NSW EPA Waste Less Recycle More Initiative funded from the Waste Levy.



Construction & Demolition Waste Services standard

In 2018, [when we launched](#) Australia's first lifecycle ecolabel standard targeted to the waste sector, we always intended this to be **the first in a suite of GECA waste standards** created to promote and reward best practice waste management. As **construction and demolition (C&D) waste is the fastest growing waste sector in Australia, [increasing 32% over 13 years](#)**, the next logical step was to create a standard to ensure better sustainability outcomes.

According to the [Ellen MacArthur Foundation](#), "...with citizens becoming more environmentally conscious, and with the **increased awareness of the construction sector accounting for about 40% of global resource demand and being a major contributor to climate change**, greater pressure may well be put on organisations to address these issues. More stringent rules and regulations around the industry's environmental impacts are also to be expected."

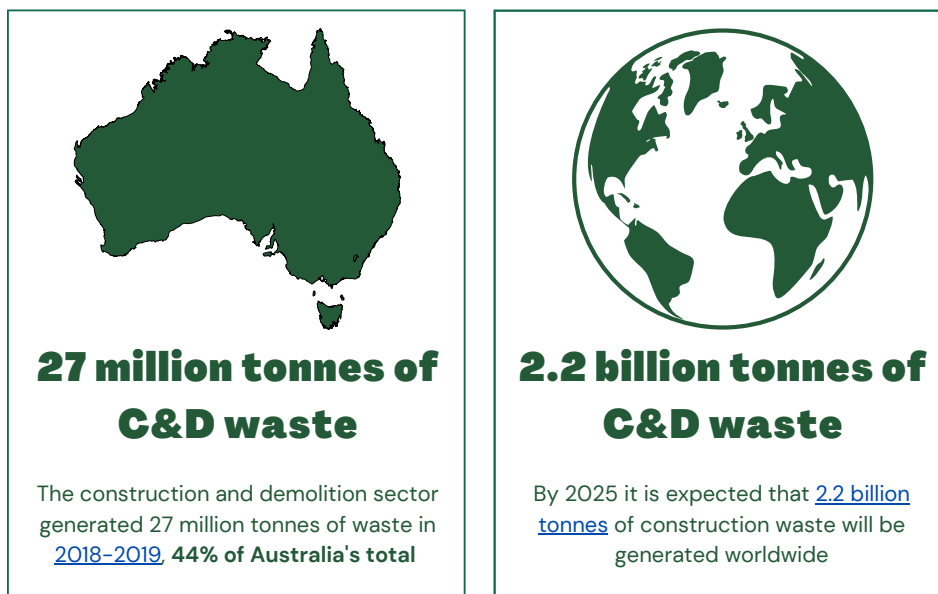


Figure 12 - C&D waste is a growing concern in Australia and across the globe

With permission, GECA's Standards Team decided to modify Environmental Choice New Zealand's (ECNZ) [Licence Criteria for Construction & Demolition Waste Services EC-59-19](#) standard for the Australian context, not wanting to reinvent the wheel. GECA and ECNZ are both full [GEN members](#).

How GECA can help

GECA's [Construction & Demolition Waste Services standard](#) recognises waste service providers and waste generators who reliably demonstrate best practices in C&D waste minimisation and management and deliver substantial environmental benefits.

C&D waste can be reduced by early waste management measures like **source reduction** or **reducing the use of materials**, salvaging and **reusing C&D materials**, recycling and converting them into energy. So, to become GECA certified, applicants must show that they follow the waste priority hierarchy starting with waste avoidance. These measures **divert waste from landfills** and **reduce the burden on raw materials** by using recycled materials.

Our standard covers the following services: **C&D waste recovery services**, **C&D waste management by construction waste generators**, and **C&D waste management by demolition waste generators**. Our standard aligns with GBCA's Green Star [Construction and Demolition Waste Reporting Criteria](#).

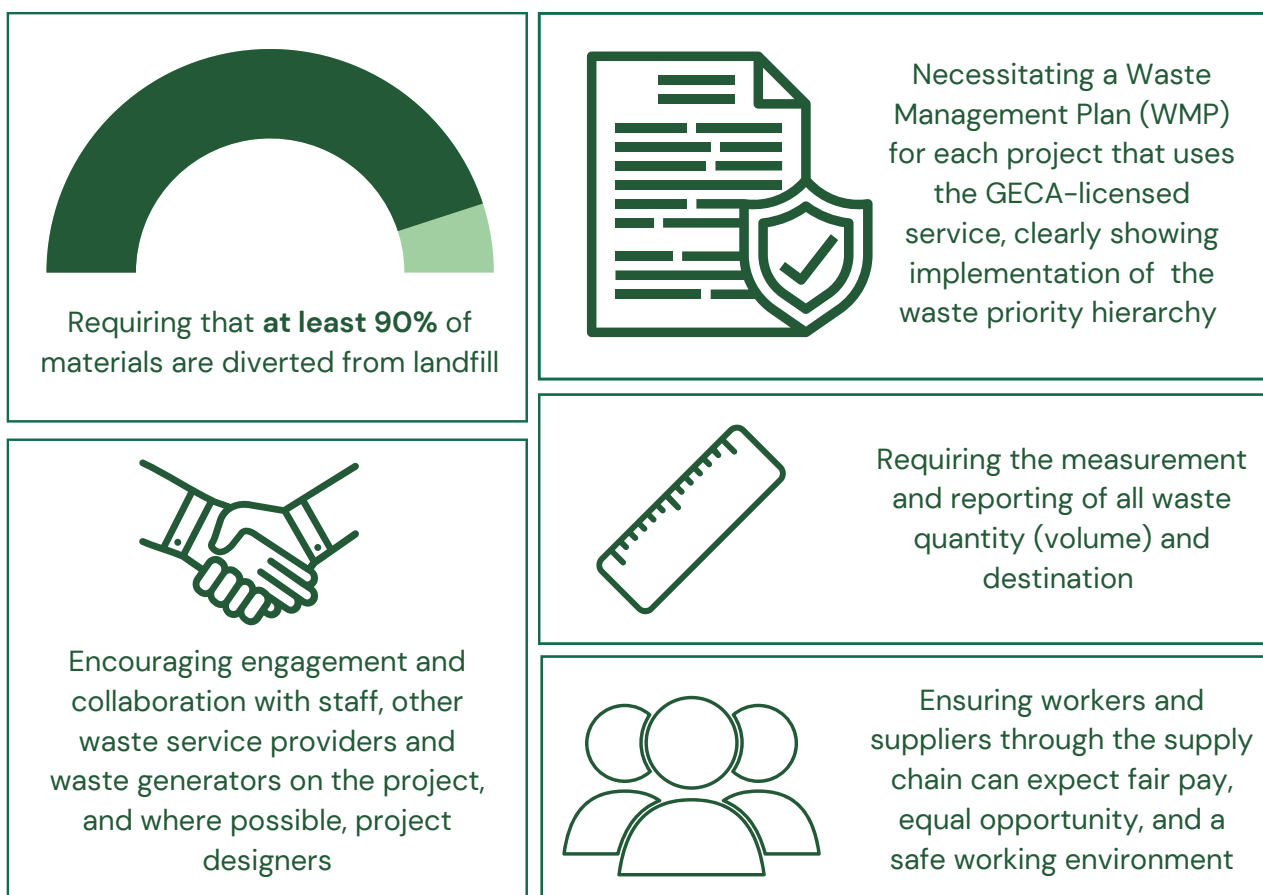


Figure 13 - Snapshot of key requirements within our Construction & Demolition Waste Services standard

Sustainable Products & Services standard

We designed the [Sustainable Products & Services standard](#) to be a **unique fusion containing the robust nature of a lifecycle ecolabel with the data generation of a Life Cycle Assessment (LCA)**. An LCA is used to compare various products and services to each other. However, unlike other LCA services, by certifying under GECA's standard, a product or service must **demonstrate that it produces a reduced environmental load compared to current typical offerings** without compromising other areas of sustainability such as social or health impacts.

How GECA can help

The Sustainable Products & Services standard is especially suited to those products and services not currently covered by existing GECA standard categories, designed using circular economy principles.

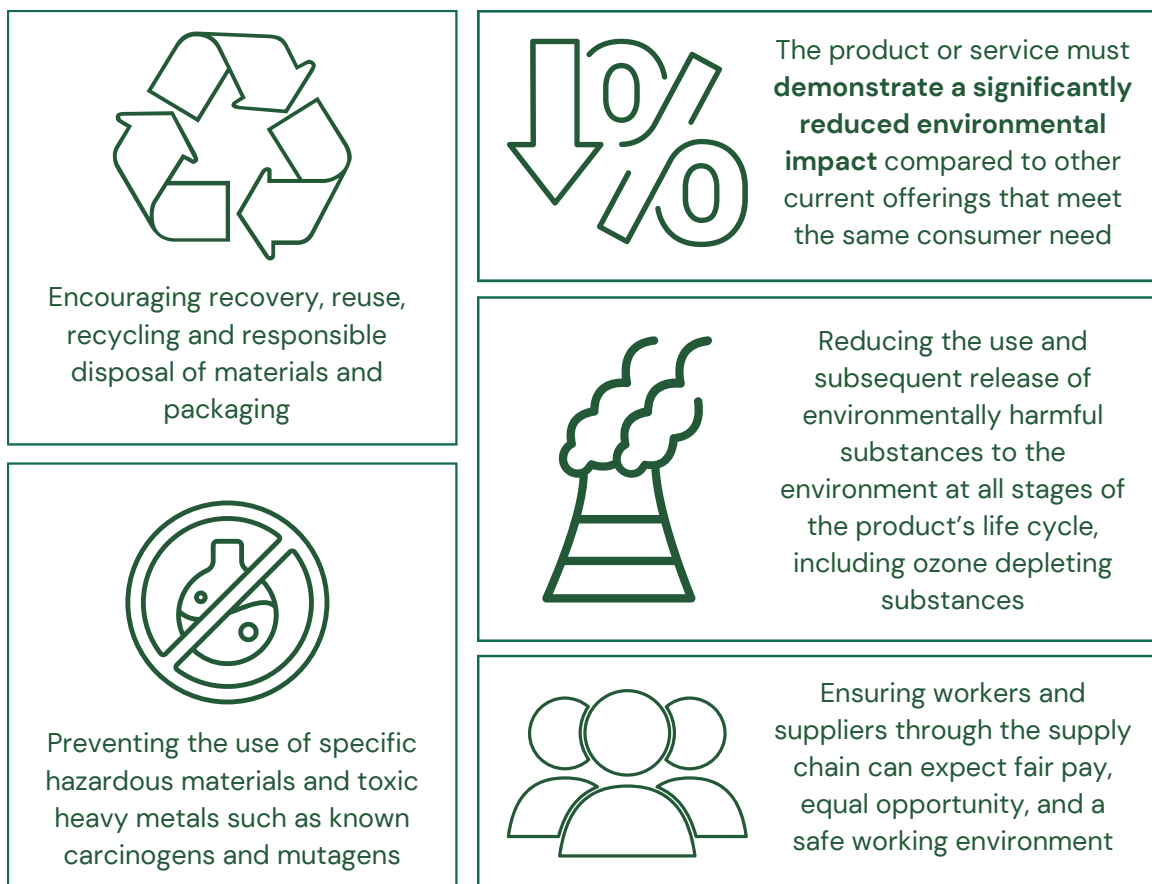


Figure 14 - Snapshot of key requirements within our Sustainable Products & Services standard



GECA's Claims Authentication service



To assist organisations in moving beyond a self-declared environmental claim about their product or service, we have developed [GECA's Claims Authentication service](#) following internationally recognised ISO 14021 principles.

[ISO 14021](#) identifies and clarifies common terminology for claims and details the evaluation methods for each term to help ensure they are valid and scientifically sound. In addition, ISO 14021 has a comprehensive list of general requirements for using other terms that are not already defined.

Unlike the comprehensive and holistic Type I lifecycle ecolabel, Type II environmental labels have fewer lifecycle considerations and do not include on-site audits. However, **GECA develops clear criteria relevant for each claim** and one of our technical specialists, who remains separate from the criteria development, checks all documentation to ensure credibility.



Figure 15 - GECA's Claims Authentication service is conducted across three phases

GECA provides all applicants with a guidance document on what makes a good claim to ensure the claim; **demonstrates an impact, is material to the product or service, specific, verifiable and measurable, presented clearly and accurately.**

Applicants must sign a declaration against our minimum firewall threshold to ensure our service offerings don't contribute to greenwashing in the marketplace. They must also meet specific laws and requirements such as fair pay, equal opportunity and environmental legislation.

GECA's [Claim Authenticated mark](#) gives consumers confidence in the validity of environmental claims relating to products, services and organisations, **avoiding greenwash.**

How GECA can help

This type of environmental label is beneficial for companies who are not ready to achieve lifecycle ecolabel certification but want to **show commitment and transition** toward specific sustainability elements. Third-party verified claims can help add legitimacy, specificity and transparency to circular economy targets. The following are examples of claim categories directly linked to growing a circular economy.

Reusability

Reusability claims refer to a certain number of repeated uses of a product or component for its original purpose without significant modification. Products claimed to be reusable must have been explicitly designed with the intent that they shall be reusable. Appropriate collection programs must also be available for the product or component materials for its end of life.

Recycled content

These claims relate to items containing a specific amount (by mass percentage) of pre-consumer or post-consumer recycled material. This excludes rework, regrind or scrap produced in the manufacturing process, which could be reclaimed within the same process that generated it. All recycled content claims must include the percentage of recycled material. GECA seeks to authenticate claims that show an exceptional percentage of recycled content.

Recyclability

These claims relate to items that can be diverted from waste streams through available processes and programmes and can be collected, processed, or returned to use in the form of raw materials or products. Recycling is the act of transforming a product or component into its basic materials or substances and reprocessing them into new materials. Recyclability refers to the ease with which this can be achieved in practice and at scale. Appropriate collection programs must also be available for the product or component materials, along with facilities to process the collected materials and reuse them as an input to another product that can be marketed and used.

Designed for disassembly

Designing a product for disassembly enables it to be taken apart at the end of its useful life in such a way that allows components and parts to be reused, recycled, recovered for energy or, in some other way, diverted from the waste stream. If a designed for disassembly claim accompanies another claim, such as a recyclable claim, it must also meet the requirements relevant to recyclability. If the product requires specialists to perform the disassembly, the collection or drop-off facilities should be conveniently available.

Compostability

Composting refers to the microbial breakdown of organic matter in the presence of oxygen. The claim must clearly define the amount of material degraded or specify the degradation rate within a certain period following Australian standards or equivalent international standards. The manufacturer should be able to verify that suitable facilities are conveniently available. Please be advised that [a ban will be implemented in NSW on single-use plastics](#), starting from 1 June 2022, which includes biodegradable, compostable and bioplastics to address the problem of plastic waste.



Supporting
Service

GECA's LCA Suite



A Life Cycle Assessment (LCA) is a science-based tool that can be helpful to evaluate the environmental or social impacts of products and services throughout their whole life cycle, from raw materials extraction to their end-of-life cycle.

An Environmental Product Declaration (EPD) is an independently verified and registered document that communicates the data from an LCA, following [ISO standard 14025 principles](#). Impact areas can include (but are not limited to) **greenhouse gas emissions**, **water and soil pollution**, and **resource use** depending on the environmental issues related to the product system being studied.

Many specifiers, architects, and green building programs ask manufacturers for EPDs and incorporate EPD information into specifications. An EPD can assist in earning points in schemes such as GBCA's [Green Star](#), the U.S. Green Building Council's (USGBC) [Leadership in Energy and Environmental Design](#) (LEED), and ISC's [IS Rating Scheme](#). They can also help organisations achieve carbon neutral certification under the Australian Government's [Climate Active program](#).

How GECA can help

GECA's **LCA Suite** offers both LCAs and EPD services. Along with our broader Standards & Technical team, we have a dedicated LCA, Standards & Technical Officer. We provide EPDs registered with [EPD Australasia](#), publicly available and internationally recognised. An EPD can give organisations increased transparency by providing environmental information and supporting manufacturers to improve their processes by illustrating key improvements.

When it comes to making gains for a circular economy, LCAs and EPDs are supporting services rather than solutions. An EPD or LCA **does not imply that a declared product is environmentally superior** to alternatives. **An LCA can deliver meaningful data** that manufacturers can use to be aware of their environmental footprint and identify potential areas for improvements. The data gathered via **an LCA can provide a robust baseline for designing circular economy strategies**, including product circular design improvements, identifying circular economy solutions, creating sustainable resource management and recovery, and strengthening circular business models.

EPD Australasia and GECA [have an agreement that provides a mutual discount](#) for GECA licensees registering an EPD with EPD Australasia and an EPD owner applying for GECA certification for their product.

This reciprocal discount is available for existing licensees of GECA and businesses with an EPD registered with EPD Australasia. [GECA licensees](#) can obtain \$500 off the registration of their first EPD with EPD Australasia and 10% off the first year's annual fee.

Businesses with an EPD [registered with EPD Australasia](#) are entitled to a waiver of the \$800 application fee for GECA certification and 10% off the annual license fee.

The evolution of our solutions

At GECA, we're passionate about continuous improvement - not just for others but for ourselves as well. **Our team is always looking for experts to collaborate with** and help us ensure our services remain robust and relevant. We also conduct extensive research into crucial sustainability drivers, impacts and solutions.

Sustainability has been adopted at different rates across industries in recent years. While the building sector is moving faster in embracing quantifiable and harmonised indicators in the sustainability field, the consumer-focus sectors are responding to emerging trends such as data-driven solutions, e-commerce, and online retail. New sustainability indicators include embodied carbon in materials, human health performance, ingredients disclosure and **circular economy metrics**.

The future of our **lifecycle ecolabel standards** will be to further embrace harmonisation across core criteria and quantitative-based indicators for areas such as carbon, circular economy, materials health, and transparency. As well as enhancing our existing standards, we are open to **developing new standards** that encourage and reward best practices for a circular economy.

As our collective knowledge of circular products and services continues to deepen and grow, we will also reflect this within our **Claims Authentication service**. In particular, as more organisations can incorporate the practices of repair, reuse and regeneration into their offerings or operations, we can verify that these actions are genuine.

We welcome input from stakeholders across the entire supply chain, from growers and manufacturers to retailers, procurement professionals, community groups, government agencies and individuals.

[Contact us](#) to discover how to get involved in the evolution of our services.

Let's work together to build a circular economy!

- 1 **Share this action paper with your networks**
- 2 **Enquire about one of our circular solutions**
- 3 **Add GECA certification into your procurement policy or tenders**
- 4 **Buy products & services that are better for people and planet**
- 5 **Contact us to find out how we can work together**



GECA

