



June 2005

▶ President's Report

• New President



Hi – let me introduce myself as the new President of AWARE. My name is Judith Alcorn – my experience in

waste and other community environmental education ranges from my early days as a secondary Environmental Science teacher, several facilitation roles in community environment groups, having great fun doing sessional teaching at CERES and running a small manufacturing business.

I now combine all my skills and experience in the role of Regional Education Officer for Least waste

(Eastern Regional Waste Management Group).

Our big news is that we have secured sponsorship from EcoRecycle Victoria for the next 3 years. This has enabled us to employ Stan Vermeeren as our Membership and Administration Officer which will result in a lot more communication about and within the organisation. Another improvement will be the synchronising of the timing of all the payments for membership so that we have better track of who are our members and how much money we have for the year.

Our program for the year has started with a small but keen

group investigating the amazing Rethink centre and the mysteries of the MRF!

Please remember our wonderful AWARENESS Journal needs contributions from all of you for the next edition – this publication is such a fantastic way of publicising what we are doing and getting new members.

My profound thanks to Gayle Seddon, previous President and now Vice President for her amazing efforts to promote and advance AWARE.

See you all at the next event!

~ Judith Alcorn

▶ News

• Welcome New Members:

Maree Marshall, Gabrielle Stanus & Arun Baskaran from City of Moonee Valley

Sylvia Turk and Ben Harries from the City of Whittlesea

Brooke McLeod, Kevin Harvey and Peter Graham from NevRwaste

Peter Collins, Michael Sterling and Penny Mules from La Trobe City Council

• AWARE's New Member Support Officer!

As you may have heard, Stan Vermeeren is AWARE's new Member Support Officer. He will be working a couple hours a week to support and liaise with members, maintain the AWARE database, website and develop membership information.

Stan is available for members to contact for general enquiries on Mob: 0409 499 978 or E-mail: stan@eedge.com.au.

AWARE would like to thank EcoRecycle Victoria for their generous and ongoing support.

• Membership Special!

All AWARE memberships are converting to a Financial Year cycle so all renewals are due and will be valid until 30 June 2006.

As a special incentive, all renewed (or new) memberships received **BEFORE THE END OF JULY** will go into a draw for some fabulous prizes! You could win free entry to the "Sustaining Ourselves..." Forum in August plus a year's subscription to Australian Geographic – that's over \$100 worth of goodies!

Renew your membership NOW to continue to receive:

- Regular E-Mails
- Aware E-News
- Seminar / Conference Discounts
- Awareness Journal

PLUS numerous promotional opportunities.

PLUS member goodies like the new AWARE Members Only Access Card!

To renew your membership, simply complete the form on the last page of this newsletter (or the back of last year's AWARENESS Journal), download from www.aware.asn.au or contact Stan to have one emailed to you.

Are You AWARE? We Are!

~ Stan Vermeeren

AWARE Information

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Clarissa Forster
Robert Powell
Sandy Tibballs

Do you have something to contribute to E-News? We are always interested in receiving news of seminars, events, resources and websites to include in E-News. So, please let Sandy Tibballs know.

E-News is an electronic newsletter produced by AWARE for its members. To join AWARE, contact Stan Vermeeren at: stan@eedge.com.au or visit the [AWARE website](http://www.aware.asn.au) for more information.

▶ Waste Wise Activities

These activities were devised for a Waste Wise workshop conducted for a business Green Team.

Watching Waste at Work

Record types and quantities of waste/recyclables generated in one day at your workplace. How much does this equate to in one year?

Egg Game

Pass an egg around a group. Each person is to identify one environmental impact of the egg, assuming that the egg was purchased from a supermarket and came from a farm near Ballarat. There are only two rules: don't break the egg or repeat an issue that has already been identified.

Life Cycle of a Piece of Paper

Break a group into two. Each group is to map the life cycle of a

piece of paper in words and/or images. One group will examine the life cycle of a piece of paper that came from virgin pulp, while the other will look at a piece of paper that was 100% recycled.

Buying Green: How to select green products

Break into two groups. One group selects a ream of paper to purchase from a stationery catalogue that is environmentally friendly and one that is not. The other group lists the selection criteria for buying green products.

Taking a Waste Walk: Look and see, site waste assessment

A great deal can be learnt from looking. Walk around your workplace to identify the types of materials in the waste stream and how they are captured for disposal.

Key questions to ask:

Bin Infrastructure: Where are bins located? What types of bins are used? Are the bins an adequate size/shape? Is there signage on the bins? Is the signage easily understood?

Bin Contents: What is in them? What examples do you see of materials that would be better placed some where else?

Bin Maintenance: How often are bins emptied? Who empties them? How does the waste make its way off the premises?

Final Analysis: What opportunities do you see to reduce waste to landfill? What opportunities do you see to use resources more efficiently?

Waste Types and Ideas for Reduction

Brainstorm ideas for reducing, reusing and/or recycling the different

waste types identified. Also, list any opportunities for environmental purchasing and/or education.

Getting the Ideas into a Waste Reduction Action Plan (WRAP)

Write the suggestions listed from the activity above into an A3 action template, remembering to write them in 'action' form. Prioritise each action with dots (red: most urgent, green: important, blue: can wait).

Evaluation

Draw a picture with 5 clouds. In each cloud write each of the following sentences:

Something I learnt today is...
 Something I am going to do after today is... One way today could be improved is...
 Something I would like to say is...
 The best part about today was...

~ Compiled by Ellen Regos

▶ AWARENESS 2004/05

It's time to promote your latest Waste and Resource Education project!

AWARENESS provides an opportunity to view a 'snapshot' of the range of waste and resource education initiatives, programs and projects that have been developed and evaluated during 2004/2005. It's also a vital record of the great work being undertaken by educators and a chance to share lessons and experiences.

Your contribution is essential!

The content could cover the problems faced through the project, what was learnt from the experience, who benefited from the experience and what resources were created are they available for others to use/share? Articles that provide details of project evaluation are highly recommended.

Contribution requirements – please provide 3 separate electronic files:

1. **Word file – Text**
 - no formatting
 - text limit approx 350 words
 - text edited and spell checked
 - DO NOT place pictures in word document
 - Include your name, position, organisation, contact number, fax, email and website
 - Include text caption for photos in word document
2. **JPEG file – Photo**
 - high resolution jpeg file – 300 dpi / 3.2 mega pixel
 - hard copy of photographs can also be provided
3. **JPEG file or similar – Logos**
 - organisational and project logos

DEADLINE FOR CONTRIBUTIONS: FRIDAY 15 JULY 2005

Contributions should be sent to Gayle Seddon –
 Email: gaysed@citywide.com.au Or post CD to:
 Gayle Seddon, Environmental Affairs Manager,
 Citywide, GPO Box 4969WW Melbourne 3001

▶ Trash Trivia

1. Australians are the 2nd highest producers of waste per person in the world! How many tonnes of waste does each Australian generate per annum?

- A. 0.6
- B. 1.0
- C. 0.3
- D. 2.0

A – on average, each Australian will produce over 620kg of waste.

2. What are the 3Rs and give an example of each?

Reduce, Reuse, Recycle

3. On the bottom of a plastic container there is a number in a recycle symbol indicating the type of plastic it is. These are numbered from 1-7. Which of these numbered plastics can be recycled through council kerbside collections?

1, 2, 3

4. For bonus points what are the acronyms of these recyclable plastics?

PET, HDPE, PVC

5. Not all glass is recyclable. Name both a glass product that can be put out for recycling and one that cannot?

**Wine bottles, jars
Window glass, wine/beer glasses/light bulbs**

6. If you were going shopping at the supermarket name 3 items and their product name that you consider to be “green products”?

SAFE TP, BiCarb Soda, Vinegar, Halogen light, Organic fruit/veg other organic products (look at GreenShop list)

7. What recycled material goes into making polarfleece jumpers?

PET



8. Name 2 recycling campaigns of Planet Ark?

Cards for Planet Ark, Cartridges for Planet Ark, Aluminium Can Recycling, National Recycling Week, Plastic Bags

9. How many times more efficient is it to make aluminium cans from recycled material than from raw materials?

- A. 2
- B. 10
- C. 20
- D. 30

C

10. By recycling one aluminium can you are saving enough energy to run your television for:

- A. 1 minute
- B. 10 minutes
- C. 45 minutes
- D. 3 hours

D

11. What is the title of the Victorian Government's new waste management strategy?

Towards Zero Waste Strategy

12. Municipal waste accounts for 36% of total waste going to landfill and the remaining 64% is made up of commercial / industrial and construction and demolition waste? T or F

True – eg. Moreland currently 36.5% Municipal Waste

13. If you needed to recycle some household goods or material that is not accepted as part of your kerbside collection where would you look to find out where you possibly could? Eg concrete or bricks/

ERV website/Contact Council

14. What is one benefit of composting or worm farming at home?

Don't have to buy fertiliser for your garden, increases fertility of garden, reduces waste going to landfill, reduces greenhouse gas emission (at landfill and transportation).

Methane is one of the worst greenhouse gases which is released through decomposition of material in landfill. Methane has a warming effect around 20 times higher than that of carbon dioxide.

15. What might you add to your compost to reduce acid levels that can make it smelly and encourage vinegar flies?

Lime Dolomite (to balance out the PH) paper (to balance out the carbon/nitrogen)

16. If you have some chemicals in your home to dispose of what should you do?

Contact council – find out when next Chemical Collection (run by ERV) will be in the area.

17. Give an example of a product that is made of recycled plastic?

Speed hump, outdoor furniture, bollard, piping

18. Give one reason why mulch is good for the garden?

Good water garden saver, prevents evaporation by shielding the soil from sun, reduces runoff when raining or watering, and prevents weed germination.

19. Give three examples of what you might look for in a product when shopping at the supermarket?

Packaging, bulk, where it is made, environmentally friendly, energy efficient, chemical free

20. How many tonnes of electronic waste does the average person consume in a life time?

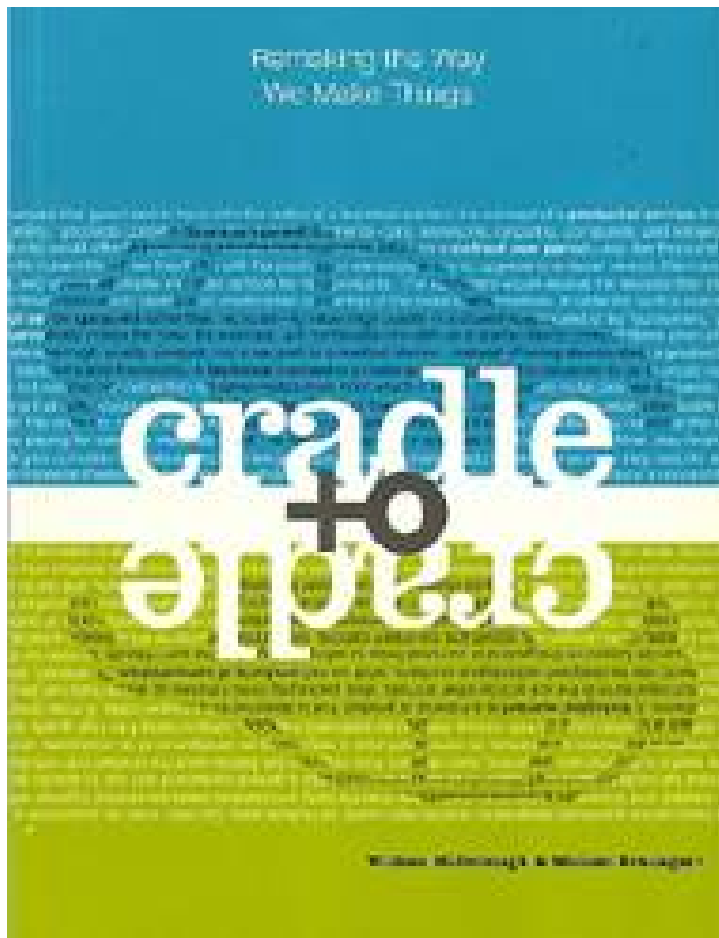
- A. 4 tonnes
- B. 3 tonnes
- C. 2 tonnes
- D. 1 tonne

B – The average person consumes around 3 fridges, 6 washing machines, 20 computers & 30 mobile phones in a lifetime not to mention all the other audio and visual equipment

Compiled by
Clarissa Forster, NRWGMG



► Book Review



Book Review:
McDonough, William
and Michael Braungart
(2002), “Cradle to
cradle: remaking the
way we make things”,
North Point Press: New
York.

This is no ordinary book. One only has to pick it up, feel the slippery cover and notice the weight (as it is quite heavy) to realise that this book is not made from a tree but from a “synthetic” paper plastic resins and inorganic fillers. Not only is this book durable, waterproof and theoretically recyclable many times over it is a practical example of the underlying premise that authors William McDonough and Michael Braungart expose, that it is time to rethink the way things are made

by encompassing a cradle to cradle analysis of design.

The good news for waste educators is that the authors believe it time to get rid of the notion of “waste” altogether:

“To eliminate the concept of waste means to design things – products, packaging, and systems – from the very beginning on the understanding that waste does not exist.” (p.104)

In order to do this, they suggest a shift in current thinking: it is time to throw out the 3R’s (almost) and begin a new process of “design and implement a strategy of change” (p.44), to make a move from being “less bad” to being 100% good. To move from eco-efficiency, “doing more with less” (p.51) to eco-effectiveness.

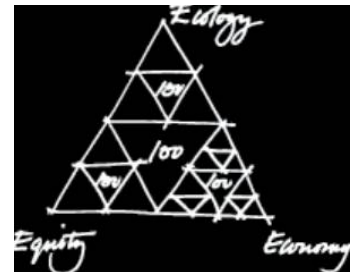
Eco-effectiveness is the new model they present based on principles of natural cycles with

the cherry tree being the metaphor used throughout the book. It encompasses positive growth and unconventional solutions to native (or local) response. Envisaged is a world full of abundance “not one of limits, pollution, and waste” (p.91). By closer observing nature, it is possible to design products, buildings and entire industries that take into account the needs of people and enhance our environment by inputs such as food, energy, or clean water. Highlighted is the fact that in natural cycles “waste equals food” (p.92).

By better understanding nutrient flows (and in particular biological and technical metabolism) it becomes easier to understand the next steps required to a shift towards better design. The first step is to increase the number of consumables, products that provide food for other living organisms when eaten, used, or thrown away, and to make sure they don’t end up in landfill. Secondly, that products of service, items that provide food, entertainment or transport (such as the TV, car, etc…) are licensed rather than sold, in order to guarantee return to manufacture for continuous re-use. Last but not least, to stop manufacturing products (coined “unmarketables”) that are toxic to ourselves and the environment, such as nuclear waste, and make sure that current toxins are stored until they can be disposed of safely back into the environment.

While working with companies such as the Ford Motor Company and Nike, the authors have begun the task of putting eco-effectiveness into practice. A tool that they have developed is a fractal that explores the relationship between ecology, equity and economy (there is my temptation to add in ‘education’ to the equation). By asking specific questions while moving around the fractal, it is possible to honour the

questions raised by people with differing positions, while coming up with possible design solutions (p.151).



“If businesses are not using triple bottom line analysis as a strategic tool, they are missing a rich opportunity. The real magic results when industry begins with all these questions, addressing them up front as ‘triple top line’ questions rather than turning to them after the fact” (p.154)

When following the five steps to eco-effectiveness listed in the book and the five guiding principles: signal you intention, restore, be ready to innovate further, understand and prepare for the learning curve, and exert intergenerational responsibility (182-185) it is possible for businesses to begin the challenge to redesign the way they make things.

I am guilty of judging this book by its cover (as I have never been fond of plastic). But I was delighted by the contents that reignited a spark, that yes, there is another way! One that is positive, creative, fun and ecologically sound. In the book the authors ask “what might the human-built world look like if a cherry tree had produced it?” (p.73). Just imagine... or if you like you could read the book.

For more information check out the company website:

www.mbdc.com

~ Ellen Regos

JULY 2005

Date & Time	Event	Where	Contact
Monday 4 July to Friday 8 July	<p>The 12th International Conference on Thinking – Melbourne</p> <p>Celebrate the Past – Window to the Future: A multi-disciplinary conference covering 6 strands, for example, Education/Business, Sustainability/Environment and Health/Wellbeing</p>	Melbourne Convention Centre	<p>Registration enquiries to: icot@etmtravel.com.au</p> <p>Conference website: www.thinkingconference.com</p>
Sunday 10 to Friday 15 July	<p>14th Annual Students of Sustainability (SoS) Conference</p> <p>Organised and run by ASEN (Australian Student Environment Network)</p>	Monash (Clayton) University in Melbourne	Enquiries to: melanie.szydzik@adm.monash.edu.au
Tuesday 12 July	<p>Clearwater Leadership Program – Session 2: Understanding and Managing Team Effectiveness and Conflict</p>	The Grange, Lancefield (35 mins from Melbourne)	<p>Enquiries to Jacquie White, Clearwater: Tel: (03) 9667 5523 Email: jacquie@clearwater.asn.au</p>
Wednesday 20 July	<p>EBATE (Eastern Businesses and the Environment): How Businesses Can Promote Themselves as 'Green'</p>	Whitehorse City Council, Whitehorse Rd, Nunawading	Enquiries to Vern Steele Tel: (03) 9874 4633
Thursday 21 July 2005 12.30 to 5.00pm	<p>EcoDesign Forum – Looking at Product Lifecycle and Impact of Product Design</p>	60L Green Building, Leicester Street, Carlton	<p>Enquiries to Teresa Day, VAEE Tel: (03) 9349 1806 Email: vae@vae.vic.edu.au</p>
Schools Tree Day: Friday 29 July National Tree Day: Sunday 31 July	<p>National Tree Day 2005</p>		For more information call the Tree Day Hotline on 1300 88 5000.

AUGUST 2005

Sunday 14 August 9am – 6pm	<p>AWARE / VAEE Event: Sustaining Ourselves – Health, Hope and Well-Being: Conversations for Change with Ruth Rosenhek</p> <p>Cost \$55 for AWARE, VAEE & AAEE members, \$80 Non-members</p>	Camp Eureka, Tarrango Rod, Yarra Junction	<p>Enquiries to Teresa Day, VAEE Tel: (03) 9349 1806 vae@vae.vic.edu.au</p>
Saturday 13 to Sunday 21 August	<p>National Science Week 2005 theme for schools – Energy: Future Challenges</p> <p>Planning for National Science Week 2005 has already begun.</p>		<p>Information and questions about National Science Week to Pauline Brown at the Department of Education, Science and Training on (02) 6240 5063 or Email: nias@dest.gov.au</p>

16 August – Metro 14 July – Wangaratta 20 July – Warnambool	EcoBuy Network Meetings	Metro Meetings – MAV Building, Lvl 12, 60 Collins St, Melbourne	Enquiries to Tania Struzina: (03) 9667 5572
Thursday 18 August	AWARE: Local Business Stormwater Tour	Kingston municipality (TBC)	Enquiries to Sandy Tibballs or Rob Powell
Thursday 25 August 7.15am – 9am	WW Business Breakfast – Reduce Your Waste and Stop Losing Money! Steps to implementing better waste management practices Keynote speaker: Peter Malcolm – Antarctica adventurer	Fountain Gate Hotel, Westfield Shopping Centre, Fountain Gate, Narre Warren	Enquiries to Sandy Tibballs: (03) 9569 3986 or Email: sandytibballs@ozemail.com.au

SEPTEMBER 2005

Tuesday 13 September	Clearwater Leadership Program – Session 3: Dimensions of Leadership: Management vs Leadership	The Grange, Lancefield (35 mins from Melbourne)	Enquiries to Jacquie White, Clearwater Tel: (03) 9667 5523 Email: jacquie@clearwater.asn.au
Thursday 15 September	AWARE AGM/Dinner	Venue, Date & Time – TBA	

OCTOBER 2005

Monday 10 to Wednesday 12 October	6th Asia Pacific Roundtable for Sustainable Production & Consumption	Melbourne Exhibition and Convention Centre (MECC)	For further information contact the Roundtable Secretariat, Current Events 6aprscp@currentevents.com.au Or visit the website at: www.6aprscp.com
Thursday 20 October	AWARE: Executive Meeting	Venue TBC	Enquiries to Judith Alcorn: Tel: (03) 9874 4677

NOVEMBER 2005

Monday 7 to Saturday 13 November	National Recycling Week 2005	Recycle wherever you are – whether at home, work, school or around town Organised by Planet Ark	For more information visit: www.planetark.org
Thursday 17 November	Clearwater Leadership Program – Session 4: Effective Communication: Building Trust and Managing Defensiveness	The Grange (35 mins from Melbourne)	Enquiries to Jacquie White, Clearwater Tel: (03) 9667 5523
Thursday 17 November	AWARE – Waste Management Facility Site Tour	Facility TBC	

DECEMBER 2005

Date TBA	AWARE Christmas party	Exciting venue TBA	
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ASSOCIATION FOR WASTE AND RESOURCE EDUCATION

ABN 735 313 08124

AWARE VICTORIA MEMBERSHIP 2005/2006

DATE ___ / ___ / _____

(Membership Valid Until 30 June 2006)

Invoice

Membership Category:	
<input type="checkbox"/> Individual members	\$50.00
<input type="checkbox"/> Concession (students, part time)	\$35.00
<input type="checkbox"/> Not for profit organisations	\$80.00
<input type="checkbox"/> Corporate members	\$120.00*
<input type="checkbox"/> AWARENESS JOURNAL ONLY Non Members	\$10.00
TOTAL - (NO GST APPLIES) \$	

MEMBER DETAILS:

Name: _____

Organisation: _____

Position: _____

Postal Address: _____

Street Address: _____

Phone: _____

Fax: _____

E-mail: _____

Website: _____

*Corporate members are entitled to nominate three people to attend workshops and meetings.

MEMBER 2

Name: _____

Organisation: _____

Position: _____

Postal Address: _____

Street Address: _____

Phone: _____

Fax: _____

E-mail: _____

Website: _____

MEMBER 3

Name: _____

Organisation: _____

Position: _____

Postal Address: _____

Street Address: _____

Phone: _____

Fax: _____

E-mail: _____

Website: _____

*** PLEASE RETURN THIS FORM COMPLETE WITH PAYMENT FOR OUR DATABASE.**

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