

Don't let rubbish become part of the scenery.



Be one in a million
Make March 4 the day you start to make a difference

Media Release

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TASMANIAN BUSINESSES FIGHT CLIMATE CHANGE ON BUSINESS CLEAN UP DAY 2007

One million Australians are needed to help fight climate change as part of the 2007 Clean Up Australia Day campaign and businesses across Tasmania are being urged to get involved on 27 February.

Clean Up Australia Chairman Ian Kiernan AO said being a part of a massive community campaign to tackle growing problems such as electronic or e-waste, which is being sent to landfill at three times the rate of other general or municipal waste, will help reduce damaging greenhouse emissions.

“Landfill sites generate large amounts of greenhouse emissions but simple steps can change that. Action to improve recycling of old computers, mobile phones and other electronic waste, and limiting the use of plastic bags are all steps that businesses can take,” said Ian Kiernan.

For the first time this year businesses can participate by registering their office and committing to implementing an environmentally sustainable initiative in the work place.

Long term official supporter of Business Clean Up Day, Kyocera Mita Australia, has a corporate edict to find ways of minimising financial and ecological waste. Kyocera has created innovative technology & product designs, that offer both a dramatically lower Total Cost of Ownership and Total Cost of Service as well as either eliminating or reducing environmental waste.

According to David Finn, Managing Director, Kyocera Mita Australia:

“Kyocera’s philosophy is to ‘dispose of less, recycle more’ and reduce the impact of business waste on the environment. This philosophy is embraced from the design and creation of Kyocera’s products through to their operation, biodegradable packaging and final disposal.

Being the official supporter of Business Clean Up Day provides Kyocera with the opportunity to educate other businesses that caring for our environment is crucial and can actually be a cost saving exercise too. Kyocera have put together a list of top ten tips for businesses to help improve the quality of the environment and work towards reducing waste. We have found that not only thinking but acting ‘green’ too is smart business!”.

You can get involved by visiting www.cleanup.org.au or calling 1800 CUA DAY (1800 282 329).

Further Information:

Clean Up Australia Media Contact: Nel Hasan 02 8280 9100 or 0423 375 522

Kyocera Contact: Lauren Lang 02 9212 1811 or 0416 108 744

KYOCERA'S TOP TEN TIPS FOR BUSINESSES TO CLEAN UP:

1. Reduce electricity consumption. The Australian Greenhouse Office estimates greenhouse gas emissions created by commercial building lighting could be reduced by as much as 70%¹. With the simple installation of movement sensors, office lighting can be set to turn off when workers are no longer in the room and resume when they re enter. This can dramatically reduce the electricity usage and of course the power bill.
2. Have two or three bins in the staff kitchen area, encouraging staff to separate their rubbish into recyclables and general rubbish. The cost to recycle glass is significantly cheaper than creating new glass and requires a lot less energy as it melts at a lower temperature than virgin raw materials².
3. Reduce paper consumption. Use double sided printing and copying. Kyocera can offer advice on printers, copiers and MFP's which offer solutions to help reduce paper wastage and save money.
4. Use Kyocera ECOSYS printer technology³ which has no ozone emissions and no toxic heavy metals like nickel, cadmium and mercury. It also reduces waste due to the long life amorphous silicon drum which does not need to be replaced when the toner is empty as with other brands. This minimises waste to land fill and equates to enormous cost savings to users. Kyocera promote that by using Kyocera printers, businesses will be saving dollars that could soon add up to extra profits of \$100,000 - \$2 million over a 3 year period (depending on the number of printers per business)!
5. Use recyclable packaging for your products and choose suppliers who offer such packaging. Kyocera's packaging is made entirely of cardboard and easily biodegradable pulp mold made from recycled paper.
6. Collection of toner cartridges. We throw away around 18 million used cartridges each year. That's 5000 tonnes of waste⁴. Unlike other brands, Kyocera's toner cartridges are made from completely non toxic biodegradable material which is easy to recycle. KyoCollect is Kyocera's free takeback program which means a 100% zero-waste-to-landfill outcome for the disposal of your print consumables and re-manufacturing of wastes. Bottles, toner cartridges, fuser units, bulk toner or any consumable from any Kyocera copier, laser printer or other office machine will be recycled with a zero landfill outcome. <http://www.kyoceramita.com.au/KyoCollect.asp>
7. Minimise the impact of e-waste. Don't dump electronic waste in the garbage but instead contact Veolia Environmental Services⁵ and arrange for collection. Many of the components can be removed and broken down for re use, minimising the amount of waste to land fill. Kyocera has actually removed 6 hazardous materials from their latest products and implemented a totally lead free manufacturing process in an effort to reduce future landfill.
8. Kyocera offer a complete solution with their products through their Kyocera Machine Recycling Program. What this means is that their printers, copiers and MFP's will be collected and recycled easily. <http://www.kyoceramita.com.au/MachineTakebackProgram.asp>
9. Think green next time you are buying office equipment. Ask suppliers about their environmental practices and choose businesses that use and provide recycled goods. Kyocera in Australia have just achieved **ISO 14001** which is the international standard for environmental management systems. This highlights Kyocera's commitment to considering the environmental consequences of all processes and business practices both in Australia and internationally.
10. Ask senior management to commission an environmental audit of your business. This can highlight areas of inefficiency and excessive waste, and provide solutions that reduce resource consumption and save money. Kyocera offer a free printing audit which explains how using Kyocera ECOSYS technology can provide greater environmentally friendly practices, improved profitability and efficiency in the workplace.

¹ Kim McKay and Jenny Bonnin, 2006, TRUE GREEN 100 everyday ways you can contribute to a healthier planet, ABC Books.

² <http://www.cleanup.org.au/PDF/au/cua-glass-fact-sheet-.pdf>

³ Kyocera 5th Generation Printer Range

⁴ http://www.livingthing.net.au/rc/guides/05639_OfficeWaste.pdf

⁵ Veolia Environmental Services – ph: 02 8571 000