



Clean up your act

Kyocera Mita produces environmentally friendly copiers and printers. Its Australian managing director David Finn ensures the company is a responsible business citizen with many green initiatives.

Not only was Kyocera Mita named Green Vendor of the Year 2007, you were named Green Crusader of the Year 2007. Why?

One of the biggest initiatives we got involved in was Business Clean Up Day, part of Clean Up

Australia. We did a major clean-up of Pembroke Park in Marsfield, New South Wales, together with Clean Up Australia chairman Ian Kiernan AO and media personality Ross Greenwood. We also worked together with Clean Up Australia to restore Brush Farm Park, a heavily polluted parkland which is now enjoying the return of native animals.

I also implemented KyoCollect, where we collect and recycle your printer and copier consumables, ensuring 100% zero-waste-to-landfill disposal.

What questions should we ask before we purchase equipment?

What will happen to my old equipment? Will the manufacturer take it back? Is it recycled or does it end up in landfill? Too often people go for the cheap option, only to find that it ends up costing them (and the environment) many times more in maintenance and consumables.

For information, call +61 (2) 9888 9999.

Live today for tomorrow

Danin Kahn is the founder of Today, a lifestyle store with products and services for all your eco needs. We ask him about investing in the future.

What were the factors that convinced you the time was right to start Today?

I had been very passionate about environmental issues and global warming for a long time – but it had been very much a fringe issue. I was starting to interact with people who wanted to know more about what was going on – and also people who wanted to do something about it but didn't know how. After our store opened, *An Inconvenient Truth* came out, which really brought the issue into the mainstream. People finally realised that global warming is getting worse and there is no more time to wait. I didn't want to wait any longer to start making a difference.

How can we make a difference?

Firstly through education. If people actually make an effort to understand what's going on that encourages them to make changes in their lives. Secondly, through lighting. It's not just about switching your light bulbs to energy efficient versions, but your downlights too. They can easily be replaced with energy efficient versions that are just as trendy and effective. They also last up to 50 times longer – big savings! Thirdly, through solar power. Government rebates are making solar installations far more accessible. If your system is connected to the grid, you can actually make money on electricity that you create but don't use. Tel: 1300 138 483 within Australia.



Spend Green Dollars



EARTH FRIENDLY

Let Climate Friendly help you become carbon neutral. They'll help you calculate your carbon emissions and purchase green energy credits to offset against your environmental footprint. Then they'll invest in renewable energy projects on your behalf that create alternative power from green sources, such as solar and wind, geothermal, biomass and biofuels. It's just AU\$25.30 for a one-tonne credit. Tel: +61 (2) 9356 3600.

ETHICAL INVESTMENT

Australian Ethical Investment (AEI) invests your money in businesses that are based on environmental or social ethics. Companies include Energy Developments, which develops and manages renewable energy and waste fuels, and even a house leased to the Sapphire Coast Tenancy Scheme which sublets it to low-income families. Ten percent of AEI's profits go to charity. Freecall 1800 021227 within Australia.

FUTURE FASHION

Australia has its very own green guru in the making: Rachael Casar. Casar's one-of-a-kind high-end designs focus on dresses and outfits made from sustainable fabrics, demonstrating that luxury and sustainability can fit. Tel: +61 417 974 004.

ECO-SHOPPING

For guilt-free sustainable shopping. Neoo offers a vast range of goodies from furniture to stationery. Toys, clothing and even fuel cells and rain water tanks are displayed on their website, making shopping a cinch. Go to www.neoo.com.au or call +61 (2) 9028 7900. – Phoenix Arnie

