



## CASE STUDY



# Communicating progress

Through PACIA's Sustainability Leadership Framework, member companies celebrate their successes and learn from each other's challenges. Importantly they also use the Framework to communicate their progress.

Capturing and communicating the successes, trials and challenges of integrating sustainability can inform, inspire, uncover new opportunities and motivate others.

**Step 4** of PACIA's Sustainability Leadership Framework supports member companies to assess their progress and participate in applicable industry information sharing and reporting.

This is the fourth step to implementing the Framework:

**Step 1 – Making the commitment**

**Step 2 – Assessing your business against the Framework**

**Step 3 – Integrating sustainability into your business**

**Step 4 – Communicating progress**

**Step 4** recognises that it is critical that companies do their own measuring, reporting and track their progress. This demonstrates accountability and openness to stakeholders and can also help identify new trends and business opportunities.

Sharing information and ideas also empowers employees and gives them and other stakeholders a sense of purpose and achievement.

In this case study we look at the steps that three of our member companies have taken to convey their messages about their diverse sustainability initiatives.

Specialty chemical manufacturer and distributor **Lubrizol** Australia believes that being kind to the environment makes good business sense, and measures and tracks it every day at its riverside manufacturing plant at Silverwater near Sydney.

Designer and manufacturer **Megara**, which has developed, measured and gained accreditation for a carbon-neutral plastic, also gains significant recognition for its sustainability initiatives by regularly winning industry awards.

As one of the world's leading chemical companies, **BASF** has a long history of evolving in response to the world around it. Through science and innovation, the company is helping to address global challenges, creating chemistry for a sustainable future.



**PACIA's world leading Sustainability Leadership Framework helps our members to drive improvements and future-proof their businesses.**

**The Framework includes one-on-one assistance, practical tools, industry specific support programs, and opportunities to showcase members' achievements.**

**An important feature of the Framework is its deliberate structure and flexibility making it relevant to all our member companies – no matter their size, type and operating environment – and regardless of how far they have advanced their business sustainability strategy.**

Lubrizol Australia  
Silverwater Plant



Daimler and BASF combined their know-how in pioneering vehicle project 'smart forvision': Innovative technologies from the chemical industry contribute to increasing automotive energy efficiency



Brands are becoming more interested in sustainable packaging



**Megara is an award-winning family-owned Australian business that designs and manufactures customised point-of-sale displays, stationery and packaging products including extruded polypropylene sheeting.**

The head office and manufacturing/recycling plant is in the eastern Melbourne suburb of Bayswater, and the company has sales offices in Sydney, Brisbane and New Zealand.

Megara has more than 70 employees, and celebrated its 40-year anniversary in 2009. The company signed up to PACIA's Sustainability Leadership Framework that year.

### Sustainability by design

For a small to medium business operating in the plastics industry, Megara has gained a large amount of recognition for its environmental performance.

The company has won a plethora of Australian awards in recent years from the Packaging Council of Australia, Standards Australia and Point of Purchase Advertising International for its creative and sustainable designs.

But more importantly, Megara has achieved what is believed to be the first carbon-neutral plastic sheet. The Carbon Reduction Institute certified Megara's Ecologia polypropylene sheet carbon neutral in April 2010. Ecologia is made from 100% recycled Australian-made polypropylene.

The recycled sheet, which has won Megara a world sustainability design award, adds no carbon dioxide to the atmosphere and is highly energy efficient.

Megara has integrated sustainability into its plant and processes. The company regenerates scrap polypropylene (post-industrial waste) into useful raw material, which is extruded into Ecologia. Even volatile substances in printed material come out 'clean' from the recycling plant.

As Chief Development Officer Jade Weiss says: "We reuse all the scrap polypropylene we produce here with no downgrading of the final material. It makes the whole-of-life cost much lower – and products last a long time."

Not content with these initiatives, Megara organised a water audit through PACIA, which found that 43% of the company's water consumption could be saved by upgrading its cooling towers.

Jade says a lot of effort has been put into measuring and communicating Megara's many successes, which have positioned the company as a leader with employees, customers, industry associations such as PACIA, and environmental purchasing organisation ECO-Buy.

Megara's major communication vehicles are its revamped website, and an email campaign targeted at long-term customers. It has also presented its sustainability initiatives at PACIA/EPA Victoria sustainability forums encouraging other businesses to get on board.

"It's amazing how just making people aware of things like measuring energy and water use can improve your overall performance," Jade says.

This Starburst unit won Megara a Gold award at POPAI



Receiving Bulk  
Products from Tanker



Lubrizol is an innovative Cleveland-based multinational specialty chemical company that owns and operates manufacturing plants in 17 countries and has about 7000 employees.

The company, owned by Berkshire Hathaway, is best known for its additives designed to improve the performance of fuels and lubricants for global transportation and industry, but it also manufactures polymers and products used in everything from building and construction to households and personal care.

The company's Australian plant is at Silverwater, 20km west of Sydney. Its 22 permanent employees manufacture and distribute additives to the oil industry to formulate oils, greases and fuels with enhanced performance.

Lubrizol was one of the inaugural signatories to PACIA's Sustainability Leadership Framework in 2008.

### No such thing as waste

The idea of waste is rubbish to Operations Manager Phillip Lane and his colleagues at Lubrizol Australia. The company has assessed, measured and found it now makes more money out of recycling waste than it used to pay to dispose of it.

Increased landfill charges forced the company to consider waste in a new light and it has progressively changed processes and products. *"The move to change to a recycled and reusable plant was not that difficult,"* he says. *"Our people like to see reuse and they adapted and embraced the idea quite well."*

Almost everything at its Sydney plant, on the Duck River at Silverwater, is recycled. For example, scrap metal from engineering off cuts such as pipe work is collected and sold to a dealer, metal bins used to transport raw materials are sold to exporters for reuse and plastic sheeting is sold to a recycler.

In some cases, the solution lay simply in providing recycling bins and educating employees how and where to dispose of each item; seeing the benefits and results is a bonus.

Lubrizol chemicals imported from the US are delivered to the Silverwater plant about six times a year via barge from Sydney Harbour and Parramatta River.

*"One of the reasons we keep going with the barges is because it takes some 600 tankers off Sydney roads,"* Phillip says.

Supported by a levy on waste oil, Lubrizol has reduced costs by buying and blending re-refined base oil in some of its products.

Lubrizol has explained its sustainability story to PACIA member companies as well as local oil industry customers in a presentation titled *Share the Experience*.

*"The main message is that if you make a start, a system can soon be in place that will be self-sustaining, delivering good long-term results for the business, environment and community,"* he says.

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This case study is part of a series on the four steps to implementing the Framework. For more details and information on our supporting programs, networks and resources refer to  
**Case Study 1 – Making the Commitment.**







As a product of a close working relationship between Daimler and BASF, the 'smart forvision' introduces a range of unique technical innovations in the areas of lightweight construction, temperature management and energy efficiency



**BASF is one of the world's oldest, largest and most successful chemical companies. It has 110,000 employees worldwide and 550 in Australia and New Zealand.**

It uses thousands of basic chemicals to manufacture tens of thousands of products and solutions for industries including construction, mining, water, automotive, health and nutrition, food and agriculture.

In Australia, BASF's 13 manufacturing plants make products ranging from natural vitamin supplements to concrete admixtures and water reducers. BASF signed up to the Sustainability Leadership Framework in 2008.

#### **Creating chemistry for a sustainable future**

With more than 10,000 people working in research and development worldwide, BASF drives solutions that conserve resources, ensure healthy food and nutrition and improve people's quality of life.

The company believes that the chemistry it creates can help meet society's current and future needs.

For example, Ross Pilling, Chairman and Managing Director of BASF in Australia and New Zealand, says that chemistry can help address energy efficiency in future mobility through affordable high-performance batteries, temperature management and lightweight design of cars.

The unique 'Verbund' system is a key component of BASF's energy efficiency strategy. Production plants at large sites are closely interlinked, creating value chains that extend from basic chemicals to products such as coatings and crop protection agents. The same principle applies to BASF's research and knowledge management and cooperation with customers and employees.

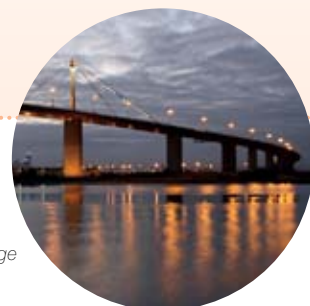
As a global leader in chemistry, research and development and sustainable manufacturing, BASF has a strong part to play in Australia. Ross is convinced that, as part of a balanced economy, Australia needs a healthy manufacturing sector in which the chemical industry is a key driver of innovation.

*"The challenge for Australian manufacturers is whether they are seen as having a competitive advantage when multinationals plan the next round of investment in their plants," he says.*

In Australia, BASF produces the antioxidant beta-carotene from algae, a renewable raw material source. Beta-carotene is an important ingredient for the food and feed industries. Another Australian development is a polymer dispersion with very low levels of VOCs that is used to produce odourless paint for interior applications. And BASF reinforcing systems were used to strengthen and increase the capacity of the West Gate Bridge in Melbourne.

BASF engages in dialogue, projects and partnerships with diverse audiences, from government to customers and neighbouring communities. The company believes that this is a fundamental part of sharing its vision and creating change, and that it contributes to the long-term success of its business.

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*BASF's construction chemicals strengthen Melbourne's Westgate Bridge*

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