

CASE HISTORY

NEW SUSTAINABLE BUILDING MATERIAL ANSWER TO GLOBAL WARMING?

Australian new technology developer TecEco Pty Ltd has announced a new building material that is recyclable, low energy, has low emissions and uses a large proportion of wastes.

Managing Director John Harrison said that the new technology could revolutionise the building industry throughout the world. "It is much cheaper to manufacture, more durable, uses waste materials, is recyclable and is resistant to many of the chemical agents that attack Portland cement."

Portland cement emits around 1 tonne of CO₂ per tonne of cement produced, and there are about 1.8 billion tonnes produced each year. In comparison, Mr Harrison said, eco-cement bricks and blocks were CO₂ neutral, and even a net sink when they incorporated organically derived waste fibre.

"Like nature, the material uses carbon in its formulation," Mr



John Harrison and his eco-cement blocks.

Harrison said. "If we do what nature has done for the last 3.8 billion years and use carbon in building and construction, we can beat the global warming problem."

TecEco have signed an agreement with Deloitte Climate Change Strategies ("Deloitte") to act as financial adviser to assist TecEco to complete a capital raising of \$10 million to develop and deploy the

new technology. Antonio Gelonesi (Global Director), Andrew Sharpe (Analyst) and Steven Skourakis (Analyst) from Deloitte will be responsible for controlling the engagement.

TecEco have received endorsement by leading scientists including Dr Kwesi Sagoe-Crentsil from CSIRO Building Construction and Engineering, Professor F.P. Glasser of Aberdeen University, Scotland and Dr Leon Burgess, Dean of Deakin University in Australia.

In an appraisal document, Dr Sagoe-Crentsil said that

"the theoretical basis of the proposed Eco-cement is logical and the economic and environmental benefits appear excellent."

In another appraisal document, Prof. Fred Glasser, an international expert on cement based materials, said that the technology "represents one of the few recent advances in inorganic cements which are suitable for large volume production." ●

■ what we really want out of our lives.

Where will these more subtle conversations take place? On our jobs, of course! In the modern world, we don't sit around the fire anymore. Business and jobs are the new communities.

That will make our hidden leaders visible. They will speed up the process of making the new paradigm - the taking-care-of-the-planet culture - the norm.

But we still need business leaders to articulate our beliefs.

POLITICS IN A CHANGING WORLD

During the 1990s, we entered a new political path in Europe. The

old paradigm - happiness as an automatic result of economic growth in a market economy - is already shaky. The costs for economic growth had not previously been accounted for: an ongoing deterioration of many ecological and social values. The accounting system using expanding GNP is, in Paul Hawken's words, like having a pocket calculator with only a plus sign.

The political inability to account for the unmeasured costs and to deal with them has led to tensions that we are struggling with today. Ecological issues and social issues are handled in a sort of attack-defence mode.

BALANCE BETWEEN LEFT AND RIGHT

Should we change strategy and think and act independently of the old political ideologies? It is the balance between left and right that is the first precondition.

Most countries in Europe are governed today by what the former Swedish rightist leader Carl Bildt calls a red-green mess - coalition governments between greens and social democrats.

When it comes to the global protection of oceans, atmosphere, ecosystems and social equity, I believe that we are on the verge of a paradigm shift. What the leaders in this new paradigm do and say, will bring the old order crashing down. ■