

Fairview was recognised at the Stewardship Excellence awards 2022 for Excellence in Product Stewardship by a Small or Medium Enterprise (SME) for their Ecoloop program. Their stewardship of non-compliant aluminium composite panel cladding (ACP) is designed to divert one hundred per cent of the waste material they collect from landfill.

Judges were inspired by the complete circular nature of their program, and its successes in ensuring that each component of the separated materials were further utilised, namely aluminium, polyethylene, ferrous metals, mixed residuals. They also noted that the program has considerable potential to be scaled.

When asked what the win means to Fairview, Garry Norris, National Facade Manager - Rectification & Recycling said “It is an acknowledgement of the work that we have put in and our intent in the creation of the program. We have been able to show the market that we have been recognised for the work and it bolsters our reputation.”

The Ecoloop process was developed to recycle the problematic cladding onshore, separating the components to create economically valuable recyclates that feed back into local manufacturing and process engineered fuels.

“This journey formalised our thoughts on sustainability and the environment – and how we can have a positive impact. It was a matter of doing what we needed to do and learning things along the way.”

When asked about the biggest challenge in Ecoloop’s product stewardship journey so far, Mr Norris said “Many of the things we were doing there was no pattern book for, so we had to develop new equipment and do things that hadn’t been done before. It was a learning process, and we’ve been continually evolving – we are still modifying equipment and trying to find better paths to market for our products. It’s a work in progress.”

Since commencing operation in January 2021, Fairview’s Ecoloop process has diverted more than **470 tonnes** of aluminium composite panel waste from landfill. Through diversion from landfill and their recyclate being used in place of virgin materials they have contributed to the offset of **3,584 tonnes** of Carbon Dioxide equivalent.

When asked what the future holds for Fairview and Ecoloop, Mr Norris replied “what we are doing will most likely have an end date, once the existing Non-Compliant ACP is managed then our job is effectively done. We’re doing a lot of research and looking at what else we can recycle, particularly in the clean energy technology space.”

Mr. Norris’ advice for those embarking on their product stewardship journey is “to remember that despite coming from different industries, we share the same purpose. Although our experiences and stories may differ, we can still learn from one another.”

He suggested taking things step by step and keeping the end goal in mind. He acknowledged that much of the work involved in product stewardship is ground-breaking and that setbacks are inevitable.

He said, “don’t be deterred by setbacks, as there is always a solution to every problem, and remember that there are always individuals willing to help in your journey.”