

# Special Review – Australia’s Climate Policy Options

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## Market mechanisms as transition accelerators to a carbon neutral economy.

[The Product Stewardship Act 2011](#) was passed unanimously and is under utilised in addressing climate impact at a product and material level. It celebrates best practice after a prerequisite of product conformance to Australian Code is demonstrated

We tested the legislation at a product and singular business level and were rejected as “not in the public interest”. A single product or business may not be significant at a national level however when the principal is applied across the economy this approach is manifestly efficient and creates behavioural change in public consumption.

We have since taken what we learnt and built an innovation system and market mechanism that is founded on the principles of the Act - shared responsibility for impact- and uses a technology platform that brings parties together for common aim. Sustainable productivity and value is enjoyed by those parties that demonstrate responsibility.

This model brings existing regulatory frameworks, business systems, and certifications into a digital environment, to deliver triple bottom line value.

It has a number of features that make it easy for producers and suppliers to voluntarily demonstrate environmental metrics and best practice against social values for sustainable futures.

It creates an open and collaborative environment and a fair and level market place.

Value is generated for conforming stakeholders through the product lifecycle and supply chain.

Public trust and government and industry commitment is demonstrated.

This is but one example of a ‘transition accelerator’ to a carbon neutral economy. It promotes an orderly transition to, and progressive adoption of circularity of materials and energy resources.

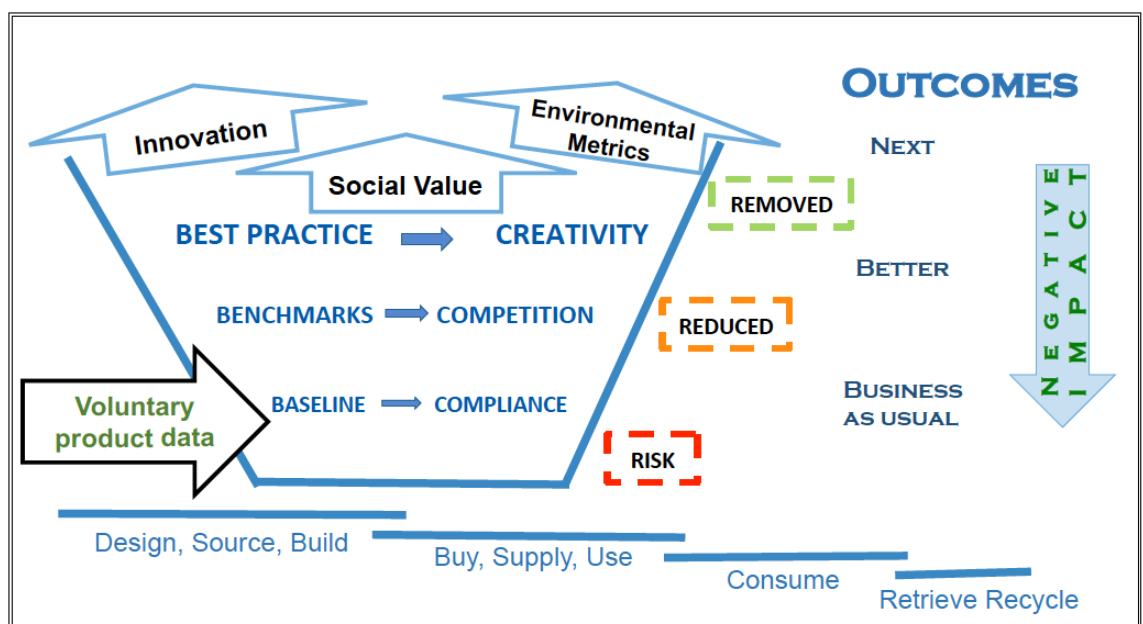
This approach and methodology significantly meets the cost and environmental effectiveness and equity principals of the review of policy options and will raise Australian international competitiveness.

Government spends 25% of GDP. Governments may lead and stimulate an orderly transition to carbon neutrality through responsible procurement policy.

Details of our innovation system may be found in submissions to [Senate inquiry](#) into non-conforming products and in Hansard of the Victorian public hearing 15th February.

We welcome further communication to elaborate and to demonstrate the system methodology.

Peter Mulherin  
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One example of an innovation system to accelerate transition to carbon neutral economy