

GREEN IN BLACK AND WHITE

a no-nonsense approach to procuring 'green' products and services

ecoXchange delivers a straight-forward, easy-to-use online tool designed specifically to help inform business buying decisions.

People can't agree on what to call the whole area of Cleantech, GreenTech, Low Carbon, Sustainability, Carbon-Free, recyclable etc. So, it's not surprising that ordinary business is unclear about what they could or should be doing to engage, or how to judge what is 'green' or not.

"Greens' need to join the mainstream and talk in business language. Companies want to buy 'green' but only if it makes sound commercial sense. One side doesn't really understand the other - we're trying to bridge that gap" - P Errington, CEO, ecoXchange

ecoXchange provides information on the whole life-cycle of the product from the assembly of raw materials through to the ultimate disposal and recycling of those same materials. Our aim is to inform business about some of the questions relevant to the buying decision - does the product work, is it commercially viable and what sort of environmental impact does the product have?

Products and services are presented in clear, concise business language, with a 'snapshot' guide of key criteria and an objective ecoAssessment giving further background to help in the decision-making process.

"Companies are confused by what is 'green' and how one might measure 'greenness'. We can provide an objective assessment that gives guidance in business terms" - Dr A Mousavi, Technical Software, ecoXchange

We are not in the business of telling companies how or what to buy, we are trying to help them make the right, informed decisions. We're the starting point, once they've got the basic info, they move onto the relevant, appropriate site.

We've done our research and we know that business decision-makers want a tool that makes their lives easier and informs without lecturing –

We call it ecoSensible

www.eco-xchange.com
the ecobusiness to business site



green in black and whiteTM