

# the path to a greener practice

Sustainability is scalable—changes big and small make a world of difference. Looking for ideas? We've got you covered.

In Australia and New Zealand, your patients are paying more attention to the sustainability of the businesses they patronise. Optometry practices have an opportunity to differentiate themselves by implementing sustainable practices and changes of any size can help make an impact. Here are some ideas to get you “thinking green!”

- Schedule an energy audit.** Contact your local utility company for a full energy audit of your practice with recommendations for improvement.
- Reuse whenever possible.** Use ultrasonic cleaners and UV disinfection lights to make items safe to reuse. Buy dishes and silverware instead of disposables. Do away with bottled water. Paper towels in restrooms can be replaced with electric hand dryers to reduce carbon footprint.
- Take advantage of local and national recycling/upcycling programs.** Paper, plastic, and glass are standard, but there are recycling programs for more items than you might imagine.
- Choose more eco-friendly products.** When single-use products are unavoidable, consider products made from recycled materials or products that are compostable.
- Replace appliances and systems with greener options.** Before you buy a new dishwasher or replace a hot water heater, explore your options. While high-efficiency choices cost a bit more up front, they save money in the long run.
- Go paperless.** Patient communication platforms can reduce much of your paperwork.
- Conserve energy.** Put motion sensor lights in exam rooms, restrooms, and other areas. Turn off appliances, computers, and printers at the end of the day. Opt for LED light bulbs, as they typically use less energy than traditional bulbs.
- Explore renewable energy options.** In some areas, solar energy can be purchased like traditional electricity. If you own your building, consider installing solar energy panels.
- Prescribe sustainable brands.** CooperVision's range of 1 day brands are the first contact lenses to be plastic neutral.<sup>1,2\*</sup> And it's easy for anyone who recommends, prescribes or wears CooperVision's range of 1 day contact lenses to make a positive impact on the environment. You can also research brands of frames made from recycled materials.

**Have other ideas? Share the ways you embrace sustainability in your practice with your CooperVision Business Development Manager.**

1. CooperVision data on file, 2021, 2020-2020 Plastic Bank Contract Agreement.

\* Range defined as all 1 day brands and segments: sphere, toric and multifocal.

2. Plastic neutrality is established by purchasing credits from Plastic Bank. A credit represents the collection and conversion of one kilogram of plastic that may reach or be destined for waterways. CooperVision purchases credits equal to the weight of plastic in all CooperVision® 1 day orders in a specified time period. Plastic is determined by the weight of plastic in the blister, the lens, and the secondary package, including laminates, adhesives, and auxiliary inputs (e.g. ink)

3. CooperVision data on file, 2021. Plastic Neutrality Survey 302 consumers aged 16-65 years. Decision Analyst October 2021 in Australia.



Sustainability is a **BIG** deal. **94%** of Australian contact lens wearers agree keeping plastic out of oceans is important to them<sup>3</sup>.

If contact lenses could be environmentally friendly, would you try them? You're not alone. **93% of wearers** would choose the brand that they believe is more environmentally friendly<sup>+3</sup>.

\*When choosing between two daily disposable contact lens brands that are comparable.

**Join CooperVision on the journey. Together, we can make a difference.**

learn more at [coopervision.net.au/plasticneutral](https://coopervision.net.au/plasticneutral)

