

# The Good Guide



carbonZero  Cert™  
ORGANISATIONS & PRODUCTS

# The *Good* guide to carboNZero<sup>Cert™</sup> certification

## New Zealand's leading eco-label, with global credentials

If you're a regular *Good* reader, chances are you are a LOHAS.

LOHAS are defined by marketers as customers who have or aspire to Lifestyles of Health and Sustainability—well-educated consumers with high personal standards that are passionate about sustainable living, 'green' initiatives and have a real connection to sustainable goods and services.

LOHAS are keenly aware that all products and services have environmental and social implications in their manufacture, delivery, use and end-of-life treatment. But most of the environmental and social impacts still occur out of our sight, up the supply chain and down the disposal chain.

**“The best eco-labels are subject to regular conformance assessment by an independent auditor.”**

— The Ministry for Economic Development

Eco-labels and certification marks make these impacts visible and empower us to make choices about the organisations, products and services we use.

There are more than 220 different eco-certifications out there. Many eco-labels focus on product performance for only one life-cycle aspect (eg energy efficiency in use, sustainable harvest or fair trade), while others provide an entire framework for managing a company's sustainability performance. So how do we pick the good ones from the greenwash?

Obviously, just because a company claims something does not necessarily mean

it's true. Many of us are understandably sceptical when bombarded every day with organisations, products and services claiming to be clean and green, sustainable and climate-friendly. And many consumers and business buyers still find it hard to accurately assess the quality and robustness of environmental and social sustainability marks. But it's important not to lose sight of the fact that there are some certifications that cut through the greenwash and can be recognised as truly credible.

Thankfully, the carboNZero certification logo is one in which you can have total confidence. You can be sure companies, products and services carrying this mark are making genuine improvements in

environmental and/or social sustainability.

The carboNZero programme is the market leader in this area, with the highest level of credibility and integrity for its certification, and it is streets ahead of anything else out there. It was the first ISO 14065-accredited greenhouse gas verifier outside the US, and the world's first greenhouse gas certifier to achieve international accreditation under the auspices of the International Accreditation Forum (IAF).

This means the carboNZero certified organisations and products advertised in this guide are assured that their

achievement epitomises the highest level of credibility, recognised in 50 major world economies.

Kathryn Hailes, carboNZero programme, marketing and communications manager, says: “We believe the only way to demonstrate to consumers that we are committed to getting it right and to also underwrite the investment of our clients is to seek the highest form of credibility.”

Certified carboNZero organisations practice responsible capitalism by providing goods and services using environmentally sustainable business practices. This includes measuring and minimising their greenhouse gas emissions, then offsetting any remaining emissions that they cannot avoid by purchasing verified carbon credits from credible projects in New Zealand. These projects include native forest regeneration, windpower farms and landfill gas recovery. Obtaining the carboNZero certification logo confirms that a company has made a positive environmental choice and improved their brand credentials through lower greenhouse gas emissions.

Measuring and reducing your carbon footprint is incredibly important, but many carboNZero certified organisations, products and services complete certification so they can also create a credible point of difference in the market, obtain market access, improve business networks and avoid accusations of greenwash. Carbon neutral claims can be a powerful marketing tool, particularly for carboNZero certified organisations that are exporting their products to key markets that face similar challenges.



## BEHIND THE LABEL

There are currently no New Zealand regulations that define who can or can't offer a greenhouse gas emissions certification service, so it's important to check the credibility and integrity of environmental labels:

- Who has accredited the 'certifier'?
- What international standard is the certifier accredited to?
- What international standard will the business itself be accredited to?
- Is there an independent audit carried out as part of the certification process?

### Independently audited

Of course, other labelling outfits maintain that their systems are robust, but the fact is that all certifiers are not created equal.

Thankfully the Commerce Commission has recently placed new emphasis on tackling greenwash. In New Zealand, the 'claims' implicit in environmental labels are controlled by a number of regulatory instruments; one of the most significant is The Fair Trading Act 1986, enforced by the Commerce Commission. This prohibits misleading or deceptive conduct, and false or misleading representations about traded goods or services.

The Ministry for Economic Development has said: “The best eco-labels are subject to regular conformance assessment by an independent auditor.” The carboNZero programme requires all organisations, products and services to undergo independent verification prior to certification and they must publicly display their disclosure page, so you can see exactly what is involved in obtaining their certification.

International accreditation has allowed the carboNZero programme and its certified clients to gain a strong point of difference and capture a leading market position. When you see its logo you can be absolutely certain that the claim made by the organisation or product is genuine and transparent. The carboNZero programme has also recently appointed Consumer NZ chief executive Sue Chetwin onto its advisory panel, because it is adamant about getting it right.

All of this can be rather complex and confusing, and at times you may feel like you

need a scientific degree to understand all the ins and outs of carbon measurement.

But the good news is you don't have to, because the scientists at the Crown Research Institute Landcare Research and the carboNZero programme have done it for us. All we have to do is demand carboNZero certified organisations, products and services.



# From water to wine

## Wairau River Wines—family winemakers

**G**ood wine flows from a connection and commitment to the land. At Wairau River Wines each bottle is a refinement of the patience and time put in to that relationship.

Phil and Chris Rose of Wairau River Wines know all about that. Pioneers in the now prestigious Rapaura district, they planted their first vines next to the beautiful braided streams of the Wairau River at the foot of the Richmond Ranges back in 1978. This has grown into a quintessentially family firm, with Phil and Chris' five children and their partners all putting their various talents into the mix, and their eight grandchildren growing up fast with the vines that surround them.

"Respect for the environment is paramount in all the decisions we make," says Phil. This respect is expressed in everything that goes into the winemaking process, and everything that comes out.

Wairau is Maori for 'many waters'. The Roses have always felt extremely fortunate that their vineyards are sited above a series of aquifers and acknowledge these waters as the firm's lifeblood. The company is naturally protective of its most precious resource: all the water used in the winery is carefully treated and pumped to irrigate an avenue of plane trees that grace the driveway.

The winery was built in a neutral colour so it blends into the surroundings, and designed to conserve water and energy by keeping all production processes under a single fully-insulated roof. The 'marc'—left over grape skins, pips and stalks—becomes compost for the vineyards.

The winery can use more than 25 pallets of bottles a day, and each pallet requires a plastic wrap to protect the bottles. This used to mean paying for disposal into landfill. Now the company has a compressed air baler, and

produces 80-kilogram bales of plastic that are reused for making the plastic slip sheets for container shipments.

This year the company is being audited by New Zealand Winegrowers to become part of the Sustainable Winegrowing programme. This showcases model environmental practices in vineyards and wineries, guarantees better quality assurance from the vineyard through to the bottle, and addresses consumer concerns on the

**"Respect for the environment is paramount in all the decisions we make. It's vital to our family company to lessen our impact on the surroundings and ensure that we are here for the future generations to continue to create world class wines"**

— Phil Rose of Wairau River Wines

environment and winegrape production.

For the Roses, joining the carboNZero<sup>Cert</sup>™ programme is another way to make public their personal commitment to environmental sustainability. Wairau River Wines Limited was issued with carboNZero certification in June 2008, making it one of the first three New Zealand wineries to be accredited, and one of only a handful of carbon neutral wineries in the world.

The firm pledged to reduce electricity use in the winery, eliminated the use of low-flying helicopters for frost protection, and is investigating the potential for using solar hot water and reducing the weight of bottles and other packaging. It is also offsetting its CO<sub>2</sub> emissions using Landcare-approved carbon credits.

The 2008 and 2009 vintages of the entire range of Wairau River Wines all carry the carboNZero logo. It's a label worth looking out for.

For more information go to [wairauriverwines.com](http://wairauriverwines.com) or [carbonneutralwines.com](http://carbonneutralwines.com)



# Evolutionary skin care

## evolu—providing natural balance for healthy skin

**F**or Kati Kasza, founder of evolu Botanical Skincare, working with nature's bounty is in her roots. Her mother was a horticulturist and herbalist, her father a master winemaker. They passed on to their daughter an appreciation of fine natural ingredients and the power of nature. When Kati was small her home was filled with plants and herbs that were not common here at the time.

For her, the company is a kind of homecoming. Kati suffered the dry skin that was an occupational hazard of her life as an international flight attendant, until she took her mother's advice and began experimenting with natural remedies. The results worked so well her fellow cabin crew began asking for her secret. It was from there that she developed her range, spurred on by ever-growing demand and her entrepreneurial spirit.

Initially she grew the herbs in her garden. Today, evolu products are created in a professional laboratory using ingredients sourced from selected growers. But each product is still inspired, customized and perfected by Kati. They are paraben-free, in response to concerns that this preservative can cause skin irritation, and not tested on animals.

"A key element in the performance of evolu products is the simplicity of our formulations," explains Kati. "By keeping active ingredients fewer in number, we can use them in greater concentrations. This ensures each has the utmost potency, maximising its benefits to your skin. Our 'simpler is better' philosophy also helps keep the evolu line uncomplicated and easier to use."

Just as each of the comprehensive range begins with selected botanicals and pure New Zealand artesian spring water, Kati sees New Zealand's clean environment as the foundation of what evolu does.

The company is a product sponsor of Project Crimson, which enables pohutukawa and rata to flourish in their natural habitat—and as icons in the hearts and minds of all New Zealanders.

**"By keeping active ingredients fewer in number, we can use them in greater concentrations. This ensures each has the utmost potency"** — Kati Kasza, founder of evolu Botanical Skincare

Its recently attained status as a carboNZero<sup>Cert</sup>™ certified small enterprise is a natural extension of evolu's passion. The firm now measures and minimises its greenhouse gas emissions, while offsetting those that are unavoidable. "evolu believes in balancing environment-conscious thinking with

actions that are practical and measurable," says Kati. "We 'act globally, think locally' and seek to make values-based choices that help make a contribution to addressing climate change."

Over the years the company has developed highly efficient and streamlined operations, which help minimise its emissions, and evolu's ongoing commitment is to apply the discipline of carboNZero certification to the areas of its business where further genuine differences can be made.

For more information go to [www.evolu.co.nz](http://www.evolu.co.nz)



# Inner beauty enhanced

## Snowberry Beauty—carbon-friendly skincare

There is a misconception, according to Snowberry founder Soraya Hendesi, that safe, eco-friendly skincare has to be made entirely from organic ingredients.

The impact on skin of harsh UV rays in New Zealand is particularly severe, so choosing really effective, environmentally sound skincare products can be a challenge. Many products rely heavily on petrochemical ingredients that have raised concerns of skin irritation and accelerated ageing through prolonged usage. Others are so 'natural' they are little more than topical moisturisers.

This is where Auckland's Snowberry comes in.

"I saw so many products with potentially harmful substances, or those with bizarre 'miracle' ingredients, or genuinely natural products which failed to take advantage of advances in skincare science," says Soraya. "I wanted anti-

ageing skin care for me and my family that was completely safe and as natural as possible, but which also worked."

There were no compromises. Snowberry is made almost exclusively from the world's finest natural herbal oils, including Indian neem and lingonberry, and herbal extracts such as white peat. These are combined with potent 'bio actives' that mimic the cellular renewal compounds found naturally in the skin and the most powerful antioxidants to counter the free radical damage caused by UV light.

More than 130 carefully selected and balanced ingredients are blended into a core range of eight products comprising serums, creams and cleansers. They are not tested on animals, and other than ingredients like honey, cultured pearl and coral, do not contain animal products.

Caring for the environment is vital to the Snowberry philosophy.

"We are privileged to live in one of the world's most beautiful environments," says Soraya. "However, we see our responsibility as individuals and as a company extending far beyond New Zealand's shores."

Snowberry is the first New Zealand beauty company to achieve carboNZero<sup>Cert</sup>™ certification for its range of skincare products worldwide. And according to Soraya, it may be the first in the world to do so.

The firm also uses recyclable polypropylene airless pumps instead of glass to minimise greenhouse gas emissions in manufacture, recycling and freight; and has limited international air travel by establishing its own distribution centre in Europe.

The result? A 22 percent reduction in carbon emissions for fuel, electricity and air freight use, year on year to June 2009.

Snowberry uses only sustainably harvested ingredients. For example, instead of the indestructible polyethylene beads used in most exfoliators, which researchers suspect may be harming marine life, Snowberry's Nourishing Exfoliator uses only grains of cultured pearl and coral.

On its bio-discovery plantation near Wellsford in Northland, Snowberry cultivates a variety of indigenous plants as its source of unique 'bio active' ingredients. This is creating new ways of getting value from sustaining New Zealand's native forests and reducing Snowberry's need for offshore ingredients. And in the future, whether or not it provides carbon credits for the company, the new forest will help to capture carbon from the atmosphere.

*If you are looking for highly functional skincare that is also in tune with the natural you, go to [www.snowberrybeauty.com](http://www.snowberrybeauty.com)*



**"I wanted anti-ageing skin care for me and my family that was completely safe and as natural as possible, but which also worked"** — Soraya Hendesi of Snowberry

# Cleaner cars are just the beginning

## Toyota Prius—the world's favourite hybrid

Leonardo DiCaprio has one. And our own Bic Runga loves hers. The Toyota Prius is now parked neatly on top of the hybrid car sector, which is virtually of its own making. A total of 22,000 were sold in August alone, and that was just in Japan, making the Prius the fastest-selling car in the country for four months running. This year the third-generation Prius sports sexier lines with enhanced aerodynamics, which improve the looks and its already impressive efficiency to just 3.9 litres of fuel per 100 kilometres.

That we are so used to seeing them is, paradoxically, a testament to how truly visionary they are. Toyota jumped before other companies were pushed. Unlike some more outlandish eco-buggies, this is not a concept from a digital drawing board or a prototype shell you only see once at a car show. This is a mature solution, working in the real world.

Each Prius begins life at the Tsutsumi production plant in Japan, which has a 50,000m<sup>2</sup> solar array on its roof that provides about half its power needs. Another 22,000m<sup>2</sup> of the factory is covered in a photocatalytic paint that converts climate change-causing nitrous oxide into harmless oxygen and nitrogen. The plant recycles and filters water so well the water coming out has tested cleaner than the water going in. And the company planted 50,000 native trees in the area to protect air quality.

But Prius isn't just a car; it's a physical expression of Toyota's way of thinking about personal transport. This accepts environmental realities rather than denying them. The Prius is just the beginning.

Since the launch of its global Earth



**"Climate change is the biggest environmental crisis facing humanity today and Toyota believes a collective response across society is urgently needed."** — Bob Feild, chair of Toyota NZ

Charter in 1992, Toyota has been leading the car industry towards greater environmental responsibility. It's an international effort with environmental teams working to integrate sustainable business practices in every country where Toyota cars are made and sold.

In New Zealand Toyota has supported business and community environmental programmes long before it was fashionable for companies to do so. Toyota is a member of the Sustainable Business Network, a foundation member of the New Zealand Business Council for Sustainable Development, and has sponsored WWF-NZ for more than 25 years, including the Earth Hour climate change awareness campaign.

Becoming the first car company to be carboNZero<sup>Cert</sup>™ certified in 2007 was a natural step. It fits neatly into Toyota's company-wide strategy of energy

conservation, sourcing renewable power and offsetting remaining emissions. All employees are closely involved in these efforts and Toyota's national dealer network is required to measure their energy and fuel use, and report on their reduction efforts.

Bob Field, chair of Toyota New Zealand, says: "Climate change is the biggest environmental crisis facing humanity today and Toyota believes a collective response across society is urgently needed."

The commercial success of the Prius has given the industry the confidence to invest in alternative vehicle technologies and fuels, and Toyota's broader environmental activities may ultimately raise standards across the whole industry.

*For more information about the Toyota Prius, go to [toyota.co.nz](http://toyota.co.nz)*

# Pure Peruvian passion

## Inca-Fé—organic, fair trade, and carbon neutral

**W**hen you choose Inca-Fé roasted coffee from Peru Café Ltd you are tasting pure passion, and one of the most sustainable brews around.

The company is committed to processing and selling only certified fair-trade organic coffee. That commitment has seen them gain full BioGro organic certification and become only the third company in New Zealand licensed to import Fairtrade-certified coffee.

Worried about the mileage on your cappuccino? Rest easy, Inca-Fé is also a carboNZero<sup>Cert</sup>™ certified small enterprise, which means it measures, minimises and offsets its greenhouse gas emissions.

Carmen Castro, director of Inca-Fé, the roasting subsidiary of Peru Café, is originally from the Peruvian capital Lima. Some of the world's finest organic coffee is grown on the eastern slopes of the Peruvian Andes. This is where Inca-Fé sources the majority of its beans for its Inca Gold and Siesta blends.

Carmen's intimate family ties to her homeland provide the means to monitor the company's raw materials in a way few firms can match. Wherever possible, Carmen and husband Joop Verbeek meet the farmers face to face, and they are supporting more small Peruvian grower co-operatives to join the Fairtrade system.

Carmen says "My own family in Peru gets involved in the export side of things, which ensures superb quality control. Buying organic coffee from long-term suppliers helps us to produce consistent quality and to work with the growers on taste profiles. Through the suppliers we also have an understanding of coffee-growing practices and an appreciation of the impact coffee-growing can have."

Coffee is a global environmental issue. It is one of the most heavily traded commodities on Earth, and most of it is

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— Carmen Castro, director of Inca-Fé

grown in fragile tropical ecosystems on an enormous scale. Half of all coffee is grown in the greater Amazon region, and most is heavily sprayed with pesticides. But in many nations coffee has become what dairy farming is to New Zealand: an industry with enormous economic as well as environmental importance.

Peru Café is determined to demonstrate that some of the best coffees are organic, that large-scale organic production is feasible, and that organic agriculture is truly sustainable in the long term. The company believes the increased labour intensity of organic farming could be a valuable source of employment in developing countries.

Gaining carboNZero certification is an integral element of the firm's commitment to organics and a truly sustainable business model. It is continuously working to cut its

emissions per kilo of coffee produced, for example by improving insulation of their cool store, topping up its shipping containers and increasing the efficiency of its roasting process to reduce its use of gas.

This approach runs right through the company. For example, the factory uses recycling bins, the coffee chaff is passed on to gardeners, and the company chooses efficient diesel vehicles.

"Coffee is a luxury," says Carmen. "You should make sure it is quality, and that no one suffered for your enjoyment." Bean-counting has never been so worthwhile.

*For more information about Inca-Fé roasted coffee, go to [inca-fe.co.nz](http://inca-fe.co.nz), phone 0508 4 COFFEE or email [coffee@inca-fe.co.nz](mailto:coffee@inca-fe.co.nz)*



# Making the switch

## Electrifying eco-initiatives from Meridian Energy

**R**educing our impact and demand on the environment is one of the greatest challenges facing every industrialised nation.

Meridian Energy has gained an inspiring reputation for its commitment to generate all of its power from renewable resources. It is New Zealand's largest state-owned electricity generator, supplying electricity to 182,000 residential, business and rural customers throughout our country. *Good* talked to Meridian's Claire Shaw.

### Meridian has worked hard on its environmental credentials. How deeply does it run throughout the company?

Sustainability has always been a big part of who we are. As a concept it can be seen as complicated, but it's basically all about doing the right thing. Using our resources wisely and efficiently protects our environment and helps make sure we'll have ongoing energy supplies for generations to come—it also makes good business sense to value and invest in authentic relationships with the partners we work with, our customers and the communities in which we operate. Taking a sustainable approach to all areas of our business means we look after the social, economic and environmental influences and influencers on our collective future.

### How did Meridian's relationship with the carboNZero<sup>Cert</sup>™ programme begin?

Meridian started measuring its greenhouse gas footprint in 2001 using Landcare Research's e-manage calculator. We knew some of our customers switched to Meridian specifically because of our commitment to renewable energy and we knew that some of these customers had high expectations of sustainability of our company. We wanted to give them tangible proof that we were serious

about being responsible and accounting for our emissions—and carboNZero certification was one of the ways we could do this.

### Did you find getting the paperwork for certification an arduous process?

We'd been measuring our greenhouse gas emissions for several years before we embarked on the certification so we had access to most of the emission data. We engaged consultants to help us understand some of the complex issues surrounding our product certification and we certainly learned a lot as a company from the greenhouse gas accounting disciplines they taught us.

### What's the most obvious effect of the certification for the business?

Our customers can look to the independent certification as offering peace of mind that we think about how we generate and retail electricity, and seek to do this with the smallest possible adverse environmental effect.

### Now you have carboNZero certification, what's the next big environmental milestone the company is aiming for?

Meridian often talks about planning for being a 100-year company. carboNZero certification is just one step in this process. Being responsive to the long-term interests of our customers, communities and country and



*Meridian's Te Āpiti wind farm, north of Manawatu Gorge*

delivering real value will keep our company in business for the long haul.

### What would you say to company owners considering carboNZero status?

Credibly committing to carbon neutrality isn't a gimmick or an easy path to choose. But carboNZero certification is something we're proud to be part of, and the hurdles we leapt to gain admission should go some way to assure our customers that through being mindful of our behaviour we will affect some positive change for the future.

*For more information about Meridian go to [www.meridian.co.nz](http://www.meridian.co.nz) or call 0800 496-496*

# Dollars and sense

## Westpac takes sustainability as seriously as cashflow

**B**ecause it doesn't plaster green all over its logo, you may not know that Westpac is an acknowledged global leader in financial sustainability. It's topped the banks on the Dow Jones Sustainability Index five years running and has been selected by the UK's Climate Disclosure Project as one of the top 500 organisations in the world for its accuracy and openness on carbon management.

For Westpac, sustainability is simply part of its ethos, and part of being around for the long term. It's been investing in New Zealand's future since 1861, and even after the recent financial turbulence Westpac has maintained its standing as one of the top credit-rated banks in the world.

Under its sustainability strategy Westpac has challenging and inspiring environmental goals, including reducing carbon emissions by 20 percent and landfill waste by 40 percent by 2012. It is also encouraging all of its 5,500 staff and 1.2 million customers to get involved and was the first bank in New Zealand to track and publish its performance in an annual sustainability report.

In its first year of measuring carbon reductions, the bank has rolled out a more fuel-efficient car fleet, energy-efficient computer technology, replaced heating and air conditioning units, moved to a new four-star NZ Green Star rated operations centre and head office in Auckland, and increased its use of video conference facilities to reduce air travel.

Westpac has also recently launched a bold advertising campaign to increase awareness about sustainability. You may have seen the bank's new Toyota Prius fleet advertised on TV. The ad features Fred, an average Kiwi guy on his journey to becoming more sustainable.

For Westpac, participation in the carboNZero<sup>Cert</sup>™ programme's Certified



*The staff cafe in Westpac on Takutai Square, the new four star Green Star office in Auckland*

**“After working closely with our suppliers we now have a robust process in place which has become part of our normal business practice”** – Candice Collier, environmental sustainability manager at Westpac

Emissions Measurement And Reduction Scheme (CEMARS™) is vital to ensuring this work is accurately measured, verifiable, and open to public scrutiny.

Candice Collier, Westpac's environmental sustainability manager, says “Our plan focuses on continual improvement such as measuring and managing our carbon emissions and investing in reduction strategies within our operational boundary. We wanted to avoid any sense of greenwash with its attendant reputation risk and find a credible solution at a best practice standard to ensure we remain a leader in sustainability.”

So far the results have exceeded their expectations, both in energy and carbon savings.

“Initially collecting the data to measure our carbon emissions was challenging as there are multiple sources and not all the information was available to us,” says Candice. “But after working closely with our suppliers we now have a robust process in place which has become part of our normal business practice. We are finding that more and more organisations are realising the importance of accounting for environmental performance and by taking this on as a major bank we hope we are encouraging this attitude to spread further.”

*You can track Westpac's progress towards our environmental and social goals, and find out what you can do, at [www.westpac.co.nz/sustainability](http://www.westpac.co.nz/sustainability)*