

# Eco-verification

**Presentation to National Education &  
Professional Development Forum**

12 June 2009

# Eco-Verification

**EcoV Initiative working to help businesses use environmental performance for their competitive advantage**

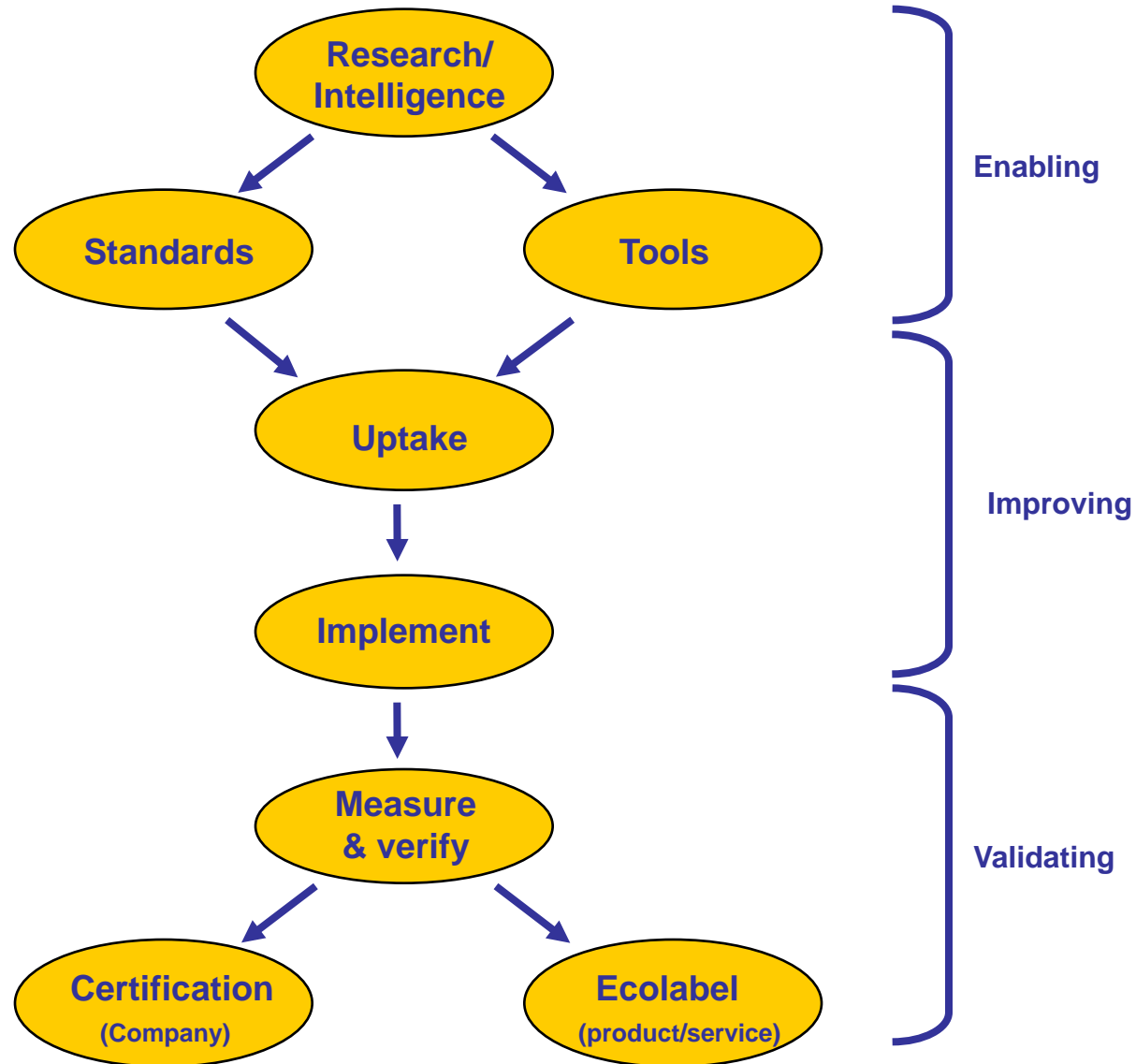
# Purpose

- Add value to business, by providing quality information and tools to:
  - Identify opportunities
  - Reduce costs
  - Manage risk
  - Respond to growing supply chain demands

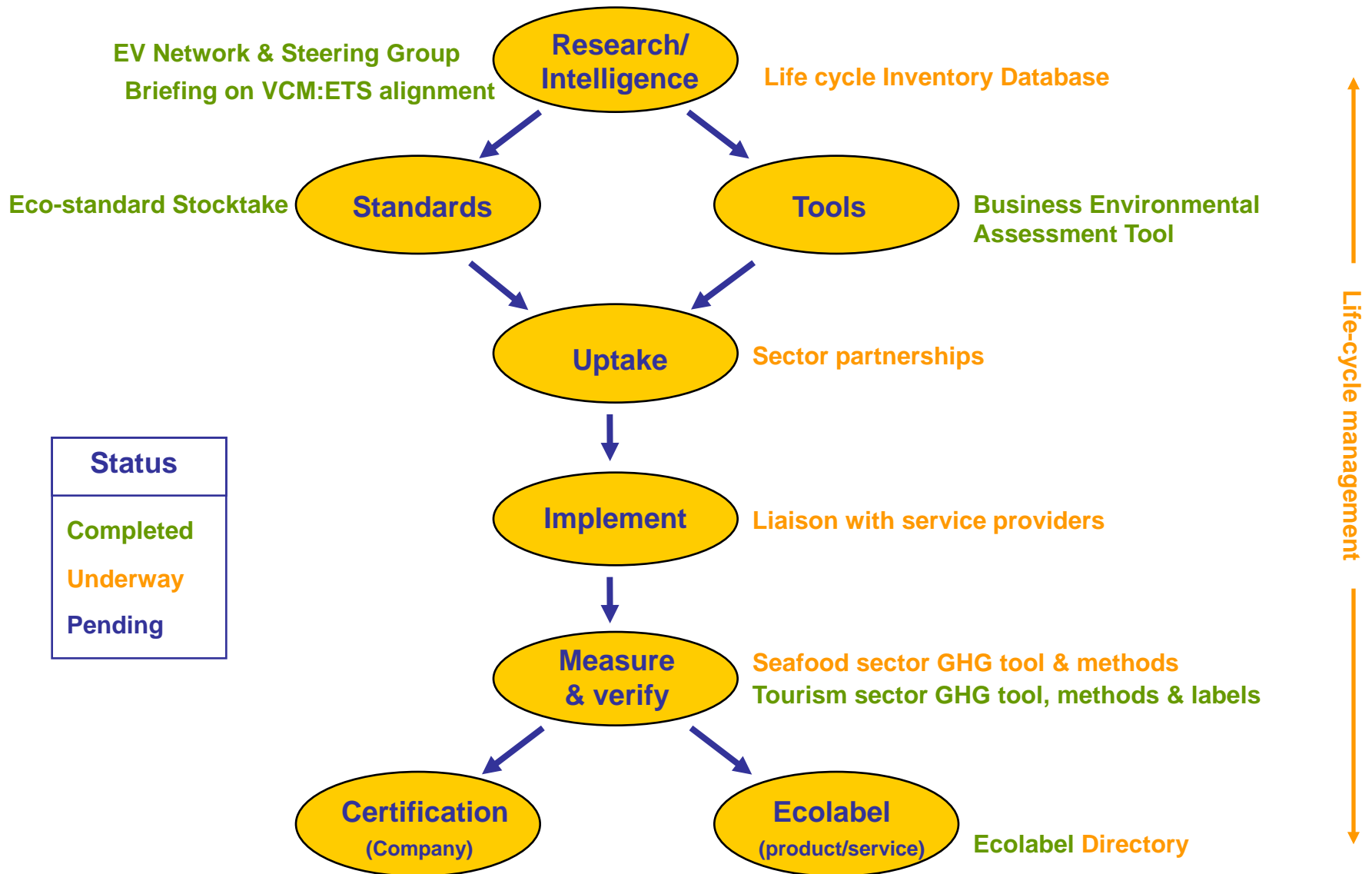
# Eco Verification Principles

- Aligning methodologies & approaches across the economy to achieve consistency & avoid the cost of duplication
- Create ownership through partnering with stakeholders in programme design
- Success is dependent upon identifying effective implementation partnerships
- Keep it simple, focussed & effective

# Eco-Verification Infrastructure



# Eco-Verification Projects



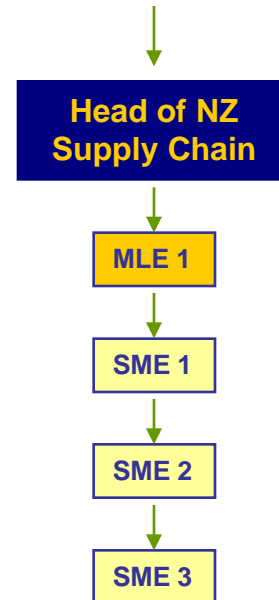
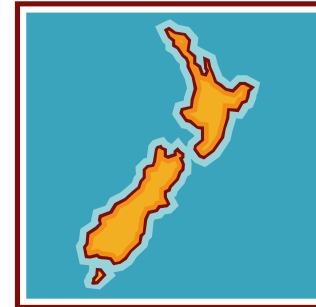
# Current Projects

- Sector based GHG Estimation and Reduction
- Life Cycle Inventory Database
- Life Cycle Management
- Business Environmental Assessment Tool
- Ecolabel Directory

# Focus

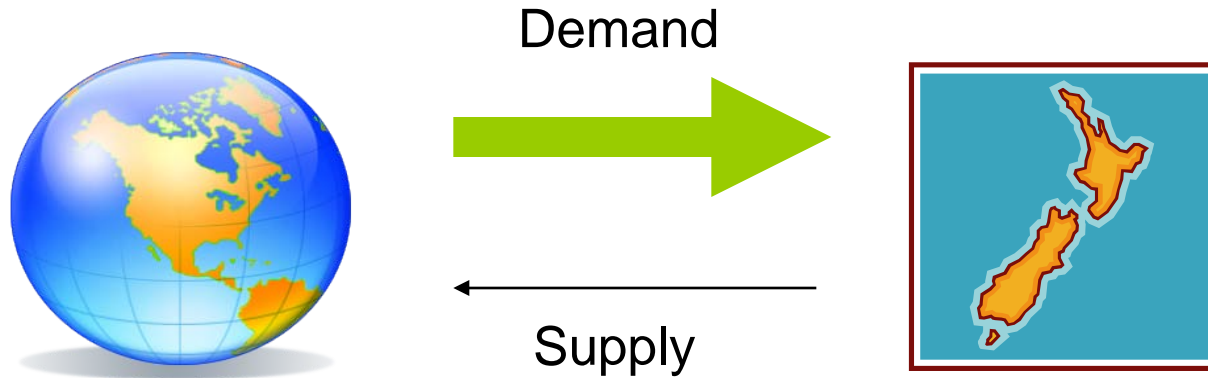


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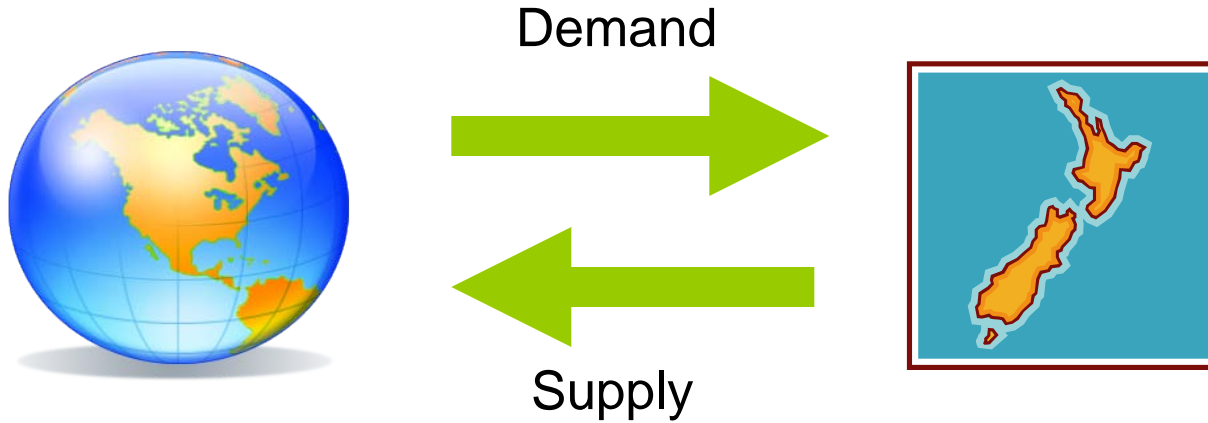


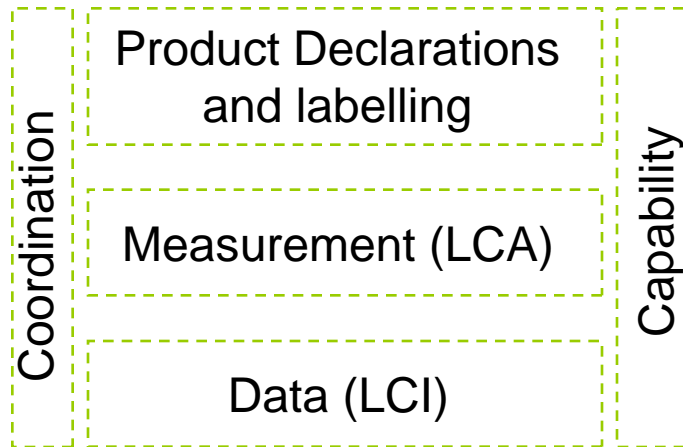


# Environmental Credentials



# Environmental Credentials





# Sector-Based GHG Management

## Objectives

- Enable NZ businesses to measure, manage and demonstrate their environmental credentials
- Cover interests of major export sectors (with MAF)

## Components

- Tourism sector partnership
  - Calculator (completed)
- Seafood sector partnership
  - Contract let

# Life Cycle Inventory

## Objectives

- Develop a comprehensive resource of robust inventory data to enable businesses to assess performance and make defensible claims.

## Components

1. standardise the process of collecting LCI data;
2. develop a central database for storing LCI data (LCI database), and
3. populate the database with LCI data provided by LCI practitioners operating in New Zealand.

## Status

- LCI Steering Group established
- Currently reviewing methodologies for collecting data

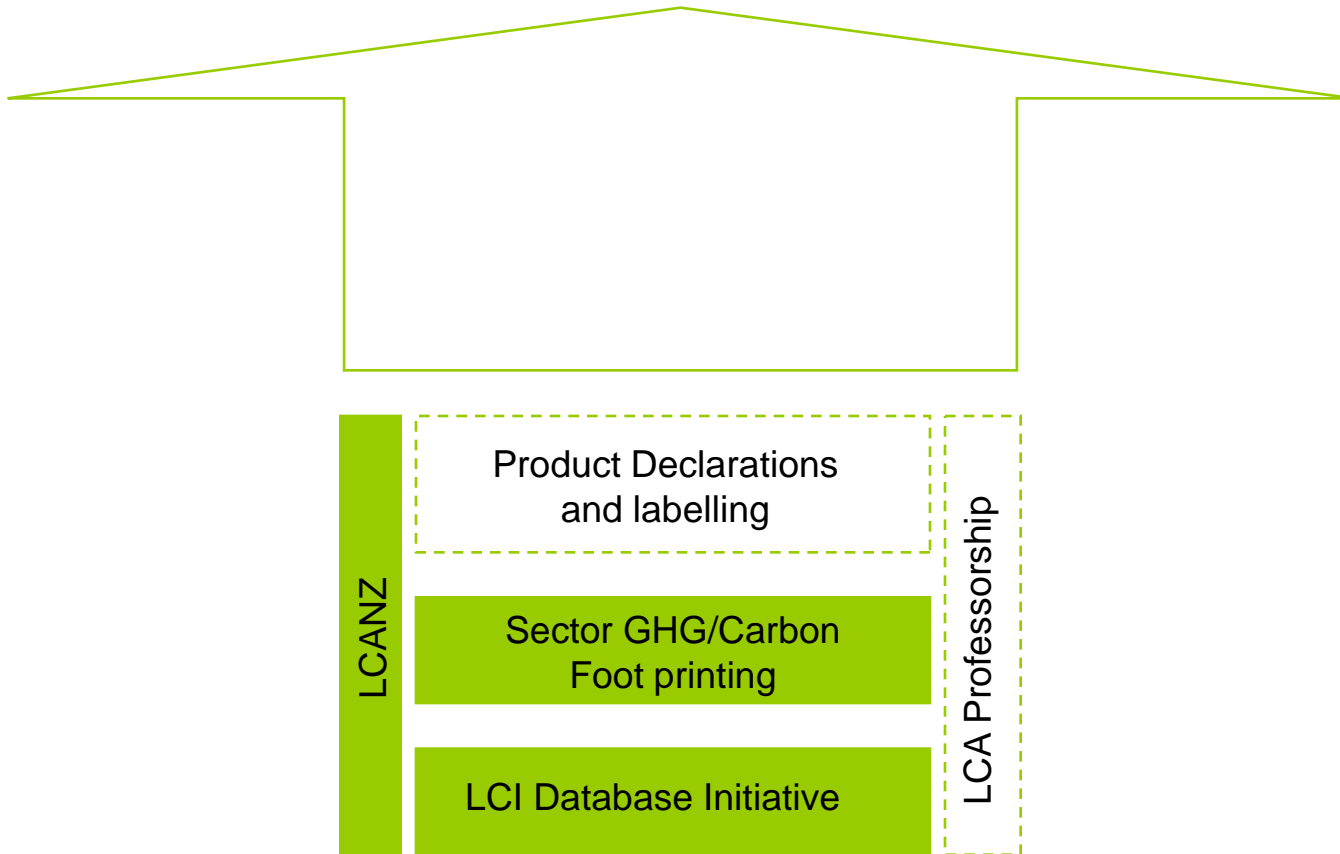
# Life Cycle Association of NZ

## Objectives

- Provide a means of coordinating activity aimed at driving authentication of environmental claims
- Coordinate
- Provide forum for sharing knowledge
- Encourage consistency

## Status

- Application for incorporation submitted



# Life Cycle Management

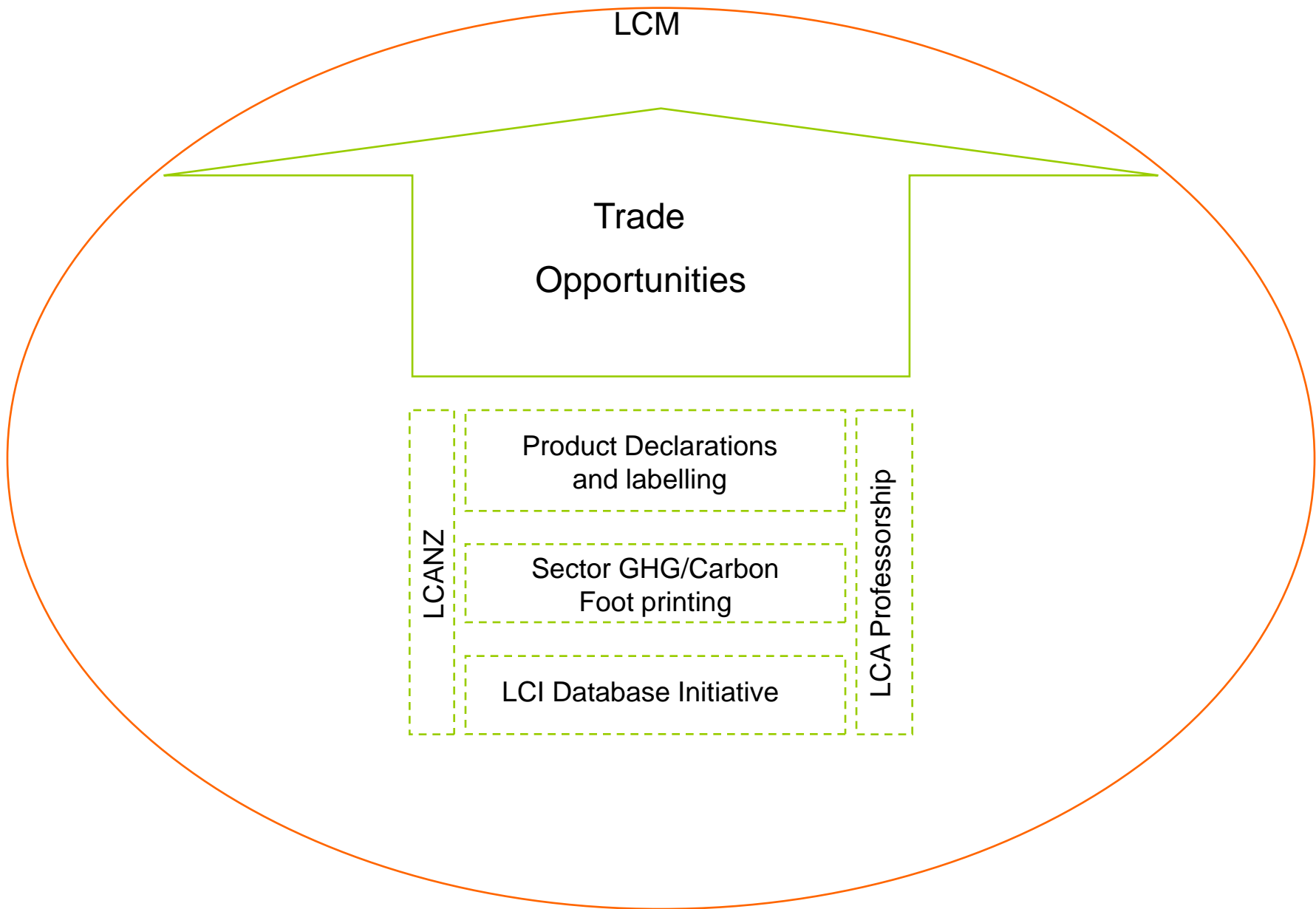
## Objectives

- Improve national capabilities
- Identify practical methods & applications
- Roll-out capabilities to other sectors

## Status

- Companies recruited
- Training underway
- Developing research plan







# wildlifechoice

managing wild crops and the countryside for game and wildlife



myRedTractor



ethical trading initiative



2003年度



|                 |                |
|-----------------|----------------|
| 100% GreenPower | 75% GreenPower |
| 50% GreenPower  | 25% GreenPower |
| 20% GreenPower  | 10% GreenPower |



FOREST STEWARDSHIP COUNCIL Because forests matter



The Green Tourism Business Scheme



Ministry of Economic Development



THE ECO DECLARATION

American Forest & Paper Association



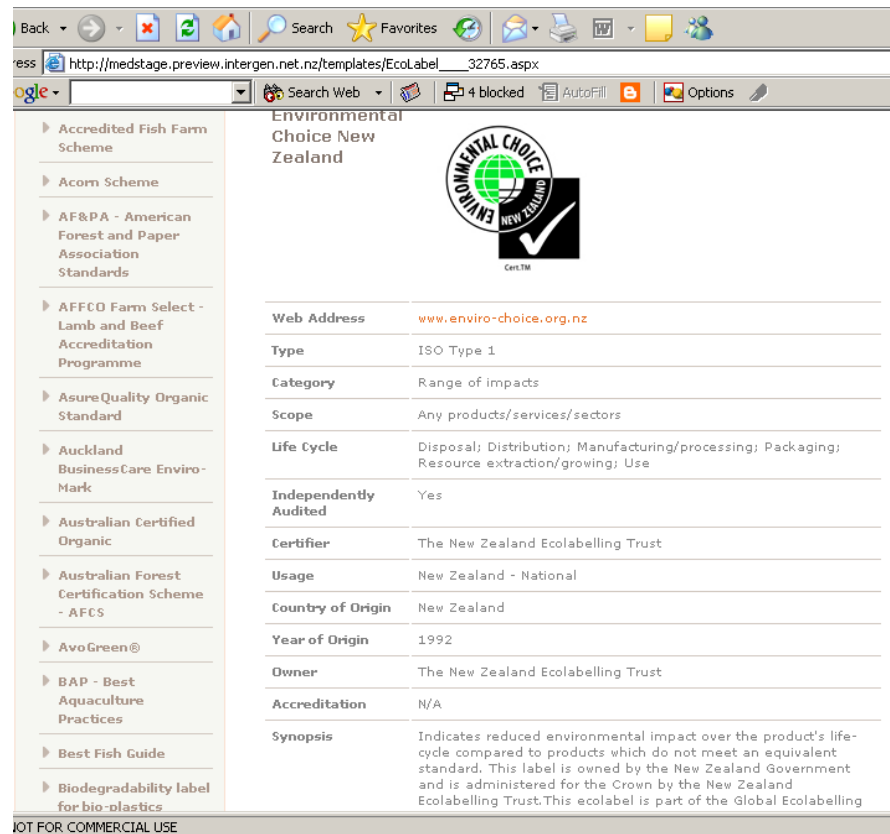
# Eco-Label Directory

## Objective

Provide information about eco-labels for consumers and businesses

## Status

- Launched Aug 2008
- Currently updating content and enhancing functionality



|                       |   |
|-----------------------|---|
| Web Address           | <a href="http://www.enviro-choice.org.nz">www.enviro-choice.org.nz</a>  |
| Type                  | ISO Type 1  |
| Category              | Range of impacts  |
| Scope                 | Any products/services/sectors   |
| Life Cycle            | Disposal; Distribution; Manufacturing/processing; Packaging; Resource extraction/growing; Use   |
| Independently Audited | Yes   |
| Certifier             | The New Zealand Ecolabelling Trust  |
| Usage                 | New Zealand - National  |
| Country of Origin     | New Zealand   |
| Year of Origin        | 1992  |
| Owner                 | The New Zealand Ecolabelling Trust  |
| Accreditation         | N/A   |
| Synopsis              | Indicates reduced environmental impact over the product's life-cycle compared to products which do not meet an equivalent standard. This label is owned by the New Zealand Government and is administered for the Crown by the New Zealand Ecolabelling Trust. This ecolabel is part of the Global Ecolabelling |

NOT FOR COMMERCIAL USE

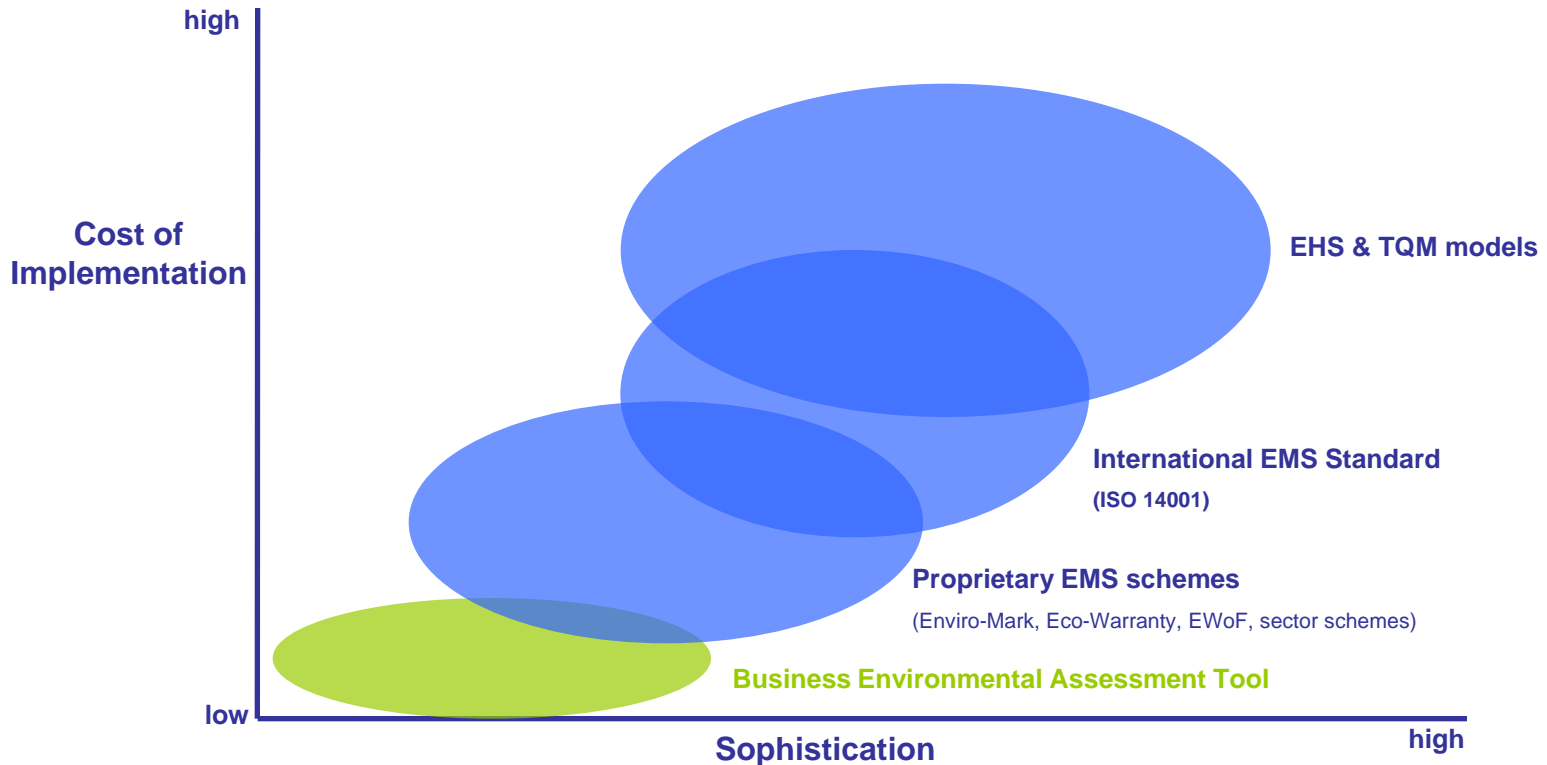
# Business Environmental Assessment Tool

## Designed to address 3 issues facing SMEs in NZ:

1. **Absence of low-cost, easy-access, credible EM tools**
2. **Declining EMS certifications (certifications growing worldwide)**
3. **Confusing range of EMS schemes & standards**

**These issues undermine SME environmental performance & our exporter's ability to trade on environmental credentials in overseas markets**

# Issue 1. No First Step

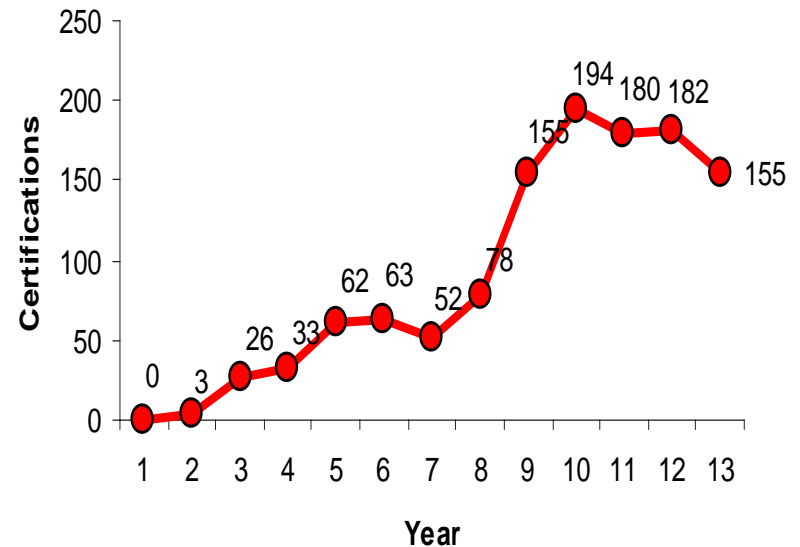


It is difficult for SMEs to appreciate the value of EMS standards & schemes if they know little about their environmental impacts, risks & opportunities

# Issue 2. Diverging EMS Uptake

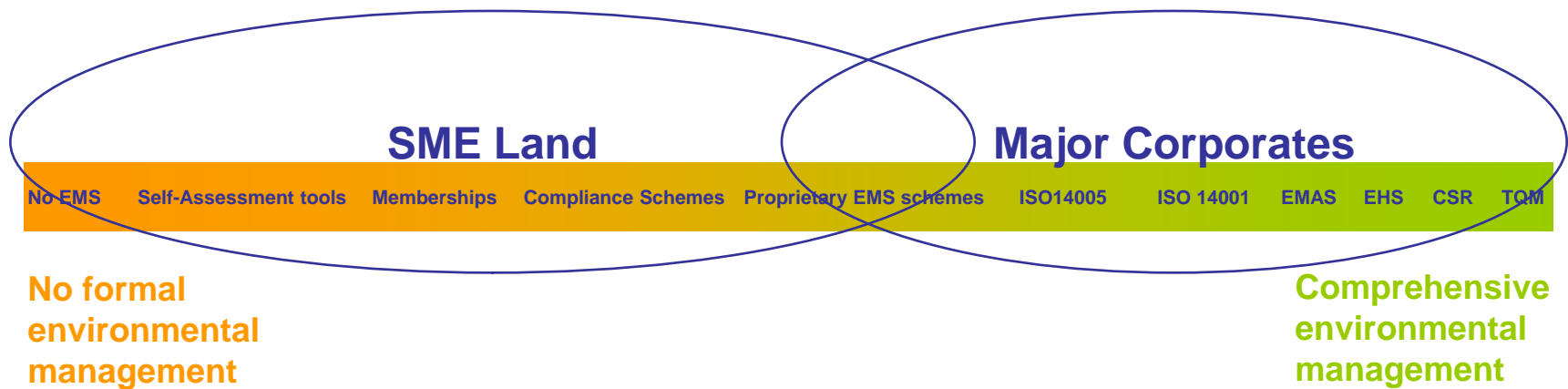
Worldwide

New Zealand



**There is a growing risk that NZ businesses will not be prepared for future overseas demand for recognised environmental credentials**

# Issue 3. Confusing Choice



There is a need to link existing services & providers, so that businesses can make appropriate choices, & demonstrate recognisable environmental credentials

# Our Approach

## Pragmatic approach:

- **Basic tool** (fills a gap at the low end of the market)
- **Acknowledge both risks & opportunities**
- **Link to existing tools** (assessment, management & claims)
- **National consistency** (tools & service providers)

## Lowering barriers:

- **Free access**
- **Easy to understand & use** (SME speak)
- **Widespread recognition** (by SMEs, big business & public sector)

## Strengthening drivers:

- **Endorsement by government & business**
- **Use by business** (supply chains, sector groups, corporate structures)
- **Available to others** (EMS scheme owners, consultants etc)
- **Partnerships for delivery**
- ***Potential recognition by procurement & consent authorities***



# BEAT Modules

## Questionnaire

### Performance: Management:

- Energy
  - Water
  - Waste
  - Transport
  - Site
- Preparing
  - Planning
  - Doing
  - Checking
  - Informing

## Registration

- Contact details
- Site details
- Commitment

## Report

- Score
- Profile
- Trend
- Recommendations
- Links



## Validation (not currently available)

- Invite auditor
- Site visit
- Certificate issued



## Annual update

## Action Plan

- Priorities
- Responsibilities
- Timeline
- Status
- Auto-report

| Activity  | Priority | Responsible | Start Date | End Date   | Status      | Notes  |
|-----------|----------|-------------|------------|------------|-------------|--|
| Water     | High     | John Doe    | 1/1/2024   | 31/12/2024 | In Progress | Implement water-saving measures across all sites.  |
| Waste     | Medium   | Jane Smith  | 1/1/2024   | 31/12/2024 | Completed   | Recycling program successfully implemented.        |
| Energy    | High     | John Doe    | 1/1/2024   | 31/12/2024 | In Progress | Conduct energy audits and optimize systems.        |
| Transport | Low      | Jane Smith  | 1/1/2024   | 31/12/2024 | Not Started | Review fleet options for more sustainable choices. |

## Audit & Certification

# Current Status

## Software

- **Due to be completed next week** (currently adding Action Plan & status reporting)
- **Components:** assessment, score, profile, recommendations, links, plan, status report

## Availability

- **Launch on 15<sup>th</sup> July 2009** (by Minister of Commerce & Business NZ)
- **Free access & use**
- **Software platform available for other uses**
- **Unrestricted access:**
  - Support users (e.g. guide users through BEAT)
  - Build services around it (e.g. training, planning, validation, certification)
  - Link it to proprietary services/tools
  - Develop sector-specific applications (by adding performance modules)

## Recognition of BEAT Score

- **Self-assessment has in-house benefits**
- **External recognition is limited (unless certified)**
- **Organisations may choose to have their score/profile validated**

# Future Developments

## MED (Eco-Verification Team) Activity

- Promoting BEAT (to encourage recognition & uptake)
- Tailoring BEAT to sector group needs
- Investigating application to corporate supply chains
- Looking into other applications (e.g. procurement)
- Negotiating ownership by businesses

## Public Sector Procurement

- Add BEAT to the toolkit of resources for suppliers
- No current plans to require suppliers to use BEAT

# Thank you

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