

Leveraging value from low carbon investments

Where to start – resources & programs available



Graham Carter – CEO carbonZero programme

CCBC, 2011 - Wellington, New Zealand



About us

- Two world-class GHG certifications based on 10 years solid research at Landcare Research – corporatised July 1, 2011
- Operating in 5 countries
- Recognised in over 50 countries
- Internationally accredited
- **528** GHG Certifications
- **233,397** tCO₂e offsets
- **44.6 million** tCO₂e verified footprint
- **\$60 million** approx in savings so far

“ We’ve been winning awards for our wines for years, but it’s carboNZero certification that has made people want to talk to us ”

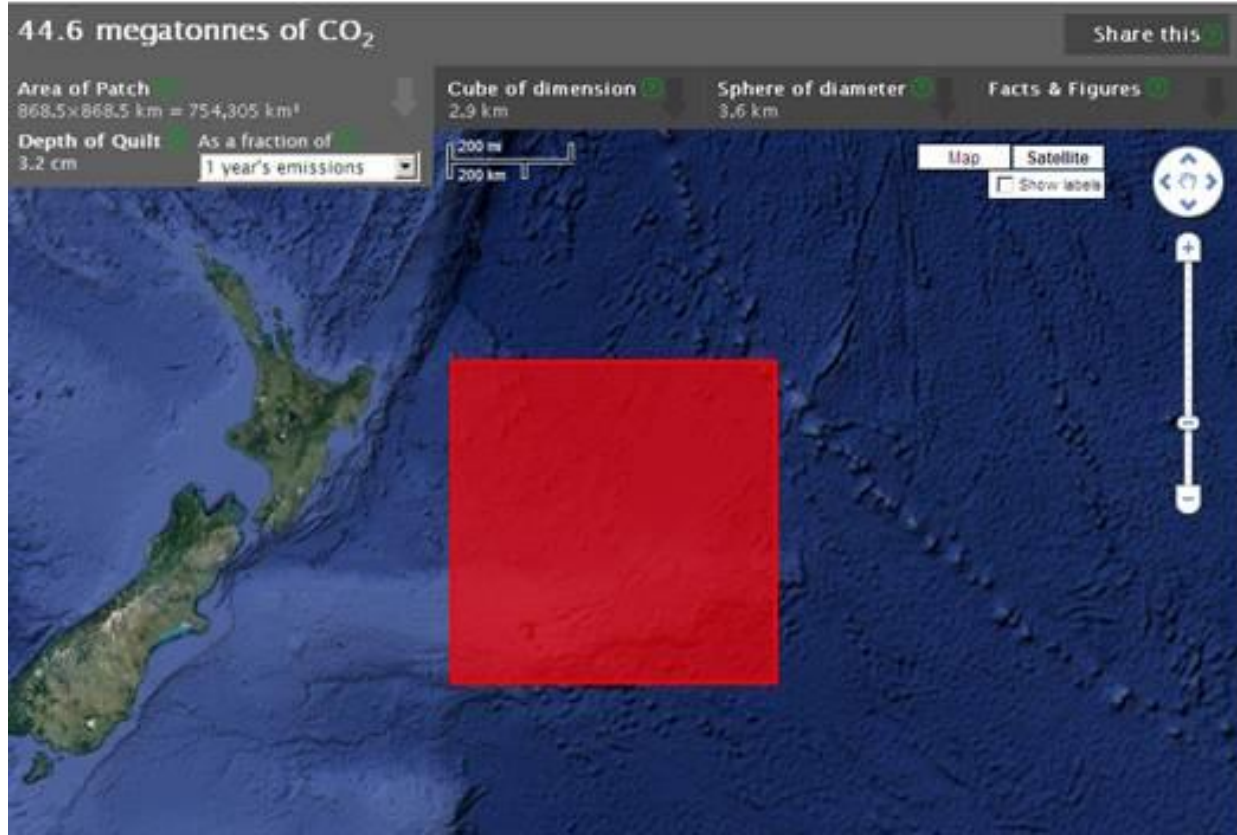


ROB WHITE, CHIEF EXECUTIVE OFFICER,
NEW ZEALAND WINE COMPANY





Verified footprints to date



BUILDING A BETTER WORLD



Value from low carbon investment?

For organisations

- Operational efficiency
- Commitment to GHG footprint reduction
- Structure to achieve wider sustainability commitments
- Assurance over carbon claims



For Products

- Identify carbon hotspots in product life cycle
- Meet supply chain demands for carbon footprint information
- Collaboration to achieve efficiencies in supply chain
- Assurance over carbon claims



Why is it important – macro level

- **OECD Report on green growth**
 - Green growth tools and indicators can help expand economic growth and job creation through sustainable use of natural resources, efficiencies in the use of energy, and valuation of ecosystem services.
 - Innovation, supported by a strong intellectual property rights system, is key to countries' abilities to achieve economic growth, create green jobs, and protect the environment.
- **Essential to Australasian economies resources**
 - NZ small and strong innovation
 - Australia lots of natural resources and heavy industry
 - Both relatively isolated and small
- **Must drive economic growth and prosperity within environmental limits**
- **Opportunity to drive global agenda**
 - Maker or taker



Key drivers – micro level

...without a need, nothing happens

- A **systematic process** for measuring, managing/reducing your carbon footprint
- To **identify business efficiencies and strategic opportunities**
- **Tangible recognition** for staff, customers, stakeholders of your proactive and sincere environmental leadership
- An internationally recognised certification mark to **market environmental credentials** with confidence and credibility – avoid Greenwash!
- Alignment with **international best practice**



Key drivers – micro level

- **Independent assurance** of GHG/CSR reporting and marketing claims in order **understand carbon liabilities** and **reduce reputational risk?**
- Access to world-leading GHG professionals and **technical support**
- **Staff engagement** in GHG reductions efficiency improvements
- Product life cycle assessment fuelled by **demands from retailers in export markets**
- Access to an international network of like-minded organisations, thus providing the opportunity to share ideas and create **new business networks**



Resources and programmes

- **There are a range of support services available for low carbon initiatives & investments:**
 - Carbon calculators
 - Energy efficiency & renewable energy initiatives scoping
 - Advice line with business sustainability experts
 - Innovation partnerships with research institutes
 - Participation in green fleet or transport efficiency programs
 - Voluntary carbon reduction and offsetting programs
 - Certification
 - Full product life cycle carbon footprinting to PAS 20/50 or draft ISO 14067 standards methodology
 - Supply chain sustainability measures covering greenhouse gas, waste, biodiversity & water management.

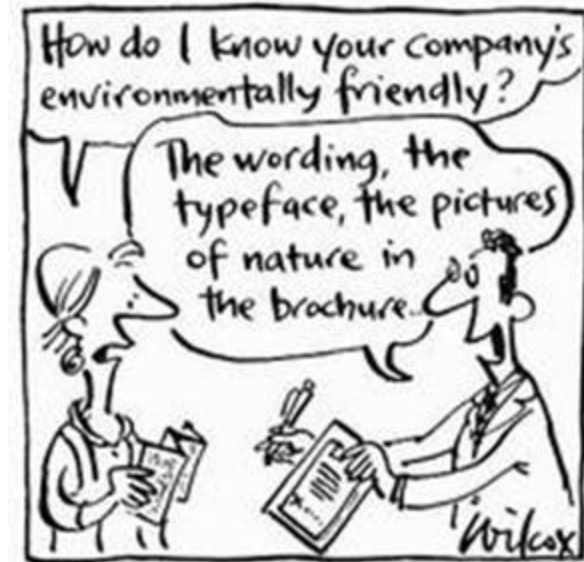


But how do you ensure credible action?



Listen to the regulators ...

- Use an internationally recognised standard
- Labels on products must be based on the product life cycle
- Ensure that claims are certified
- Ensure that certifier is accredited
- Transparency is crucial
- Regulators can:
 - Impose fines up to AUD\$1.1 million & NZ\$200,000
 - And order corrective advertising



Australian
Competition &
Consumer
Commission



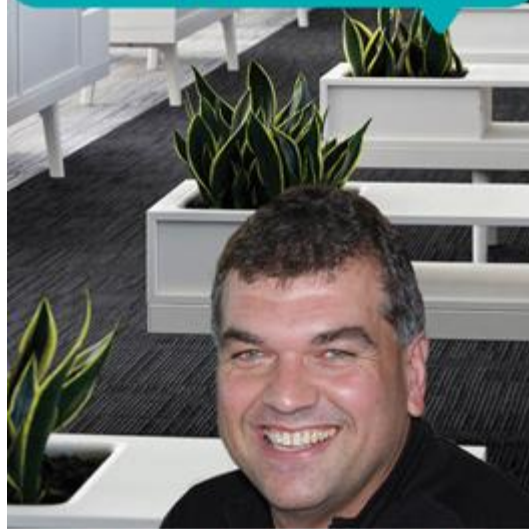
The results speak ...

“The rigidity and authenticity of the scheme provides our distributors and customers with the assurance they are not being ‘green washed’ by false claims”



LINDSAY PARKINSON, GENERAL MANAGER,
WAIRAU RIVER WINES

“It’s all about transparency and trust and raising the bar. The carboNZero certification brand has helped us do this”



STEVE ASCHBROCK, NATIONAL SALES &
MARKETING DIRECTOR, INTERFACENZ

“We’re forecasting to have saved more than NZ\$4 million over three years as a direct result of reducing our carbon emissions”



SUZIE MARSDEN, HEAD OF SUSTAINABILITY,
WESTPAC NEW ZEALAND



Low carbon investments = innovation



You're a carbon **hero** for using this machine!

The carbon footprint for the use of this machine is offset by

RICOH

certified service



Sleepmaker FORREST COLLECTION



Questions?

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A worldwide reputation for pioneering climate change services

