



Business Excellence, Product Labeling and Certification

How can you benefit from green credentials and
improve processes?

SAI Global
July, 2011

Trust me!

- In January 2008 the ACCC issued a paper “The trade Practices Act and Carbon Offset Claims”.
- ACCC figures have 88% of people surveyed did not believe the environmental claims that were made – and only 3 out of 185 companies surveyed claimed compliance with ISO 14021 (Environmental Labels & Declarations – Self Declared Environmental Labels).

The “Sustainability” Market

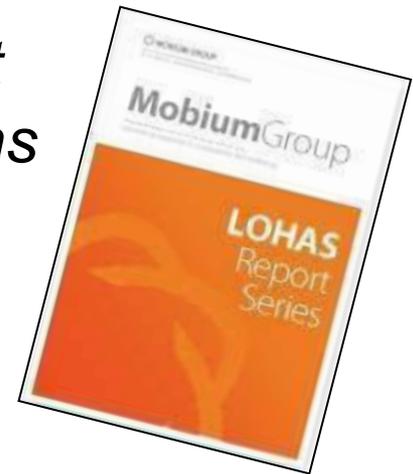
Mobium’s fourth annual Living LOHAS (Lifestyles of Health and Sustainability) trends report shows

- that consumer spending on healthier, more sustainable products and services continues to surge
- from \$12 billion in 2007 to \$21.5 billion in 2010.

The report estimates the Australian market for sustainable goods and services will reach \$27 billion by the end of 2012.

However, Mobium’s data shows *that scepticism about green ‘claims’ made by manufacturers remains a serious constraint to further purchase for more than 60% of adult Australians.*

Source: <http://www.mobium.com.au/>



SEVEN THE ~~SIX~~ SINS OF GREENWASHING™

1. Sin of the Hidden Trade Off
2. Sin of No Proof
3. Sin of Vagueness
4. Sin of Irrelevance
5. Sin of the Lesser of Two Evils
6. Sin of Fibbing
7. Sin of Worshipping False Labels

www.terrachoice.com

www.sinsofgreenwashing.org



Golden Rules for Environment Claims

- Must be accurate and able to be substantiated
- Should be specific, not unqualified and /or generic statements
- Should only be made for real benefit
- Must not overstate the benefit
- Should make it clear whether claimed benefits refer to packaging or content
- Should refer to the whole product life cycle
- Using endorsement or certification should be used with caution

So what is out there that IS credible?

- International (ISO) standards such as:
 - ISO 50001 – Energy Management (NEW!)
 - ISO 14064 – Greenhouse Gas (GHG) Verification
 - ISO 14001 – Environmental Management
- Industry led codes such as:
 - PAS 2050 – Lifecycle assessment of GHG Emissions
- Government sponsored codes such as:
 - Carbon Trust
- Stakeholder led codes such as:
 - Earthcheck
 - Ecolabel



Carbon Managed
ISO 14064.3
SAI GLOBAL



Carbon Neutral
ISO 14064.3
SAI GLOBAL

And for Sustainability issues beyond Environment?

- SA 8000 – Social Accountability 8000
- ISO 26000 – Corporate Social Responsibility
- ISO 9001 – Quality Management
- FSSC 22000 – Food Safety System Certification incorporating ISO 22000
- ISO 27001 – IT Security



So how do I choose something credible?

- Ask yourself:
 - Who owns the scheme?
 - Who can audit the scheme?
 - What credentials does an auditor have?
 - What credentials does an audit firm have?
- ISO standards are put together by experts from member countries
- Industry led codes are put together by known experts (PAS – BSi)
- Government codes are sometimes not accepted elsewhere
- Stakeholder groups can sometimes have an axe to grind or are feathering their nest.

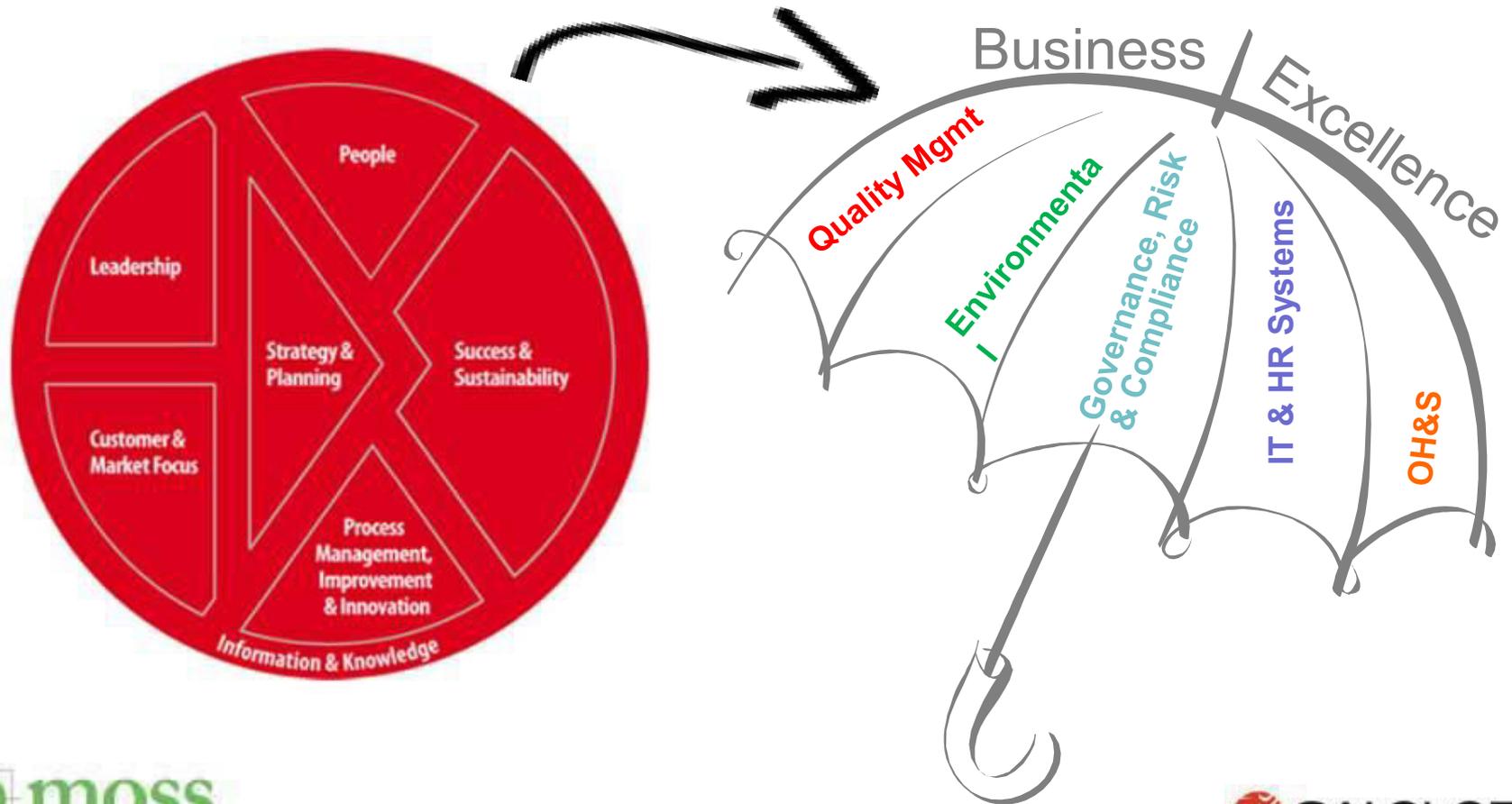
So how do I choose something credible?

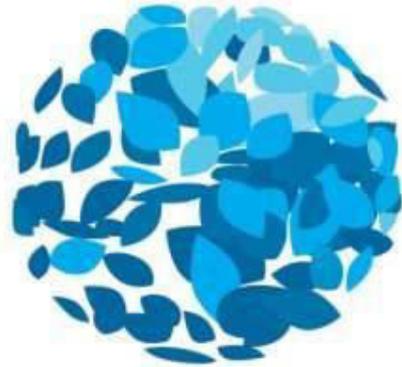
- Certification bodies such as SAI Global, BSi and so-on carry “accreditation” – where their schemes and the audits that they undertake are also subject to audit.
- In Australia, the main accreditation agency is JAS-ANZ (Joint Accreditation Scheme for Australia and New Zealand)
- www.jas-anz.com.au



Managing *Beyond Compliance*

The Business Excellence Framework available from SAI Global





EARTHCHECK

In 2001, the Kaikoura District Council started implementing the EarthCheck Sustainable Communities Program with EC3 Global, as an umbrella to Kaikoura's sustainable initiatives. Since then, we have reduced our waste sent to landfill by over 50% (1,000 tonnes); extending the life of our landfill by 10 years! We are well underway to achieving our goal of Zero Waste by 2015"

STUART GRANT,

KAIKOURA DISTRICT COUNCIL, NEW ZEALAND

Initially used in tourism and hospitality
established for CRC Sustainable Tourism

EarthCheck Assessed to measure water,
waste, energy CSR costs AUS\$395

EarthCheck Certification once you meet
acceptable benchmark AUD \$2,800

**Average savings in first year when using
EarthCheck**

- **Energy 30%**
- **Water 20%,**
- **Waste streams 30% and**
- **Lower staff turnovers.**

Examples

Best Practice – Sandals Negril Beach Resort and Spa, Jamaica

Installed low flush toilets and urinals which use only 5.7 litres of water per flush as well as aerators and low-flow devices on faucets and water saving showerheads with a maximum flow of 9.5 litres per minute.

These measure contributed to a ***total reduction in water consumption per night by 28.6% over 3 years.***

Best Practice – Holiday Inn Flinders, Australia

By establishing an environmental committee to monitor resource usage, the introduction of energy saving lighting and technology as part of their normal upgrade and refurbishment activities helped them achieve ***savings of over \$50,000 annually.***

Best practice – Sheraton Miramar El Gounda, Egypt

By introducing a preventative maintenance program in the hotels engineering department, the hotel achieved ***spare parts cost savings of over 20% in one year*** – this also ensured equipment wasn't over-consuming energy due to overwork, saving both the environment and energy bills.

Benefits of environmental management and accreditation



EARTHCHECK



Environment
ISO 14001



- Reduction in green house gas emissions
- Energy efficiency, conservation and management
- Ecosystem conservation and management
- Support for local community development
- Improved management of social and cultural issues
- Improved land use planning and management
- Improved air quality and noise reduction
- Improved waste water management
- Waste minimisation, reuse and recycling
- Point of differentiation
- Transparency



reducing with
the Carbon Trust

PAS 2050, the first standard method for calculating life cycle greenhouse gas (GHG) emissions of products—integrates product life cycle assessment with GHG emission accounting. Carbon Reduction Label provides companies with a certified, consistent and comparable way to display their products' footprints, along with a commitment to reduce those footprints over time.



Fresh orange juice's footprint of 360g CO₂e is compared to long-life juice with a lower footprint of 240g CO₂e; the Carbon Reduction Label also explains why the footprints differ, i.e. due to energy required to chill the fresh juice.

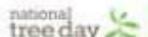
Tesco and the BSI PAS 2050

Tesco plc is the third largest grocery retailer in the world. It employs over 440,000 people in 13 markets – 280,000 of those in the UK. Over 30 million people shop with Tesco worldwide every week.

Tesco represented the largest test of the BSI PAS 2050 product carbon foot printing method and the Carbon Trust Carbon Reduction Label. Set in the context of the commitment from Tesco's CEO to find a “universally accepted and commonly understood measure of the carbon footprint of every product we sell”. It started with light blubs, potatoes, washing detergent and orange juice – now over 120 products. It identifies three strategic priorities for tackling climate change:

- ✓ Setting an example by measuring and reducing Tesco's own direct carbon footprint.
- ✓ Using 'resources and relationships to work with others to achieve a low carbon economy of the future'.
- ✓ 'Empowering customers to make environmental choices...by providing the information on which to make an informed choice'.





reducing with the Carbon Trust



carbon-label.com



Carbon Reduction Label



- Home
- For Consumers
 - Look Who's Reducing
 - About The Label
- For Businesses
- The Footprinting Process
- Foundation Partners
- Consultants
- Case Studies
- FAQs
- News
- Media
- Contact

Look Who's Reducing Their Footprint

You can help make a difference by looking for the label on these products.

Sanctuary Marlborough Sauvignon Blanc

NEW - Look for the label on [Sanctuary Marlborough Sauvignon Blanc](#) from the New Zealand Wine Company.

ALDI everyday range of olive oils

Look for the label when you visit [ALDI](#) as all products in the everyday range of olive oils now display their carbon footprint.

Whichever brand you prefer and whether you like to buy olive oil in a bottle or tin, you know that ALDI and its suppliers in Australia and overseas have committed to reduce the carbon footprint of each of the products in the everyday range.

Dyson Airblade

The [Dyson Airblade](#) hand dryer has already been awarded the Carbon Reduction Label in a number of countries around the world.

Look for the Airblade in shopping centres, hotels, train stations, airports and other public buildings around Australia.



Models of Success & Sustainability
"Fostering Responsible Business"

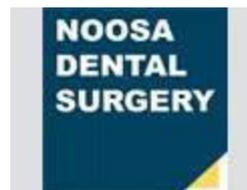
Some low / no carbon companies accredited through



CARBON REDUCTION INSTITUTE



CARNIVAL CONNECTION





CARBON REDUCTION INSTITUTE CASE STUDY: SUKIN ORGANIC SKINCARE



Sukin Organics Range



ALBINO

Raleigh

LOOK!
NORDSET
NOVATECH

ACT NOW AGAINST CLIMATE CHANGE!
BUY CARBON NEUTRAL PRODUCTS & SERVICES

www.noco2.com.au

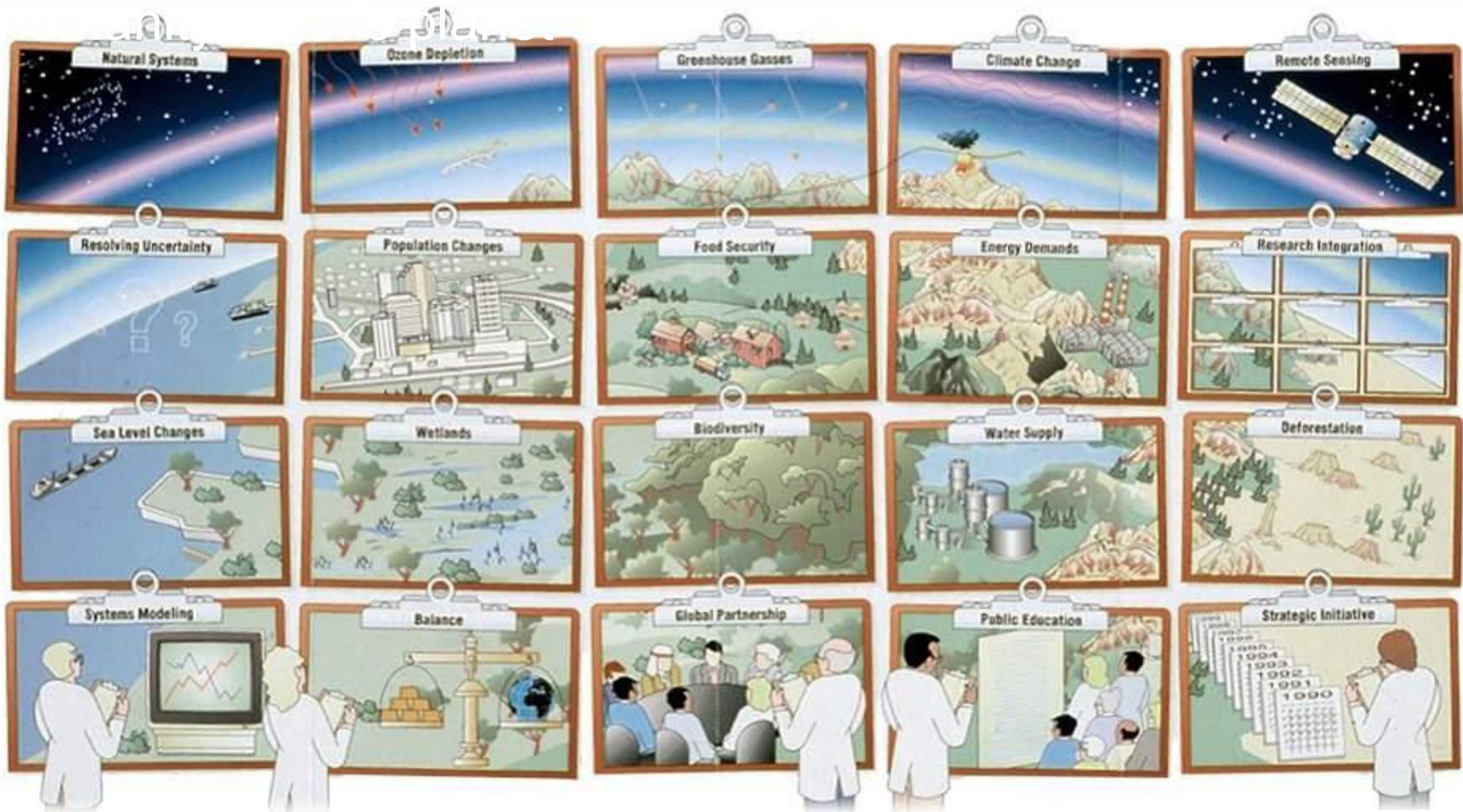


Companies taking the lead obtain many benefits from going “Carbon Neutral”

- Leap to the top of supplier lists
- Insurance against Carbon tax
- More competitive
- More efficient
- More profitable
- World class Corporate Social Responsibility
- Great public relations and marketing
- More attractive to investors

Global Stewardship

As global stewards we must advance our knowledge of natural and human systems and manage the integration of these systems to assure the prosperity and sustainability of humanity on this planet



In conclusion

- There are models to adopt for acting sustainably and ethically
- They are (mostly) internationally recognised and regarded, and independently audited

....so you can demonstrate what you are doing...

... and so you can choose suppliers that also have the same ethical stance as your organisation.