

Guide to Environmental Sustainability



ASSESSING PERFORMANCE // IMPROVING QUALITY // CREATING CONFIDENCE

Telarc's Quick Guide to Environmental Sustainability

More and more businesses are talking about being 'green' or 'eco-friendly', because they recognise that it reduces their impact on the environment, reduces operating costs, and helps their marketing and public image. However without the credibility of environmental certification, their talk is 'green wash'.

Green wash: A term describing the deceptive use of green PR or green marketing in order to promote a misleading perception that a company's policies or products are environmentally friendly.

More often than not, inability to turn green thinking into action stems from lack of knowledge about what's involved. Helping businesses to achieve and maintain environmental certifications is a core part of Telarc's business, so when it comes to going green give us a call.

Environmental certification...

- opens doors and can help you to gain 'preferred supplier' status
- saves money by ensuring the efficient use of resources
- makes it easier to comply with industry policies and regulations
- provides more public relations opportunities
- attracts green-thinking customers - a group that is growing rapidly
- benefits your brand image

ISO 14001

ISO 14001 is the definitive international standard for environmental sustainability. An EMS (environmental management system) that meets the requirements of ISO 14001 will enable you to identify and control the environmental impact of your activities, products or services; improve your environmental performance continually; and set and achieve environmental objectives and targets. The business benefits of ISO 14001 are immense: reduced running costs, improved company morale, reduced liability, improved productivity, marketing advantage and improved public image – just to name a few.

OUR ROLE: Telarc can audit and certify your company to ISO 14001

[Read more about ISO 14001](#)



Telarc Greenhouse Gas (GHG) Verification programme

Climate change and the associated need to reduce greenhouse gas emissions have become prominent subjects in the business arena.

The New Zealand Government is committed to doing its fair share in combating climate change and reducing New Zealand's greenhouse gas (GHG) emissions.

The Government's principal policy response to climate change is the New Zealand Emissions Trading Scheme (NZ ETS).

Many organisations have taken steps to identify measure and manage their greenhouse gas emissions, with some implementing reduction strategies and offsetting any of their unavoidable/ residual greenhouse gas emissions.

Those that haven't yet started may wish to begin the journey to understand, measure and manage the GHG emissions and associated environmental impact from their business activities, especially as greenhouse gas emissions are firmly on the government and consumer agenda.

Our Approach

We have developed a two tiered approach to providing businesses with independent validation and verification statements:

Tier I – Carbon Managed

For organisations that are measuring and managing their greenhouse gas emissions and demonstrate a commitment to future reduction.

Tier II – Carbon Neutral

For organisations that have progressed through Tier I, are achieving their reduction targets and have purchased offsets for any residual greenhouse gas emissions.

Benefits

- Save money through measuring and managing your resources to reduce your GHG emissions or operate as a Carbon Neutral entity.
- Independent validation and verification gives your employees, stakeholders, suppliers and customers confidence in your "green credentials" or "Carbon Neutral" status.
- Verification provides you with a competitive advantage in an environmentally aware marketplace.
- Confidence through the integrity and validity of the Telarc approach to GHG Validation & Verification.

OUR ROLE: Telarc will validate and verify your assertion using the International Standard ISO 14064.3, Greenhouse gases - Specification with guidance for the validation and verification of greenhouse gas assertions.

[Read more about Telarc GHG Verification](#)

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Forest Stewardship Council (FSC)

The Forest Stewardship Council is an independent, not-for-profit, non-government organisation promoting responsible forest management. Being FSC certified shows that you comply with the highest social and environmental standards in the market. As public concern about the state of the world's forests, biodiversity and timber resources increases, FSC provides you with a simple solution to complex environmental and social issues. FSC certified products lead to even more forests being managed responsibly by the implementation of code of compliance traceability. FSC certification is relevant to forest owners, timber mills, printing plants and businesses that use wood or paper products in their operation. It's also relevant to every business that uses paper (and that's all of us!). By gaining FSC certification, you're providing assurance to stakeholders and consumers that your business has the highest social and environmental standards.

OUR ROLE: Telarc audits and provides certification to the FSC standard.

[Find out more about how Telarc can audit and certify your company to the FSC standard](#)



Programme for the Endorsement of Forest Certification (PEFC)

The PEFC logo and labels are globally trusted trademarks. They make it easy for businesses, consumers, forest owners and managers to identify and promote products that are made from sustainably-managed wood. If you're a forest owner, or run a printing plant or timber mill, PEFC certification shows that you have responsible management practices, which will help you to access the global market for certified products. If you're a business that uses wood and/or paper, PEFC certification shows that you use material from sustainably managed forests. Demand for PEFC certification is increasing rapidly, as businesses recognise the social, ethical and economic value of environmental sustainability.

OUR ROLE: Telarc audits and provides certification to the PEFC standard.

[Find out more about PEFC](#)



Envirostep

Envirostep is a free online tool that helps businesses to recognise how they could improve their environmental performance. It's been developed specifically for small to medium-sized enterprises (SMEs) in New Zealand by the Ministry of Economic Development, in collaboration with business and environmental organisations. After completing a questionnaire, you'll receive a report that shows how green your business is right now. Then you'll get an action plan that details what you can do to improve your environmental sustainability, including certified standards that you could aspire to.

OUR ROLE: Once you've completed the online assessment, you can request a Telarc audit to verify your results. We can certify that you have achieved Starter, Improver or Performer status and verify your performance score.

Register for Envirostep at www.envirostep.co.nz



Enviro-Mark®NZ

This environmental management programme provides its member organisations a simple and effective 5-step implementation and certification pathway to the definitive environmental management standard ISO 14001:2004.

Through cost-effective annual membership, organisations are provided a comprehensive package of expert assistance and training to help them understand what is required at each Enviro-Mark step – and then credible certification for your efforts after an independent and professional on-site audit.

OUR ROLE: Telarc are approved auditors for Enviro-Mark®NZ, on behalf of Landcare Research NZ Ltd.

[Find out more about Enviro-Mark®NZ](#)



For training information and bookings, please contact our Customer Service Centre on 0800 004 004 or email us admin@telarc.co.nz