

Sustainable Design and Innovation Award - Judges Commendation

carboNZero



Left to right: May Chang, Sam Bridgeman, Stu McKenzie, Stephen Burgham and Mike Tournier: carboNZero

Background:

carboNZero is a world-leading certification scheme for measuring, managing and mitigating greenhouse gas emissions with a high level of credibility and integrity. This scheme was born out of the work of two Landcare Research scientists based in Lincoln and has become a world recognised certification option for those organisations, products, services and events wishing to become carbon neutral. Its focus is on reductions to the atmosphere and helping businesses and individuals act and operate more sustainably.

The programme:

Certification involves measuring GHG emissions, preparing a management plan to reduce those emissions and then offsetting what is remaining. The scheme offers optional mitigation strategies through the provision of credible and verified offsets or carbon credits.

- Simple calculators and guidance are available for individuals to measure, manage (reduce) and mitigate (offset) their household and travel greenhouse gas emissions or carbon footprint





- carboNZero certification is available for organisations, businesses, products, services and events, as well as individuals who wish to measure their personal household greenhouse gas inventory
- Certification is awarded only after independent verification by authorised auditors
- Ethical and technical oversight is provided by our independent advisory panel
- A participant option without a third-party audit is available for small enterprises and events
- All options follow the 4 Ms of measuring, managing, mitigating and marketing.

The results:

Since its launch in 2001:

- carboNZero has helped to offset around 50,000 tonnes of GHG emissions
- The team has grown from just two FTEs to 17
- 2,800 individuals and organisations have registered, 40 organisations and events have been certified, and hundreds of others are on the way.

A new deal underway with UK-based Achilles Information Ltd will see the programme offered to 32,000 clients in 24 countries with CEMARS™ – the new Certified Emissions Measurement and Reduction Scheme. CEMARS allows businesses to measure their greenhouse gas emissions, understand their carbon liabilities and put in place management plans to reduce emissions. Having these steps independently certified means businesses can publicly present their carbon credentials with confidence. The first three clients in the UK have a combined carbon footprint greater than New Zealand's total carbon liability!

CEMARS was launched into New Zealand last month, and already a number of top 100 companies are committed to CEMARS certification.

Judges comments from the National awards:

- This service offers sound science, underpinning a robust approach
- The Judges were impressed by the success of carboNZero in New Zealand and internationally
- In future, the Judges would like to see more focus on reduction rather than offsetting and a greater focus on genuine New Zealand native forest credits.

Judges comments from the SBN Southern regional awards:

- carboNZero is an innovative certification programme, with a sound scientific base
- carboNZero has made a significant contribution to sustainability in New Zealand and is also respected and recognised overseas.

