

eMission

Business Sustainability + Carbon Reduction Programme



eMission Frequently Asked Questions

These FAQs address the questions we are most frequently asked. If you have other questions, please contact us.

Q: What is eMission?

A: The eMission programme is a Wellington region initiative sponsored by Greater Wellington Regional Council, Wellington City Council, Hutt City Council and Porirua City Council, along with the Ministry for Economic Development and the Energy Efficiency and Conservation Authority. The programme helps businesses improve their efficiency through sound environmental management and assists businesses to reduce their carbon footprints. It runs for 12 months.

Q: Why should our business consider participating in eMission?

A: There are many benefits from participating in the programme. Direct benefits include cost savings, gaining environmental certification, assurance of compliance and understanding your organisation's impact on the environment and climate change. In addition there are indirect benefits which include improved systems, increased staff awareness and motivation, and enhanced public perception of your business and its reputation.

eMission builds on the experience gained from previous sustainable business programmes in the region which provided a logical step-by-step package to assist businesses to achieve these benefits. The subsidised package includes trained and experienced advisors working directly with your business, training workshops, site visits, follow-up calls and telephone support. We will also undertake waste, energy and transport audits, and help you set up systems to monitor these resources to achieve your carbon reduction objectives.

Q: How much will our business save by participating in this programme?

A: The programme will identify opportunities for savings. Savings vary from company to company. Businesses in other programmes have saved money by reducing the cost of waste disposal, reducing their energy costs (e.g. electricity, diesel, LPG etc), and reducing the cost of rework and labour from inefficient systems.

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Q: How much time will we have to commit to eMission?

A: Over the 12 months that the programme runs you will need to commit to one staff member (“project champion”) participating in each monthly programme activity. In addition the project champion will spend 2-3 hrs per week progressing initiatives within your business.

Q: How will we progress this programme within our business?

A: It is important to gain commitment for this programme from staff at all levels within your business. The best results are achieved when a good project champion is appointed to lead a team which includes individuals from all levels of the organisation.

Q: Why are councils in the Wellington region sponsoring this programme?

A: It is the councils’ job to work with their communities for the good of the environment. They see this programme as an excellent opportunity to achieve this and help business at the same time. The councils want businesses to be successful for environmental reasons but for economic and social reasons as well. Businesses that are efficient in their use of resources will be robust and successful and help make our region's economy more efficient and resilient.

The councils also know that the businesses involved will learn about the legislation applicable to their activities and get practical assistance to make sure they comply with any relevant rules or requirements (if applicable).

Q: Why is the Ministry for Economic Development and the Energy Efficiency and Conservation Authority sponsoring this programme?

A: MED decided to support e Mission as we saw it as an opportunity to learn from the interaction of councils and businesses working together across a wide package of environmental impacts including, energy, water, waste, travel planning, carbon footprinting through to a certified environmental management system. The follow-on opportunity is to see how it can be leveraged to other parts of the country in large numbers.

Q: How is eMission different to other environmental programmes offered?

A: eMission is a very practical step-by-step programme that will assist your business. We aim to up-skill your staff so that the benefits continue within your organisation long after the programme finishes. The package is not only

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subsidised by approximately half the actual cost but it also provides a lot of support to achieve the objectives of Enviro-Mark®NZ Gold accreditation and carbon footprint reduction.

Q: Will the involvement with eMission affect our relationship with councils?

A: Councils are moving towards inclusion of environmental performance as one of the criteria they will assess when they are considering their suppliers and contractors. Many councils and government agencies are now encouraging their suppliers and contractors to become involved in the eMission programme.

Q: There is no pressure on me to improve so why should I join this programme? Why should we do this?

A: In many countries especially in Europe and Australia it is becoming a requirement that businesses have a recognised environmental management system in place. New Zealand is moving in the same direction and the programme will help businesses to be ahead of the game.

Q: Are there ongoing costs once we have finished the programme?

A: To maintain Enviro-Mark®NZ certification either requires an audit to your current level or a higher level every 12 months. To go to Diamond from Gold means your business must be Platinum and Diamond audited. The cost of an audit depends on the size of the business - typically one day costs \$1400. The Enviro-Mark®NZ annual license fee is \$1700.

Q: What publicity will this programme bring to my business?

A: Greater Wellington will ensure there is regular publicity around the programme. For example, successful companies will be featured in our region-wide publication *Our Region* and at the end of the programme we will be rewarding companies for their achievements. There will be an opportunity to win a Greater Wellington Environmental Business Award as well as other sustainable business awards (e.g. Green Ribbon, Wellington Gold Awards).

Previous Enviro-Mark®NZ Gold companies have been invited as guest speakers at events promoting sustainable practices. A case study will be done on each Enviro-Mark®NZ Gold company, with the best five being listed on the Greater Wellington Sustainable Business website and all Enviro-Mark®NZ Gold companies will also be listed.

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All participating businesses will be included in the Enviro-Mark[®]NZ Buyer's Guide, which has been developed for purchasing-staff seeking to source products and services from environmentally responsible suppliers.

Q: Are there similar programmes overseas?

A: There are programmes overseas that help businesses implement an environmental management system such as The Stem Project (see www.stemproject.com) in Ireland. There have also been many programmes focused on improving resource efficiency such as the Envirowise programme (see www.envirowise.gov.uk) in England.

Enviro-Mark[®]NZ Frequently Asked Questions

Q: What is Enviro-Mark[®]NZ

A: Enviro-Mark[®]NZ is a five-level health, safety, and environmental management tool for organizations of all sizes. It provides a recognized certification for each level through a third-party audit and is administered in New Zealand by Landcare Research. We have incorporated **Enviro-Mark[®]NZ** within eMission so that participating businesses get this certification while working to improve their overall environmental performance.

Q: Our company wants to become ISO 14001 accredited in the long term. Can Enviro-Mark[®]NZ help us with this?

A: Yes, many of our clients are using Enviro-Mark[®]NZ as a tool to become ISO 14001 accredited. Enviro-Mark[®]NZ is implemented progressively in five levels (Bronze, Silver, Gold, Platinum and Diamond). A business is ready for an ISO14001 audit once they have reached Diamond. The eMission programme will assist you through the first three levels up to the Gold level. If you wish we can also assist you to reach the Diamond level at additional cost.

Q: What is the benefit of having the Enviro-Mark[®]NZ certification if no one has heard of it?

A: Enviro-Mark[®]NZ has been active in New Zealand since 2001. Approximately 180 business sites are using the system, which makes it the most widely used environmental management system in New Zealand (i.e. we have more clients than ISO14001 and Green Globe 21). The certification is promoted in many ways, via sector bodies, information sent out with council rates, articles in local newspapers etc...

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Q: Will there be any marketing benefits in gaining an Enviro-Mark[®]NZ certification?

A: Yes, after achieving the Bronze certification (or any of the levels above) you can add the logos on your letterheads, tendering documents, company vehicle, etc. Once your company has become Gold certified, you can use the logo on your products to show that the product was produced by a company that has a certified environmental management system.

Q: How does all the compliance with legislation for the Bronze certification fit with the requirements to apply for ACC discounts?

A: Once a company has achieved the Bronze level, they have about 80% of the prerequisites needed to get ACC primary. If a company is already ACC accredited, the auditor will need to see evidence that the company has been audited by ACC and achieved primary, secondary or tertiary level. The Enviro-Mark system will not mean a double up of work, however if the company wants ACC discounts, they will need to become ACC audited as well.

Q: Who is Landcare Research?

A: Manaaki Whenua - Landcare Research is New Zealand's foremost environmental research organisation specialising in sustainable management of land resources optimising primary production, enhancing biodiversity, increasing the resource efficiency of businesses, and conserving and restoring the natural assets of our communities. Landcare Research owns and manages the Enviro-Mark[®]NZ accreditation.