

ecommunication

environmental choice new zealand

painting the town

SB10 conference

licensee tough as nails

greening commercial cleaning

our man in Japan



summer 2009

Stakeholders assured



Michael Pritchard, chair of the NZ Ecolabelling Trust, stood among a record assembly of stakeholders at the annual meeting in October and assured them that the label continues to hold the high ground in 3rd-party verified, multi-platform environmental assessment in New Zealand. He referred to the premature reduction of government funding for the label but said this merely advanced the drive to self-sufficiency that is now practically reality for Environmental Choice. He said the label's owner, the Minister for the Environment, has not reduced his support in any other way, and that the Ministry remains committed to the advancement of the programme.

Michael Pritchard also addressed the demise of the Govt3 sustainable procurement programme. Departments and agencies were continuing the purchasing and other environmental platforms of the programme, he said, even

though it was no longer a named entity within government. His comments were endorsed for the floor by a senior analyst from the ministry, who congratulated the license holders, and the label, on their triple bottom line leadership.

In a further show of support, the Ministry has offered to include details on their website RSS feeds page that will point subscribers to news of successful license assessments as soon as they are announced. This should facilitate growth of the trade among licensees. Such "family" trading, commented Michael Pritchard, might be all that some companies might need in order to achieve a return from their license investment. "In reality, of course, the benefits are far-reaching, and some of our exporting licensees have discovered Environmental Choice is one of the keys components of the success in capturing overseas orders."



*Environmental Choice New Zealand
PO Box 56-533, Dominion Rd,
Auckland 1446. Phone: 09 845
3330*

*Email: info@enviro-choice.org.nz
www.environmentalchoice.org.nz*

*Thanks to Resene Paints for front
page image.*

Licensees gain profile and preference for pivotal conference



The Trust is to sponsor one of the internationally-recognised keynote speakers, and make a presentation at the Sustainable Building Conference to be held at Te Papa in Wellington on 26-27 May, 2010. The speaker, one of four, is an Environmental Choice trustee, Assoc Prof Robert Vale. He is the author, with his wife, of a book that raised heads recently internationally through its title, *Time to Eat the Dog*. The serious content behind the cover is the carbon paw-print of animals in relation to other more usually discussed causes of CO2.

Good neighbours

Almost 40 Australian office complexes are to benefit from substantial government grants to help them cut their greenhouse gas emissions. The 37 projects share AU\$16.4m, the latest slice of cash under the federal government's *Green Building Fund* and will lead to a reduction in carbon emissions of 38,000 tonnes a year.

"\$16.4 million worth of projects make up the third round of the \$90 million Green Building Fund, a Rudd Government initiative that reduces energy consumption and greenhouse gas emissions by retro-fitting commercial office buildings," says Senator Kim Carr, Minister for Innovation, Industry, Science and Research.

Following on from the successful SB07 held in Auckland 2007, the conference will share knowledge and insights on innovative, high performance and low impact approaches to developing, maintaining and retrofitting the built environment for sustainability. This is an area of relevance to a large section of our licensees.

Spanning policy, planning and design, through to construction, maintenance, refurbishment, reuse or deconstruction, the conference will also focus on the future of New Zealand's built environment and how to manage transformation of the building sector.

Delegates are expected to include designers, engineers, developers, constructors, planners, suppliers, building clients and researchers. Environmental Choice intends to have a meaningful involvement, and licensees have

a clear advantage when seeking exhibitor status.

Joanne Duggan, a member of the conference organising committee, says licensees have an advantage when applying for inclusion in the conference. "Exhibitors & Sponsors are required to meet sustainable criteria with Environmental Choice license holders who apply for space being offered prime display space. Thereafter, space will be allocated on a first come, first served basis. Applications will not be accepted by companies who do not meet the criteria and/or who use ecolabels based on self claims or on assessments that do not use lifecycle impacts.

SB10 is one of a number of regional conferences being held across the globe in the lead up to SB11 in London.

www.sb10.co.nz

"Projected savings in greenhouse gas emissions from projects supported by the fund so far total over 101,000 tonnes a year. These projects combat climate change and support Australia's economic recovery by generating investment of almost \$75 million.

"By increasing energy efficiency, successful recipients are reducing their power bills along with their greenhouse emissions, and that means ongoing savings for business.

One project involves the sustainable redevelopment of a historic building in Port Adelaide, introducing electricity generation on site and incorporating renewable systems which export to the grid. Alterations will also include the installation of high

performance glazing, skylights, low energy lighting systems, bulk insulation and external shading devices."

(Story: *edie news*)



Port Adelaide heritage architecture SATC

New Zealand takes another bow



Robin Taylor - impressed with "the growth and vigour" of international support for ecolabelling and New Zealand's record

Recently returned from the AGM of the world's leading ecolabels, general manager Robin Taylor says he was impressed by the international respect shown to New Zealand for the leading position it has historically taken on sustainable procurement and environmental certification. "Environmental Choice is actually adding to our country's reputation. This was clear in comments and in the attendance and attention paid to us by both national and regional government leaders from Japan."

Robin is current chair of the Global Ecolabelling Network, and

is guiding several initiatives for strengthening international recognition across and among the 25 nations' ecolabels that comprise the core of the membership. He was especially impressed with the growth and vigour of many governments' support for "type 1" ecolabels as defined by the ISO – New Zealand's label is Environmental Choice. "We saw many examples of leadership at the highest political level driving environmental standards in their countries, generally through a recognition that profits, people and innovation all benefit from

cleaner, healthier, more sustainable ways of manufacturing and doing business. To see the momentum and positivity was very uplifting."

The Eco Plaza at which the conference was held in Osaka receives 200,000 visitors annually. It is built around the theme of Environmental Business. Robin was delighted to come upon a display featuring Resene products, showing to delegates and visitors the prominence that can be given to an environmental qualification, as demonstrated by the logo on the paint tin lid.

Green Earth

Recipe for success

Ingredients:

- Coconut oil
- Alcohol (from grains)
- Citric acid (as in lemons)
- Acetic acid (as in vinegar)
- Food colouring
- Natural fragrances
- Filtered water

Method: Improve for 10 years, spread over export markets and season with a world-leading ecolabel.

Green Earth, our newest licensee, was started by founding director David Blackwell with his Greenleaf products. Now Green Earth Solutions has gained licenses for all-purpose, bathroom, glass, carpet, floor and toilet commercial cleaning products.

"We only found out about the label in February," says David. "Our reaction was 'you beauty!' because our customers are asking us to go green and the label is recognised worldwide. European distributors are

gearing up and were very keen for us to show our production meets a worldwide certification."

Many Auckland buildings, such as Deutsche Bank, are being cleaned with "green" products by request he says. "We have gone very niche, and very green. We're a small company - but people like Repco and Harvey Norman also started in a garage. We expect that with ECNZ we will get a New Zealand-wide market. We see the future as open-ended."

Good old No. 8 becomes No. 1



Environmental Choice is now widely received by the construction sector, and that allows the business to be critiqued to the largest, most relevant audience

Hamish MacBeath

Environmental Choice is pleased to announce the approval of products submitted from Pacific Steel. The seal of approval will be applied to reinforcing bars and coils, wire rod, reinforcing wire, nail wire, BCW wire, and galvanised fence wire. And yes, good old No 8 fencing wire is included!

"This is the first license issued under the new specification for Long Steel Products for Construction"

says the label's general manager Robin Taylor.

"It may be a surprise to some, as the production of steel is energy-intensive. The specification, however, does include requirements for measurement, management and reduction of energy, and Pacific Steel complies with these and all other aspects of the strict specification. This is part of what proves the assessed Pacific Steel products environmentally preferable to any that cannot meet the criteria."

The Fletcher company, based in Otahuhu, is also one of New Zealand's largest recyclers. Pacific Steel makes its long steel rods for the licensed products from 100% recycled material. (Over 90,000 car bodies a year – and so far this year recycling over 235,000 tonnes of scrap). "Steel is one of those materials that truly makes sense to

recycle," says sales and marketing manager Hamish MacBeath. Recycled Steel can be made by using as little as 25 percent of the energy it takes to make virgin steel and that doesn't take into account the savings in terms of mining, transportation, landfill and greenhouse gas emissions. The American Institute of Architects Environmental Resource Guide says that each tonne of recycled

process. A dedicated full-time environmental team is constantly focusing on finding new and inventive ways to improve production efficiencies and identify sustainable uses for steel making by-product.

"Pacific Steel Group has investigated suitable recognition to benchmark these achievements for some time, and decided the Environmental

Choice award was the best, most visible standard available.

Environmental Choice is now widely received

by the construction sector, and that allows the business to be critiqued to the largest, most relevant audience within the market place. The level of criteria set for the steel-making specification achieved by our products is the highest worldwide. That makes Environmental Choice a perfect fit to the approach Pacific Steel Group has adopted over its many years, always challenging its own standards. We are proud to say the business passed its assessment on the first attempt."



PACIFIC STEEL GROUP
CERTAIN STRENGTH

steel saves 1100 kg of iron ore, 600 kg of coal and 50 kg of limestone. The AIA also states that every kilogram of steel produced from recycled sources rather than raw materials, saves 12.5 MJ of energy, 86% less emissions to air are produced; 40% less water is used; and 97% less mining waste is created.

"Since 1962 Pacific Steel Group, in conjunction with its Joint Venture partner Sims Pacific Metals, has been New Zealand's biggest recycler," says Hamish, "converting steel scrap efficiently into high grade reinforcing products. Environmental management is not something new to this business and over the last 45 years environmental sustainability has been integrated into every part of the

Re: cycling



“a milestone of 10 years of Environmental Choice certification”

Nick Nightingale

A one million dollar R&D prize from the Industrial Research Ltd's (IRL) *What's Your Problem New Zealand?* competition will be used to help Resene make its green paints even greener.

Professor Peter Gluckman, Chief Science Advisor to the Prime Minister, awarded Resene the winning prize of up to \$1 million in IRL R&D services, which will be used to develop premium waterborne paints based on resins made from up to 80 per cent sustainable ingredients, breaking the long term reliance on gas and oil for high performance paints. These resins are Resene's answer to the increasing pressures on oil-based raw materials and could have international applicability.

Resene Managing Director Nick Nightingale says “This competition presented an amazing opportunity for Resene to team its commercial experience with world leading

science and revolutionise an industry. We're committed to sustainable developments and we took a bold idea to the judges and showed them how it can be realised with IRL”.

“Over fifty years ago, Resene turned the paint industry on its head with the development of New Zealand's first waterborne paint. Since then we've achieved a milestone of 10 years of Environmental Choice certification, launched the world first PaintWise paint recovery service, developed a highly successful Environmental Choice product range and implemented many other sustainable initiatives, but we never intended to stop there and our entry in the *What's Your Problem New Zealand?* competition is testament to that,” he says.

“A large percentage of our research and development budget is spent on developing water-borne products to replace

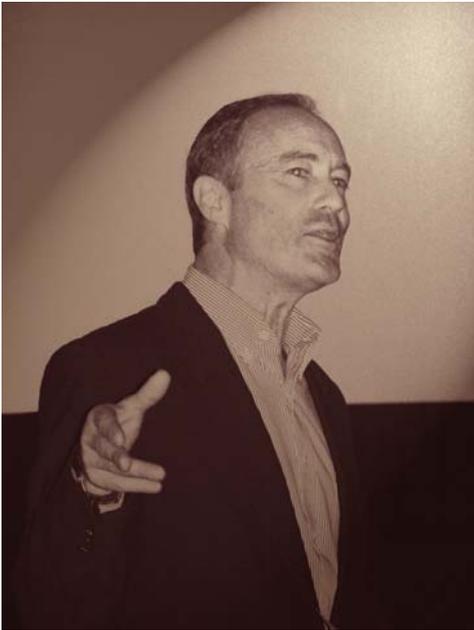
solvent-borne ones, and the waterborne enamels that we pioneered in 1996 now easily outsell traditional enamels,” says Nick Nightingale.

“While waterborne products are considerably more expensive to produce than the solvent-borne ones, they're offered to our customers at the same price to encourage them to purchase products that have less environmental impact.”

Resene has a long history of introducing innovative sustainable technologies to the paint market, with recent releases such as Resene Cool Colours and non VOC tinters. Resene's Cool Colour technology, for example, improves the performance of the paint by enabling it to reflect heat that would normally be absorbed. This increases the paint's life span, and reduces the need for air cooling in the building in the summer months.



Resene have pedalled paint since Stipplecoat was invented in Eastbourne in 1946. Along with Feltex, they are our earliest licensed brands still active. Now they are gaining visibility for the ecolabel as they pedal a solution to Auckland's personal transport mix. *Next Bikes* are a pick-up-and-pedal solution for point-to-point transport around town. Their bicycles are chained randomly to fixed objects and many display the Environmental Choice seal, within the Resene panel (illustrated).



"Business must have a higher purpose than simply making profits"

Robb Donzé

Managing Director of InterfaceNZ, Robb Donzé, focused the attention of his audience at the Berkeley Cinema in Auckland's Mission Bay in August when he declared "We are not in business to make a profit." He did follow up with the statement "we make a profit to stay in business."

The screening of *So Right So Smart*, the feature winner of this year's Reel Earth Environmental Film Festival, was largely about Interface and the international company's environmental turnaround, wrought by founder,

Ray Anderson.

"In point of fact," said Robb Donzé, "the title of the movie could have continued with *So Right, So Smart, So Obvious*. Much of what Interface and the other featured companies are doing is just so much common sense. A comment from one of the people interviewed states 'you are either at this table or you are on the menu!'"

"Having literally lived and breathed the Interface story over the past 14 years, my colleagues and I here in New Zealand are extremely pleased that our

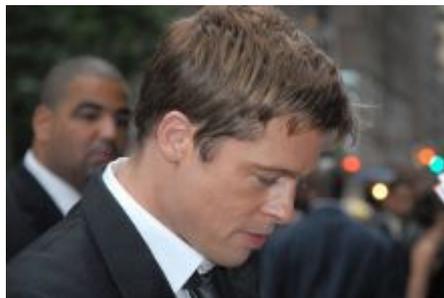
message is becoming main stream, and I can confirm that it is good business. We are doing well, very well, by doing good.

"Business must have a higher purpose than simply making profits. It must have a purpose for what it does with those profits. It literally gives it a license to operate. Without a "license to operate" from the community it serves, businesses in the future will fail."

The ecolabel is presently discussing with the film festival a greater involvement in a youth educational film project in 2010.

Brad is in the building

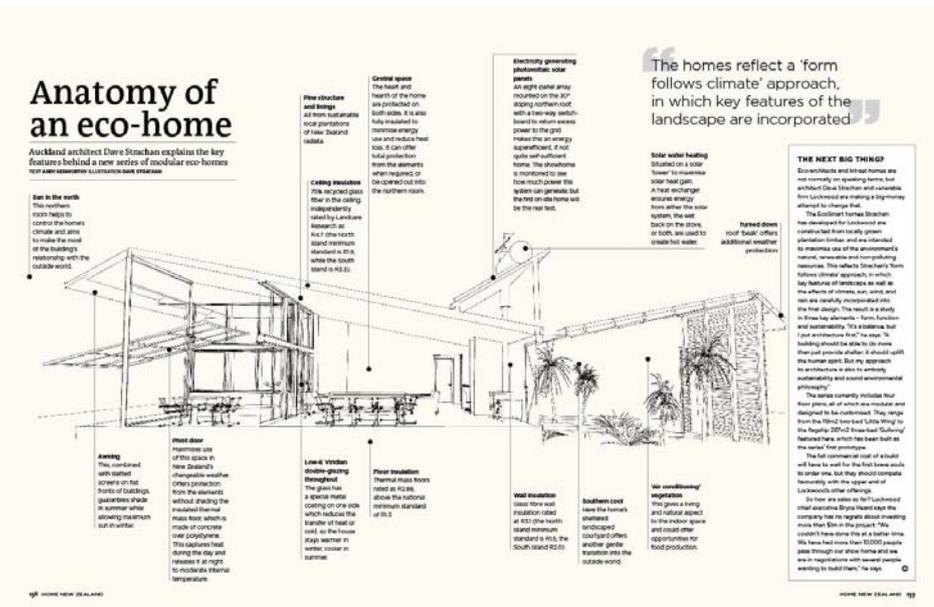
A project helping New Orleans recover from Hurricane Katrina, fronted by Brad Pitt, will build what's being dubbed as the 'largest and greenest community of single-family homes' in the world. The housing initiative *Make It Right New Orleans* has already built 13 homes that meet the highest standards of the US Green Building Council, LEED Platinum, and there are plans in the pipeline for at least 150 more platinum homes. They will be built in a part of the city nearest the breach of the Industrial Canal Levee which wiped out a neighbourhood.



Former President Bill Clinton said: "Make It Right offers a blueprint for how to build homes that instil pride and combine to form communities of hope and opportunity. By following the Make It Right model, we can generate the green collar jobs our economy needs to move forward and advance building

practices that reduce carbon emissions, while at the same time growing neighbourhoods where families can thrive." Rick Fedrizzi, CEO of the USGBC added: "Through Make It Right we are reminded that our work is not about buildings, but rather about the people within them.. We must change the way the places in which we live, work, learn and play are built and operated. What we're seeing with green building goes beyond energy-efficiency to a transformation of entire communities - and the lives of the people who live there. (Source: Edie News)

Licensee opportunity still open



Home New Zealand magazine has delayed a special multi-page feature promoting Environmental Choice licensed products in home building and renovation, to allow more participation. This is now going ahead in the first quarter of the New Year, supported by ECNZ.

A cut-away house, similar in style to that above, will show areas where licensed products are available for use, and indicate them with a generic product illustration or pointer. Your opportunity is to have one of these link to a specific piece on your licensed product/s featured in advertorial over subsequent pages. This will be designed at no cost in the style of the Green Pages of the magazine. All you need do it provide logo, product shot and copy, and you'll receive back a proof for comment.

The Nielsen National Readership Survey (June 2009) lists circulation as 54% higher than Urbis, and also a readership with relevance to the building-related trades and construction supplies. They skew 35+ and are likely to be building or renovating, so this could be a good summer marketing push.

The cost of a quarter page is \$2200 plus GST, a half page is \$3000. This is a discount from normal advertising rates, and carries the extra weight of the feature's endorsement by your ecolabel. There will also be opportunities for a listing for a smaller investment, as we want to encourage participation from those with smaller budgets.

Deadline for commitment is before Christmas - actually "now" would help for planning. The offer was put out by email to licensees earlier and covered at the stakeholders' meeting, and some have already indicated a commitment. Understandably there were some "no budget left" responses, and we hope the postponement and changes might allow for those who could have budget available in 2010.

The magazine has previously supported the label with generous editorial space given earlier this year.

Expressions of interest and more cost details:

Brydie Canham, HOME New Zealand Manager (09) 366 9987, or email: bcanham@acpmagazines.co.nz

Sustainability directors need funds

For its annual "Green IT Report" Symantec surveyed IT executives in 15 countries, including New Zealand, and found that 82 percent have a "green corporate advocate".

Sustainability directors might now have a place in many businesses, but their positions often aren't backed by adequate funding or influence. According to a small survey in the UK by Green Business Events, 17% of sustainability managers said they believed the recession has had a negative impact on their company's commitment to sustainability, while more than 70% said they needed more funds and/or influence. Both the newness of the agenda and strategic confusion about who should oversee that agenda has left environmental and sustainability managers without the money and muscle they need, the survey found.

Witch climate change

The US Chamber of Commerce has compared the debate on climate change as "akin to the Salem witch trials, based on myth". The chamber has called for the national Environmental Protection Agency "to drop the articles of faith" and come clean about "scientific data which is beyond question, not data deemed beyond questioning".

Energy shucks?

What is claimed to be the world's largest working hydro-electric wave energy device was opened by Scotland's first minister at the European Marine Energy Centre (EMEC) in Orkney on November 20. The Oyster energy generator was developed by wave energy company Aquamarine Power, and is currently the world's only hydro-electric wave energy equipment producing power, says the firm. Oyster produces power by pumping high pressure water to an onshore hydro-electric turbine. This will be fed into the national grid to power homes in Orkney and around Scotland, with plans to add more in the future.

Commercial clean sweep



“Clean Planet is benchmarked by Environmental Choice New Zealand certification, one of the world's leading environmental certifiers”

Russell Werry



The ecolabel has announced approval for an expanded range of commercial cleaning products by license holders Qualchem and Clean Planet and newly-announced licensee Green Earth. The licenses are issued for institutional / commercial cleaners, hand washing detergents and general purpose cleaners.

Robin Taylor says the range of licenses now “throws down the glove” to companies sticking to old-style cleaning products that contain potentially damaging chemicals. “There is a new momentum in care for the environment, in this industry which works at the coal face of balancing clean with green.”



Family-owned Qualchem recently expanded their certified range to include dish washing, car wash, window cleaner and other specific and general institutional and household cleaners.

Now Clean Planet “motivated with a passion” by its founders Russell Werry and his wife Glynis, have committed their burgeoning cleaning franchise to

the cause of more benign cleaning – from their choice of vehicle fleet, to the fabric of their uniforms, to their products which are locally made at their Mangere Bridge factory.

Russell Werry says Clean Planet, which has grown to 25 franchise operators in its first year, is the country's first truly sustainable commercial cleaning company. “Our clients range from some of Auckland's cleanest workplaces such as Labtests NZ, to some of its dirtiest such as Fletcher Steel. The fantastic results we achieve blow the whistle on those who says they have to pollute in order to clean – that's madness. Our vision is simply that a clean human environment does not need to compromise the pristine integrity of nature. Our mission is to provoke a green revolution in New Zealand's dirty old cleaning industry .”



There's a new “elbow grease” being applied to one of the most environmentally challenging areas of everyday life, says Robin Taylor. “Cleaning in the home and commercially relies on dissolving and removing dirt and contaminants, and this has traditionally been done with

some pretty powerful and potentially polluting chemicals. Licensees BEE, Qualchem and Clean Planet set an example for domestic and commercial products. They have wiped the excuse that cleanliness always requires toxic chemicals. We would challenge others in the industry to act in a similarly responsible way and set themselves the goal of reaching Environmental Choice's benchmark for cleaning compounds and contracting. They can now see it is possible.”

Although holding other certifications, Clean Planet chose to go for the most robust standard available in New Zealand, one recognised internationally, says Russell Werry. “Our customers rightly demand a high level of efficacy, and Clean Planet is benchmarked by Environmental Choice New Zealand certification, one of the world's leading environmental certifiers. Many successful and responsible companies here, across a huge range of products and services, seek out products with Environmental Choice certification, and we are currently looking to get more of our Clean Planet produced products certified.”

Engineering award for non-engineering project

In a rare decision, a significant New Zealand engineering award was made to a non-engineering project this year. The Association of Consulting Engineers (ACENZ) in its annual awards singled out Tonkin & Taylor's work for Environmental Choice New Zealand to receive a Silver Award of Excellence, emphasising the rising profile for the Environment Ministry's ecolabel and its third-party proven environmental assessment of licence applications.

All other gold and silver awards went to more typical structural and project design entries.

What pushes work on an environmental labelling scheme

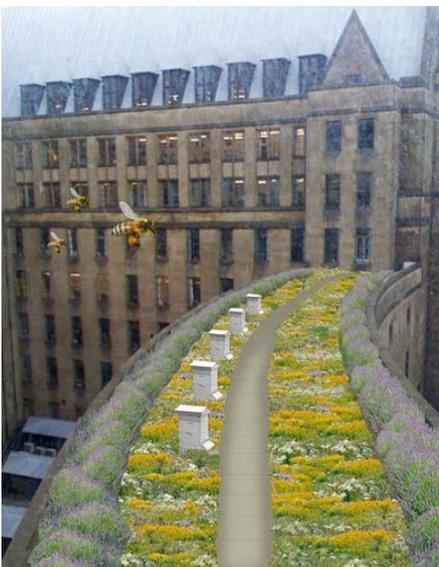
into the country's top twelve major engineering awards? According to the ACENZ citation, it includes the "noteworthy contribution to environmental improvement" made by the companies that have achieved licensee status. The award is therefore a tribute to the environmental commitment of licensee companies with products as diverse as office cabinets, playground surfacing, photocopiers, paints, floor coverings and personal toiletries, says the general manager of Environmental Choice, Robin Taylor.

In making the award, the judges stated "This rating reflects the robustness, credibility, and high

technical standards of the programme developed by Tonkin & Taylor for the Trust". The citation adds that the programme has become "a critical part" of ratings for materials in the NZ Green Building Council's "Greenstar" rating tool.

Environmental Choice New Zealand now marks over 1500 products and services as proven environmentally preferable.

Roofs alive



A feasibility study is underway which could lead to green roofs becoming part of the planning requirements in Manchester. The study, which has been instigated by the Commission for the New Economy and Manchester council, is looking to assess the potential for introducing green roof spaces on new and existing buildings in the city, of which

there are currently very few. The second phase of the project is to set up a pilot scheme on five buildings to help form planning and property investment policies across Greater Manchester as part of a green roof guidance strategy. The launch of the study comes on the same day that the government urged urban dwellers to become bee keepers to halt the decline in the bee population. (Reported by UK Building)

Sharrow school in Sheffield has gone even further, greening their roofs to add to bio-diversity. The aim of the green roof was to help control stormwater, humidity, noise, heat and pollution. A by-product of this was to create a haven for local wildlife using a pond and recycled material. A weather station and webcam was installed for research by The Green Roof Centre to record



wildlife on the roof. According to Nigel Dunnett, Director of The Green Roof Centre and the designer, the key design goal was "to create plantings with dramatic visual impact for much of the year, high biodiversity value, and minimal resource and maintenance requirements."

Almost 700 plants were planted by volunteers from within the community.

Low carbon to become low cost?



Global, low-carbon re-industrialisation will have to be underway before 2014 to avoid dangerous warming of more than 2 degrees C, found a major economic modelling project called Climate Solutions 2. Commissioned by WWF Australia, it says global emissions trading schemes are not enough and gives us five years before a "viable solution [is] beyond our reach".

The current emphasis on carbon price as the key element of the climate change solution is dangerously misleading, it says, as it "fosters development of one technology after another, with least-cost technologies being

activated first". Instead governments must put in place greater incentives to make all key industries low risk and attractive for private sector investors.

According to the modelling by climate change risk specialists Climate Risk, a suite of 24 critical low-carbon industries and activities will be required to achieve annual greenhouse emissions in 2050 of below an average of two tonnes CO₂ equivalent per person. "Even if we were to immediately respond to this warning and start growing our low-carbon energy, industrial and agricultural industries today, they would still have to grow by 24% every year," it said. "If we dare to wait until 2014, the rate of change necessary increases to about 30% every year, pushing the limits of viable long-term industrial growth. Historically, sustained long-term growth rates of greater than 20% a year are rare – even in times of crisis such as during wars – because the speed of industrial change remains largely inflexible and has always been limited by available resources,

labour, skills, capital and equipment."

Dr Karl Mallon, who collaborated with ex-Cambridge physicist Dr Mark Hughes on the Climate Risk analysis, said the analysis "brings some industrial realism to the climate change discussion".

The report refutes the idea that a rapid change to a low carbon society will cripple international treasuries. In fact, it says the economies of scale created by accelerating into a low carbon world will deliver vast savings compared to the business as usual approach.

Such growth would produce new jobs on a scale rarely seen and many opportunities for investments to get in at the ground floor on industries that could be taken up globally. "Just as with mobile phones, clean-tech will start small and expensive, and end up dominant and cheap," Mallon said. "The low-carbon economy will ultimately operate at a lower cost than one based on fossil fuels."

(Environmental Management News)

Wind turbines top green building

Valad Property Group's new AIR Apartments in Victoria will feature rooftop turbines to capture wind energy and transfer it to the grid to power the common area lighting. Other features include internal thermal chimneys to allow occupants to take advantage of natural cross ventilation and double-glazed windows, reducing the need for significant heating and cooling. At least 50% of the timber used will be from sustainable plantations or be recycled timber. A series of solar panels will be installed in order to harness solar energy and reduce the need for gas as a provider for hot water. Large tanks will capture rainwater run-off that will be recycled and used to service all toilet flushing within the building as well as for landscape irrigation. (Environmental Management News)



New Zealand's ecolabelling programme

www.environmentalchoice.org.nz

