

**RR: Regional roundup**

**Environment Southland 'walks the talk'  
Gretchen Johnston reports**

Our cleaner production project has two main prongs:

1. Internal 'walking the talk' – our in-house resource efficiency and waste minimisation project aims to ensure Environment Southland is being 'green' and to develop staff understanding of cleaner production in order to see how it could be used with other businesses
2. Environmental advocacy – based on our learning, we will then develop tools for working with businesses

We achieved our aim of carrying out one complete cycle of 'in-house' cleaner production by June 30, taking full advantage of the free training, resources and support provided by BusinessCare for our annual partnership fee.

Part 1 of this year's project has been to:

1. Plan: develop a plan, gain commitment from senior staff and form an action team
2. Audit: measure resource use and waste generation – inputs/ sources, processes, outputs/disposal
3. Assess: identify issues and options for economic, environmental and social improvement
4. Prioritise: decide on priority action for this year – we decided to upgrade our in-house recycling
5. Implement: build on existing recycling of white paper and cardboard to also recycle coloured paper and newspaper; start recycling glass and aluminium cans; set up a worm farm to re-use food scraps and educate staff and cleaners about all this
6. Monitor and review: we looked round all the bins and talked with cleaners to record any reductions in rubbish quantities and increase in recycling volumes, and gave feedback to staff on how we've all done

After June 30 the in-house team will do another audit/review, look at our next implementation priorities and start the cycle over again from steps 2 to 6.

*Gretchen is a Resource Planner with ES*

**T F C: Toolkit for Change**

**Great team at Bay of Plenty workshop**

A fantastic turn out from a wide range of agencies ensured a dynamic 2-day workshop, the first of the Bay of Plenty Toolkit training series. Organised by Sarah McCorkindale of Environment B.O.P, others attending were district council staff Kevin Sullivan (Whakatane), Rob Berghuis (Kawerau) and Heidi Pettersen (Tauranga), local consultants Lynne Kenny and Peter Turner (Duffill, Watts and King) and four EERST staff (Environmental Education for Resource Sustainability Trust) - Paula Inglis along with Susan Mends, Carolyn Campbell and Hannalore Kemme.

Also attending was Jonathon Hannon of the Zero Waste Academy at Massey University in Palmerston North. Jonathon and BusinessCare are exploring options for working together to promote cleaner production and other resource efficiency training opportunities.



**The Bay of Plenty team enjoying a well-earned break**

Some of the comments from those attending were:

- really enjoyed the info and the presentation styles. Interactions in the group were really good
- there was a great level of participation and discussion and ideas for information sources
- learning and thought provoking - successful
- this is what C P is all about, not just the nice stuff of working with "perfect" companies, but real issues, questions & challenges
- sustainability – easy to get started but difficult after the Quickfix
- great stuff, look forward to the next one
- this workshop was relaxed, informal but informative and fun

☺ **New on the website ...**

You may have noticed new, improved front pages and more resources appearing on our website – and we are about to do even more. Soon to appear is our new 'Who is doing what' page that aims to put people in touch with others who have developed cleaner production expertise with specific sectors ... and our database – profiled overleaf – so watch that site!

**RR: Recommended reading**

*Marketing your small business in New Zealand – the best of SMALL BUSINESS New Zealand magazine, 1997, by Glen Senior and Ian McBride (Enterprise Publications, Christchurch). Obviously an 'oldie but a goodie', if a powerful plug in a recent business publication is anything to go by! This book (probably available in a more recent edition) will give cleaner production co-ordinators a lot of great insights into what works for small businesses.*

## ***You can't manage what you don't measure!*** **– an overview of BusinessCare's cleaner production database**

### ***What is BusinessCare's database?***

BusinessCare has set up an online cleaner production data base for anyone in New Zealand to use. The data base enables people to:

- record the measurable savings of businesses engaged in different resource efficiency programmes
- keep tabs on specific actions taken to promote and manage each programme (and assess their relative effectiveness as a result)
- print out summary reports

### ***Who monitors what and why?***

Monitoring helps us to ensure our effort is being made in the right place, identify progress towards targets and continually improve our programmes.

Businesses need to monitor progress in order to:

- help them monitor progress toward their individual waste reduction goals
- justify continued effort

Cleaner production co-ordinators need to monitor progress in order to:

- collect information about individual firms' successes
- assess the success of their programme overall
- monitor progress towards local waste minimisation goals
- justify programmes to managers for ongoing funding
- sell the programme to more businesses
- contribute to the national resource efficiency data base

This will enable all cleaner production/waste minimisation/resource efficiency practitioners in New Zealand to:

- see progress towards national waste minimisation goals
- evaluate the overall success of the programmes on the database
- assess needs and give more support to cleaner production coordinators and businesses

The database will also provide a means for the Ministry for the Environment to monitor progress on a national level across a number of programmes – a great collective benefit for the National Waste Strategy from this aggregate data.

This database is a service BusinessCare offers to help us all track progress towards sustainability, individually and collectively.

BusinessCare's on-line database enables us to record the three levels of measurement recommended by the ICO (1997):

- input – what you do to start off your programme
- uptake – what your target audience does in response to your input
- outcome – how much what you do actually changes people's behaviours – and, ultimately, how much impact is measured by your council and your individual businesses in terms of resource use and waste generation – by just how much did we reduce kilowatt hours, cubic metres, tonnes and more?

### ***Who can use BusinessCare's data base?***

Anyone – though we do need to charge a small fee to non-members to maintain the server that supports the database. Our aim is to provide a service whereby everyone who is helping businesses reduce waste can record specific data and access aggregate data showing how New Zealand firms are meeting resource efficiency goals.


### ***What can the database show?***

Individual co-ordinators can only access their own records and those of their own companies, but they can print out summary reports of aggregate data from their own and/or other organisation's programmes (strict site security protects companies' confidentiality). Data can include reductions in kilowatt hours, cubic metres, tonnes, use of fossil fuels, solid, liquid, hazardous and gaseous waste (including carbon emissions) and rework, as well as increases in productivity per unit input.

Co-ordinators can also measure the cost-effectiveness of different approaches by including comments on their programmes, including positive and negative external influences.

To find out more, contact Greg Brown on [greg.brown@ecosense.co.nz](mailto:greg.brown@ecosense.co.nz) or 03 541 9496

Reference: The International Committee of Public Relations Consultancies Associations (ICO). (1997). [How to get real value from public relations: a client guide to designing measurable communications objectives.](#)

 *What other topics would you find helpful in this newsletter? Let us know by email to [enquiries@businesscare.org.nz](mailto:enquiries@businesscare.org.nz) , or call Carole Inglis on 09 - 486 6721*