

*RR:* **Regional roundup**

**Auckland BusinessCare Enviro-Mark – Kevin Crutchley - North Shore City Council**

Over a year ago North Shore City Council developed a programme concept called BusinessCare Enviro-Mark and in partnership with Landcare Research launched the programme for North Shore City businesses. Nine businesses are currently participating in the North Shore City BusinessCare Enviro-Mark programme.

This concept is now going regional in Auckland and is called the Auckland BusinessCare Enviro-Mark programme. This exciting new programme will be officially launched on 3<sup>rd</sup> March 2004 and will add value to local businesses by helping them to achieve a number of environmental objectives.

The regional programme has received support from a number of sponsors\*, resulting in a significant subsidy for businesses who choose to take this unique opportunity. These businesses will receive:

- personal, expert advice on environmental management
- practical “how to” information, and
- recognised Enviro-Mark<sup>®</sup>NZ certification.

The two-year programme will be available to approximately 70 businesses of different types and sizes in the areas of the Auckland councils funding the initiative. Participating businesses will sign up to a number of environmental commitments and to achieving Enviro-Mark<sup>®</sup>NZ Gold certification. Programme costs will be shared between the business and sponsors. The contribution to be made by a business will vary according to size but the help for a business will be up to \$5,500.

Numerous businesses throughout New Zealand have achieved significant efficiencies and cost savings after embarking on environmental improvements. Not only will this programme help more businesses do the same, but – once accepted – they’ll have significant help and they’ll be working on certification with a recognised programme.

For further information about the programme and to apply to be a member visit

[www.enviro-mark.co.nz/businesscare/](http://www.enviro-mark.co.nz/businesscare/)

\*The Auckland BusinessCare Enviro-Mark Programme is funded by the North Shore, Auckland, Waitakere and Manukau City Councils, Papakura District Council, Auckland Regional Council, Ministry for the Environment and Landcare Research.

**Construction and Demolition project - Kevin Crutchley – North Shore City Council**

The Construction and Demolition Waste Reduction Project aims to provide clear guidelines, tools and education resources to assist in achieving the New Zealand Waste Strategy’s targets. The emphasis is on involving industry, councils, non-profit organisations, researchers and resource recovery practitioners to

develop the most practical and relevant tools and resources to achieve these aims.



Photo courtesy Kevin Crutchley, North Shore City Council

The project is supported by a consortium of councils, industry groups and MfE, and resources will be developed in close consultation with industry representatives from Auckland, Hamilton and Christchurch. The project steering group comprises representatives from North Shore City Council, Building Research Association of New Zealand, Recycling Operators of New Zealand, Christchurch City Council, Hamilton City Council, the Ministry for the Environment and Sinclair Knight Merz (SKM). SKM will also provide project management expertise.

For the full article visit the BusinessCare website [www.businesscare.org.nz](http://www.businesscare.org.nz)

**Partnering with Business Development - Shaun Lewis, local coordinator for Hutt City Council**

Hutt City Council is continuing to expand its programme throughout the city. Nicolette West and Sandy Beath-Croft work closely with council’s business development manager Gary Craig in delivering the BusinessCare programme to local industry. The advantage of having the support of the business development team is it clearly demonstrates the link between economic development and cleaner production. This can be used when marketing the programme to local businesses and especially within council.

*WWW* **On the website ...**

The database of ‘related organisations’ has been updated and there are more examples on how to calculate the true cost of waste. Also check out the Articles section for full versions of some of the articles presented in this e-newsletter [www.businesscare.org.nz](http://www.businesscare.org.nz)

☞ *What other topics would you find helpful? Email us at [enquiries@businesscare.org.nz](mailto:enquiries@businesscare.org.nz), or call Carole Inglis on 09 - 486 6721*

## Measuring: how do you know where to start?...

### Getting started

It can be challenging just getting a foot in the door with local businesses, let alone trying to 'do' any cleaner production with them! So, where do you start, how do you know what to measure and how do you get companies to make the changes? Shaun Lewis as the local coordinator for Hutt City and describes his experience with one company in the following article.

### Fosroc Limited – Hutt City

We approached Fosroc as part of the Hutt City Council's BusinessCare programme. The company was keen to participate as the staff were aware of their responsibility to reduce local environmental impacts, and they were keen to minimise financial losses from waste.

We began working with Fosroc in August 2002, and kicked off with a walk-through. Generally the recommendations from the walk-through were further investigations to quantify materials losses and potential savings, including a solid waste audit, an energy audit and a water audit, as well as checking compliance with local regulations. While the walk-through didn't provide any detailed information about quantities of losses or potential savings in dollar terms, it was useful as an overview of the company's activities and a starting point for more detailed work.

Following the walk-through and report, Fosroc completed a table of potential savings and carried out a solid waste audit. Although the solid waste audit was not particularly useful in terms of providing information that could contribute to quantifying losses (because it was impossible to tell where in the process the waste was being generated and exactly which products were being discarded), but was useful as baseline information for measuring progress. The table of potential savings identified that raw materials presented the greatest savings opportunity.

The Fosroc team taking responsibility for the BusinessCare project included the Supply Chain Manager, the Health and Safety Manager, the Production Manager and the Site Engineer. This breadth of management representation put them in a good position to prioritise areas to focus on and to make decisions about implementing changes. The team decided to focus on one product at the time based on value and volume.

In October 2003 the Production Manager set up a system for measuring losses from one product line. This involved weighing all the materials once they were added to a mixer, weighing the materials again prior to packaging and weighing the product after packaging. This process was repeated later in the year for a second product line. This information was combined with accounting information including sales volumes, sales prices and product value up to the pre-packaging stage. This information enabled us to calculate losses in both kilograms and dollars. Taking lost sales into consideration for these two products, the true cost of waste was calculated to exceed \$125,000 per annum!

Fosroc is now investigating ways to reduce the losses from the products they have measured and have purchased additional production equipment that will save them around \$6,000 annually per product. The cost of the equipment is approximately \$315 per product. They are also looking at which products and resources to focus on next.

### Key learnings

1. Don't get hung up on the initial walk-through. While it is a crucial part of the cleaner production process, its value is in gaining an overview of the processes and getting to know the company and its staff. Don't be disappointed if you don't find a goldmine on the first visit. Savings will be identified as a result of specific measuring and monitoring.
2. A waste audit is useful for baselining and possibly identifying priority waste materials, but tends to focus attention on recycling rather than source reduction.
3. You don't have to be an expert in the activities of every company that you work with. Use the knowledge of the people you are working with and guide them through the cleaner production process. In the Fosroc example it was their staff that identified which products to focus on and how to measure the losses.
4. Make use of the information you have available. It may be possible to calculate losses and potential savings with an existing dataset see it without having to set up and monitor from scratch.
5. Be patient! This is not a quick fix and will take time for everyone to get to grips with the details of cleaner production.

### Your comments ...

🗨️ Do you have favourite tips of your own? [Email us](#) to pass them on and we will add them to this tip sheet – with full acknowledgement - before we put it on our website