

# Case study



## Deosan

*Waikato dairy hygiene products manufacturer, Deosan, has more than halved the waste it sends to landfill and is clearly differentiating its business through its environmental focus. Quality Manager, Geoff Brokenshire discussed their progress with Enviro-Mark®NZ Membership Manager, Kristin Flanagan.*

### Why did your organisation decide to focus on its environmental management?

We realised environmental management was clearly a government and community issue, we wanted to minimise our impacts ourselves, and we saw this as a tool for achieving a higher level of responsibility towards the environment. We wished to present ourselves as a company that went further than mere compliance.

### What has been the most challenging aspect of this?

The most challenging aspect was to change the mindset of some staff, who had been with the company for many years, to become more environmentally aware and adopt disciplined systems and processes. This entailed considerable management input and commitment to change.

### What has been the most rewarding aspect of your environmental programme?

The most rewarding aspect was seeing the programme come together with real results such as improved health & safety, plus the change in staff attitudes from "Why do I have to do this, it's a waste of time" to "Hey this doesn't look right, we should be doing this differently."



*Deosan Quality Manager Geoff Brokenshire (front) and Production Manager Wes Green discuss a waste water sample.*

#### Enviro-Mark®NZ Gold:

Continual improvement and the foundations of an effective EMS

Enviro-Mark®NZ Gold certification means that your organisation:

- Has developed, implemented and tested an environmental emergency plan;
- Has formalised the roles and responsibilities for people working for and on behalf of the organisation;
- Has set objectives and targets for driving continual improvement and has programmes detailed to meet those targets;
- Has identified and evaluated the significant environmental aspects and impacts of its activities, products and services;
- Has produced an environmental policy statement.
- Is fully compliant with New Zealand's most common and widely applicable health and safety and environmental legislation.

**"This certification has helped gain some significant new clients and helped establish good links into the community."**

**"The most rewarding aspect was seeing the programme come together with real results such as improved health & safety, plus the change in staff attitudes."**

## What are some of your EMS achievements?

We have increased our recycling from zero to about 15m<sup>3</sup> per year, which for a staff of 9 is great. This means we have reduced our landfill contribution by a similar quantity. Waste water disposal techniques have been improved and we now use a registered waste disposal company to collect and dispose of waste water in accordance to local council direction. Our credible environmental certifications (Enviro-Mark Gold and ISO 14001:2004 certifications) provide us with a tangible point of difference for customers wanting to make purchasing decisions that incorporate environmental/sustainability criteria.

## What advice would you give to other companies thinking of implementing an EMS?

It's absolutely necessary. There is much legislation out there that many are not aware of and the Enviro-Mark approach enables all these to be identified and acted upon in a logical way. Also an EMS allows management and staff to focus on continuing improvement and to set goals as individuals and as a group to achieve higher environmental responsibilities.

## How has the Enviro-Mark programme assisted you?

Enviro-Mark has enabled the identification and compliance with all relevant legislation, plus the work group system that was sponsored by Environment Waikato was a great way to share solutions to common problems.

## What value does Enviro-Mark certification have for your organisation?

As a marketing tool this certification has helped gain some significant new clients and helped establish good links into the community, especially the District Council who have helped us achieve compliance in a number of areas, and have used our achievements as an example to other industries in the area.

## Where are you heading now with your environmental management efforts?

We are currently evaluating our achievements and setting new goals. These goals are being tied into a wider business plan. The goals will be identified via ideas solicited from all staff and will be included in individuals' annual goals and will be reviewed as part of their performance review.

### For further information:

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