

# Case study



## OfficeMax

*Progressive office products company, OfficeMax, has become the first business of its type in New Zealand to achieve Enviro-Mark®NZ Diamond certification. Enviro-Mark Programme Manager, Charlie Bartlett talked to OfficeMax National Health, Safety and Environment Coach, Julie Roberts about their success.*

### What has been the key to the success of your environmental management system (EMS)?

We have Triple R (Reduce, Reuse and Recycle) Champions throughout the business who drive the message home. They are a great bunch of employees who have volunteered to take on these roles. They are passionate about making a difference and really want to lead the way.

All our executive managers are enthusiastic about effective environmental management and endorse what the champions and I want to achieve. Having senior managers who really embrace the vision and desired outcomes for the business is important for getting staff on board.

Part of our success is that a large proportion of our staff really do want to make a difference. In general our people feel they have a responsibility towards caring for the environment. So we have included that in our communication, programmes and business practices.



*Julie Roberts, National Health, Safety and Environment Coach and Kevin Obern, Managing Director, with their Enviro-Mark Diamond Certification.*

**Enviro-Mark®NZ Diamond:** a complete and effective environmental management system, that also meets the technical requirements of ISO 14001:2004

Enviro-Mark Diamond certification means that an organisation:

- Periodically has top management review and update its environmental systems and performance;
- Has an internal EMS audit programme in operation;
- Has implemented operational procedures to control activities that could have an impact on the environment;
- Monitors and measures the environmental effects of its activities;
- Communicates internally and externally;
- 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.

**"A large proportion of our staff really do want to make a difference."**

**"(In the first two years) our first site achieved a 26% year-on-year reduction in electricity usage."**

## What has been the most challenging aspect?

Ensuring that the procedures and training are consistent at all our sites is challenging. Ensuring programmes are completed at the same time is a challenge as you have to try to align everyone's priorities. Consistent communication also requires real attention.

## What advice would you give to anyone else starting out on the EMS journey?

Buddy up with a company that has achieved your desired outcomes. It's great being able to share, help and work through those challenges, and learn from other organisations' mistakes and successes. It can also seem like there is so much to do and you wonder where to start. So breaking it down into bite-sized pieces is always helpful.

## What are some of your EMS achievements?

Our comprehensive nationwide programme to reduce energy consumption has been running for more than two years – our first site achieved a 26% year-on-year reduction in electricity usage. OfficeMax has led the way in introducing responsible paper buying practices in the New Zealand market and currently offer recycled paper from 30% to 100% Recycled Content. Our OfficeMax branded copy paper (supplied by Mondi South Africa) carries FSC Chain of Custody certification.

## How has the Enviro-Mark programmes assisted?

It's been a great internal tool to help our business set up our Environmental Management System as it acts as a guide on what you need to make sure you cover and what the key elements are. For someone starting out it breaks the process into manageable pieces.

## What value does Enviro-Mark certification provide OfficeMax?

Becoming the first office products company in New Zealand to achieve Diamond certification give us a real competitive advantage. The third-party auditing and certification shows our customers that we really are walking the talk and actively making a difference.

### For further information:

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