

# Case study



## Phonak New Zealand

*Phonak, the Swiss-based supplier of miniature hearing systems and associated communication devices, has a global focus on more sustainable business practices. Here in New Zealand, Enviro-Mark Gold certification helps keep Phonak ahead of the competition. Craig Bennetts of Phonak New Zealand discussed the company's EMS achievements with Charlie Bartlett.*

### What has been the key to the success of your EMS?

From the very beginning many of our staff were quick to recognise the importance of what we were doing – not just from a sustainable standpoint, but from a moral and ethical one as well. Senior management support has played a critical role also - teaming up with Enviro-Mark was originally their idea.

### What has been the most challenging aspect?

There have been a few along the way, like getting started – and then keeping up the momentum. Our most challenging aspect at this particular point in time is managing the growing amount of recycling we collect and distribute. Our waste to landfill figures have dropped by more than 70% since we started our waste reduction initiative, largely by separating out and collecting all the waste we have identified as recyclable or reusable. We currently separate out and recycle all our paper, cardboard, rubber, foam, polystyrene, metal & cables, E-waste, rechargeable batteries, bottles, cans, plastics of all types, blown fluoro tubes – and we have a worm compost bin. This has resulted in quite a collection of waste streams.

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

Look for support and use it well. Having support from a driving organisation like Enviro-Mark has been vital in the development of our EMS. By breaking the process down into achievable steps developing an effective EMS has been far easier than expected.



Phonak NZ technicians hard at work

#### 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.

**"Our waste to landfill figures have dropped by more than 70% since we started."**

**"Having support from a driving organisation like Enviro-Mark has been vital in the development of our EMS."**

## What are some of your EMS achievements?

We have greatly reduced our waste to landfill and set an industry benchmark for sustainable and ethical practice, and we have also:

- upgraded our vehicle fleet to low emission diesels
- established relationships with a network of like-minded companies – many of whom have Enviro-Mark certification
- introduced initiatives to help reduce our consumption of natural resources such as water and electricity
- helped to improve the environmental attitude and behaviour of staff
- helped many small community organisations by offering free reusable resources that we collect as part of our waste reduction programme.

## How has the Enviro-Mark programme assisted?

The guidance, support and workshops have all been incredibly beneficial. The Enviro-Mark model of breaking bigger goals down into achievable steps has been an example we have emulated often and has resulted in a credible and robust Environmental Management System and an environmental certification that withstands scrutiny. This is something we can all take pride in.

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

Phonak has long been committed to more than just running a successful business. We often sponsor hearing-impaired athletes & organisations, we have a charity outreach programme where we fit hearing aids to hearing impaired children in Fiji, and we also sponsor the Auckland Philharmonia Orchestra. Phonak NZ has made a commitment within our industry to operating in a moral and ethical way and having an environmental certification helps to give our efforts some credence and shows any interested parties we are walking the talk when it comes to environmental performance.

### For further information:

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