

# Case study



## Booker~Spalding

Wellington leading corporate wardrobe supplier Booker~Spalding has been a pioneer in driving environmental improvements through its business. Executive Assistant, Stephanie van den Bergh discussed the company's environmental focus with Enviro-Mark Membership Manager, Kristin Flanagan.

### Why did you decide to focus on environmental management?

Booker~Spalding joined Enviro-Mark in 2006, via the Wellington EnviroSmart programme, to achieve several objectives. While we already had some environmental practices in place, we required assistance in formulating an environmental management system (EMS) and improving our environmental performance by minimizing our waste and reducing energy, water and raw material use. We also wanted to develop a process for procuring environmentally-sound products and services. Our preferred way to achieve this was through certification to the Enviro-Mark Gold level and we were proud to be the first company in Wellington to achieve this - and within just 12 months.

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

Initially it took time to set up the programme but Director, Peter Grayling was passionate about the programme and with Anne Gilby and me championing it, the programme got off to a flying start.

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

Seeing how a medium-sized company like ours can actually make a difference to the environment and being recognised for our achievements through successive Enviro-Mark certifications and external awards such as: the Hutt Valley Business Excellence Award in Manufacturing 2009 and the Greater Wellington Regional Council Winner, Business Environmental Leadership Award 2009. The judges of the latter award cited our Enviro-Mark certifications and on-going community activities. We have also been invited to inspire other organisations by speaking at various business functions.



*Stephanie van den Bergh (second from left) and Richard Spencer receiving the Greater Wellington Regional Council Excellence Award in Manufacturing*

#### 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.

**"We have reduced water use by 48% ... and reduced electricity use by 16%."**

**"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."**

## What are some of your EMS achievements?

We have reduced our waste to landfill from five to three skips per week. We estimate we have saved \$4000 per year from waste reduction initiatives. We have increased our cardboard/paper and plastic recycling as well as toner cartridges and a whole range of miscellaneous items such as coathangers and shoulder covers. We recycle fabrics through Enviro Designers, Dress For Success, SaveMart and charities and recycling companies. Old furniture is sold and the proceeds go to Petone Central School which we sponsor through our youth community work.

We have reduced water use by 48% through fixing leaks, and reduced electricity use by 16% through changes in staff behaviour and more efficient technology. Our domestic and international travel has been reduced by continuing to schedule and combine client visits wherever possible. We share taxis more and use phone conferencing facilities where possible.

Through our procurement policy our suppliers and contractors have become integral to our EMS. For example, where possible we choose suppliers who can recycle products or sell recyclable products, and we use freight companies who hang garments to reduce repressing them when on arrival. This reduces energy output from pressers and reduces plastic and cardboard.

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

Your company needs to be dedicated, and time and commitment from top management down is key. If you get that right the savings and benefits from other clients and suppliers can be huge. Even if you are a small business, larger businesses you deal with that have an environmental focus will put pressure on you to meet their standards, so having a programme in place is extremely beneficial.

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

Not only has Enviro-Mark made Booker~Spalding more aware of the environment it has also guided us to commit more time to social activities such as adopting a local low decile school and other youth activities in the community such as Capital E, a creative technology and live performance centre in Wellington. It has also helped Booker~Spalding win tenders as many of our major clients also have a commitment, be it through government policies or other pressures, to perform and record their environmental performance.

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

Booker~Spalding is committed long term to running a successful business and our health, safety, environmental and social responsible programmes are integral to that success. Being serious about our environmental commitment to the community, our current clients and potential clients is also good for staff morale. The Enviro-Mark certification puts a value to the hard work achieved in being environmentally responsible.

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

We are constantly evaluating our achievements and assessing our goals. We believe we are not far off Platinum certification so will start focusing our efforts to achieving this next level.

## 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.

### For further information:

#### **Booker~Spalding**

Ph: +64 (4) 560 9010

E-mail: [Stephanie@bookerspalding.co.nz](mailto:Stephanie@bookerspalding.co.nz)

#### **Enviro-Mark®NZ**

Ph: 0800 ENMARK (366 275)

E-mail: [enviro-mark@landcareresearch.co.nz](mailto:enviro-mark@landcareresearch.co.nz)