

EMA's **eco | smart** business programme supported by the Energy Efficiency and Conservation Authority (EECA) and Auckland Council helps you achieve what the market is demanding while reducing your costs.

We break down environmental management into relevant and achievable tasks.

The **eco | smart** business programme can help you turn a deeper shade of **green** to:

- ❖ create a competitive advantage,
- ❖ show your supply chain you care about the environment,
- ❖ improve efficiency, and
- ❖ save money.

The **eco | smart** business programme includes:

- ❖ Five three-hour workshops (4 May to 5 October) covering: Strategy and Marketing; Eco Warranty implementation; Savings on Energy and Transport; Managing Waste; Preparing for an Audit
- ❖ Eco Warranty certification - includes the tools and templates you need to implement an environmental management system PLUS logo for marketing
- ❖ SMARTWeb environmental management and reporting software
- ❖ A folder of templates and course information
- ❖ Mentoring and advice to help you on the way
- ❖ An onsite audit of your Environmental Management System
- ❖ Networking and peer supported learning
- ❖ Great morning teas!

Last year's participants said:

“From the minute we signed up it's been hard work and challenging in all sorts of ways. What's remarkable is when you start off you think, how will we get there? What's even better is looking back at what we have achieved. Big thanks to the Eco Smart team for providing the planned structure to get us there and for helping us continue to strive towards our core value of 'enhancing and protecting living environments.'”
- Mike Jack, director, GREENSCENENZ

“We found that the Eco Smart programme was brilliant and we got some great tips and ideas when it came to sustainability and environmental management. The trainers were excellent, the pace was spot on and the information provided was helpful in implementing our environmental management system.”
- Nicholas Hay, NPD technologist, Zymus

“We found the Eco Smart programme very informative and stimulating. The workshops were 'packed with a bit of punch' and at the right time span. We are now more aware of our environmental impact and can now put measures in place to minimise these. A big thanks to the Eco Smart team for making those processes simple to understand and painless to implement.”
- Peter Fraher, managing director, Abilities Incorporated

Impact of consumer demand for evidence of sustainable business practices:

BusinessNZ Election Survey October 2011

Consumer demands for evidence of sustainable business practices have already impacted on how 22.9% of New Zealand businesses operate. A further 50.4% of companies expect to be affected by consumer demand for sustainability in the future.

Consumer demand for sustainability:

Colmar Brunton research in New Zealand, 2010

88% of consumers want to buy environmentally or socially responsible products.

More than half of consumers say that sustainability influences their choice of provider or brand.

Almost half are planning to increase their spend on ethically, socially and environmentally friendly products and services in the next year.

Apply to take part in the subsidised **eco | smart** business programme NOW

(This information is required by EECA to qualify businesses for the programme grant, and will be kept confidential)

Company _____
Contact Person _____
Email _____
Phone _____ Fax _____
Postal Address _____ Post Code _____
Industry sector you operate in _____
Last year's energy costs: Electricity \$ _____ Gas \$ _____ Fuel \$ _____
(petrol & diesel)

I would like to apply now

I would like to be contacted to further discuss **eco | smart** business

I would like to be kept informed of other environmental workshop programmes

Leave your application form with EMA at the launch or send it to:

Email: julie.brough@ema.co.nz • Fax: 09-367 0914 • Phone: 09-367 0913 • Post: Julie Brough, EMA, Private Bag 92066, Victoria Street West, Auckland 1142



eco | smart | business workshop details • 2012



Venue: EMA, Room 2C, Level 2
159 Khyber Pass Road, Grafton, Auckland

Dates: **Friday, May 4**
– Creating your strategic advantage

Friday, June 22
– Implementing your Environmental
Management System

Friday, July 27
– Saving on energy and transport

Friday, August 24
– Managing and reducing waste

Friday, October 5
– Green marketing and internal audit
training

Charge: \$4,080 +GST per business *HOWEVER the first 50 qualifying businesses to sign up will be assisted with funding from EECA and Auckland Council, reducing the investment to \$1,995 +GST per business for the whole Eco Smart Business programme.*

eco | smart | business

**Give your business
customers and consumers*
what they want:
environmentally and
socially responsible
products and services.**

eco | smart | business

Apply to take part in

programme NOW