

Summary of carboNZero certification:



Black Robin Design Limited

Black Robin Design Limited meets the requirements of carboNZero^{Cert™} certification having measured its greenhouse gas emissions in compliance with the requirements of ISO 14064-1, committed to managing and reducing its emissions and neutralised the remaining unavoidable emissions through the cancellation of an appropriate number of verified carbon credits in respect of the operational activities of its organisation.



blackrobindesign

Introduction¹ – Black Robin Design is a small brand strategy and graphic design agency in Central Auckland. We specialise in brand, packaging and corporate design work. We believe high end design and environmental responsibility are not mutually exclusive. Great design is a powerful force and defining touch point in consumer experience, marketing and advertising campaigns of the companies we work for. The Black Robin or Chatham Island Robin (*Petroica traversi*) is an endangered bird from the Chatham Islands off the east coast of New Zealand. From its rocky road to extinction this delightful bird has made a spectacular recovery and is now a renowned conservation success worldwide, with numbers continuing to slowly increase. It's this fortitude and ability to adapt that make this little bird so astounding and a perfect brand icon for Black Robin Design, symbolising deft innovation and environmental sustainability in these changing times. We are committed to sustainable business practices and believe high end design and environmental responsibility are not mutually exclusive. We make it our goal to help our clients to make the most effective environmental and socially responsible choices when it comes to their design and print.

Boundary – The boundary for the preparation of Black Robin Design' greenhouse gas (GHG) inventory is for one site. All business activities have been included.

Consolidation approach – Operational control

Base year – 01/08/2009 to 31/07/2010

Measurement period – 01/08/2009 to 31/07/2010

¹ **Disclaimer:** This Disclosure Statement is a summary of the verified information considered for certification and the certification decision. It should not be taken to represent the full submission for certification. While every effort has been made to ensure that the information in this Disclosure Statement is accurate and complete, Landcare Research does not, to the maximum extent permitted by law, give any warranty or guarantee relating to the accuracy or reliability of the information.

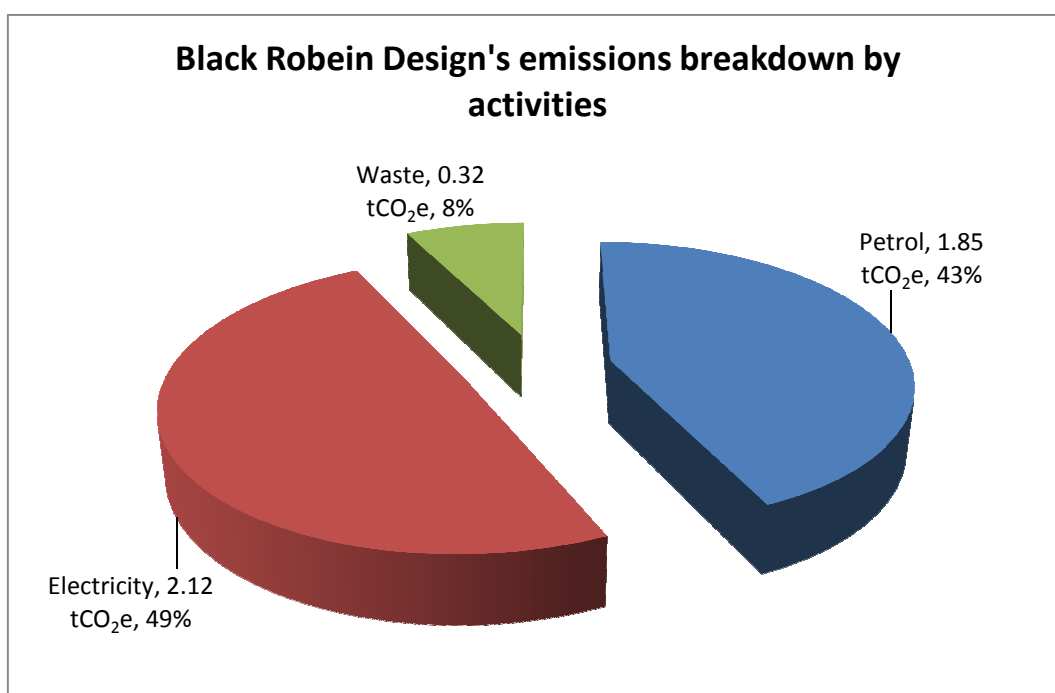
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GHG emissions source inclusions – the diagram below shows the operational GHG emissions for Black Robin Design by emissions source. Black Robin Design's total emissions for this period were 4.29 tonnes carbon dioxide equivalents (tCO₂e). The breakdown of the total emissions by Scope was:

Scope 1: 1.85 tCO₂e;
Scope 2: 2.12 tCO₂e
Scope 3: 0.32 tCO₂e.



GHG emissions source exclusions – Courier activities under 2kg was excluded from this inventory as allowed within the programme's *de minimis* rule.

GHG emissions reduction commitments – Black Robin Design has developed a GHG emissions reduction plan. Some projects in this plan include:

- Reduce the amount of electricity used for lighting by removing one fluorescent tube per unit to halve electricity usage for lighting
- Reduce Waste to landfill by purchasing a bokashi system for all food waste
- Purchased a low emissions, small car; Toyota Yaris hatchback as the company car to maximize fuel efficiency and keep emissions down

Offset – 5 tonnes CO₂e. VERs² from PRE³ landfill gas project (Palmerston North). Serial numbers 209748-209752 have been cancelled (or equivalent) on the Markit Environmental Registry.

² VERs are created by eligible projects for emissions reductions achieved up to the end of 2007.

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Verified by – Green Fox Consulting Ltd

Threshold of materiality – excluded emissions do not exceed 5% of the total footprint for organisation boundary stated.

Level of assurance – Reasonable assurance

Certification status – carboNZero certified small enterprise covering all operational emissions at one site.

Certificate number – 2010137J

Valid until – 30 November 2013

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³ PRE - Projects to Reduce Emissions is a New Zealand government scheme for projects that are eligible under the Joint Implementation initiative of the Kyoto Protocol – see www.mfe.govt.nz