

## Summary of carboNZero certification:



Ideas Shop Limited

*Ideas Shop Limited meets the requirements of carboNZero<sup>Cert™</sup> certification having measured its greenhouse gas emissions in compliance with the requirements of ISO 14064-1:2006, committed to managing and reducing its emissions and neutralised its remaining unavoidable emissions through the cancellation of an appropriate number of verified carbon credits in respect of the operational activities of its organisation.*

**ideas** shop

**Introduction<sup>1</sup>** – Ideas Shop is a public relations and communications firm located in Wellington New Zealand with a speciality in designing and implementing individually tailored communication strategies that ensure our clients' messages are heard and understood. Although located in Wellington, we have a national and international reach.

We communicate our dedication to sustainability through our actions. Unlike some PR firms, we travel green – walking or taking a bus whenever possible. We recycle, print double-sided and compost at work. We use energy-efficient heat pumps, green cleaning products and save power by not having a lift. We buy New Zealand made wherever possible and prefer suppliers who share our environmental values. We're on Green List's register of eco-friendly PR firms and specialise in sustainability and non-profit media relations. We were the 2009 winner of the Sustainable Business Network Emerging SME category for the Central and Southern region. We have entered the carboNZero programme as the next step in our sustainability journey. The programme forces us to measure and recognise the cost of carbon in the delivery of our services – thereby providing an incentive to continue to reduce our footprint. Further it is part of our commitment to becoming a sustainable business, which we entered into at the World Climate Summit in Cancun in December 2010.

**Boundary** – The boundary for the preparation of Ideas Shop Limited's greenhouse gas (GHG) inventory is for one site. All business activities have been included.

**Consolidation approach** – Operational control

**Base year** – 01/04/2010 to 31/03/2011

**Measurement period** – 01/04/2010 to 31/03/2011

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<sup>1</sup> **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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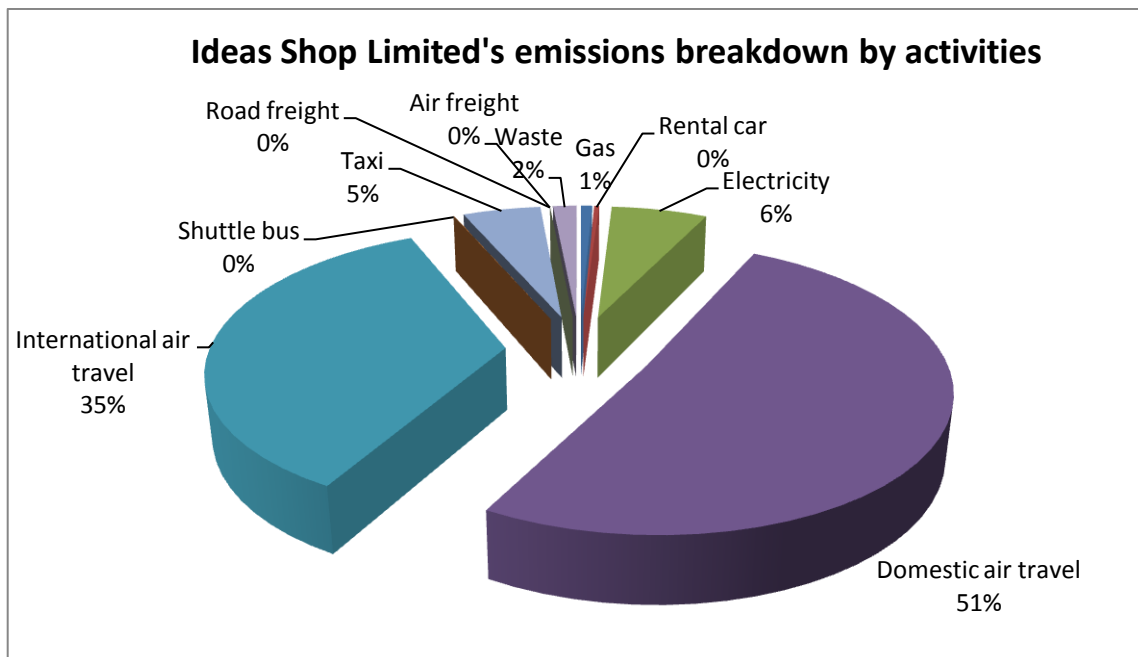
Ideas Shop Limited

**Emission source inclusions** – the diagram below shows the operational GHG emissions for Ideas Shop Limited by emissions source. Ideas Shop Limited's total emissions for this period were 40.28 tonnes carbon dioxide equivalents (tCO<sub>2</sub>e) comprising:

Scope 1: 0.42 tCO<sub>2</sub>e

Scope 2: 2.49 tCO<sub>2</sub>e

Scope 3: 37.36 tCO<sub>2</sub>e



**Emissions source exclusions** – Postage and local couriers were excluded as it was *de minimis*. Occasionally petrol purchases may be reimbursed to the Partners. Data on this is difficult to extract, and occurrence is rare, therefore this emissions source is highly likely to be *de minimis*.

**Emission reduction commitments** – Ideas Shop Limited has developed a GHG emissions reduction plan. Some projects in this plan include:

- Reduce electricity consumption by 5% per employee - Ensuring energy efficiency initiatives are implemented to manage electricity consumption in our new premises
- Reduce emissions from domestic air travel by 5% per employee - Develop a travel policy to manage domestic air travel encouraging trip efficiency e.g. combining business trips
- Reduce waste total waste to landfill by 5% - Continue to reduce waste to landfill through the recycling and composting programmes currently in place

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- Aim to eliminate LPG consumption - Through the use of efficient heating e.g. heat pumps at the new premises
- Reduce emissions from taxi transport by 5% per employee - Develop a travel policy to encourage the use of walking, public transport and shuttles wherever practicable as opposed to taxi use.

**Offset** – 41 tCO<sub>2</sub>e. EBEX21 Native Forest Regeneration Projects (PSI Compliance). Serial numbers 801144-801184 have been cancelled (or equivalent) on the New Zealand Emissions Unit Register.

**Verified by** – carboNZero SBU

**Data quality score** – Good

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

**Level of assurance** – Reasonable assurance

**Certification status** – carboNZero certified “organisation”

**Certificate number** – 2011078J

**Valid until** – 31 July 2014

Ideas Shop Limited, Level 2, 15 Marion Street, Te Aro, Wellington 6141, New Zealand. Telephone: +64 0 (4) 381 2200, Email: [Rachel@ideasshop.co.nz](mailto:Rachel@ideasshop.co.nz). Web: [www.ideasshop.co.nz](http://www.ideasshop.co.nz)