

Summary of carboNZero certification:

Bizzone Business Expos 2009



Bizzone Business Expos 2009 meets the requirements of carboNZero certification having measured its greenhouse gas emissions in compliance with ISO 14064-1 committed to managing and reducing its emissions and neutralised its remaining emissions in respect of the expos held in New Zealand on May 27 – 29, 2009 (Auckland), July 22 –24, 2009 (Wellington) and August 5 – 7, 2009 (Christchurch).



Introduction¹ – The Bizzone Business Expos 2009 consisted of a series of 3 expos held in Auckland (May 27 – 29), Wellington (July 22 – 24) and Christchurch (August 5 – 7). The Expos were organised by STA NZ Ltd trading as Bizzone™. SMC (an Event Management Company) helps Bizzone during pack in, pack out and exhibiting days of the Expo. SMC also help liaise with suppliers, and venues etc.

Over 400 exhibitors came from a range of business support and advisory services. The Expo also encompassed the National Bank Seminar Series where experts provided free advice on subjects to help businesses grow. The theme of this year's Expo was 'Smart Marketing'.

Sustainability is an important aspect of the event and steps were taken both in the organisation and running of the event, to minimise the environmental impacts.

This the second year the Expo has been carboNZero certified. The 2008 Expos (trading as the Small Business Expo) was also certified and more information on the 2008 certification can be found at

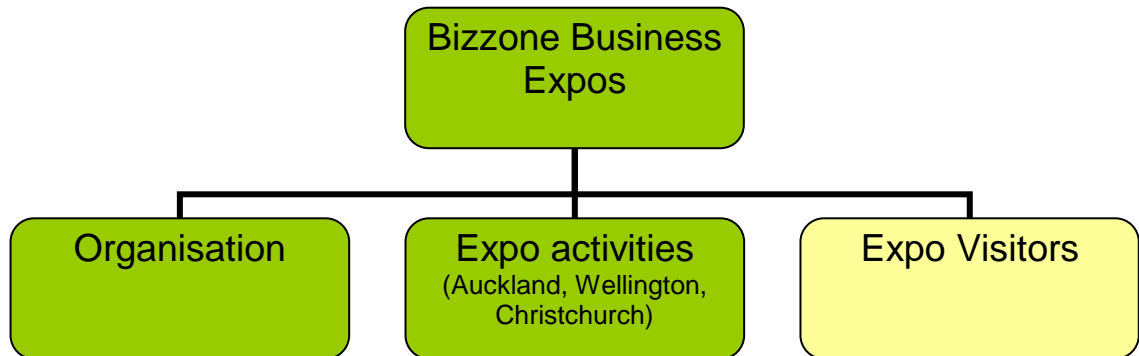
www.carbonzero.co.nz/members/events_certified.asp#SBexpo08 .

Boundary – the diagram below shows the organisational structure used for describing the Expos greenhouse gas (GHG) emissions inventory, and what business units were included in the carboNZero certification. Yellow business units were required to be measured but not offset.

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.

Summary of carboNZero certification:

Bizzone Business Expos 2009

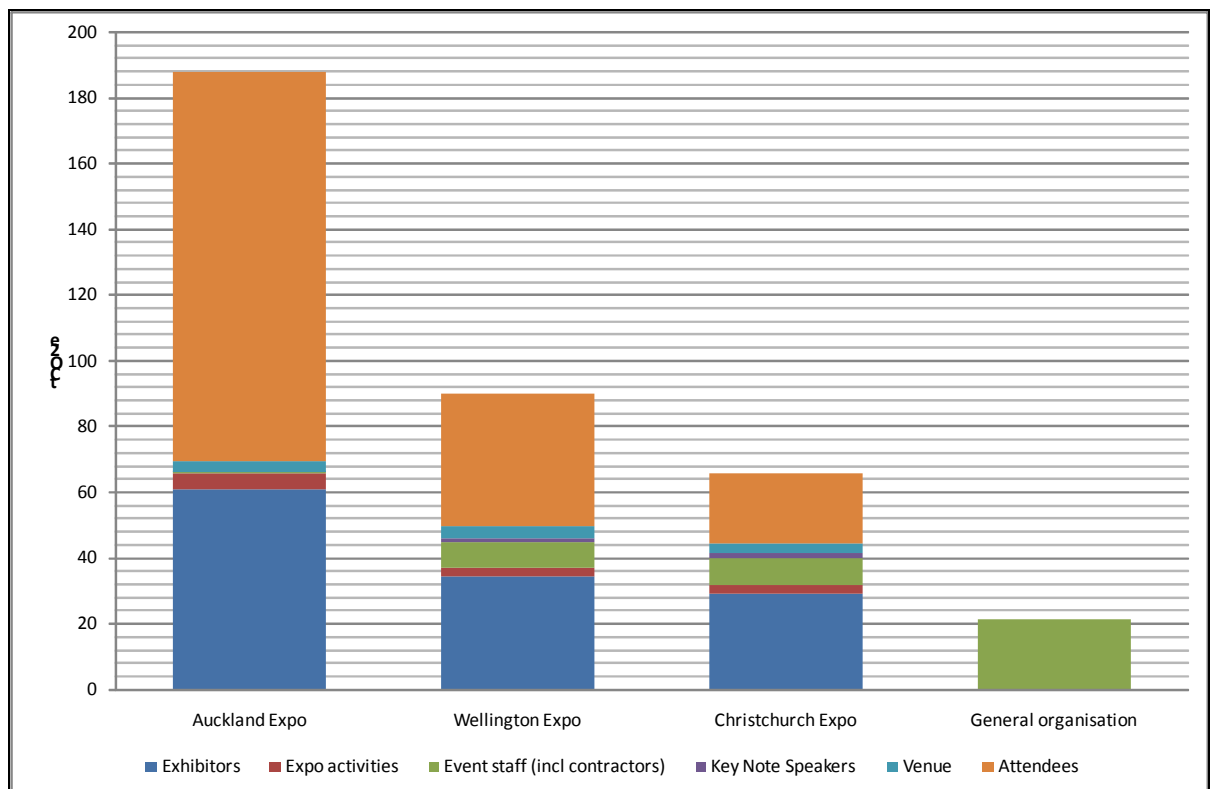


Consolidation approach – operational control

Event Base year – April 16 – 18, 2008 (Auckland), May 20-22, 2008 (Christchurch) and June 25 – 27, 2008 (Wellington).

Event Measurement period – May 27 – 29, 2009 (Auckland), July 22 – 24, 2009 (Wellington) and August 5 – 7, 2009 (Christchurch).

GHG emissions source inclusions – the diagram below shows the operational GHG emissions for the Bizzone Business Expos by emissions source. The Expo's total emissions for this period were 365 tonnes carbon dioxide equivalents (CO₂e) all comprising of Scope 3 emissions. The following graph outlines the emissions sources.



Summary of carboNZero certification:

Bizzone Business Expos 2009



GHG emissions source exclusions –

- Attendee Travel (when travelling by air) to and from place of residence to airport and from airport to conference – data was unable to be obtained.
- Non keynote speaker travel - it was assumed that these speakers were attending the expo as exhibitors and therefore travel was captured.
- Interisland Ferry Freight – initial calculations showed this to be de minimis.

GHG emissions reduction commitments – The Organiser developed a GHG emissions reduction plan. Some projects in this plan included:

- The marketing campaign concentrated on the online environment as opposed to the printed media. No promotional flyers were printed effectively a reduction of the over 300,000 that were printed and distributed in previous years.
- Exhibitors were provided with information about processes for waste on arrival at the Expo and signage information was placed on all stands. Exhibitors were encouraged to re-use packaging material where possible. This resulted in over 25% less waste produced compared with the previous year.
- Signage for the Expo was recycled where possible even with a new brand and new sponsors. By using stickers to cover old logos with the new ones and using the same orange brand colour 25% signage that otherwise would have been thrown out was re-used.
- Billboards made of recyclable materials will again be recycled into a feel good product for Bizzone partners, sponsors, family and friends.

GHG emissions reduction report against last year's plan – When GHG emissions (excluding attendee emissions) are divided by the amount of attendees and the amount of exhibitors the 2009 event has greater emissions intensity. There is an increase of 0.002 tCO₂e per attendee (an increase of 13%) and 0.043 tCO₂e per exhibitor (an increase of 10%).

The main increase in emissions can be attributed to several factors including:

- The proportion of air travel to the total inventory (27% of total 2008 inventory, 53% of total 2009 inventory)
- The increase in the air travel Emissions Factor from 2008 to 2009
- The change in data quality (the 2009 exhibitor survey relies on more extrapolation than the 2008 event) which introduces a level of uncertainty into the analysis

Offset – 161 tonnes CO₂e. AAUs² from Trustpower Hydro projects created under the New Zealand Government's PRE³ above scheme. Serial numbers 501553-501713 have been cancelled (or equivalent) on the carboNZero registry. Carbon credits were not required to offset emissions from:

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

³ PREs are 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.

Summary of carboNZero certification:

Bizzone Business Expos 2009



- STA New Zealand Ltd activities (already certified under the carboNZero Small Enterprise Certification). This accounts for 21.25 tCO₂e
- Attendee travel and logistics. This accounts for 179.92 tCO₂e.
- Electricity at the Christchurch Venue (Christchurch Convention Centre) as all electricity is purchased from Meridian Energy – a carboNZero certified electricity supplier. This accounts for 3.05 tCO₂e.

Verified by – Green Fox Consulting Ltd

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

Level of assurance – limited assurance

Certification status – carboNZero certified “event” covering the organisation, event and attendee logistics.

Certificate number – 2010052J

STA New Zealand Limited, 39 Jervois Road, Herne Bay, Auckland, 1011, New Zealand
Tel: +64 (0) 9 361 6755, Email: annie.gandar@bizzone.com, Web: www.bizzone.com