

## Summary of carboNZero certification:

First Direct Limited



*First Direct Ltd Meets the requirements of carboNZero<sup>Cert TM</sup> certification having measured its greenhouse gas emissions in compliance with ISO 14064-1, committed to reducing its emissions and neutralised the remaining unavoidable emissions in respect of the operational activities of its organisation including its taxi service.*



**Introduction<sup>1</sup>** – First Direct is a taxi company established in 1990. It has been owned and operated by the Jackman family since 1992. It has a growing fleet of over 135 vehicles, including the largest fleet of wheelchair-accessible taxis in the South Island. The bulk of the fleet is owned by self-employed owner-operators who work under the umbrella and control of the company and pay a monthly subscription fee. The company owns around 25% of the fleet, including most of the wheelchair vehicles. First Direct provides taxi transport services for numerous clients in Christchurch including hotels, airlines, health providers, education providers, central and local government, and many other large and small businesses and organisations. The company is a member of the New Zealand Taxi Federation.

Since 2007, carbon reduction has been a strong focus for the company and it has launched a number of sustainability initiatives. First Direct was the first Christchurch company to establish a hybrid fleet in 2007 and it has actively encouraged its members to switch to low-emission vehicles. The hybrid fleet currently makes up over 25% of the total car fleet. A maximum CO<sub>2</sub> rating of 200 grams per km for all new and replacement cars entering the fleet was recently written into the company's vehicle policy. Education of drivers on environmental issues is an important part of First Direct's sustainability policy. The company has worked with the Sustainable Business Network's Greenfleet Programme on a Sustainable Driving course for small passenger service vehicle drivers that highlights issues around fossil fuel usage and demonstrates ways to reduce fuel consumption. Ongoing education at meetings and in newsletters has also raised awareness of environmental issues considerably in the company. Another initiative to reduce fuel consumption was a review in 2008 that resulted in a reconfiguration of First Direct's GPS dispatch system to change driver behaviour and reduce dead miles for operators travelling to pickup points.

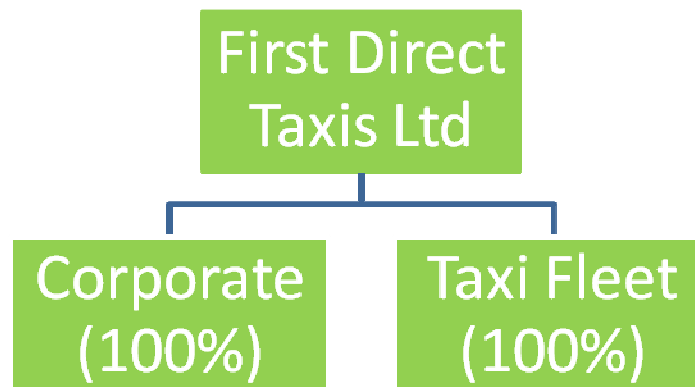
**Boundary** – the diagram below shows the organisational structure used for describing First Direct Taxis greenhouse gas (GHG) emissions inventory, and what business units were included in the carboNZero certification.

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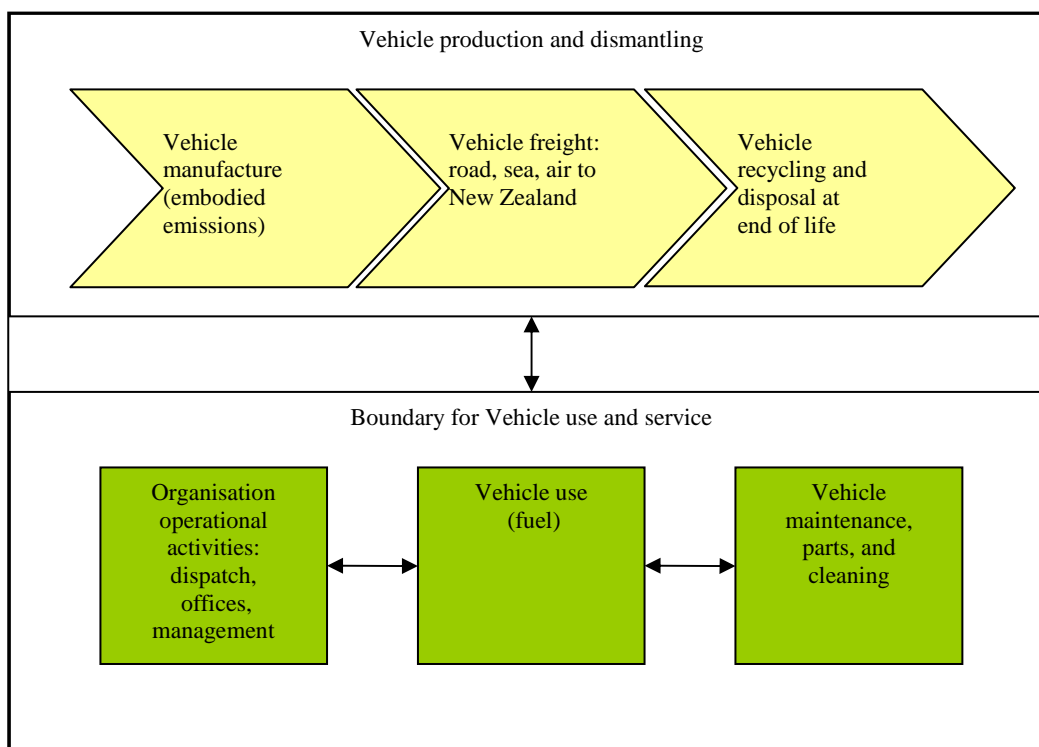
<sup>1</sup> **Disclaimer:** This Disclosure Statement is a summary of the verified information considered for certification and the certification decision. It should not be taken to represent the full submission for certification. While every effort has been made to ensure that the information in this 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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For the certified service, the diagram below shows the additional GHG emissions sources associated with the life cycle of the taxi service. The green boxes indicate activities included in the certified service, whilst the yellow boxes indicate the emissions sources not included in the certified service.



**Consolidation approach** – operational control

**Base year** – 01/12/2008 to 30/11/2009

**Measurement period** – 01/12/2008 to 30/11/2009

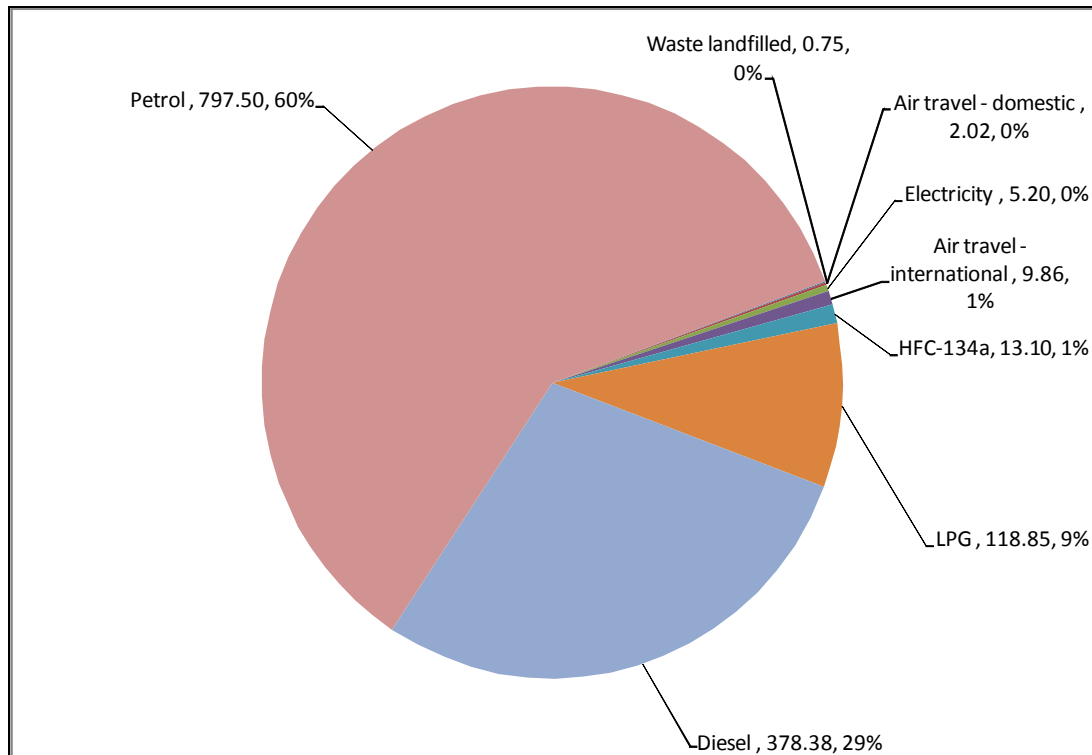
**GHG emissions source inclusions** – the diagram below shows the operational GHG emissions for First Direct by emissions source. First Direct Taxis's total emissions for this period were 1325.66 tonnes carbon dioxide equivalents (CO<sub>2</sub>e) comprising

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1307.83 tonnes CO<sub>2</sub>e Scope 1, 5.2 tonnes CO<sub>2</sub>e Scope 2 and 12.62 tonnes CO<sub>2</sub>e Scope 3 emissions. The following graph shows GHG emissions from each activity (tCO<sub>2</sub>e, %).



### GHG emissions source exclusions –

- Office paper – no information was available. To be included in the next inventory report.
- Electricity for offsite/contracted grooming. This was estimated to be less than 1% of the entire inventory and is therefore de minimus.
- Vehicle Maintenance and grooming – lack of data and initial analysis based on assumptions has shown to be de minimus

**GHG emissions reduction commitments –** First Direct has developed a GHG emissions reduction plan. Some projects in this plan include:

- Trialing of B20 biodiesel in diesel vehicles owned by the company
- A vehicle procurement and replacement policy whereby all new cars entering the fleet are subject to a maximum carbon dioxide rating of 200 grams/km (as per rightcar.co.nz data)
- Expansion of the First Direct/Sustainable Business Network Sustainable Driving Course which aims to teach the skills and knowledge to enable drivers to reduce fuel consumption.
- A major review of First Direct logistics to reduce “dead miles” (distances travelled without a passenger on board) from the total operation.

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**Offset** – 1321 tonnes CO<sub>2</sub>e. AAUs<sup>2</sup> from Trustpower Hydro projects created under the New Zealand Government's PRE<sup>3</sup> above scheme. Serial numbers 500232-501552 have been cancelled (or equivalent) on the carboNZero registry. Carbon credits were not required to offset emissions from purchased electricity because all electricity is purchased from Meridian Energy.

**Verified by** – AsureQuality Ltd

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

**Level of assurance** – organisation - reasonable assurance, service – limited assurance

**Certification status** – carboNZero certified “organisation” and “service” covering the taxi vehicle fleet, office administration, and staff air travel.

**Certificate number** – 2010051J

**Valid until** – 28 February 2011 (reissued 31 May 2011)

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

<sup>3</sup> 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](http://www.mfe.govt.nz).