

Reimagining a better way

3R Group's core business is focussed on minimising the impact of business on the environment. They develop programmes to recycle or responsibly dispose of used products and packaging. From businesses with a specific waste issue, to industry-wide projects looking at the full product life cycle, they are experts in product stewardship solutions. With this in mind, it was natural that 3R became a founding member of the **Zero Carbon – Climate Action Group**, helping to inspire action for a better environment. They measure, manage and offset their own carbon impacts and are keen to inspire other organisations to make meaningful changes.

Zero Carbon - Climate Action Group

ZCCAG is a collaboration of leading New Zealand businesses whose purpose is to inspire the decarbonisation of business by transitioning to a zero carbon economy. The group aims to increase awareness of accurate and efficient emissions measurement, management and reduction through driving demand in procurement and supply chains. ZCCAG is part of a greater community of businesses and organisations, brought together by the Sustainable Business Council, which are undertaking collective action to deliver emissions reduction between now and 2020.

3R have been reimagining waste for more than 12 years. Through their work in the rural sector, they have collected and recycled more than 2.5 million kg of plastic, plus collected more than 100,000 kg of unwanted or expired agrichemicals for safe disposal. Additionally, more than 3.76 million individual items have been collected and processed by 3R through their work with Resene PaintWise™ and the Dulux Paint and Packaging Take Back programme.

As waste is a significant contributor to greenhouse gas emissions, their business is an integral part of the solution. Their creative approach has led them to develop recycling programmes for consumers and industry, and help individual businesses reduce their waste to landfill. 3R are well on their way to a national solution for recycling child car seats with SeatSmart (annually more than 40,000 seats expire and end up in landfill). Another project in start-up mode is Rebound mattress recycling. With these innovative projects, you can only expect that they would turn their critical eye to their own climate impacts.



carboNZero^{Cert}™ certification

3R have successfully achieved carboNZero certification, awarded by Enviro-Mark Solutions. This means they are managing, reducing and then offsetting their climate impacts to international best practice. carboNZero certification is independent, third party certification of their carbon reduction and neutrality claims. They had been “going it alone” for six years but saw the need to seek external validation of their efforts. A 40% reduction in carbon emissions over three years was achieved by reducing fuel and freight through a number of business initiatives and changes including the establishment of a Christchurch processing base. To offset the remainder of their emissions, they have purchased carbon credits from Hinewai Reserve, Banks Peninsula, which means they are investing in local carbon sequestration and biodiversity projects. Ongoing initiatives continue to reduce their current footprint. Further information on their certification can be obtained from www.enviro-mark.com.

40% reduction in greenhouse gas emissions through certified carbon management over three years

carboNZero^{Cert}™
ISO 14064-1 • certified organisation



Waste is not a problem, but an environmental and economic opportunity



Electricity efficiency

Electricity use can be a significant source of carbon emissions. With this in mind, the 3R team assessed their business for potential efficiency opportunities. In their Auckland facility they were able to review their lighting systems and construct a business case to invest in an upgrade to a more efficient option. Traditional light bulbs have been replaced with LEDs which means they now use significantly less energy which results in reduced carbon emissions.

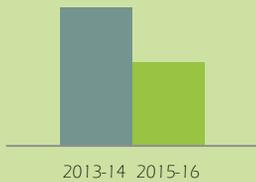
3R help businesses who want to take responsibility for their products at end-of-life



Procurement

3R aims to positively influence other organisations around them through their purchasing decisions. Their procurement policy favours sustainably produced products and services. With this, they chose to switch a number of suppliers to like-minded organisations that have also achieved carbonZero certification. For example, they now use carbonZero certified electricity from Ecotricity, which means that the carbon impact of electricity usage is already offset. For their printing and copying needs, they use carbonZero certified printer provider Ricoh. All of their office paper is FSC-certified. For other general-use office products they purchase ecostore products (which are produced by a carbonZero and Enviro-Mark certified manufacturer) and Fair Trade certified products.

40% reduction in
carbon footprint
over 3 years



1,177 tonnes of
materials diverted
from landfill



6.35 million items
collected to
recycle since 2005



Resource recovery

As resource recovery specialists, 3R are well aware that waste in landfill has environmental and climate impacts through increased carbon and methane emissions. So they look for recycling opportunities in their own business as much as possible. In addition to the traditional of items of paper, plastic, and cardboard, in their Hastings office they also recycle soft plastics, oral hygiene products and e-waste, and use Bokashi composting.

This passion for resource recovery extends beyond their own operations and business services to a commitment to influence and enable other businesses on their sustainability journey. Active membership of Sustainable Business Council, WasteMINZ, NZ Business and Parliament Trust, and the Sustainable Business Network sees them working on projects such as Vision 2050 and running local sustainability events as the SBN Regional Business connector.



3R

REIMAGINEERS

Combining imagination
and science to
repurpose waste

As a sustainability leader, 3R's commitment to sustainable development is inherent in all their business activities. Their efforts show that even small businesses can reduce their emissions and make a difference for the environment. They help other businesses take advantage of the waste-ed opportunity to add value and create wealth for their organisation and the whole country. Through its low carbon business model, 3R is well on track towards *Vision 2050*: "To live well and within the limits of the planet".

Find out more about 3R's work through their Sustainable Development Report here at 3r.co.nz/our-story/sustainability/.

ZERO CARBON

CLIMATE ACTION GROUP

The founding members of the Zero Carbon – Climate Action Group are demonstrating the business advantages of the low carbon economy. 3R Group has found that in committing to zero carbon business they are more resilient, profitable, and competitive.

If your organisation is ready to commit to zero carbon, contact the Zero Carbon – Climate Action Group representative, Josephine Rudkin-Binks to find out more:

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Expired car seats are dismantled so materials can be recycled and given new life, such as part of a new backpack