

Summary of carboNZero certification: Sarah Trotman Limited Small Business Expo Limited



The 2008 Small Business Expo and the Vero Excellence in Business Support Awards meets the requirements of the carboNZero^{Cert™} certification having measured and reduced its greenhouse gas emissions and mitigated its remaining unavoidable emissions in respect of the events held in Auckland, Christchurch and Wellington.



Introduction¹ – Sarah Trotman Limited (STL) organises and markets a number of initiatives in the business support sector, namely the Business Expos, the Excellence in Business Support Awards and an Expo magazine. STL holds a significant database of business owners gathered from these initiatives, who are proactive in growing their business. Their vision is to build a global business support brand to include a global database of proactive business owners by connecting business owners with sustainable business support.

The 2008 Small Business Expo (now known as Bizzone Business Expos) is the largest event held for business in New Zealand. The event runs in Auckland, Wellington and Christchurch to audiences of over 13,000 business owners. The Expo features exhibitors from a wide variety of industries that offer services to business. The National Bank Seminar Series takes place during the Expos and featured a range of business speakers. A major focus of this year's Expo was sustainability: the Expos included a sustainability zone with a range of organisations offering sustainable business support, products and services. The National Bank Seminar Series featured key note speakers and a morning dedicated to sustainability issues.

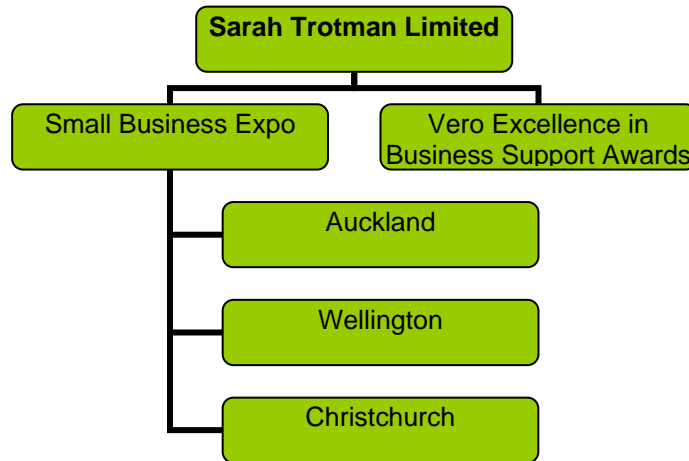
The Vero Excellence in Business Support Awards recognise excellence in the field of business support. The Awards honour those entities and individuals who make real contributions in providing quality products and services, making life easier for business owners. The Awards have been created by Sarah Trotman, business support sector specialist and are supported by foundation sponsor Vero, also sponsored by BDO Spicers and the National Business Review. They are independently evaluated by the New Zealand Business Excellence Foundation.

The Awards provide a unique opportunity for organisations to benchmark their performance alongside other organisations in their sector, give a mark of quality to their organisation as well as learning from others in the sector.

Boundary – the diagram below shows the organisational structure used for describing Sarah Trotman Limited and the Small Business Expo greenhouse gas (GHG) emissions inventory, and what business units were included in the carboNZero certification.

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.

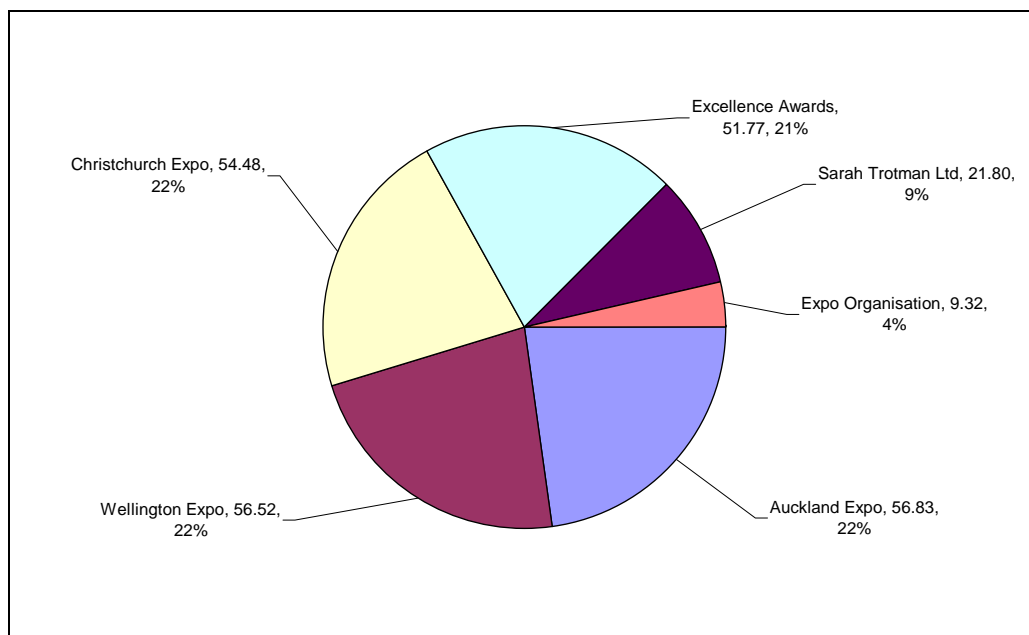
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Consolidation approach – operational control

Measurement period – 01/07/2007 to 30/06/2008.

GHG emissions source inclusions – the diagram below shows the operational GHG emissions for STL by emissions source. STL total emissions for this period were 362.04 tonnes carbon dioxide equivalents (CO₂e). 133.13 tCO₂e were a result of attendee travel to the Expos and were not required to be offset (Attendee travel to the Vero Awards was required to be offset). This figure has been excluded from the graph below.



GHG emissions source exclusions – There were no significant activities excluded from the inventory

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

- Paper use reduction and recycling at the events and offices
- Waste reduction and recycling at the events and offices
- Energy conservation measures at the events and offices

Offset – 229 tonnes CO₂e. VERs² from EBEX21³ and PRE⁴ wind power projects. Serial numbers 316586-316699 for PRE Tararau II wind power and 109547-109661 for EBEX21 have been cancelled on the carboNZero programme registry. Carbon credits were not required to offset emissions from purchased electricity at the Christchurch Expo because all electricity is purchased from Meridian Energy

Verified by – Prescott Horn

Level of assurance – Reasonable assurance

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

Certification status – carboNZero certified “event”

Certificate number – 2009015

Certification valid until – N/A

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

³ EBEX21 – Emissions Biodiversity Exchange in the 21st Century project creates carbon credits through the regeneration of native forest on private land – see www.ebex21.co.nz

⁴ 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