



Toyota NZ - global vision, with extra kiwi drive

Toyota NZ (TNZ) is a subsidiary of Toyota Motor Corporation, a multinational with a reputation for environmental leadership, a commitment to 'sustainable mobility' and ultimately to zero emissions from production, use and disposal of vehicles. TNZ has 221 employees and strongly supports its parent company's commitment.

New Zealand car buyers surveyed by the Motor Industry Association since 2005 have consistently ranked Toyota as "number one" in the section which asks: "Which manufacturers' brand 'cares most for the environment' and 'cares most for the community?'"

TNZ's chief executive Alistair Davis says the management team has long been passionate about the environment: "Science and common-sense dictate that climate change is a serious issue and that cars are part of the problem. We had to decide what to do about it. Business can't succeed in a society that fails."

TNZ has acquired extra tools that allow it to confidently "walk the talk" with local consumers.

The company started its carboNZero^{Cert™} certification journey in 2006 and in 2009 also became CEMARS® (Certified Emissions Measurement And Reduction Scheme) certified, to include the measurement and management of its vehicle freight. In short, that means it has been measuring its carbon footprint, finding ways to manage and reduce it and having the process independently verified for nearly five years.

For TNZ, the certification not only endorsed its environment credentials, but the process also prompted reviews that paid big dividends.

Energy audits found opportunities for savings in lighting, heating, cooling, and operation of paint ovens. From 2006 to 2010, sales were up, but gas and power consumption was cut by 35% and savings of \$200,000 were made at the two main sites.

As well as this a 28% reduction in air travel meant total savings of \$2.1 million, compared with 'business as usual' in that period. Travel was cut, for example, through the use of on-line used vehicle auctions and teleconferences. The travel savings cannot be solely credited to certification, but this provided the initial motivation and momentum.

Tristan Lavender, TNZ's environmental officer, says such large savings contradict the conventional view that carbon management lacks real benefits, or is expensive to implement, as these savings easily absorb the cost of new investments and the purchase of carbon credits.

Both CEMARS and carboNZero certification fit well with the company culture.

Company staff members are benefiting. Tristan says a staff carbon performance bonus scheme runs alongside the sales performance targets. It covers reducing air travel, power used in buildings and more efficient fuel use in cars. If year-end targets are met staff are rewarded with a bonus.

TNZ also contributes to social and environmental projects to mitigate its carbon footprint. Between 2007 and 2010, for example, the carbon credits it purchased helped fund Palmerston North City Council's 'Landfill to Gas' project, which generates renewable electricity from landfill gases to power the city's wastewater treatment system.

TNZ's annual certification fee was also recouped by revising many operational systems, such as air conditioning and security lighting with seasonal cycles, changing office and warehouse lighting, lagging hot water pipes and introducing more efficient paint ovens at the Thames plant.

Tristan says the carboNZero programme's rigorous scientific integrity makes it the logical choice to continue to manage and help reduce TNZ's emissions. Both CEMARS and carboNZero certification are based on a scientific footprint measurement, aligned with international best practice (ISO 14064-1) and developed by the first GHG certification programme to be internationally accredited to ISO 14065, which means the brand is recognised in 50 economies.

