

# Conform 2 Perform

## The Newsletter of Global-Mark

Spring 2008

### Special points of interest:

- **Customer Certifications and Achievements**
- **The Six Sins of Greenwashing**
- **Global-Mark's Training Program for 2009**

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## The Green Revolution

Dear Readers,

Welcome to another edition of our newsletter. Since our last newsletter Global-Mark has made some important changes;

- We have moved offices (see page 3 for details) which is reflective of our growth. Our new office is very close to the new North Ryde train station on Delhi Road, making it much easier for clients and staff to visit us using public transport. Our new office also has meeting rooms (with teleconferencing facilities) and a training centre, so we will run most of our Sydney courses here.
- We have recruited new staff, both technical and administrative as we believe it is critical to remain responsive and supportive in our client relationships.

In this newsletter, I would like to focus our attention on the "green revolution" which is imminent or in many cases, well upon us. Like a tidal wave, it is bearing down. As with all revolutions before it, the first thing to do is to recognise it coming, then to plan and react, so you can make the most of it.

If you prepare, plan and execute well, you may even be able to ride the wave in order to create a competitive advantage. The ideal is to become part of the solution.

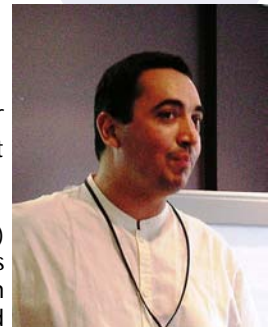
For Global-Mark this is a great opportunity and we are already working with clients on their GHG emissions or carbon footprints (more on this in our future newsletter as our programs and accreditations develop further).

For me, and most of my colleagues, the "green revolution" (which encompasses sustainability with the reduction of environmental impacts), sees the quest for reduction in consumption bring about an opportunity to blend passion with profession.

For clients and the community as a whole, there is no way to avoid it. We will need to improve. We will need to reduce our impacts. This starts now and the more you can do now, the more prepared you will be when it is imposed on us. The longer we leave it, the more painful and / or expensive the solutions required will be. It is amazing how simple, low cost measures can impact by up to 30 or even 50%. You can do this as an individual, or as an organisation and there are significant indirect benefits too. Staff, clients and the wider community will value the effort. There is a chance for you to lead your industry, and get rewarded for it.

Why don't we start making the effort today? It all starts by thinking about the environment with every decision you make. When I have office days, I now ride my bicycle to work, feel great both physically and mentally, and feel just that bit better knowing that it is more beneficial than a strong coffee to wake me up!!

Herve Michoux  
Managing Director





## FutureTrain Pty Ltd Gains ISO 9001 Certification

FutureTrain is a wholly-owned Australian company, specialising in custom-built training and information programs for delivery online as e-learning applications, or as stand-alone CD-ROM/DVD-based multimedia programs. The company also develops materials that support face-to-face training and blended learning solutions.

In 2007, FutureTrain was offered the opportunity to requalify for a Commonwealth Government e-learning panel. To maximise its chances of success, the company decided to seek ISO 9001 certification and, as a result, FutureTrain created FT2012 - FutureTrain's quality management system. With the capable support of Larry Weiss, the FutureTrain team moulded their existing quality system into one that met all the elements of the ISO 9001 standard. Their hard work was rewarded in November 2007 when they were recommended for certification by Global-Mark.

FutureTrain is committed to providing quality-endorsed products to its clients and uses FT2012 to support this commitment. Find out more about FutureTrain at <http://www.futuretrain.com.au>.



## Transition Arrangements to Chain of Custody AS 4707-2006

As you may know AS4707 (Int)-2004 has been replaced by AS4707-2006.

The following is an extract from the JASANZ policy on the transition;

*"All new applicants shall be required to demonstrate compliance with AS 4707-2006 (Incorporating Amendment 1), before certification is granted".*

For existing certifications, during this transition period, organisations can choose to maintain certification to AS 4707(Int)-2004, or gain certification to AS 4707-2006 (Incorporating Amendment 1), recognising the obligation of the certified organisation to demonstrate compliance with AS 4707-2006 (Incorporating Amendment 1) by no later than 31 January, 2009.



## We Have Moved!

We look forward to welcoming you to our new office. We hope this new office will cater for our needs for the next decade as moving is a lot of hard work! Please note our new address.

### Please Visit Us Open Day 7th November 2008

You are invited to join us for Cheese and Wine in our new office, to meet our team.

We look forward to welcoming you between 2pm to 5.30pm, and kindly request you RSVP to 02 9886 0222 or [Hannah.Sciberras@Global-Mark.com.au](mailto:Hannah.Sciberras@Global-Mark.com.au) before October 27th.

### Our New Facilities

Our new offices overlook the Lane Cove National Park. In line with this issue's focus on the "green revolution", this brand new building offers a lot of the new environmental and sustainable solutions available to architects and builders today. We can open the windows on all 4 corners of our office and have fitted the office to maximise open spaces and the use of internal plants, and minimise air conditioning and heating.

We also have meeting rooms and training rooms with teleconferencing facilities. So now when working on GHG verifications, or product certification files we can work with you from our office. We anticipate this will save you time and money and reduce the need to travel which is good for our planet!!

Later this year (we hope) the Chatswood to Epping rail link will open. The new train station is one block away from our office. We hope that clients and staff will use this great facility when traveling to our office.

We look forward to seeing you!.

#### Our New Address is

Suite 4.07

32 Delhi Road

North Ryde

NSW 2113

Tel: 02 9886 0222

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### Visy Beverage Achieves Significant OHS Milestone

Earlier this year, Visy Beverage completed an extensive round of assessments and audits to formally achieve AS 4801 Certification.

Marian Stojanovski comments that "whilst there is never an end to our efforts in improving our OHS systems and providing a safe workplace, Certification is important confirmation and validation that our models, approach, implementation, training and monitoring is in place. Working with the team at Global-Mark has been an extensive effort, from doc reviews through stage 1 to certification reviews, over many plants, but we got there".

The scope of certification includes a number of technologies (PE, cans and cartons) for Australia and New Zealand.



Our clients' motivations to implement a carbon management strategy fall into three interrelated categories; compliance, supply chain pressures, and good environmental governance otherwise known as public relations.

We have clients that fall into one or more category which has allowed SHG to shape some innovative strategies which in turn have created value for our clients' services allowing them to build a competitive advantage.

Many of these companies are now projecting short and long term profits as a result of various aspects from within their sustainability strategy. This helps investors see the value of catching the early wave and beating the crowds.

The 2008 – 2009 financial year will see Australia's 700 most energy intensive companies partake in the National Greenhouse and Energy Reporting System. These companies exceed the 125 kt or 500 TJ per annum threshold set by the government. The pressure to comply is high as the corporation's CEO is to be held liable under section 47 and can face civil and criminal penalties if they fail to disclose their emissions or do not undertake professional assessments or implement the recommendations contained within the assessments.

As a proactive step, corporations subject to this compliance are reviewing their supply chains to ensure their operations do not incur further liabilities associated with indirect (or scope 3) carbon intensive products and services.

As large corporations come under regulative and consumer scrutiny a trickle down effect has seen many SME's engage in a review of their own carbon emissions and supply chains.

The 'voluntary' compliance market is growing. It recognises those SME's which do not fall into the official emission threshold but are taking proactive measures.

SHG carbon management strategies usually begin with the simple and achievable targets normally covered in energy efficiency. The cheapest energy is that which your company can reduce or avoid altogether. Most solutions begin with lighting upgrades. SHG has calculated that current and projected energy tariff increases will deliver payback on lighting upgrades within 3 - 4 years if using the latest technology. Commercial lighting technology is advancing rapidly and incisive businesses are acting now to reduce their carbon liability, capture increased market share and experience greater profits as a result.

The most important element of the emerging carbon markets will be verification and transparency. The Australian Competition and Consumer Commission (ACCC) has launched the new guide "Green Marketing and the Trade Practices Act" in order to penalise businesses claiming false credentials or using misleading symbols or terms on their products and services.

This is where Global-Mark comes in, as the independent auditor and certification of the claim(s). This unique but independent business partnership provides the market with first rate solutions for their carbon management strategy from SHG and the assurance of independent and trustworthy verification from Global-Mark.

*Sustainable Harvest Group (SHG) is an environmental solutions supplier and consultancy, specialising in assisting small to medium enterprises adapt to a carbon constrained market. Please contact Sustainable Harvest Group Limited on 02 9432 8200 or [www.shgl.com.au](http://www.shgl.com.au) for further information.*



# Global-Mark Training Courses 2008

Please see Page 7 for 2009 Training Calendar

Course	Level		Target audience	Duration	Cost (inc GST)	Q1-2008 Dates
	General Awareness	Advanced				
Auditing Skills - Tools for your workplace		✓	Systems Coordinators or Managers	2 days	\$770 per person \$660 per person for 2 or more	14 & 15 Nov 11 & 12 Nov
Understanding Environmental Management Systems based on ISO14001	✓		Anyone	½ day	\$250 per person \$230 per person for 2 or more	16 Oct 13 Nov
Understanding and using ISO9001- Developing Systems for your workplace	✓		Anyone	½ day	\$250 per person \$230 per person for 2 or more	17 Oct 14 Nov
Understanding Risk Management based on AS4360	✓		Anyone	½ day	\$250 per person \$230 per person for 2 or more	16 Oct 14 Nov
Understanding OHS Management Systems based on AS4801 or OHSAS18001	✓		Anyone	½ day	\$250 per person \$230 per person for 2 or more	17 Oct 14 Nov

## We're in Training Too!



The Global-Mark internal conference was a huge success. The presentations over the 3 days gave Client Managers the tools and knowledge to better support clients using the many programs that we offer.

# Course Application Form



## Details about the Course

Course Title/Name:			
Course Date (s):		City where the Course will be run	
How did you hear about our course?			

## Details about your Company and the Person(s) attending the Course

Company Name:			
Company Address:			
Telephone:			
Contact Name:		Contact Email Address:	

1. Name / Surname of Attendee	
2. Name / Surname of Attendee	
3. Name / Surname of Attendee	
4. Name / Surname of Attendee	

Specific Dietary Requirements?

## Cancellation Conditions

**Cancellation by the Attendee:** Should the Attendee not be able to attend the course, they should let Global-Mark know at least 2 weeks prior to the scheduled start date of the course. In this case Global-Mark will either offer a full refund less a \$50 cancellation fee, or transfer the course booking to the next scheduled course. No refund or transfer is provided for cancellations made within 2 weeks of the scheduled start date of the course.

**Cancellation by Global-Mark:** There may be instances where Global-Mark will cancel a course (due to lack of attendees, presenter being sick etc.). In these cases Global-Mark will transfer the Attendee's booking to the next available course. Global-Mark will advise the Attendee within 3 working days of a course cancellation.

## Payment Details (TAX INVOICE on payments including GST)

Please find cheque attached:

Please debit my credit card:

Type of Card: Visa:  Master Card:

Expiry Date:                      /                      (mm/yy)

Total amount to be debited: \$	Card Number:
Signature of Card Holder:	Card Holder Name:

## Declaration and Signature

I am authorised by the Company applying for this course(s) to sign this form, and to commit the Company to the Terms and Conditions of Global-Mark Pty. Ltd.

Name of Signatory: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Global-Mark Training Courses 2009

Course	Level		Target audience	Duration	Cost (inc GST)	2009 Dates
	General Awareness	Advanced				
Understanding Environmental Management Systems based on ISO14001	✓		Anyone	1 day	\$450 per person \$400 per person for 2 or more	17 Feb 17 May 5 May 30 June 8 Sept
Understanding and using ISO9001- Developing Systems for your workplace	✓		Anyone	1 day	\$450 per person \$400 per person for 2 or more	18 Feb 18 Mar 6 May 1 July 9 Sept 18 Nov
Understanding Risk Management based on AS4360	✓		Anyone	1 day	\$450 per person \$400 per person for 2 or more	20 Feb 20 Mar 8 May 11 Sept 3 July 20 Nov
Understanding OHS Management Systems based on AS4801 or OHSAS18001	✓		Anyone	1 day	\$450 per person \$400 per person for 2 or more	19 Feb 19 Mar 7 May 2 July 10 Sept
Systems Manager Course *		✓	Systems Managers or Coordinators	3 Days	\$1500 per person \$1400 per person for 2 or more	4 - 6 Feb 10-12 Mar 29 Apr - 1 May 24-26 June 2-4 Sept
Auditing Skills-Tools for your workplace		✓	Systems Coordinators or Managers	2 days	\$990 per person \$900 per person for 2 or more	26-27 Feb 26-27 Mar 14-15 May 9-10 July 17-18 Sept
Understanding AQTF- 2007 & ISO 9001 *		✓	Systems Coordinators of Training Organisations and RTO's	2 Days	\$990 per person \$900 per person for 2 or more	24-25 Feb 24-25 Mar 12-13 May 7-8 July 15-16 Sept 24-25 Nov

\* Please refer to notes on these new courses on page 8

## Understanding the AQTF 2007 and ISO 9001 Standards and making them work together!

The new AQTF Standards show a very different approach to previous Management Standards, with a range of diverse outcomes expected and new innovations. The concept of “Outcomes Auditing” is a new ideal and needs to be understood before internal auditing and system improvement can be carried out.

The course focuses on several areas:

- Defining and learning about the AQTF 2007 Standards, providing a thorough understanding of the Standards and what they mean to your RTO. The relationship and benefit of the AQTF Standard to ISO 9001 is also highlighted.
- Understanding and developing the Risk Management aspect of the Standard so that the Organisation may develop its own Risk Plan, thus minimising the probability and duration of audits by the State registration bodies.
- Understanding the concept of “Outcomes Auditing” and how your RTO may look at developing clear process outcomes and linking this to your audit systems.
- Provides a hands-on course to demonstrate the practical methods of auditing. Gives a variety of useable and practical methods for RTOs to improve and benefit from these tasks. This innovative course is packed with ideas, new concepts and methodology which can be applied to YOUR business, YOUR RTO, to drive system improvement, profitability and to lower risk.

## Becoming an Effective Systems Manager

A Systems Manager plays an important role and one which impinges on all areas of the business - from Governance, Customer Service and Customer Satisfaction to Safety and Environmental Management. This course is aimed at the recently - appointed Quality or Systems Manager, providing the skills and knowledge usually only gained by years of experience in Senior Management roles so that the Quality/ Systems Manager can manage not only compliance but also support and develop the business by using the systems for active improvement.

The course covers:

- Why am I here? The strategic role that Systems play in the business; System implementation; How do we get the most from the System?
- What will Management expect from me? How to use the position most effectively to benefit any-sized organisation.
- How do we do this? An examination of processes and process measurement; analysis and overview of Process Improvement methods - including numerical tools as well as management tools. This is important - Continual Improvement is a business focus, but people need to understand the means of achieving this.
- In-depth ideas package on monitoring and measurement of Customer Satisfaction.
- Management auditing skills, influencing skills, effective reporting and reviewing.
- A review of all of the new Management Standards which may be used to drive business Assurance and Improvement.
- The course includes an upgrade to the new AS/NZS ISO9001:2008 course and course notes will in-

# The “Six Sins of Greenwashing™”

## A Study of Environmental Claims in North American Consumer Markets

### A ‘Green Paper’ by TerraChoice Environmental Marketing Inc. (Nov 2007)

The rise in “green” marketing claims has been well documented. Less studied is the apparent increase in “greenwashing” - false or misleading green marketing claims.

TerraChoice Environmental Marketing Inc. conducted a survey of six category-leading big box stores. Through these surveys, we identified 1,018 consumer products bearing 1,753 environmental claims. Of the 1,018 products examined, all but one made claims that are demonstrably false or that risk misleading intended audiences.

Based on the survey results, we identified six patterns in the greenwashing, which we now recognise as the “Six Sins of Greenwashing™”. These findings suggest that greenwashing is pervasive, the consequences of which are significant:

- Well-intentioned consumers may be misled into purchases that do not deliver on their environmental promise. This means both that the individual consumer has been misled and that the potential environmental benefit of his or her purchase has been squandered.
- Competitive pressure from illegitimate environmental claims takes market share away from products that offer more legitimate benefits, thus slowing the penetration of real environmental innovation in the marketplace.
- Greenwashing may create cynicism and doubt about all environmental claims. Consumers - particularly those who care most about real environmental progress - may give up on marketers and manufacturers, and give up on the hope that their spending might be put to good use. This would eliminate a significant market-based, financial incentive for green product innovation and leave committed environmental advocates with government regulations as the most likely alternative.

### Defining and Quantifying the Six Sins of Greenwashing

Based on our analysis, we categorised the false or misleading environmental claims into the following “Six Sins of Greenwashing”:

#### Sin of the Hidden Trade-Off

The Sin of the Hidden Trade-off is committed by suggesting a product is “green” based on a single environmental attribute (the recycled content of paper, for example) or an unreasonably narrow set of attributes (recycled content and chlorine free bleaching) without attention to other important, or perhaps more important, environmental issues (such as energy, global warming, water, and forestry impacts of paper). Such claims are not usually false, but are used to paint a “greener” picture of the product than a more complete environmental analysis would support.

#### Sin of No Proof

Any environmental claim that cannot be substantiated by easily accessible supporting information, or by a reliable third-party certification, commits the Sin of No Proof.

#### Sin of Vagueness

The Sin of Vagueness is committed by every claim that is so poorly defined or broad that its real meaning is likely to be misunderstood by the intended consumer. There are some recurring themes within these vague claims. For example:

◆ “Chemical-free”. In fact, nothing is free of chemicals. Water is a chemical. All plants, animals, and humans are made of chemicals as are all of our products.

◆ “Non-toxic”. Everything is toxic in sufficient dosage. Water, oxygen, and salt are all potentially hazardous.

#### Sin of Irrelevance

The Sin of Irrelevance is committed by making an environmental claim that may be truthful but is unimportant and unhelpful for consumers seeking environmentally preferable products. The most frequent example of an irrelevant claim relates to chlorofluorocarbons (CFCs) - a principal contributor to ozone depletion. Since CFCs have been legally banned for almost 30 years, there are *no* products that are manufactured with it.

#### Sin of Lesser of Two Evils

These are “green” claims that may be true within the product category, but that risk distracting the consumer from the greater environmental impacts of the category as a whole. Examples include organic cigarettes and “Green” insecticides and herbicides.

***Sins Committed by Category*** The Sin of the Hidden-Trade Off 57%, The Sin of Irrelevance 4%, The Sin of Fibbing 1%, The Sin of Lesser of Two Evils 1%, The Sin of Vagueness 11%, The Sin of No Proof 26%

We consider a claim to commit the Sin of Lesser of Two Evils when environmental qualifiers such as “organic” or “green” are placed on products in which the entire product category is of questionable environmental value.

### Sin of Fibbing

The Sin of Fibbing is committed by making environmental claims that are simply false. Most of these were misuse or misrepresentation of certification by an independent authority.

### **Recommendations for Consumers**

Governments and standard-setting bodies have attempted to discourage greenwashing. Under ISO 14024, the International Organisation for Standardisation establishes guidelines for proper use of environmental information. Here are some suggestions that arise from this study.

1. Look for Eco-labels—standardised by ISO 14024 and recognised around the world. They remain one of the most useful tools to avoid greenwashing. Look for products that have been certified by a qualified and independent third-party such as EcoLogo<sup>CM</sup> or Green Seal.
2. Look For Evidence of Any of the “Six Sins” By Asking the Following Questions:
  - a) Is the “green” claim restricted to just one, or a narrow set of environmental issue(s)? *Emphasising* one environmental issue isn’t a problem (indeed, it often makes for better communications). *Hiding* a trade-off between environmental issues is a problem.
  - b) Does the claim help me find more information and evidence? (The Sin of No Proof.) It *is* reasonable to expect a product label or brochure to direct you to where you can find further evidence.
  - c) Is the environmental and scientific meaning of the claim specific and self-evident? If not, is the specific meaning given? (The Sin of Vagueness.)
  - d) Could all of the other products in this category make the same claim? (The Sin of Irrelevance.) “CFC-free” is a meaningless claim. It is irrelevant because no products are manufactured with chlorofluorocarbons.
  - e) When I check up on it, is the claim true? (The Sin of Fibbing.) The most frequent examples in this study were false uses of third-party certifications.
  - f) Is the claim trying to make consumers feel “green” about a product category that is of questionable environmental benefit? (The Sin of the Lesser of Two Evils.)

### **Recommendations for Marketers**

Green marketing is a vast commercial opportunity, and should be. Our purpose is to help marketers improve their claims so that genuinely “greener” products excel, competitive pressure from illegitimate green claims is diminished, consumers do not become jaded and unduly skeptical of green claims and marketers employ environmental concerns to establish honest, trustworthy, and long-lasting dialogue with their customers.

The Six Sins of Greenwashing does NOT suggest that only perfectly “green” products should be marketed as environmentally preferable. Environmentally preferable products are “greener” not “green”, and marketing them as such is entirely fair. Second, environmental progress is necessarily stepwise. The Six Sins suggest a number of specific guidelines for marketers, outlined below.

- 1) Do understand all of the environmental impacts of your product across its entire lifecycle.
- 2) Do emphasize specific messages (particularly when you know your audiences care about those issues) but don’t use single issues to distract from other impacts.
- 3) Do pursue continual improvement of your environmental footprint (across the entire lifecycle), and encourage your customers to join you on that journey.
- 4) Do draw on multi-attribute eco-labeling standard and certification programs, such as EcoLogo<sup>CM</sup> and Green Seal for legitimacy of environmental claims.
- 5) Don’t make claims about a single environmental impact or benefit, without knowing how your product performs in terms of its other impacts, and without sharing that information with your customers.
- 6) Do understand and confirm the scientific case behind each green marketing claim.
- 7) Do use language that resonates with your customer, as long as that language is truthful.
- 8) Do use caution in your use of the recycling/recyclable symbol (the mobius loop). Its use is so widespread and confused that it has become largely meaningless.
- 9) Don’t use vague names and terms (such as environmentally-friendly) without providing precise explanations of your meaning.
- 10) Don’t use the terms “chemical-free” and “all-natural”.