

Business climate action grows with Toitū Envirocare's success

Toitū Envirocare has had a transformative year. In November 2019 Enviro-Mark Solutions rebranded as Toitū Envirocare, a move designed to align its purpose with its programmes, and to position the company for increased growth and profile. 'Toitū' means to actively sustain, and is an acknowledgement of the company's roots in the care for our land, and New Zealand. More than a name, it is a commitment to care for the life of our place, our people and future, and an invitation to share in collective change for our environment and economy. The company's flagship programmes were also renamed Toitū carbonzero and Toitū carbonreduce, as part of a streamlined suite with recognisable marks of environmental action.

Toitū's influence and achievements grew throughout the financial year, despite the impacts of the Covid-19 global pandemic. During 2019/20 Toitū:

Expanded the impact of the carbon programmes, Toitū carbonreduce and carbonzero

Toitū verified over 4 million tonnes of CO₂e and offset over 121,700 tonnes of CO₂e, in partnership with 303 clients in our carbon programmes. Toitū also has 149 clients working on their environmental impacts through the Toitū Enviromark programme, and

another 49 working on non-programme environmental initiatives.

Built valuable relationships with key partners

Toitū secured key industry clients, including Westpac New Zealand, ASB, and AMP Wealth Management. These additions to the collective, along with many other new members, is a strong signal that sustainability and climate action are becoming mainstream in business operations and strategy.

Grew demand for product carbon footprinting

Toitū has seen increasing interest in carbon certification for products. This financial year Lion launched their Toitū carbonzero-certified The Fermentist Kiwi Pale Ale, and Toitū worked on the Fonterra and Foodstuffs North Island collaboration of Toitū carbonzero certified Simply Milk (officially launched in 2020/21).

Continued to play a role in New Zealand's goal to reduce emissions in the agricultural sector

The previous financial year saw the initial development of the Toitū Farm Carbon Certification programme. This year Toitū deepened their relationship with key sector collaborators on this project, including Beef + Lamb, OverseerFM,

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AsureQuality, and Pāmu, and involved more farmers in the development and testing of the programme. The expected launch is in early 2020/21.

Rapidly adapted to new ways of working

Toitū was able to pivot business processes in response to changing client needs and operational rules under the Covid-19 lockdown.

Toitū Envirocare welcomed a new Chief Executive, Becky Lloyd, in November 2019. Since starting, Becky has focused on ensuring Toitū's expertise, backed by Manaaki Whenua science, is at the forefront of carbon conversations within New Zealand, streamlining business processes and delivering new product offerings.

Toitū remains Manaaki Whenua's commercial influencer of carbon management, environmental management, and sustainability. Through the Toitū collective, Manaaki Whenua furthers the impact of its science.

