



● The eureka moment for Tony Hall came as he was sitting in front of the television. “I was watching Sky News and I noticed all Commonwealth Bank’s computer monitors were on in the background but no one was at work. So I called the bank and said I need to talk to you about sustainable practices,” he says.

Hall, a human resources specialist by trade, and Nicholas Bernhardt, a former investment banker, launched their environmental certification program ecobizcheck in 2007. They advise companies that want to polish their green credentials and meet the program’s criteria. The company has now changed its name to greenbizcheck.

There is plenty of scope, Hall says, noting a recent Australian Industry Group survey that showed 90 per cent of people fear climate change – but don’t know what to do about it.

Hall is greenbizcheck’s chairman and Bernhardt its chief executive. They researched the changes that companies can make to their offices to cut energy and water consumption, as well as waste. For a fee ranging from \$2400 to \$24,000 depending on company size, they developed a checklist of 140 questions to provide non-industrial businesses with green solutions. Twenty per cent of profits are donated to a suitable environmental organisation and 40 per cent go into a sustainability fund.

The consultancy has also moved into broader issues, advising businesses on car pooling and subsidised public transport.

Hall says companies that ignore environmental issues run five corporate risks: physical, market, staff, financial and regulatory. “Generation Y want to work for sustainable businesses, it’s a great tool for staff retention and attraction, there’s a whole generation out there who are really going to be affected by environmental degradation. Attracting good quality younger generation staff is an issue, they’re learning about climate change in primary school and in job interviews they want to know a company’s sustainability policy.”

New clients include Deloitte and the New South Wales Premier’s Department.

There are currently 20 companies completing the certification and their goal is to sign 400 by the end of the year.

After developing its sustainability model, greenbizcheck is now in its marketing stage.

They want to form a partnership with the Australian Rainforest Foundation, focusing on replanting and regeneration of rainforests, and exploring the theory that regeneration can be more effective than offsetting.

Hall’s goal is to operate the company purely online. The company wants to go global and rely on self-audit, where offices complete the certification process online. While Hall acknowledges the role of trust in this process, he believes staff will police each other, and a contractual agreement with a lawyer and an accountant will ensure enforcement.

Greenbizcheck has four staff and aims to remain small. “Australia is now topping the list as the world’s highest per capita carbon dioxide emitter. More staff means more office space which means more energy consumption,” Hall says. **BRW.**



**Ninety per cent of people fear climate change but don’t know what to do about it**

Interview: Rowena Ryan

# Tony Hall

## greenbizcheck

Position:	<b>Chairman</b>
Milestones:	<b>2007: Launched ecobizcheck</b>
	<b>Feb 2008: Completes software development</b>
	<b>April: Certified first company, PCA</b>
	<b>July: Australia Post, NSW government contracts</b>
	<b>August: Changes name to greenbizcheck</b>

LIFECYCLE:

**GREENING**

Company launches online environmental certification scheme