

# Benefits of Integrating Environment in *Service* Standards

Presentation to CEN / CENELEC Interactive Seminar  
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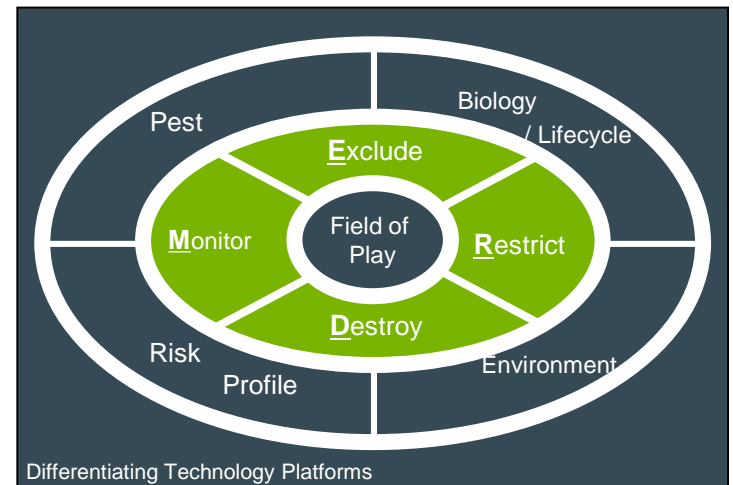
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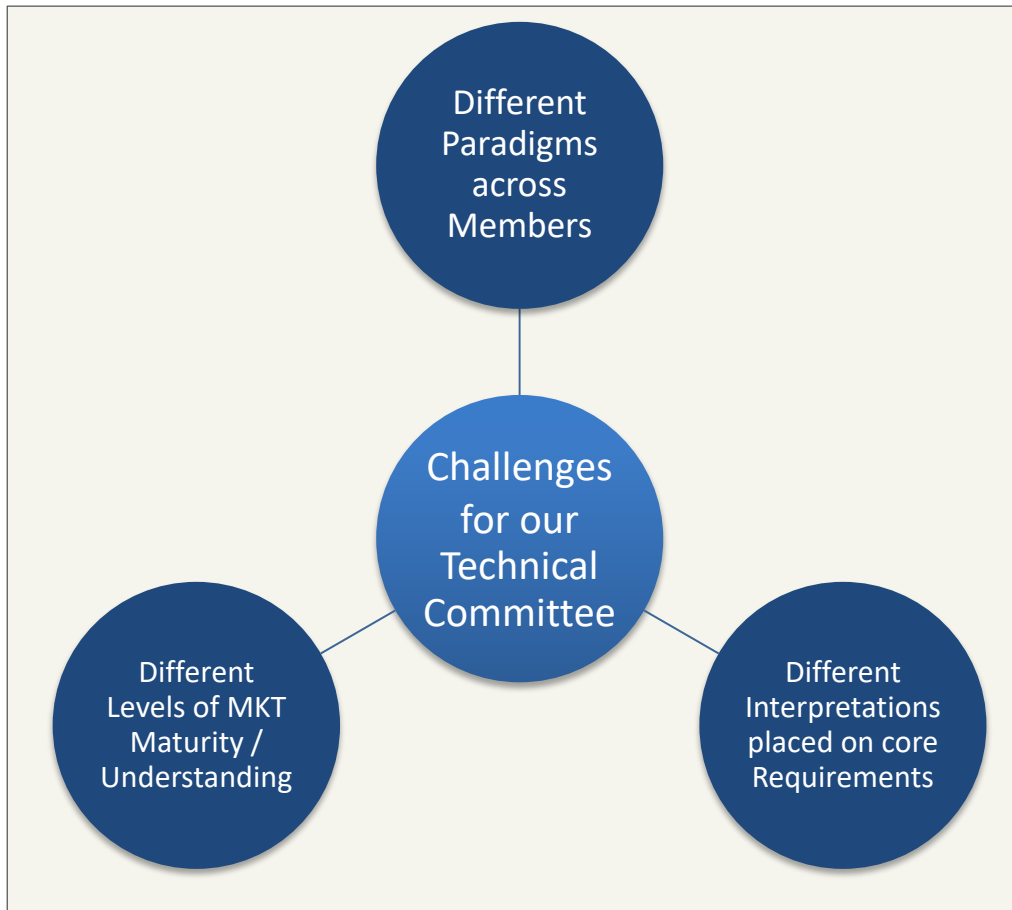
# Putting the pest management industry in context...

## OUR CHALLENGES

- Aligning our industry and services in order to be able to allay the emerging concerns of current & future generations of customers.
- Managing within an ever increasing regulatory burden which impedes our ability to deliver timely, effective & cost efficient services.
- Professionalising our industry so we improve the low perceived image and lack of public awareness of the role which our industry plays in a modern society.
- Surviving and staying competitive in an ever changing global technological economy



# Some observations on creating EN 16636...



## Approach

Time was needed to...

- Educate
- Translate & achieve common understanding
- Frame the real requirements
- Define & 'protect' the mandatory

## Solution

We agreed & framed 5 critical principles...

- Customer Service / Partnership
- Competence (Critical Knowledge, skill, experience)
- A modern holistic process founded in integrated pest management (IPM)
- Management Accountability
- Record Keeping

Cannot do the environment justice in isolation...must integrate into every stage of std. development

The CEN environmental framework facilitated a conversation & provided a means for summarising

Possibly needs to be taken to another level now...

# Benefits & possible future development...?

## The three 'E's' of Sustainability...



Acknowledgements:

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Per Sanberg, World Business Council for Sustainable Development

Economics	Environment	Ethics
<ul style="list-style-type: none"> <li>• <b>Incr. Value Added</b>  <math display="block">\sum \frac{Q}{Price} \quad \text{or} \quad \frac{Function}{Cost}</math> </li> <li>• <b>Right first time</b> <ul style="list-style-type: none"> <li>- Productivity</li> <li>- Reduced Waste</li> <li>- Cost of quality</li> </ul> </li> <li>• <b>Service Quality</b> <ul style="list-style-type: none"> <li>- Retention</li> <li>- Incr. Referrals</li> </ul> </li> <li>• <b>Stakeholder Satisfaction</b> <ul style="list-style-type: none"> <li>- Customers</li> <li>- Public Health</li> <li>- Regulators</li> <li>- The Industry itself</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Direct</b> <ul style="list-style-type: none"> <li>- Chemical usage</li> <li>- Reduced Waste</li> <li>- Red Tox Exposure</li> <li>- Red. Env. Impact</li> <li>- Non – target Sp</li> </ul> </li> <li>• <b>Indirect</b> <ul style="list-style-type: none"> <li>- Vehicle Usage</li> <li>- Public Health &amp; associated impact</li> </ul> </li> </ul>	<p>Focus is on:</p> <ul style="list-style-type: none"> <li>• protecting <i><u>all</u></i> stakeholders.</li> <li>• Doing what is right</li> <li>• The final <b>outcome</b> rather than the sale.</li> </ul>

- Benefits...**
- Credentialises the industry in the eyes of its stakeholders
  - Educates & harmonises opinions of what good looks like
  - Raises standards and levels of professionalism
  - Motivates the industry itself



# Summary...

- The scope of environmental considerations have greater scope and impact than many consider at the outset.
- **Sustainability** is a good thing for business and society
- Educating the wider Community is becoming increasingly important.
- Standards provide a useful way of communicating, educating, and professionalising both Business & the general community
- Sustainability offers a good way for industries to think through the value (impact) a standard can contribute



'If it isn't documented, it didn't happen...'



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