

# Jurlique

Striving to be cleaner and greener

Founded in 1985, Jurlique International aims to provide pure, effective skin care through natural products. It is the only Australian beauty brand that has its own certified biodynamic farm. Started in South Australia, Jurlique's global presence includes 18 concept stores in Australia, more than 40 stores in 23 additional countries and representation in 5000 retail outlets.

## A SUSTAINABILITY FOCUS ON CARBON MANAGEMENT

Jurlique has reduced its environmental impact through numerous measures, including:

- Waste diversion of over 90%, supported by a waste management education program,
- 75 kW of solar photovoltaic panels installed at the Jurlique farm and factory,
- Water transported from the Mount Barker total loss cooling system to the farm for irrigation use,
- Environmental Management System implemented that aligns manufacturing processes with ISO 14001.

## MEASURING PROGRESS WITH CARBON MONITORING SOFTWARE

Yoshie Obara, Jurlique International Environmental Officer, approached Energy Management Consultants and Simble Partner, Pangolin Associates about the need to align a carbon monitoring solution with Jurlique's carbon reduction initiatives. Jurlique required a new, more effective management tool to replace software in place at the time. Yoshie outlined the company's core 'must haves' as provision of live data, reliability, cost effectiveness, and a user friendly interface. Importantly, the company also wanted a partner in it for 'the long run'.

After a tender process and investigation of the options on the market, Jurlique chose Pangolin based on their carbon management experience (particularly that of their NGER-registered auditors under the Clean Energy Regulator) to deliver Simble's CarbonView carbon and environmental monitoring solution.

## THE BENEFITS OF CARBONVIEW

According to Yoshie, CarbonView is a significant improvement for the company. It is 'straightforward to use and flexible in customising the dashboard to suit Jurlique's particular requirements'. The CarbonView tool enables Jurlique to uncover information that was previously unavailable to them.

Additionally, it provides the following key benefits:

- A flexible, customisable data collation and reporting system,
- The ability to track:
  - Energy consumption across a number of stores,
  - Water, waste, electricity usage,
  - Fuel for company cars and forklifts,
  - Impact of flights taken by the organisation,
- Collation of data for monthly, quarterly ad annual reports, as well as ad hoc updates.



SimbleEnergy



*"Carbonview is straightforward to use and flexible in customising the dashboard to suit Jurlique's particular requirements...without Carbonview software Jurlique would not be able to track progress effectively."*

Jurlique

YOSHIE OBARA  
Environmental Officer  
Jurlique International



As of mid 2015, Jurlique uses CarbonView monitoring software at the Adelaide Head Office, the Hong Kong office, and at one store which is running a trial. The company plans to roll out 16 additional stores and other international offices and warehouses.

## SUSTAINABILITY INITIATIVES IN THE PIPELINE

According to Yoshie, the company has set a target of 20% reduction of electricity, waste and water by the end of 2015 (from a base year of 2010). Without CarbonView software Jurlique would not be able to track progress effectively.

Further, Yoshie comments:

*Our goal is to analyse and reduce our environmental impact through the whole supply chain. We have been monitoring the factory, office and warehouse's environmental impact. Although it is challenging to expand this monitoring upstream to vendors and to their sources, this is the direction that Jurlique has taken, and it will include everything from the extraction of raw materials to the final disposal of packaging after a consumer has used the product. We believe that it is critical to understand and dimensionalise our total environmental impact. By completing the analysis, we believe that we can take actions to reduce the environmental impact dramatically in the years ahead.*

## ABOUT JURLIQUE

Currently using CarbonView to monitor the environmental impact of their factory, office and warehouse, Jurlique's goal is to analyse and reduce their environmental impact through the whole supply chain.



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