



FACT SHEET

About CEMARS

What is CEMARS?

- CEMARS is a ground breaking, internationally recognised carbon reduction programme developed here in New Zealand by Landcare Research
- CEMARS has been successfully trialled in the UK by Achilles Global, and was launched in New Zealand in September
- CEMARS stands for Certified Emissions Measurement And Reduction Scheme (pronounced See Mars)
- CEMARS is Landcare Research's Greenhouse Gas (GHG) emissions measurement and management scheme
- CEMARS focuses solely on the measurement and management of an organisation's carbon footprint or greenhouse gas emissions profile
- CEMARS allows large carbon emitting companies to measure and manage their organisational carbon footprint so they can leverage the results for creating a market advantage.

CEMARS' credentials

- CEMARS is globally recognised as the most credible carbon foot printing product available on the market
- It has been formulated by world-leading environmental scientists, is based on the principles of the gold standard in carbon measurement – the GHG Protocol - and is further accredited by the Joint Accreditation System of Australia and New Zealand (JAS-ANZ)
- JAS-ANZ, which is recognised in 144 countries, is the government-appointed accreditation body for Australia and New Zealand and is responsible for providing accreditation of conformity assessment bodies in the fields of certification and inspection
- JAS-ANZ is a founding member of the International Accreditation Forum (IAF)
- Landcare Research's partner in the UK, Achilles Information has signed up to roll out CEMARS to 32,000 clients across 24 countries.

About Landcare Research

- Landcare Research is a New Zealand Crown Research Institute (CRI) based in Lincoln, Canterbury
- Landcare Research is a global leader in greenhouse gas science and is New Zealand's foremost environmental research organisation
- Landcare Research provides business solutions such as CEMARS which have been built on solid science.