

Blueelab

SHOWCASING SUSTAINABILITY



Priority One
Tauranga
Moana

'SHOWCASING SUSTAINABILITY' IS A SERIES OF CASE STUDIES FROM LOCAL BUSINESSES WHO ARE REDUCING THEIR ENVIRONMENTAL FOOTPRINT.

BLUELAB



Who They Are

Operating for 30 years, Bluelab has become known as the industry standard for high-precision and innovative measurement technology. Their award-winning software and hardware products help growers to monitor and control the fundamental parameters of plant success, including nutrients, pH, moisture and temperature in controlled growing environments.

In June 2020, Bluelab launched its rebranding, revealing a modern new look as well as a new purpose: "The art of growing for a healthier world." This purpose is a recognition that by 2050, there will be 9 billion people on the planet that will need food and medicine, presenting some hard challenges for traditional agriculture. The world needs growers to be successful, which is why Bluelab's mission is to support grower success by making their farms more productive, efficient and less harmful to the environment.

Quick Wins

Bluelab is at the start of its internal journey after recognising its sustainable opportunity within controlled agriculture. Bluelab is discovering the importance of internal sustainability practices and developing strategies to change behaviour and encourage action within the office.

To Date They Have:

- Implemented a recycling system with labelled bins for recyclable, worm composting, and non-recyclable.
- Set up a worm farm at the Tauranga office.
- Built an on-site greenhouse for internal educational purposes.
- Motivated staff to take home glass bottles as they are unable to have a glass bin on-site.

Inspiration

At the heart of it, the team at Bluelab have individual passions for looking after the environment. When Bluelab rebranded, they researched the internal team, stakeholders, and customers, finding a consistent value was sustainability. Research further cemented Bluelab's values and alignment with its team, stakeholders, and customers.

Sustainability Scale

This five-stage scale symbolises where the business is on its sustainability journey; from emerging to mature.



Big Wins

Focusing efforts within revolutionising agriculture through creating controlled environment technology means Bluelab have a long-term focus, aware its impact will be seen intergenerationally. These big wins thereby focus on business resilience and the vision of a healthier world Bluelab aspires towards.

Four Ways Bluelab are Creating Sustainable Change:

- **Purpose:** *The art of growing for a healthier world.* Its purpose aims to elevate the standard of growing and help growers make their farms more efficient, productive and less harmful to the environment. In the last year, Bluelab have created educational resources with NASA, the University of Florida and more, in order to pull down the barriers of CEA knowledge and make it more accessible to growers everywhere. Bluelab's purpose is the heart of everything they do which has found positive behaviour and cultural change within the office and supported the company's growth.
- **Global Impact Committee:** An open invite group of Bluelab employees who meet quarterly and discuss sustainability initiatives. This committee was created to remove any barriers that employees felt, thereby giving them the opportunity to make an impact and integrate these initiatives into their everyday practices.
- **SDGs:** Bluelab recently committed to the UN's Sustainable Development Goals and found they align with five: *zero hunger, clean water and sanitation, industry innovation and infrastructure, responsible consumption and production, climate action.* They are now taking conscious measures to improve Bluelab within the controlled growing industry.
- **ESGs:** Bluelab's next step is looking at the Environmental, Social and Governance factors within Bluelab's internal operations and mitigating long-term risk.

5 SDGs

PRIORITISED FOR
BLUELAB TO
WORK TOWARDS

3.36tn

OF PLASTIC REMOVED
FROM PACKAGING

23

MEMBERS ON THE
GLOBAL IMPACT
COMMITTEE FROM
ACROSS THE COMPANY



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