



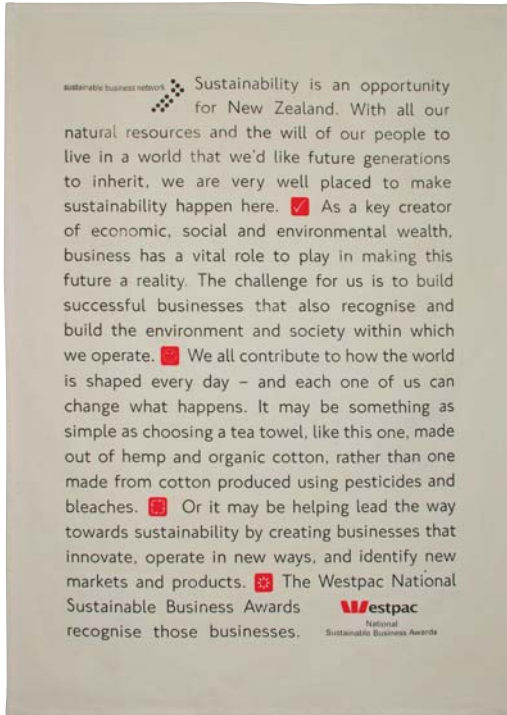
sustainable business review





sustainable

of economic
business a r



sustainable business network Sustainability is an opportunity for New Zealand. With all our natural resources and the will of our people to live in a world that we'd like future generations to inherit, we are very well placed to make sustainability happen here. ✓ As a key creator of economic, social and environmental wealth, business has a vital role to play in making this future a reality. The challenge for us is to build successful businesses that also recognise and build the environment and society within which we operate. ✘ We all contribute to how the world is shaped every day – and each one of us can change what happens. It may be something as simple as choosing a tea towel, like this one, made out of hemp and organic cotton, rather than one made from cotton produced using pesticides and bleaches. ✘ Or it may be helping lead the way towards sustainability by creating businesses that innovate, operate in new ways, and identify new markets and products. ✘ The Westpac National Sustainable Business Awards recognise those businesses.

Westpac
National Sustainable Business Awards

The Westpac Sustainable Business Awards tea towel, designed and produced by Paradigm from 50% organic cotton/50% hemp, printed with water-based inks.

Paradigm was established on sustainable principles in 1989 and works with organisations and people who share similar values.

PARADIGM

In this follow up to *A guide to more sustainable living*, the Sustainable Business Network, with support from the Ministry for the Environment, presents participants in the Get Sustainable Challenge and the finalists in the 2006 Westpac Sustainable Business Awards.

The Get Sustainable Challenge is supported by the Department of Labour, Spicers Paper, Corporate Express, GreenFleet, EECA, the Ministry for the Environment, the Auckland Regional Council and the Vodafone New Zealand Foundation.

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Sustainable Business Network

The Sustainable Business Network is a forum for businesses that are interested in sustainable development practice to get together and make it happen.

Sustainable Business is defined as the integration of economic growth, social equity and environmental management, both for now and for the future.

Environmental Quality – to implement practices and procedures that go beyond compliance through the adoption of proactive strategies to restore and enhance the environment in which we live, work and play.

Social Equity – to operate as a good corporate citizen, encourage respect and dignity to all stakeholders by developing mutually beneficial partnerships with local community stakeholders.

Economic Prosperity – to undertake business management so as to support long-term economic growth for New Zealand.

Corporate Governance & Ethics – to conduct business in an ethical manner and to seek to do business with companies which adopt the same principles.

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DISCLAIMERS

The Ministry for the Environment has supported the development of this publication. The content does not represent the views of the Ministry nor is endorsed by it.

The views expressed in this publication do not necessarily represent the views of the Sustainable Business Network.

Sustainability practices of New Zealand business

Business sustainability means that business has more than an economic bottom-line, but rather a triple-bottom line of economic, social/cultural and environmental performance.

While some have questioned the ability of business to contribute to sustainability because of its focus on continued growth and the economic bottom-line, the counter-argument is that sustainability goals will not be successful unless business, with its resources and global impact, is actively engaged.

And indeed New Zealand businesses, including the businesses represented here, are actively engaged in both environmental practices and even more so in social practices relating to community and employees.

The majority of firms surveyed in a joint survey by the Waikato University and Sustainable Business Network have given time and money to local community projects, and over two thirds contribute to charities. 57 percent consider diversity in hiring decisions. Half the respondents have 'family-friendly' policies. Three-quarters provide on-the-job training, and almost half provide assistance to staff to gain tertiary education.

Social practices related to community and employee welfare were found to be widespread, in part because businesses received significant internal pressure from employees to adopt social practices.

The results of this survey did not show a compliance-oriented motivation to adopt sustainable practices. In fact, government was found not to have a significant influence on the adoption of sustainability practices. A much more important driver was the personal values and beliefs of management.

The fact that government was not shown to significantly influence sustainability practices challenges policymakers interested in forwarding a sustainability agenda and suggests that government may not be the best change agent. Instead of government, a key driver to business adoption of sustainability practices was the beliefs and values of management.

All companies could be doing more related to environmental and social practices, and many expressed the desire for more supportive networks for the raising of consciousness and potential future expansion of environmental and socially responsible practices.

The second Waikato University/Sustainable Business Network survey will be carried out in late 2006 and will reveal the changing nature of business sustainability in New Zealand.

Can sustainability maximise New Zealand's advantage?

New Zealand has a natural advantage over the rest of the world in making sustainability a reality.

The world is looking for solutions to some serious global issues – clean water, housing, poverty, renewable energy, carbon neutrality and more – and given the right incentives our businesses could and should be providing the solutions to these global issues.

Our small population, the opportunity for great lifestyles and healthy living, a fantastically diverse culture, a beautiful and unique environment and a naturally inventive and creative population is our natural advantage and our point of difference in a global economy where niche is becoming more and more important.

Sustainability can be the key driver in fostering New Zealand's business with a diverse range of small entrepreneurial businesses who focus on developing and delivering the products and services for the future, supported by a mix of larger and international companies who have sustainability at the core of their activity.

We are already seeing some strong leadership from companies who use sustainability frameworks and thinking to drive innovation and to operate using best practice. This approach will put these companies at the forefront of their industries.

The companies profiled in this *Sustainable Business Review* are just a few examples of the positive action taking place already.

To succeed we need a vision of what New Zealand could be, with a set of goals that government departments work towards and local councils support with their own annual plans. This national vision should ensure that the core of our economic development is in fact sustainable.

For example we need to shift taxes off things we want more of, and onto things we want less of. Ideally we wouldn't tax salaries and wages; rather we would tax pollution, wastage and consumption.

We are already promoting the sustainability story through our international branding 'pure NZ' and through our products. We have creative ways of telling people about New Zealand – movies, fashion, art, food etc – and as a small nation we have the ability to influence the big players.

However we currently aren't doing enough to ensure a sustainable future. We need clear and brave strategies for holding New Zealand in the sustainability space. Sustainability is the value we offer over our competitors and is the hardest thing for other countries to copy.

Rachel Brown

CEO, Sustainable Business Network

Government showing leadership in business sustainability

The Ministry for the Environment is committed to ensuring that government and industry in New Zealand work together so that industry is competitive, profitable and environmentally sustainable. The Sustainable Industry Group in the Ministry is tasked with making this happen.

The Government views a sustainable business as one which:

- anticipates economic, environmental and social trends to minimise risk and take opportunities to improve competitive advantage
- looks for new ways of doing business that improve economic, environmental and social performance
- looks for the business opportunities in using natural resources efficiently
- understands that today's competitive factors may not be tomorrow's
- understands impacts across business and product life cycles
- operates beyond traditional market and compliance boundaries
- works with its stakeholders effectively.

Sustainability is not environmentalism in disguise and it does not mean suppressing business innovation or reining in economic growth. Nor is it business as usual. The focus for the Sustainable Industry Group is on encouraging and rewarding

businesses who are leading the way, rather than punishing businesses that don't comply.

The Sustainable Industry Group works with industry to improve its environmental footprint through voluntary agreements, for example in the packaging and dairy sectors. It is leading government in 'walking the talk' of sustainability through the Govt3 programme. We also work with the waste sector at a strategic and practical level to minimise waste in New Zealand.

The Sustainable Industry Group is:

- promoting the market advantage offered by operating a business sustainably
- using the influence of government as a significant purchaser of products and services
- partnering with New Zealand business to reduce and manage environmental impacts
- providing practical tools and advice to drive environmental performance improvement in key industry sectors.

For more information on some of the government's key initiatives and to access practical tools and resources for sustainable business practice, visit our website at www.mfe.govt.nz/issues/sustainable-industry

Case Studies

Sustainable Business in New Zealand – Westpac

Westpac has a long history in New Zealand, starting in 1861 – and today the bank is part of the New Zealand fabric. Of course, being part of the fabric means behaving responsibly and sustainably, or how else would a business make it to a 145th birthday? As evidence, Westpac recently topped the Dow Jones Sustainability Index for the fifth year in a row.

Westpac is firmly committed to seeking solutions for improving performance without having a negative impact on local communities and the environment. The bank works closely with community partners through its Community Consultative Council, chaired by Westpac's CEO Ann Sherry.

A current example of Westpac's work is the development of the 'Managing your money' programme, designed to lift the financial literacy of New Zealanders. It addresses the mutual concerns around an escalating debt culture through practical tips on how we can all make the best use of our money.

Another project sees Westpac in NZ working with its Australian counterparts on a green voucher scheme that gives home loan customers discounts on environmentally friendly accessories for their home, including solar heating and insulation.

In March Westpac became the first major New Zealand trading bank to trial 'talking' ATMs, enabling vision-impaired people to use ATM's via a series of

audio cues. Working closely with the Association of Blind Citizens of New Zealand, Westpac ensured a broad geographical spread of some 50 talking ATM's throughout New Zealand.

Monitoring the progress and impact of sustainability and ensuring ongoing commitment also is extremely important to Westpac. In 2003 it became the first bank to publish an annual *Stakeholder Impact Report*, setting out in detail Westpac's economic, social and environmental impact on New Zealand. The following year's report went on to describe progress and the bank's current approach, including environmental performance exemplified by their Zero Waste policy, and sustainable supplier agreement.

As a leader in Corporate Responsibility and Sustainability, Westpac has committed to share their expertise and knowledge with the SBN to boost mutual capability. This includes being the naming rights sponsor of the inaugural Westpac National Sustainable Business Awards. Westpac believes awards like these are necessary to support and acknowledge companies making business excellence and sustainability, a part of their fabric too.

www.westpac.co.nz



Sustainable Business in New Zealand – IAG

TRADING AS STATE AND NZI

For New Zealand's largest insurer, sustainability is a core part of its business vision. IAG NZ, trading under the State and NZI insurance brands, has a vision of being New Zealand's insurer of choice.

For IAG NZ, that means showing leadership in developing solutions that will ensure its business is around for the long term – for its people, customers, communities and shareholder.

The consequences of climate change have presented the world with unprecedented challenges. In New Zealand, weather-related disasters account for 19 of our top 20 most costly insurances losses. We are already beginning to see the effects of extreme weather events such as the South Island snowstorm in June that caused devastation to communities and to the economy.

IAG NZ is committed to working to reduce the risk of climate change. This includes continuing to decrease its own environmental footprint, engaging and empowering its staff to take action, leading and influencing other businesses' sustainability, developing enduring partnerships with the community to mitigate the impacts, and advocating the development of policy that supports a more sustainable New Zealand.

IAG NZ's first sustainability report, *See*, produced in 2005, provided a snapshot of how sustainability fits with its business. The report gave the company a benchmark of its progress and highlighted where improvements could be made. The second report, due out in December 2006, illustrates how IAG NZ has grown and examines the challenges and opportunities it has faced over the last year.

As a winner at the last Sustainable Business awards, IAG NZ supports all the organisations that have taken part in the Get Sustainable Challenge and the regional and national Sustainable Business Awards. It takes commitment and hard work to participate in such challenges, but by doing so, IAG NZ believes that participants can inspire other companies on the exciting and rewarding journey towards becoming more sustainable.

www.iag.co.nz

What will help make sustainable business happen?

A major move to green procurement by government agencies is needed to provide the momentum for a rapid spread of sustainable business practices.

Central and local government are buying \$5 billion a year in goods. At the moment they reward officials for buying at the lowest day-one price, rather than taking into account the whole-of-life cost of a product or service.

Government efforts so far have delivered a light handed guide to green procurement for core agencies only. Local and regional government authorities have been left to make their own progress through sustainable city movements.

The New Zealand Business Council for Sustainable Development believes a firmer whole-of-government approach – making environmental and other sustainability considerations part of all appropriate procurement contracts – is needed to make the breakthrough.

It is not new ground. The European Union is well advanced. Case law in the EU has been determined. Some of the work has already been done here with the Govt3 programme. However, the number of suppliers with independently certified sustainable supplier accreditation is woefully small – and government tender documents are letting suppliers without SD credentials still play the game.

The Business Council believes a concerted campaign by the Government to provide SD certified brands for suppliers, backed by requirements to include environmental and whole-of-life cost in procurement tender documents will provide real momentum.

This initiative should also be backed by co-ordinating advertising across Government agencies. People should be able to readily identify an SD supplier by brands which become as familiar as the Heart Foundation tick on food products.

New Zealanders are ready in overwhelming numbers to buy from environmentally and socially responsible businesses. Extensive nationwide focus group and national polling by the Business Council reveals New Zealanders will support businesses and parties which do the right things to help preserve the New Zealand quality of life. When sustainable development is expressed in these terms, 60% of New Zealanders are interested in the concept, 36% very interested.

Behind this deeply held desire, lurks immense commercial and political power.

Moves to provide a major boost to green procurement are needed from government to help people find the 'good guys', who are doing the right things to cut energy use, grow business, properly manage their impact on the environment and ensure their employees and other stakeholders are well cared for – and insist their suppliers do the same. SMEs simply don't have the time, resources or individual economic clout to make it happen on a meaningful scale.

When it happens the benefits can be immense.

It's time for leadership on the issue from the board, council and Cabinet rooms.

Peter Neilson is Chief Executive of the NZBCSD, whose member companies employ 55,000 staff and whose annual \$33 billion in sales equate to 28% of gross domestic product. Members believe businesses should be sustainable, and protect the environment and people.



Green Building Council

The New Zealand Green Building Council is an inclusive broad-based industry organisation that has been formed to lead New Zealand's focus on green building. The Council is committed to developing market-based solutions that help deliver more efficient, healthier and more innovative buildings for New Zealand.

The Council's focus is to:

- Develop a New Zealand-specific building rating tool that sets the benchmark for environmental design and performance of buildings
- Provide information and resources that enable the industry to deliver tangible improvements in buildings' performance
- Deliver education and training that will ensure that green building principles are understood and demonstrated at all levels of the building value chain.

The Green Building Council has support from major stakeholder groups including members of The

Property Council, Property Institute, NZIA, ACENZ, IPENZ and Master Builders, as well as diverse board representation.

The Council has evaluated a number of different sustainable building rating tools for their suitability in New Zealand, and it has chosen to adapt the Australian 'Green Star' system to New Zealand conditions.

The Council is working on a 'New Office Design' tool, and will then develop an 'As Built' tool and an 'Existing Building' tool.

The New Zealand Green Building Council is also working internationally with the World Green Building Council. Existing members of the World Council include Australia, Canada, India, Mexico, Taiwan and USA. In addition, thirty other countries are establishing their own Green Building Councils.

Above: The award-winning Riccarton Library, a green building designed by architectural firm Warren and Mahoney. Image: Stephen Goodenough.

www.nzgbc.org.nz

Explorer

Explorers have taken initial steps on their sustainability journey. They have started to identify the environmental and social impacts of their business, and are making efforts to mitigate these. At this stage their actions may be one-off, although their intentions are to manage this approach in a co-ordinated way.

These businesses have recognised that sustainability can bring efficiency gains, through better management of the resources that go into their operations. There may also be an attempt to manage external relationships with clients and suppliers, to ensure best social and environmental value.

The health and safety of staff and customers/clients is considered important, and there may be a formal policy in place to underpin this. Good employment practices are under development, and initial links are being made to the relevance of well managed human resources and sustainable business operations.





Remarkit Solutions

Remarkit has a strong ethical and value based approach to its businesses, including a concern for the environment, and a commitment to socially and ethically sound business practices.

The company is a recycler of e-waste, managing the commissioning, decommissioning and remarketing of computers and other equipment. It has diverted thousands of computers and monitors for large organisations and companies from land fill. In September Remarkit organised a major public computer recycling day in association with Dell.

Remarkit carefully check out the overseas organisations that take the equipment for re-use

or disposal, and does not conduct business with companies that will landfill their e-waste.

Remarkit sponsors children's safety programmes and business mentoring programmes, and provides hardware to schools in the Solomon Islands and Cook Islands, as well as to local schools.

While its core business is waste minimisation, it also ensures its own processes focus on minimising waste wherever possible, including re-using and recycling paper, cardboard and plastic. Future plans include improving the management of plastic waste with improved recycling and the introduction of a mobile recycling unit.

www.remarkit.co.nz

Galantai Plastics Group

Galantai Plastics Group designs and supplies plastic injection moulding services – an industry in which it is inherently difficult to be sustainable. As one of New Zealand’s leading injection moulders, it has specialist skills in product design, tooling and moulding.

Galantai is a heavy user of electricity, water and various raw materials. Despite this challenge, the company is using resources efficiently and has developed a strong sense of community involvement.

Technology has a continuous role to play in Galantai’s environmental performance, through impacting product design, processing and raw

materials. The design process has allowed Galantai to develop lighter products. This means less raw material is used, and associated processing and distribution costs are lowered.

Improvement in raw materials can allow plastics to be a substitute for more energy intensive processes, such as metals. Further advances in plastics processing technology have provided very large energy efficiencies.

Galantai has recently integrated natural light into its warehousing and factory to reduce energy costs and improve the working environment. Galantai is also working smarter to reduce paper and water use, and is paying close attention to waste.

The company participates in the community in a number of areas, supporting local tertiary students in projects that include a plastics component. It sponsors sporting activities and allows staff time to attend and support the community organisations within and outside the plastics industry. The company is family owned and has a very stable staff of 33 employees.

www.gplastics.co.nz

Natural light in Galantai Plastics factory



Bake Shack

The Bake Shack bakery opened at the end of the millennium and has a forward looking approach to its business. It is a pioneer in Tauranga's City first cleaner production programme.

It has grown quickly and now employs twenty-four in its production and retail businesses. Recently faced with the challenge of changing traffic patterns in its neighborhood, it has shifted to concentrate on wholesale and off-site activities to ensure the future of the business.

Despite this rapid and successful growth the Bake Shack now virtually produces zero waste to landfill. The Bake Shack tries to be environmentally friendly and encourage recycling whenever possible.

The Bake Shack is participating in Tauranga Council's ZERO WASTE programme which aims to reduce waste to landfill by recycling, reusing and using environmentally friendly methods and materials.

The company pays attention to water conservation and energy efficiency, and has been trialing bio-fuel in its vehicles. It expects to be using 90 percent bio-diesel by the end of the year.

www.bakeshack.co.nz



YWCA

The YWCA is a non-profit organisation that is achieving remarkable outcomes for its clients and for the environment.

The YWCA started looking at energy efficiency in 1999, converting its water heating from a coal system to a gas one. Since that time it has continually reduced its environmental footprint.

It now uses energy efficient bulbs for lighting, and is further reducing energy usage by putting thermostats on all its heaters, and by turning off appliances when not being used. Permanent residents of the YWCA are sent information

on the power they are using, and by upgrading its gas heater has achieved a 25% reduction in the amount of gas used.

Last year the YWCA began using a worm farm and recycling food scraps, allowing it to achieve almost zero waste in its meals-on-wheels kitchen. Material from the worm farm is sent back to the YWCA's vegetable supplier, effectively closing the loop on food waste.

www.ywca.org.nz

H2 Flow

H2 Flow is a distributor and installer of solar hot water systems and clean fuel central heaters. It educates consumers on sustainable and clean heat design options for their homes.

It has a strong focus on ensuring its own practices are sustainable. For example, when selecting the central heating systems it would sell, H2 Flow considered both energy efficiency and the need to use fuels low in CO₂ emissions and particulates.

The company has a 'buy local' policy, and is asking its suppliers to think about packaging, for example advocating that plastic pellet bags be replaced with a recycled or recyclable package.

The firm has electrical savings measures for its office and uses low waste and recycled products. It uses a 'ride share' system to ensure employees share travel and go direct to worksites where possible, minimising trips by road. Vans are serviced every two months to ensure diesel vans remain at optimum efficiency.

To ensure it can hire staff with a sympathy for sustainability, H2 Flow trains its own apprentices, and has active programmes to educate staff. Due to its employee engagement policies it has a high level of staff retention.

Emerging

An emerging business is one that is committed to, and actively planning for, sustainability improvements. They have an environmental or sustainability policy to underpin this approach.

They have identified their key areas of social and environmental impact; and are monitoring and managing these plus other aspects of their business operations. They are recognising and reporting efficiency gains, and may be making initial steps to produce a triple bottom line report.

Their values have been written down, and include some social, cultural or environmental factors. These are beginning to be translated into their business practices, influencing aspects such as their supply chain management.

Emerging businesses consider their employment practices to be an important aspect of their sustainability and productivity. They have good relationships with the local communities they work in and influence, and are taking steps to positively contribute to these.





Absolutely

Absolutely is designer and builder of internet websites, intranets and web applications with a difference – sustainability is integral in their approach to their business.

They have recently put measures in place for monitoring and improving energy efficiency within the office and they've achieved reductions in the amount of waste going into the rubbish bins each week – partly through giving away waste paper to a pre-school for children from refugee families.

Absolutely have undertaken an audit of their suppliers and made a determined response, changing several based on environmental and ethical considerations.

They belong to Greenfleet – the Sustainable Business Network's transport scheme for offsetting vehicle carbon emissions, and have begun measuring their carbon footprint.

They have extensive involvement in community initiatives, including staff having paid time off for community work or social responsibility activities. They seek staff through the refugee and migrant service, and provide extensive support to these people once they are part of their team.

www.absolutely.co.nz

Generation Developments

Over the last nine years, Generation Developments has grown from a two-man band to a team of 29 building up to 250 residential houses per year in the wider Bay of Plenty and Waikato.

The construction industry is in a great position to effect positive changes towards sustainability, and Generation Developments has a sound understanding of this – and of the challenges in making sustainability affordable.

Generation Developments has a systematic approach to tackling a wide range of sustainability issues that challenge their business. Generation's material resources efficiency and social sustainability initiatives were undertaken with practical and economic benefits in mind.

The company has chosen to focus on material resources and environmental efficiency and on

influencing customer choices. It promotes urban design principles in subdivision planning and practical steps such as low-flow shower heads in new homes. It is committed to avoiding products with adverse environmental effects and the company website includes a sustainability section to educate clients about sustainable building options.

Generation Developments has begun measuring environmental impacts both internally and externally throughout the construction schedule. They are increasing contractor responsibility through education and introducing new processes which have had a positive outcome of reducing cost as a result.

Generation Developments views sustainability as ensuring the ongoing viability of business and providing significant benefits. It is considered a pragmatic business decision rather than just a movement towards being 'green'.

www.generation.co.nz

Perry Group

The Perry Group owns and operates a range of businesses including sand mining, quarrying, waste solutions and remediation and compost and organic fertilisers. With more than 300 staff in 20 twenty locations throughout the country, it is one of the largest and most successful privately-owned enterprises in the Waikato region.

Sustainability is an ongoing strategic priority for the company and it is aiming to consistently raise its performance. A number of sustainable business practices have been part of the company culture for some time, and in the last year sustainability has been formalised as part of the Group's overall approach to business and growth.

A Sustainability Team, with representatives from all divisions, promotes and co-ordinates sustainable business practices across the group and audits them on a regular basis.

They have implemented a waste reduction programme at Perry House, audited fuel use and minimisation practices at Perry Aggregates Limited, developed a range of community support programmes throughout the Group and helped implement a number of positive staff programmes such as life insurance and superannuation.

The Sustainability Team provides ideas, education and information to help build best practice at a divisional level and will provide help for project teams to develop and implement sustainable business practices.

The strong shared culture of people, excellence, pride, win-win and community are central to the Perry Group, and through the Perry Foundation, resources are channelled into a range of community projects.

www.perry.co.nz



Cornerstone

Cornerstone was founded to provide a practical method of energy and cost efficient housing for all socio economic groups, with a focus on the lower socio economic sector.

The company designs and builds homes made from polystyrene panels. The panels provide excellent insulation, resulting in improved energy efficiency and lower power costs for owners. The Cornerstone building system allows for great flexibility in construction, meaning any shape can be produced.

The business has strong social connections and an understanding of socio economic issues expressed through their original reason for starting business – energy and cost effective housing. Cornerstone chooses designers and licensees who understand our philosophy.

Cornerstone has produced a substantial sustainability assessment on its business. The report is a comprehensive document that includes an evaluation of materials, construction, policy issues, energy efficiency, policy and comment from clients.

Cornerstone produces all its marketing material electronically to avoid paper use. Materials are emailed, to avoid the energy costs of transporting them by regular mail. Where possible plans are sent to clients by email, minimising travel costs. Paper use in the office is minimised, with reuse where possible and recycling of all paper.

Genuine effort is involved in the reuse of offcuts for other parts of the construction system, and waste materials are either reused on the job or recycled.

www.4-cornerstone.com



Energy Mad

Energy Mad was established by its two directors, Dr Chris Mardon and Tom Mackenzie, to place five Ecobulbs in 55% of the homes in New Zealand. This will save every home \$500, and save enough electricity to power Hamilton.

Energy Mad has completed twelve Ecobulb Projects to date, with eight more to complete this year. Savings from the projects to date will amount to approximately \$150 million saved on New Zealanders' power bills over the life of the Ecobulbs. The company is well on its way to the goal of four million Ecobulbs in New Zealand homes and power savings of \$400 million.

Energy Mad supports local businesses and hires staff based on their values as well as skills. Staff work flexible hours and are encouraged to educate themselves on sustainability.

The company has a design improvement programme in place to further the product life. Packaging avoids mixed materials and uses recyclable board. A 35% reduction in waste disposal has been achieved following the implementation of a received packaging policy.

As Ecobulbs last ten times longer than ordinary lightbulbs, the Ecobulb Projects completed to date will save over 13 million ordinary lightbulbs from going to landfill.

In September Energy Mad launches its pilot 'Ecoheater' project in South Canterbury, taking it one step closer to the ultimate goal of saving enough power to essentially take New Zealand 'off the grid'.

www.ecobulb.co.nz



Innovation

Innovative sustainable businesses are those developing new products, services, process or systems that will lead to economic, environmental and/or social benefits.

Innovation has the potential to deliver both creative and practical solutions to sustainability challenges. A truly innovative company will have the market respond with enthusiasm.

Innovative products and solutions such as those featured here have the potential to influence not only New Zealand, but the world.



Fonterra

When a company is as large and as critical to the economy as Fonterra, changing your business practices can make a significant impact on New Zealand's sustainability.

Fonterra has a committed Environmental Strategy Team that has developed an Anoxic Treatment Process to significantly reduce the nitrate levels of treated wastewater at its Tirau plant.

The innovative process works by changing how wastewater is treated. Wastewater from the Tirau site is deposited into ponds, where it is broken down by bacteria using oxygen. By turning off the aerators that supply oxygen to the wastewater ponds, the new process forces the bacteria to use oxygen from the nitrate molecules present in the water.

This has led to a reduction in algae growth in neighbouring waterways and has also cut energy consumption by reducing the need to use aerators to preserve the solids in the wastewater during the off-season.

The initiative is a great illustration of the work Fonterra is doing to develop manufacturing processes that are both economically and environmentally sustainable. It has the potential to improve longevity of the farming industry and improve waterways. Due to the project's success, the process is being installed at the company's Edendale site and there are plans to introduce it at Waitoa as well.

www.fonterra.com

Alto Limited

The Art of Sustainable Living requires flexibility, compromise and creativity and big dreams. Is this all we can be? Or is something else trying to emerge?

Alto is an increasingly sustainable communication design company in Wellington. The world being dreamed at Alto is based on a culture of care; we care about ourselves and each other, and the benefits are passed onto our clients and into our community.

We recognise that creative people need to feed their creativity in order to produce it for others. To address this we developed 'Good Friday'.

Each Friday we give ourselves permission to work on a project we are personally passionate about. Staff prioritise their own needs and focus on their personal and professional development; whether they are design development, research, sustainability, 3D modelling, global justice, typography, art, digital storytelling or motion graphics.

This is one way that we actively produce a good experience of our working life. It helps us to be creative, relaxed and fulfilled. This initiative is about recognising that creative people need to feed their creativity in order to produce it for others. And it's successful for us – since introducing this initiative, Alto has increased productivity by 20 percent.

Ultimately, sustainability is a call for another dimension to be added to the design brief. Is the thing sustainable? That's why at Alto we love the internet – so much communication, so little paper. The future of a sustainable planet rests with those with the vision and the passion to design a new world.

www.alto.net.nz

Alto's good friday is here for good



Fisheye

From remote access technology to recycling computers into schools, Auckland IT company Fisheye has proven to be truly innovative and unique in its approach to sustainability.

Fisheye has grown into a team of seven passionate and dedicated people who work to incorporate sustainability practices and solutions into every level of their business. At Fisheye sustainability is viewed as an opportunity, not a cost. The team encourage



and promote change by creating win/win situations, be it with clients, suppliers, fellow staff, the community or the planet.

Energy usage is monitored and minimised throughout Fisheye offices. The company has developed a channel for disposal that ensures, wherever possible, hardware (and toxic components) will not end up in landfill. These are often repurposed for educational use in schools.

Servicing clients through remote IT technologies is an integral part of Fisheye's philosophy thus creating zero transport costs and pollution. When transport is required, Fisheye's environmentally-aware personality is reinforced by using scooters and SMART cars – which also result in lower emissions, easier parking, quick IT response to clients and are great for brand awareness. Fisheye is a member of the SBN Greenfleet Programme to offset the carbon costs from its vehicle travel.

The company has been recognised for its forward thinking in incorporating sustainability principles into its developing business by sustainability awards in 2003 and 2006.

www.fisheye.org.nz

Opus Tauranga

Opus Tauranga is at the leading edge of innovation with transport planning with the development of a transport energy modelling tool. The tool allows communities to make smarter choices about urban design and travel patterns, and has the potential to drive more sustainable transport systems well into the future.

Transport planners will be able to use this tool to measure transport sustainability in urban and suburban areas. This allows them to audit development plans and ensure that the proposed development of a new suburb or existing urban area will contribute to sustainable transport instead of dependence on the car for transport.

With the ability to make smarter choices about urban design and travel patterns this tool has the potential to drive more sustainable transport systems well into the future.

Opus has also developed a travel plan for their office that will allow the company to measure its savings. Opus now offers travel planning as a service to other businesses that wish to save energy and money on business related travel.

Opus enjoys an exemplary reputation for providing multi-disciplinary consulting services and for consistently delivering quality for our clients. It works closely with clients and finds innovative solutions to the most complex design and planning problems.

Opus has over 1700 staff in offices throughout New Zealand and internationally.

www.opus.co.nz

Nathan Austin on the shared office bicycle



Peel Forest Outdoor Pursuit Centre

Peel Forest Outdoor Pursuits Centre is a registered charitable trust that runs outdoor skills training, outdoor recreation and environmental education programmes. All development at the lodge is planned and completed under a QEII covenant that governs the site.

It provides a unique experience in New Zealand – a residential centre that provides accommodation for education and recreation while encouraging practical resource awareness and conservation through everyday living.

The Eco Lodge provides an opportunity for facility users to experiment with use of 'green' technologies and with living within resource limits. Guests actively monitor their water use, electricity use and waste production and are encouraged to use these efficiently. Water is reused and waste is converted into useable products.

It has achieved a working example of alternative building and technologies and a relevant, practical environmental education that connects environmental issues to everyday living.

www.peelforestopc.org.nz

Trailblazer

For trailblazing businesses, sustainability is a strategic part of their entire operations, and senior staff are fully committed to it. Sustainability is approached and implemented in an integrated way. These businesses are innovators and leaders who are considering the long-term, and are able to maintain market advantages while providing both ecological, social, and financial dividends.

Their values include a consideration of society, the economy, the environment and culture – and these values are reflected in staff behaviours and influence external relationships.

A trailblazing company has a good awareness of how it can work smarter, and has strategic plans for managing and improving its overall productivity. They report regularly on a wide range of sustainability factors and have a publicly available sustainability report.

They consider the society and the environment when choosing suppliers and making purchasing decisions. And they are leaders in sustainable practice and role models for the business community.

In all this, they haven't forgotten the communities they work in and influence, and they are making positive and creative steps to contribute positively to these.



Comvita

Comvita is a model sustainable business, having established cohesive sustainable systems in every part of its business.

From waste management through to its strong community involvement, Comvita applies a systematic and cost effective approach to addressing sustainability issues. Year after year it makes strong progress and continues to be a benchmark for others to measure progress against.

Comvita's manufacturing plants at Paengaroa and Cambridge are licensed and audited to the internationally-recognised Good Manufacturing Practice standard for pharmaceutical and complementary health products. The Paengaroa operation is a leading pilot business in the Environment Sustainable Tourism Project initiative and an active member of Project Green Fleet and the Waste Exchange. Its acclaimed on-site Visitor Centre is also Green Globe Benchmarked and working towards Green Globe Certification.

The company employs more than 120 people in New Zealand, Australia, the UK, Japan, Hong Kong and Taiwan. Its specialist technical team works alongside New Zealand's leading scientists and research organisations to create innovative, safe, effective health solutions based on the very best

natural ingredients New Zealand has to offer. Comvita exports its products to more than 18 countries around the world.

Comvita has been the recipient of many awards including the Environment Bay of Plenty 2004 Sustainable Business Award for large businesses; the Food & Beverage Category NZTE Exporter of the Year in 2005 and most recently, the 2006 Environment Bay of Plenty Sustainable Business Challenge Supreme Award

Comvita is the world's largest manufacturer and marketer of Manuka honey and makes a growing range of high quality natural health and wellbeing products using bee-based raw materials and other plant, marine and dairy-based extracts.

www.comvita.com





YHA Wellington

Sustainability is a core part of the YHA's Wellington business, an approach that is attracting new clients to the hostel.

All staff have responsibility for sustainability and the YHA Wellington's Environmental Charter, Sustainable Living Centre Policy, and values clearly incorporate both social and environmental considerations.

Examples of the hostel's work towards sustainability include reducing energy use and waste water, through extensive recycling and re-use initiatives, sponsoring community projects, and using only environmentally-friendly cleaning products.

Staff undertake 'clean up' weeks where they educate guests about certain practices, for example waste. An environmental notice board

is provided to ensure guests are aware of the hostel's policies. Guests are provided with recycling facilities and are encouraged to use public transport.

The Wellington YHA buildings have recently been upgraded based on sustainability principles and practices. Flow restrictors in bathrooms save water, and double glazing, efficient light bulbs and wrapped hot water cylinders provide power savings. Old sheets and towels are sent to the SPCA for reuse, and lost property donated to community groups for fundraising.

In 2006 the Wellington YHA won the NZ Institute of Chartered Accountants award for best sustainability report by a service organisation/ volunteer sector.

www.yha.co.nz

Boffa Miskell

Boffa Miskell Limited is an environmental planning and design consultancy with expertise in resource management, ecology, urban design, development planning and landscape architecture. The practice has been serving the private and public sector for over 30 years.

Sustainability is of critical importance to Boffa Miskell and influences the way it carries out its core business. Ecological sustainability is recognised as

one of the components of Boffa Miskell's work, alongside commercial imperatives, legislative requirements and the social and cultural needs of communities.

The Boffa Miskell brand is encapsulated in the idea of '360'. This provides a good basis for incorporating sustainable management into everything it does. To complement the environmental achievements in its practice, Boffa Miskell has made a strategic resolution toward sustainability of individual and office operations.

An initial environmental reporting exercise trialled methods for monitoring resource uses and the ecological footprint of the company's operations. As a result of these investigations, Boffa Miskell formulated an Environmental Action Plan to set out the broader picture of the company's sustainable management approach, to standardise methods for monitoring office resources, and to implement agreed-upon initiatives with specific priorities and responsibilities.

Focus areas include paper, electricity, waste and transportation. Boffa Miskell views these as small initial steps that will grow into new projects in the future.



Community consultation for the redevelopment of Housing New Zealand's Talbot Park, Auckland

www.boffamiskell.co.nz

Newmont Waihi Gold Mine

Newmont Waihi operates in an industry where public perception of its sustainability can be challenging. It operates the Martha Gold Mine in Waihi, and has taken sustainability on board as a fundamental part of its business.

Newmont is regarded as an industry leader in both minimising their ecological footprint and engaging with the community.

It has a partnership with the Waihi community, working with that community to develop programs that ensure the local economy remains strong after mining is completed. Newmont has assisted in developing a community trust that is helping to develop the tourism industry.

Newmont Waihi's 'Bridge to Bridge' riparian planting initiative has been in operation for ten years and involves a wide range of community groups. In that time more than 200,000 native trees have been planted along the Ohinemuri River.

The company has a strong health and safety focus, and completes an annual triple bottom line report. It has achieved a 35% reduction in waste disposal costs following the implementation of a received packaging policy. Newmont returns this packaging to its suppliers, who in turn are able to reuse or recycle 80% of the material returned to them.

www.marthamine.co.nz

Fulton Hogan – Bay of Plenty

Fulton Hogan is rapidly becoming a model for other large businesses to follow in sustainability. Already naturally strong on health and safety issues, the company is now making sustainability a core part of its business.

Environmental practices are not viewed as just add-ons, but rather issues that need to be integrated into all parts of its business. The Board of Directors takes a keen interest and requires a monthly environmental report to be provided as one of the first items of each agenda.

Fulton Hogan recognises that good environmental management makes good long-term business sense and it is addressing a wide and relevant range of issues through a formal programme it.

This includes the development of an in-house sustainable transport programme – Smart Drive. This aims to improve fuel efficiency and reduce costs by providing staff with fact sheets, check lists and vehicle operating tips. Fulton Hogan ensures their fleet is maintained in good condition and provides training for operators on driving and operating techniques. The company will also be paying more attention to the fuel efficiency rating of vehicles they purchase in future.

Fulton Hogan has won a wide range of environmental awards, including the MIMICO Environmental Excellence Award for Environmental Excellence, Green Ribbon Awards and Waikato and Hawke's Bay Environmental Business Awards.

Through its ongoing commitment to excellence in environmental management, Fulton Hogan believes its move forward towards a sustainable future will encourage others to do the same.

www.fh.co.nz



YHA Wanaka

Sustainable action, policies and processes are central to the success of the YHA Wanaka. This commitment is reflected in their operations, marketing, guest involvement and staff training.

The business has extensive activity, operations and education about sustainability, including measuring and reporting on its climate change and green house gas impacts.

It has a full recycling programme that involves staff and guests in learning to monitor and manage their waste, energy use and their environmental impact.

The business purchases and uses sustainable products where possible, including sourcing bulk unwrapped toilet paper manufactured from recycled waste paper from a local supplier. The YHA has installed efficient light bulbs to reduce energy use, reducing waste to landfill and saving time and money.

All permanent staff are given membership of the YHA, increasing their sense of 'belonging' to the Association, and staff participated in a review of the Association's Mission and Values.

These programmes are delivering tangible results – the YHA has achieved a 45 percent reduction in carbon output in 12 months due to operational efficiency and staff awareness and action. There has been significant emphasis on tree planting to offset greenhouse gases and genuine effort is made to be sustainable in transport.

www.yha.org.nz

Members

The members of the Sustainable Business Network

3P Ventures Limited

4ormfunction

Ablaze

absolutely.co.nz Ltd

Accident Compensation Corporation

Agriculture NZ

Airplane Studios

All Brite Industries

Alpha Developments

Alto Limited

Amnesty International

Anderson Lloyd Caudwell

Anew NZ

Anne Potter and Associates Ltd

Annette Lusk

Antanas Procuta Architects Ltd

AQUAS Consultants Ltd

Arete Limited

Arhaus

Attitude Foods

Auckland City

Auckland Regional Council

Avalon Incorporated

Ayrshire e.b.a. Ltd

Azzuro Solar NZ Ltd

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Bake Shack

Bay Business Support

Beacon Pathway Limited

BeesOnline

Bell Gully

Bernard Cheng

Beweb Limited

Bios Fuel

Black

Blazon Media Ltd

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Borderless Productions Limited

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Bronwen Jones

Bronwyn Koroheke

Brookdale Gardens Ltd

Bubbly and Brie Boutique

Building Biology & Ecology

Buried Village

Business and Environment Consultants

Cabbage Tree Press Ltd

Caitlyn Cook
Caltex New Zealand Limited
Canon New Zealand
Capital Financial Planning Ltd
Cartridge World Tauranga Ltd
Catalyst Research & Development Ltd
Cause & Effect
Certified Computer Contractors Ltd
Charissa Snijders Architect Ltd
CHH
Chow:Hill
Chris Montgomerie Communications
Christchurch City Council
Christchurch Polytechnic Institute of Technology
Chrysalis Seed Trust
Clean Stream Waiheke Ltd
Clifford Allen
Colmar Brunton
Commonsense Organics Ltd
Community & Environment Consultancy
Community Economic Development Associates Ltd
(CEDA)
Comvita
Conscious Consumer Ltd
Contact Energy
Conveyancing Shop
Corban Revell
Cornerstone International Ltd
Corporate Healing Ltd
Council for Socially Responsible Investment
CPU Recruitment Ltd
Creative Decisions Ltd
Darsel Keane
Datamail Ltd
David Sinclair
Davis Wood Consultancy Ltd
Debt Chaser Limited
Dennis Parker: Consultant for Sustainable Business
Design Mobel NZ Ltd
Deuchrass and Associates Ltd
Dimensions Architects
Downtown House No.2 Ltd
Duncan & Prudence Ltd
Duncan Sargent Contemporary Furniture
Earth Song Ltd
Earthsafe
Earthwise
Eat Right Foods Limited
Eco Insulation
Eco Solutions Ltd
EcoCover (NZ) Limited
Ecolab Ltd
EcoMatters Environment Trust
Economic Development Foundation Limited
Ecoridge Ltd
Ecoshow
Ecostore
EECA

EEO Trust
EERST
Elizabeth Nichols
Employment & Environment Law
Energy and Technical Services
Energy for Industry
Energy Mad
Energy Options
Enterprise North Shore
Enterprise Waitakere
Enviromower
Environment Bay of Plenty
Environment Canterbury
Environment Waikato
Environmental Choice NZ
Envirostate Ltd
Epenz
Ethos Environmental
Family First Law
Family Planning Association
Federated Farmers Waikato
Financial Growth Centre Ltd
Fisher & Paykel
Fisheye Ltd
Fletcher Building
Fletcher Challenge Credit Union
Formway Furniture Ltd
FRENZS Free Range Eggs
Friendlypak
Fuji Xerox
Fulton Hogan
FuturePace
G & M Consultancy
Gable Development Ltd
Galantai Plastics Group
Garrad Hassan Pacific
Gas and Solar Ltd
Gee Clean NZ
Generation Developments Ltd
George Thien
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Glen Saunders
Global Compliance Solutions Ltd
Graduate Personnel Limited
Green Inc
Green Tick Certification Limited
Greenkiwi Craft Co
Greenpages
Greenwood Solutions Ltd
Gribbles Veterinary Pathology Limited (NZ)
Hamilton City Council
Health & Harmony
Heidi Pettersen
Heritage Design Group
Hexion Specialty Chemicals (N.Z.) Ltd
Hillery Priest Architecture Ltd
Hobsonville Land Company Limited
Holistic Business Solutons

Home and Family Christchurch
Honda NZ Limited
Hot Pyjama Production Ltd
Hot Water Heat Pump Ltd
Hotel on Devonport Ltd
HR Consulting
Hubbard Foods Ltd
IAG NZ
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Indigo Lane Ltd
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Integrity Trust Limited
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JM Communications Ltd
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Kate Hewson
KD Consulting
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Lisa Bridson
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m2 communicate
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Mad World
Madison Recruitment
Manukau City Council
Marcel van den Assum
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Martin Thomas & Associates Ltd
Materials Processing Limited
Matisse International Furniture
Maunsell
McKenzie Higham Architecture
Mercury Energy
Meridian Energy
Metrowater
Mil-tek NZ Ltd
Mind & Body Consultants
Ministry of Economic Development

Mirimiri Holistic Therapy Studio
MMMAD
Mokena Restaurant and Bar
Money Matters Ltd
Mortlock McCormack Law
Myers Blyth Architects Ltd
Naked Organics
National Institute of Water and Atmospheric
Research Ltd (NIWA)
Natural Home Builders Ltd
Naturally Native NZ Plants Ltd.
Nestleby Grove
Netconcepts Ltd
New Zealand Biosecure
New Zealand School of Education
Newmont Waihi Gold
Nick Jones & Associates Ltd
Nicky Benson
Nitish Verma
Non-fiction
Nonimana Ltd
Norske Skog Tasman
North Port Events Ltd
Northern Disposal Systems
Nova LPG
NUAZ
Nuplex Environmental
Nutra Health Ltd
NVF Oils
NZ Flax Hybridisers Ltd
NZ Institute of Fashion Technology Ltd
NZ Post
NZ Windfarms Ltd
NZIA Auckland Branch
Odessee International
Ohiwa Holidays Ltd
Omaha Blueberries
One Love Eco-Cleaning
Onsight Solar Systems
Opus International Consultants
Orion New Zealand Limited
Otago Polytechnic
Outpost Accommodation Systems Limited
Oxfam
P5 Ltd
Packaging Council of NZ
Palmerston North City Council
Paper Reclaim
Paradigm Associates Ltd
Parau Gardens
Parex Industries Limited
Pathfinder Bookshop
Patterburg Properties Ltd
Peel Forest Outdoor Pursuits
Peoples Coffee Ltd
Perceptive Insight Limited
Personnel Resources Ltd
Peter Parkinson

Petrie Warren & Associates
PG Consulting
Philips New Zealand Limited
Phoenix Incorporated
Phoenix Organics Ltd
Phytomed Medical Herbs Ltd
Phyt's Ecological and Organic Cosmetics
Pitango Innovative Cuisine Ltd
Pivotal Services 2006 Ltd
Plastics New Zealand
Port of Tauranga
Positive Elements Limited
Pranah Café
Prima Tazza – BrewHah! Coffee
Products from NZ Ltd
Progressive Hydraulics Limited
Prometheus Ethical Finance
Pukaha Mount Bruce
Purefresh Organic
Quigley and Watts Ltd
Ranui Community Garden
Real Nappies Ltd
Recell Ltd
Reid Technology
Remarkit Solutions Ltd
Research Consultants Ltd
Resene Paints Ltd
Restore New Zealand Ltd
Ricoh New Zealand Ltd
Ridge Processing Ltd
Riverslea Sanctuary
Rockline Distribution (Pacific) Ltd
Rocon Printing Co Ltd
Rodney District Council
Ross Chambers
Rotorua District Council
Rotorua Tourism Incubator
Russell Devlin Architect
Savio Solutions
Savpac Marketing Co Ltd
SCA Hygiene Australasia
Scarborough Fair
Scion
Serra Natural Foods Ltd
Setareh Masoud-Ansari
Sigma Consultants Ltd
Simon Stockdale
Sinclair Knight Merz
Snakes & Ladders Group Ltd
Socrates Fund Management
Solarwise Division of H2flow Plumbing & Heating Ltd
Sophie Rainford
Spicers Paper
Spoke Ltd
Stefan Fortuin
Stevens Lawson Architects Ltd
Straight Up Productions Ltd
Strategic Solutions Ltd

Stratum
 Studio of Pacific Architecture
 Subliminal Ltd
 Succession
 Sun Media Ltd
 Sunset Coast Organicsz
 Supplejack Ltd
 Susan St Lawrence Consulting
 Sustainability Ltd
 Sustainability Matters
 Sustainable Biz
 SustainAble Ltd
 Sustainable Structures Ltd
 Sustaining Hawke's Bay Trust
 Tall Poppies
 Taranaki Environment Centre
 Taura Natural Ingredients Limited
 Tauranga Environment Centre Charitable Trust
 TBL Solutions
 Te Puni Kokiri – Business Development Directorate
 Te Runanga o Ngai Tahu
 Telecom New Zealand
 Tennent+Brown Architects Ltd
 Terra Firma Earth Building Company Ltd
 Terry Dare
 TetraMap International
 The AgriChain Centre Ltd
 The Body Shop New Zealand
 The Catalysts
 The Clean Green Car Company Ltd
 The Colour Guy
 The Green Effect Trust/Trees for Canterbury
 The Green Life
 The Mussel Inn
 The Natural Step NZ
 The Osteopathic Clinic
 The People Business
 The Perry Group Limited
 The Radioworks
 The Sustainable Business Company Ltd
 Thermobuild Homes
 Thinktank Consulting
 Toll Owens Ltd
 Tonkin and Taylor
 Town Centre Development Group
 Toyota NZ Ltd
 Trane NZ
 Transformations International
 Transit New Zealand
 Tredi NZ Ltd
 Triple Bottom Line Reporting
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 Universal Print and Management
 University of Waikato Management School
 Unlimited School
 Urgent Couriers Ltd
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Vanity Walk
Vector Gas Limited
Venerdi
VibrantPlanet.com
Victoria Park Trust
Vodafone New Zealand
Waikato Chamber of Commerce
Waitakaruru Arboretum & Sculpture Park
Waitakere City Council
Waste Not Consulting
Watercare Services
Wave Design & Marketing
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