



Trailblazer Small and Medium Business Award

Paradigm



John Ringer - "Public Interest Communication"

Background:

Paradigm is a small Ponsonby-based design company made up of a passionate team of three. The business began 19 years ago with the explicit role of providing professional environmentally sound professional communication services to the not-for-profit sector and more recently to help companies with sustainability.

Recently they have created a new brand of 'salvage' products made from waste including bags and products made from recycled rubber.





Some responses:

Paradigm has pioneered an industry shift toward sustainability and is being recognised as a leader. Sustainability is completely embedded in the business ethics and operation of the company.

The company has good supplier relationships and constantly advocates for safer, 'greener' raw materials. Paradigm is committed to working only with customers that are also on the sustainability journey, and staff are employed on the basis that their values are aligned with those of the business.

Judges comments from the National awards:

- Paradigm operates in a pioneering nature and has a long standing commitment to public interest and more recently to the adoption of sustainable design
- The company is seen as a market influencer with excellent supplier relationships and influence within their client base
- The challenge for Paradigm is to develop a simple system for measuring and reporting on their sustainability performance.

Judges comments from the SBN Northern regional awards:

- The company has maintained a very high level of commitment to their core values and to finding the most sustainable outcomes for themselves and their clients
- Despite being a small company, Paradigm has demonstrated leadership and has had a significant positive influence both within and beyond the design sector.

