

# sustainable

## BUSINESS NETWORK

### *Reshaping Profit*



**Glen Crowther**

## Who Are We?

- Nationwide, member based, non-profit organisation
- Founded in 2002, the Sustainable Business Network (SBN) is the largest and longest-standing NZ organisation dedicated to sustainable business
- Around 500 members nationwide – includes businesses, government agencies and other organisations
- About 50 BOP members
- Open to all businesses that wish to contribute to making New Zealand a more sustainable nation

## BOP Members include:



*Tauranga City*



locusresearch

Sustainable Design & Development



# SBN's Team in Auckland



## What We Do

Provide **advice** and **support** to members to help them succeed through **sustainability** – via:

- **Events**
- **Tools and Resources**
- **Projects**

## So what does **sustainable** mean?

### **Webster Dictionary Definition:**

“able to last or continue for a long time”

### **Oxford Dictionary Definition:**

“Able to be maintained at a certain rate or level:  
Conserving an ecological balance by avoiding  
depletion of natural resources”

SBN is not just about wanting to protect the planet and being an eco-greenie environmentalist.

**We also want to help businesses succeed.**

### **3 Pillars:**

**P**eople

**P**lanet

**P**rofits



## What Sustainability Isn't ... #1





## What Sustainability Isn't ... #2





## Transformation Areas

We focus on 4 areas to help make NZ a model sustainable nation:

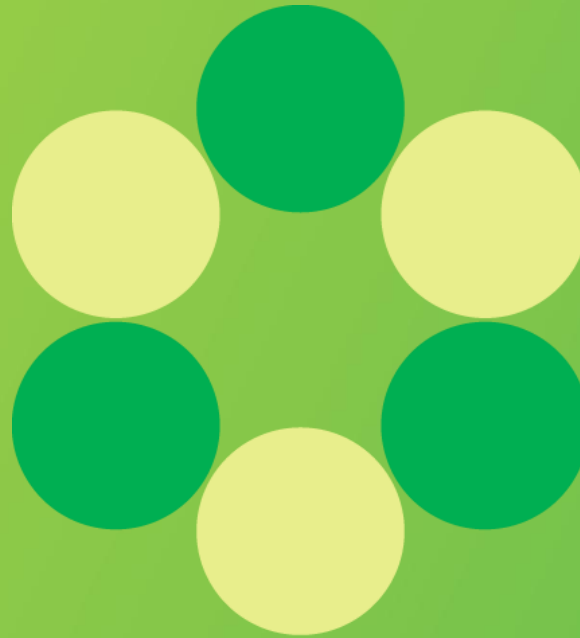
- **Renewables** – *enabling the use of renewable energy*
- **Community** – *building thriving communities*
- **Mega efficiency** – *maximising the use of all resources*
- **Restorative** – *enhancing New Zealand's natural capital*



# Renewables

## Smart Transport

Includes project to support uptake  
of Electric Vehicles in N.Z.



# Community

**Building Thriving Communities**

Embedding social value into  
business models



# Mega efficiency

**Maximising Use of All Resources**

Accelerating the Circular Economy -  
companies manage all resources as  
valuable assets



# Restorative

**Enhancing NZ's Natural Capital**

**Restoring NZ's Food System**

**BOP Food Councils**

## **SBN strongly supports the work of Bay of Connections, and Priority One in the Western Bay.**

We especially support the four desired outcomes listed in the 2011 Bay of Connections Growth Study:

- **An increase in employment** beyond a business as usual scenario
- **Growth in sustainable sectors** where the Bay of Plenty has a comparative advantage or regional capability
- **A strong and vibrant community** facilitating wellbeing and encouraging innovation and leadership
- **Enhancement of the environment**, underpinning the region as the **Green Window of New Zealand**



## **2 easy ways to get involved with SBN:**

- 1. Join as a Member** (business or individual)
- 2. Enter the NZ Sustainable Business Awards**
  - held annually
  - now NZ's only sustainability awards
  - showcase anything sustainable



**Celebrating excellence  
in innovation and impact.**

Principal Partner



Brought to you by



Entries open NOW - Close 10<sup>th</sup> August. Free to enter  
Open to any businesses, government agencies, social enterprises & individuals “transforming NZ to a model sustainable nation”.

**Innovation & Impact** awards in each transformation area:  
Renewables \* Community \* Mega efficiency \* Restorative

Also awards for **Communicating Sustainability & Sustainability Champion**

**[www.sustainable.org.nz](http://www.sustainable.org.nz)**

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## One more thing... Climate Change

A 2014 U.S. Defense Department report stated climate change poses “immediate risks to U.S. national security”.

Then Secretary of Defense Chuck Hagel stated:  
*“While scientists are converging toward consensus on future climate projections, uncertainty remains. But this cannot be an excuse for delaying action.”*

The insurance industry has been saying this since the early 1990s.

# But what if climate change isn't as bad as they think?

