

The Northland Sustainable Business Club

EDANZ Sept 08



Background

Northland Sustainable Tourism Charter Project (NSTC) 2004 - 2007

- objective was to assist tourism operators to identify and adopt appropriate sustainable business practices that protect and enhance our natural, cultural, social and economic environment.

Achievements

- Developed, piloted and implemented NSTC in partnership with MfE, MoT and Northland Tourism Industry
- Project identified as a national model, rolled out to 5 other regions
- 40 business participated over 2 years

Follow on:

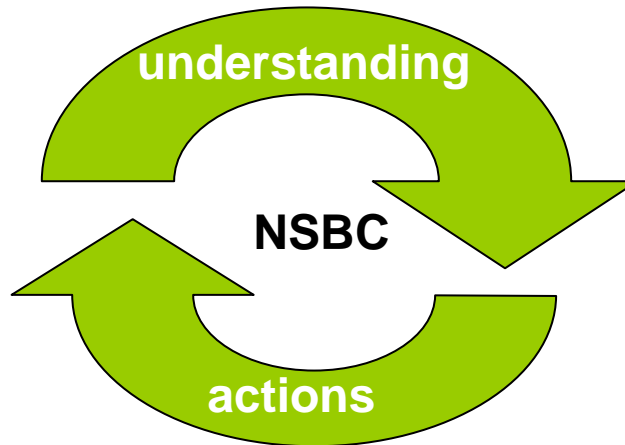
Key questions - How do we continue to work with/support companies without external funding? How do we spread to non-tourism sectors? How do we transfer impetus to the private sector?



Objectives

1. To recognize top achieving companies

2. To disseminate good practice regarding sustainability performance within and across sectors



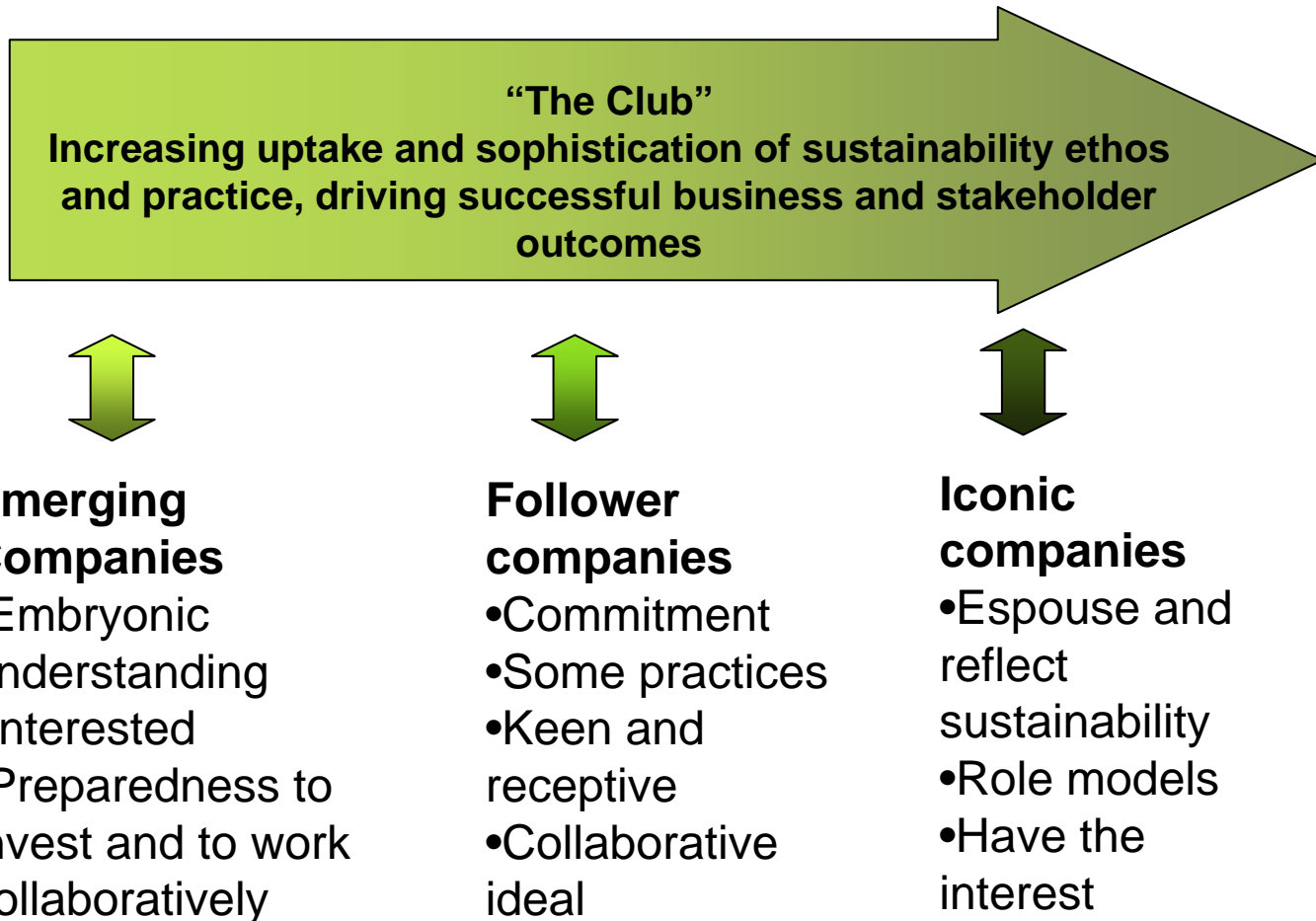
3. To provide a range of support mechanisms and resources

4. To provide structure for recognizing and rewording good performance

5. To introduce more companies to sustainable business concepts



Structure



Organisation

- ❖ Three tiers
- ❖ Geographic cells –Kerikeri, Whangarei, (Kaipara? Kaitaia?), each lead by an icon
- ❖ Two monthly cell meetings - with subject and guest presenter
- ❖ Common interest/cluster meetings as wanted
- ❖ Full meetings two times a year



Outputs

	Emerging	Followers	Iconic
What they will do	<ul style="list-style-type: none"> ▪ Participate in learning opportunities ▪ Disclose gains and learning ▪ Commitment to programs 	<ul style="list-style-type: none"> ▪ Participate in club activities ▪ Take up and feed back progress ▪ Disclose enablers they have identified 	<ul style="list-style-type: none"> ▪ Be visible role models ▪ Be available as mentors (Some limit) ▪ Be geographic cluster leaders ▪ Disclose learnings.
What the club will give them	<ul style="list-style-type: none"> ▪ Structured learning programs and resources ▪ Recognition process ▪ Exposure to icons and followers 	<ul style="list-style-type: none"> ▪ Access to icons ▪ Seminars and learning opportunities ▪ Resources ▪ Award mechanism ▪ Visibility 	<ul style="list-style-type: none"> ▪ Visibility and recognition ▪ Award mechanism ▪ Promotion to gain financial benefits. ▪ Assistance for ecoverification etc ▪ Cross sectoral exposure of enabling tools
How or who will deliver	<ul style="list-style-type: none"> ▪ SBN. Get sustainable challenge ▪ Enterprise Training – introductory workshops 	<ul style="list-style-type: none"> ▪ Northland Sustainability charter framework. ▪ SBN Get sustainable challenge awards. ▪ Industry specific sustainability awards. ▪ EECA resources. ▪ Geographic or sectoral cluster seminars and discussion groups ▪ Enterprise Training – focused subject workshops 	<ul style="list-style-type: none"> ▪ SBN and industry awards ▪ Resources from Sustainability charter. ▪ Geographic or sectoral cluster seminars and discussion groups. ▪ Visiting expert presentations. ▪ Cross sectoral leadership forum.



Potential Partners

- EN will provide organizational support for cells
- SBN will provide award mechanism, Get Sustainable Challenge and resources and tools (e.g. green fleet)
- Expert speakers/other sustainability organisations
- EECA – energy audits and advice
- MfE
- NZ Business Council for Sustainable Development
- Business excellence foundation
- C of C
- Northland Regional Council
- Territorial Local Authorities
- NorthTec
- Business Mentors
- Enterprise Training
- NZTE

