

**Sustainable
Business Council** 

 **wbcSD** Global Network Partner



Annual Plan 2021/22

Mobilising New Zealand's most ambitious businesses to build
a thriving and sustainable future for all New Zealanders

www.sbc.org.nz



The year ahead

As New Zealand re-engages with the world after what has been a roller coaster year against the backdrop of the Covid pandemic, balancing our health, social, economic and environmental priorities is going to take both political and business leadership.

Fundamental to our strategy has been a focus on leadership. This will continue through our events, advocacy, collaborations, and training programmes as we draw on thought leadership at both a national and international level to guide best practice.

Championing businesses to be at the forefront of sustainability is a key part of enabling them to take action on climate change. And climate action is accelerating. As the IPCC's 6th Assessment Report showed, if we do not hasten our action now, we face the prospect of a 2.4-degree world. Now more than ever we need urgent and bold action, as the IPCC stated, our future is now firmly in our hands.

Decisions that are made in the coming year will determine whether New Zealand bends the curve and plays its part to keep 1.5°C within reach. The Government's Emissions Reduction Plan must put in place policies that signal a clear and enduring pathway to a low-emissions and climate-resilient future. SBC stands in a unique position to influence the direction of travel and we will continue to act as our members' collective voice to that end.

While there is no denying the challenge ahead is urgent, the response to it must be enduring. The transition to a zero-carbon economy needs also to be fair, equitable, and inclusive. It is within the context of this just transition that SBC has a critical role. This includes enabling our members to bring their communities and people with them and support members to build skills to operationalise just transition pathways.

The pace of change in the nature of work is accelerating which poses disproportionate risks to those already vulnerable. We will be partnering with members to lift capability to building future ready skills and workforces to prepare workers and help them stay connected to meaningful work in a changing economy.

Throughout all of this we are very aware that our members are continuing to have to manage through the ongoing challenges and uncertainty of the Covid pandemic. This will mean continuing to be nimble and willing to adapt our approaches to the often-abrupt changes that Covid brings.

We will also continue to work with members to convert ambition to action - bringing together collaborations on the big challenges such as adaptation, partnering with others to lift capability across the network, and leveraging our international network and insights to ensure we are empowering you to walk the talk on sustainability.

We're looking forward to working with you in the year ahead as we all continue to mobilise New Zealand's most ambitious businesses to build a thriving a sustainable future for all.

Mike Burrell
Executive Director

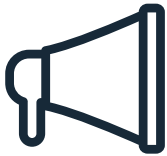
What we do



SUSTAINABLE BUSINESS SERVICES

We cover a broad range of sustainability topics, from SDGs to consumer decision making, offering a menu of options tailored to each member's sustainability journey. This includes:

- Brokering relationships between members
- Developing tools and good practice examples
- Offering 1:1 advice on member sustainability policies and reports
- Guidance on member's strategic direction
- Input into member materiality assessments
- Biennial review of members against their member commitments



REPRESENTING MEMBERS

On behalf of our members, we also work to create an enabling environment for a thriving and resilient New Zealand. We do this through:

- Providing a clear, consistent and reputable voice to government
- Engaging with government through the appropriate Ministries
- Partnering with other organisations on issues that help achieve our vision
- Aligning strategies with the Climate Leaders Coalition (CLC) to amplify collective action
- Working with World Business Council for Sustainable Development (WBCSD) to connect our members to the world's leading sustainable businesses
- Showcasing best practice from New Zealand businesses on the world stage



COMMUNICATIONS AND EVENTS

We also work with our members to showcase communications and storytelling within the membership and externally. We do this through:

- Highlighting sustainable business success through member newsletters, social media platforms and proactive mainstream media approaches
- Case studies to highlight member innovation and celebrate success
- Engaging with media to positively influence the public's perception of sustainable business
- Collaborating with communication teams across our membership to amplify unified messages
- Providing a platform for members to express their leadership through events and workshops

For a full list of our latest events see [sb.org.nz/events](https://www.sbc.org.nz/events)

Our focus areas



LEADERSHIP

Key 2021/22 deliverables: The Climate Change and Business Conference, Better Futures and our Sustainability Leadership Programme.

FOCUS AREA	MEASURE OF SUCCESS
<p>Capability building</p> <p>We will build member capability through our Sustainable Leadership Programme, CFO and Climate Risk course, circular economy training (with Circularity) and impact improvement programme (with BLab).</p>	% of members that rate SBC’s training, events and tools as moderately helpful or above
<p>Fostering connections</p> <p>We will foster member connections through our Taking the Lead dinners, virtual cocktails, Climate Change and Business Conference with the Environmental Defence Society and workshops to accelerate Council member’s climate leadership.</p>	SBC members are satisfied and engaged, as measured by our annual membership survey
<p>Collaboration and partnerships</p> <p>Our partnerships include those with Tōitu Tahua to engage with the finance community, Institute of Directors and the Director community, as well as the BusinessNZ network and Sustainable Business Network to support SMEs in member’s supply chains.</p>	% of members that score a 3 or higher on “Reporting Matters” criteria ‘Strategic Partnerships And Collaboration’
<p>Thought leadership</p> <p>We provide thought leadership through our Taking the Lead guest speaker webinars, Better Futures report with Colmar Brunton, CFO snapshot and profiling members in communications channels.</p>	Stories from members about how SBC has helped them create clarity on future pathways



THRIVING PEOPLE

Key 2021/22 deliverables: Collaborations on building inclusive workplaces, Sustainability Professionals research, and building member capability to engage in just transition pathways.

FOCUS AREA	MEASURE OF SUCCESS
<p>Capability building</p> <p>We support members to operationalise just transition pathways through webinars, guidance and insights focusing on (i) inclusive workplaces; (ii) improving standards of living and future employability and (iii) preparing workforces for a resilient, low carbon future.</p>	% of members that rate SBC’s training, events and tools as moderately helpful or above
<p>Fostering connections</p> <p>We drive member-led collaborations to build inclusive workplaces (2021); and prepare workforces and workers to stay connected to meaningful work in a changing economy (2022).</p>	Collaborations deliver scalable innovations and demonstrate impact through member participation, and uptake of good practice
<p>Leadership and influence</p> <p>Advocating for an Equitable Transitions Strategy via the Emissions Reduction Plan consultation.</p>	Member priorities are reflected in the Government’s Emissions Reduction Plan
<p>Storytelling and insights</p> <p>Providing platforms for member storytelling, leadership and growing understanding of emerging trends in people-centric climate action and shared value creation.</p> <p>Delivering the third annual Sustainability Professionals research in partnership with SBN, AUT and Oxygen consulting</p>	Storytelling keeps members informed of new and emerging issues, trends and good practice



CLIMATE ACTION

Key 2021/22 deliverables: Advocacy on the Emissions Reduction Plan, our 3 member-led collaborations and revising the Climate Leaders Coalition statements of ambition.

FOCUS AREA	MEASURE OF SUCCESS
<p>Collaboration and partnerships</p> <p>We are supporting implementation of the Low Carbon Freight Pathway and standing up new member-led collaborations in agriculture and process heat.</p> <p>We also leverage international developments such as COP26, our partnerships WBCSD and the We Mean Business Coalition.</p>	<p>% of members that score a 3 or higher on “Reporting Matters” criteria ‘Strategic Partnerships And Collaboration’</p>
<p>Advocacy</p> <p>We advocate for a clear domestic transition pathway and sensible climate policy, including through the Emissions Reduction Plan and emissions budgets.</p>	<p>The Government has communicated an integrated climate response plan; # of measures in that plan that align with SBC advocacy.</p>
<p>Capability building</p> <p>We build member capability to lead in emerging areas including adaptation and risk and disclosure, in partnership with The Aotearoa Circle, XRB and Toitū Tahua and others.</p>	<p>% of members that rate SBC’s training, events and tools as moderately helpful or above</p>
<p>Commitment and credibility</p> <p>We are developing a platform to measure and verify collective CLC emissions so that signatories are consistently reporting their scope 1, 2 and 3 emissions.</p> <p>We are also developing a new CLC signatory statement of ambition in order to drive commitment.</p>	<p># of CLC members achieving reviewed statement of ambition and reporting reduced emissions in line with science-based targets</p>

This document has been created using sustainable printing practices and sustainably sourced paper.

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Businesses from all sectors, ambitious for a sustainable New Zealand.



Associate members

