



Strategy 2020 - 2025

Business, people and nature thriving together

**Sustainable
Business Council** 

 wbcscd Global Network Partner



Our focus

I. LEADERSHIP

Championing businesses to be at the forefront of environmental and social sustainability

We inspire businesses to lead by creating a community of positive change, supporting members to go further, and celebrating their leadership and success. We are a catalyst for change, supporting members to align strategy with shared value creation for society. In leading sustainability within their business, our members inspire other businesses to go further.

II. CLIMATE ACTION

Accelerating the transition to a zero carbon future where people and nature thrive

We work with our members to act on climate change, aligning with the Climate Leaders Coalition to do so. This includes enabling members to measure, report on, and reduce their emissions. We also support our members to build the resilience to adapt to a changing climate. We work with government to ensure business continues to shape a shared plan to transition New Zealand to a zero carbon economy, including action across a broad range of interrelated sectors.

III. THRIVING PEOPLE

Growing prosperous and inclusive businesses and communities

Our ambition is for a thriving world of work that is inclusive and sustainable. We want people to thrive – personally, professionally, and as active members of society. The principles of Te Tiriti o Waitangi are integral to this, as is business fostering diversity and inclusion. We work with BusinessNZ and government to ensure policy settings enable our members to bring their communities and people with them as we transition towards a zero carbon economy.

Our strategy

SBC/CLC VISION

A New Zealand where business, people and nature thrive together.

PURPOSE

To mobilise New Zealand's most ambitious businesses to build a thriving and sustainable future for all.

LEADERSHIP

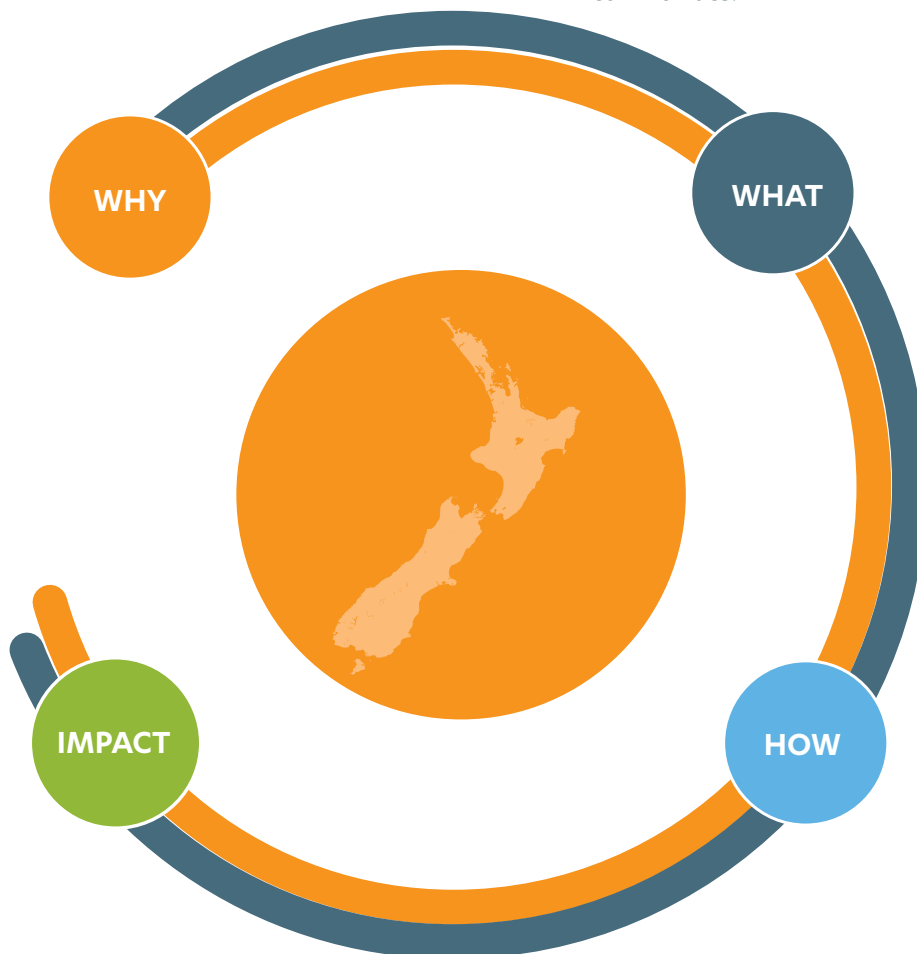
Championing businesses to be at the forefront of environmental and social sustainability.

CLIMATE ACTION

Accelerating the transition to a zero carbon future where people and nature thrive.

THRIVING PEOPLE

Growing prosperous and inclusive businesses and communities.



BY 2025

New Zealand businesses are:

- Collectively demonstrating meaningful progress to reducing emissions, in line with the Zero Carbon Act
- More diverse and inclusive, creating meaningful work in a changing economy
- Actively committed to the balanced pursuit of economic growth, ecological integrity and social progress.

MEMBER SERVICES

Collaborations, peer-to-peer learning, events, storytelling, communications.

MEMBER REPRESENTATION

Partnerships, advocacy, media engagement, international engagement.

Making it happen



WHAT WE DO

SBC connects member businesses, partners, and sectors to create impact that no single business could achieve alone. We work with executives and sustainability professionals to maximise their positive impact for shareholders, communities and the environment. We hold our members to account by asking them to fulfil member commitments. We deliver impact by championing our members to be at the leading-edge of sustainability and in doing so inspire other businesses to take action.



HOW WE DO IT

We support members to be at forefront of sustainability by:

- Creating a community of like-minded businesses;
- Providing a platform for members to express their leadership;
- Celebrating sustainable business success;
- Convening impactful projects and collaborations;
- Brokering relationships between members;
- Providing support, tools and capability building; and
- Thought leadership on local and global best practice and emerging trends, including consumer insights.

We act on behalf of our members on climate action and ensuring New Zealanders thrive in a renewed economy. We do this through:

- Providing a clear, consistent and reputable voice for sustainable business;
- Partnering with other organisations on issues that help achieve our vision; and
- Leveraging our relationship with the World Business Council for Sustainable Development (WBCSD).



OUR KEY PRINCIPLES

We recognise that sustainability challenges must be tackled systematically. We operate in an agile way that allows us to respond to emerging issues and member need, co-designing solutions to drive change. We are guided by the principles that businesses that have sustainability at their core are more successful over the long term; the principle of kaitiakitanga; and that our actions should be practical and impactful.



WHO WE WORK WITH

We actively look to collaborate and partner with organisations that can enable us to achieve our vision. This includes BusinessNZ (SBC is part of the Business NZ network), the Climate Leaders Coalition (CLC), the Climate Change Commission and other relevant government agencies. We also work with other like-minded organisations such as the Sustainable Business Network and the Aotearoa Circle.



Join us as we help build a thriving and sustainable future for all New Zealanders.

We are the Sustainable Business Council

The Sustainable Business Council (SBC) is a CEO-led membership organisation with over 100 businesses from all sectors, ambitious for a sustainable New Zealand. Our members represent \$87 billion of collective turnover, 28% of GDP, and nearly 160,000 full-time jobs. Our network gives our members unparalleled influence and the ability to take large-scale collective action.

Our businesses believe that we have an opportunity to set New Zealand on the path towards an exciting future, which is prosperous, sustainable, regenerative, zero carbon¹, and where all New Zealanders thrive.

Businesses at the forefront of sustainability are embracing responsible practice, resilience, and regeneration. The regenerative approach aims to enhance the environment and restore the relationship between people and nature.

We have before us a brief window of opportunity to address both the economic crisis and the looming climate crisis. This will take courage, vision, and tenacity.

The intent behind this strategy is to rise to the challenge of our times. It responds to the loud call from our membership for the leadership and collective action that will be necessary to ensure we reset our economy and build back better.

In the past decade climate change, water quality, waste, diversity, and inequality have become central concerns for business leaders. Business has become alive to the broader risks to balance sheets, and the opportunities that exist to those companies that embrace sustainable thinking.

There is huge opportunity for businesses to better serve people and nature. And this is precisely what the businesses that belong to SBC want to achieve. We see it in the action our members have taken over the past five years to reduce their impact; and we see it now in an ambitious shift from reducing negative impact to creating positive impact for people and nature.

‘We should not go back to the old normal but shape a new normal that is actually sustainable and will contribute to a thriving economy because of a thriving environment of living systems and a thriving, healthy society.’

SBC Member

¹ We use the term ‘zero carbon’ as it is used in the Zero Carbon Act to mean all domestic greenhouse gas emissions including biogenic methane.

Members



Associate members



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SBC is a division of BusinessNZ, which is CarboNZero™ certified.