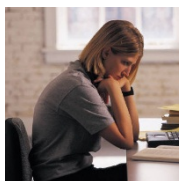


Productivity boosters



**Information to Inform and Inspire
your organization on its journey to
lasting profitability**



Before we begin – my definition of sustainability

Sustainability means to me *'being in business for the long haul'* – governments, not-for-profits and companies alike.

In these challenging times, the information here will help you see your organization flourish and grow in ways that are good for profit, people and the planet, too, in the long term.

The resources listed below come from my keynote presentation, 'The Productivity Paradox: three steps to grow productivity, including one that will surprise you!'

They will help you explore the opportunities the environment can offer your organization to reduce its costs, increase its profitability and become more productive. There is a wealth of information out there – this is only a start. Good luck!

How to search for information relevant to your sector

Enter 'sustainability', 'green' or 'resource efficiency, [sector]' into your search engine, focusing on the pages for your country. So if you work in the pharmaceuticals sector, search for:

- 'sustainability, pharmaceuticals'
- 'green pharmaceuticals' or
- 'resource efficiency, pharmaceuticals'.

If you can't find anything locally, search the rest of the web, as the findings from other countries still be generally relevant to you.

If you don't find much information for your sector, other terms to search for are:

- cleaner production
- waste minimization and
- pollution prevention.

You may well find that there is just too much information. Don't worry – give yourself time to look through the material and choose one or two sources that feel right for you.

There will be a great deal you can do on your own, but you may also need help. The websites below will get you started – but you may also need to find or start a supportive group to work with.

Youtube

[Clare's carbon quiz](#), by me! Find out why climate change is not the enemy and carbon is your friend...

[How It All Ends](#), by Greg Craven: watch this hilarious video about climate change and the risk of doing something or not doing anything about it.



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Organisations that will help you on your sustainability journey

Government agencies often provide or link to sustainability resources for business: in the USA and Australia, look on the website of your state or federal EPA. In other countries, look for information provided by your Ministry or Department of the Environment.

Ethical Corporation <http://www.ethicalcorp.com/> provides business information for sustainability. Go to <http://ethisphere.com/wme2010/> to find out about the world's most ethical companies.

GRI, the Global Reporting Initiative – if you are new to sustainability reporting, check out the GRI support and resources for companies and organizations of all sizes that want to start sustainability reporting, at <https://www.globalreporting.org/reporting/get-started/Pages/default.aspx>

Professional associations often have sustainability subgroups, for example accountants, engineers, planners, surveyors, landscape architects. If your's doesn't, why not start one...?

Industry associations also sometimes have sustainability subgroups, for example, manufacturing, infrastructure, packaging, plastics.

Sustainability Victoria <http://www.sustainability.vic.gov.au/>: has great resources for anyone.

The Natural Step helps organisations move strategically toward sustainability, new opportunities and reduced costs and social and environmental impacts: <http://www.naturalstep.org/>.

Transition towns is a global movement originating from the UK in 2005 to address environmental, economic and social challenges at a community level. <http://www.transitionnetwork.org/>.

UNEP, the United Nations Environment Programme, has resources and information as well as personal stories and 'greening tips' at <http://www.unep.org/Sustainability/>.

Waste Management Institutes are in most countries and resource efficiency is an increasing focus.

World Business Council for Sustainable Development <http://www.wbcsd.org> – look for a national or regional branch near you.

Quick links for New Zealand organizations

Almost every town and city has some kind of sustainability initiative, so ask your city, district or regional council about them. And if you start with those listed below, you will find more!

100% Plan aims to improve the New Zealand economy and environment: find out more at <http://www.100percentplan.com/>

Celsias is a magazine, website & newsletter about sustainable business: <http://www.celsias.co.nz/>

Ecobob collates information on environmentally friendly living at <http://www.ecobob.co.nz/>.

Ecoportal – smart environmental management systems: <https://www.ecoportal.com/>.

Green buildings: for commercial buildings, see the New Zealand Green Building Council at <http://www.nzgbc.org.nz/> and for domestic homes, see the Homestar page on that site, and also go to <http://www.beaconpathway.co.nz/>.

Green list: at the Sustainable Business Network and Ecobob website <http://www.greenlist.co.nz/> you can browse for self-assessed sustainable products or services.

Sustainable Business Network <http://www.sustainable.org.nz/>: this New Zealand based organization has great resources: look for similar groups near you – or start one!

Transition towns is a grassroots-based movement that addresses the environmental, economic and social challenges that communities face: see <http://www.transitiontowns.org.nz/>.



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The Ministry for the Environment: go to <http://www.mfe.govt.nz/issues/resource-efficiency.html> and look down the page for Sustainable industry.

The Natural Step: find the New Zealand branch at <http://www.nzs.com>.

Waste Management Institute: a wonderful organization! Find it at <http://www.wasteminz.org.nz/>.

Certification or rating schemes

Building rating schemes operate in most countries. In New Zealand this is the Green Building Council – see <http://www.nzgbc.org.nz/>.

CarboNZero is an internationally accredited greenhouse gas certification programme. Find out more at <http://www.carbonzero.co.nz/>.

Enviro-Mark™ helps smaller organisations or those building up to ISO 14001 to develop and implement an environmental management system in five manageable steps. Also available in the UK, it has six levels of achievement and certifies organisations' achievements after an independent audit. <http://www.enviro-mark.co.nz/>.

Environmental Choice: visit the home of the New Zealand Ecolabelling Trust, which operates New Zealand's most trusted multiple criteria environmental labelling programme to internationally recognised standards and principles: <http://www.environmentalchoice.org.nz/>

ISO 14001 is an environmental certification. Find out more at <http://www.iso14000-iso14001-environmental-management.com/> then search for advisers and auditors near you.

Sustainable development reporting: the Global Reporting Initiative (GRI) has gained the support of UNEP (the United Nations Environment Programme) and together with the World Business Council for Sustainable Development, has produced sustainability reporting frameworks and guidelines. Find out more at www.globalreporting.org/AboutGRI/.

Sector-specific information

CEEQUAL <http://www.ceequal.com/>: the UK-based Civil Engineering Environmental Quality Assessment and Award Scheme helps companies assess their projects' performance across 12 areas of environmental and social concern.

Carpets: consider moving from a product-based to a service-based model, in the way that Ray Anderson did for Interface Carpets. Look for Ray on YouTube and follow this inspiring journey to profit and sustainability at <http://www.interfaceglobal.com/Sustainability.aspx> and <http://missionzero.org/>. This model truly has the potential to save the world – and as the Paris-based Matisse model shows (<http://www.matisse-project.net/projectcomm/>), has the potential to create not only more jobs, but more meaningful jobs.

Envirowise delivers free, independent advice to UK businesses to enable them to increase profitability and reduce environmental impact. Many of the resources are relevant to businesses anywhere in the world: see <http://www.envirowise.gov.uk/>.

Financial sector: take a look at the following reports:

- Eccles, Robert and King, Mervyn, 2010. Integrated reports voluntary filing. Downloadable from the World Federation of Exchanges website at <http://www.world-exchanges.org/news-views/views/integrated-reports-voluntary-filing>.
- Social Investment Forum. [2007 Report on Socially Responsible investing trends in the United States](#).
- World Business Council for Sustainable Development and the UNEP Financial Initiative. 2010. Translating ESG into sustainable business value: key insights for companies and investors. UNEP Finance Initiative and World Business Council for Sustainable Development. Available from 'Publications and reports' at <http://www.wbcsd.org>.



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Sustainable procurement policies

A selection of government-led sustainable procurement policies is listed below. Many private sector bodies, including some major corporations, are also developing such policies.

Australia: Australian Procurement and Construction Council, 2006. Australian and New Zealand Government Framework for Sustainable Procurement. Downloadable from www.med.govt.nz/upload/50471/anz-framework.pdf.

Canada: Policy on green procurement, 2006. Downloadable from <http://www.tpsgc-pwgsc.gc.ca/ecologisation-greening/achats-procurement/index-eng.html>.

Europe: see Green Public Procurement, or GPP at http://ec.europa.eu/environment/gpp/index_en.htm and ICLEI (Local governments for sustainability) at <http://www.iclei-europe.org/index.php?id=procurement>.

New Zealand: OAG: Office of the Auditor-General. 2008. Procurement guidance for public entities: a Good practice guide. June 2008. Downloadable from www.oag.govt.nz/2008/procurement-guide/. Also see NZ Transport Agency, 2009. Procurement manual for activities funded through the National Land Transport Programme. Downloadable from <http://www.nzta.govt.nz/resources/procurement-manual/docs/procurement-manual-201109.pdf>.

United Kingdom: Sustainable Procurement Taskforce, 2006. Procuring the Future. Downloadable from <http://www.defra.gov.uk/sustainable/government/publications/procurement-action-plan/>.

USA: Environmentally Preferable Purchasing (EPP) helps the federal government 'buy green': see <http://www.epa.gov/epp/>.

Resources about business and the environment

Cradle to cradle (not grave!) design for energy-efficient products, buildings and infrastructure that use less energy to operate and maintain over their working life, can be easily maintained to extend their working life, and can be broken down into re-usable or recyclable materials at the end of it – see <http://www.mbdc.com/>.

Millennium Ecosystem Assessment: go to <http://www.maweb.org/en/Synthesis.aspx> and look for the free PowerPoints that set out the business case for better environmental management all round the world.

Stern Review on 'The economics of climate change': http://en.wikipedia.org/wiki/Stern_Review and search 'Robb Lectures' at <http://www.auckland.ac.nz/>, the University of Auckland website, to download the PowerPoints of his three lectures in September 2010.

The Economics of Ecosystems and Biodiversity (TEEB) Study looks at the financial benefits that natural capital and environmental services yield for people, nations and businesses. Find out about the business case for better environmental management at <http://www.teebweb.org/ForBusiness/tabid/1021/Default.aspx>.

Worldwatch Institute: an independent research organization recognized by opinion leaders around the world for its accessible, fact-based analysis of critical global issues. The Institute's three main program areas include Climate & Energy, Food & Agriculture and the Green Economy. Find out more at <http://www.worldwatch.org/>.

What else gets your vote?

Email me via my website if you find any useful information you'd like to share and I'll update this article – and acknowledge you if you wish. Look for more free articles and links on my website.



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