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Integrity



# Sustainability Consulting: Oxymoron or Opportunity?

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**COMMITMENT TO SUSTAINABILITY**

Australia & New Zealand  
**Out for Business or Out of Business?**  
Sustainability in the Marketplace



International Conference on  
**Sustainability Engineering and Science**

Hosted by the New Zealand Society for Sustainability Engineering and Science (NZSSES)  
and the International Centre for Sustainability Engineering and Research (ICSER)

**Sustainability and Eco-efficiency**



The magazine that promotes  
a sustainable New Zealand

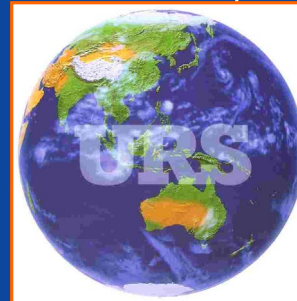


Eco-campus develops  
sustainable practice



## URS in New Zealand

- Engineers, scientists, planners and project managers, risk managers and environmental specialists
- 200 people: Auckland, Tauranga, Wellington, Christchurch.
- Part of the global URS network.
- Mix public and private sector clients  
eg local and central government agencies, energy and water companies, oil and gas, transportation, major infrastructure, contaminated land, telecommunications



The Top  
**500**  
Design  
Firms

**So, how does sustainability  
apply to us?**



Commercial drivers

Trustworthiness



*“As a business strategy we at URS view  
our commitment to economic,  
environmental and social responsibility  
as a gift to future generations”*

**URS New Zealand  
Sustainability Report 2001**



## 2001 - a stake in the ground

- Internal champion
- Environmental management history
- Member of NZBCSD, SBN
- Awareness inside organisation
- Our first report



New Zealand Business Council  
for Sustainable Development

sustainable business network



Today and Tomorrow  
Sustainability Report 2001



## 2002 ... striding out

- Active in terms of internal practices – significant reductions in waste and energy
- Services to clients - sustainability reporting, triple bottom line training
- Conferences and seminars – internal and external awareness building

## 2003 & 2004 ... breaking into a jog

- *The Things We Value* project
- Integration into the business
- Increasingly addressing sustainability issues in our existing services







## The Benefits So Far

- Reputation in the marketplace
- Recruitment
- Emergent Champions
- Values – integrity, professional excellence, social and environmental responsibility

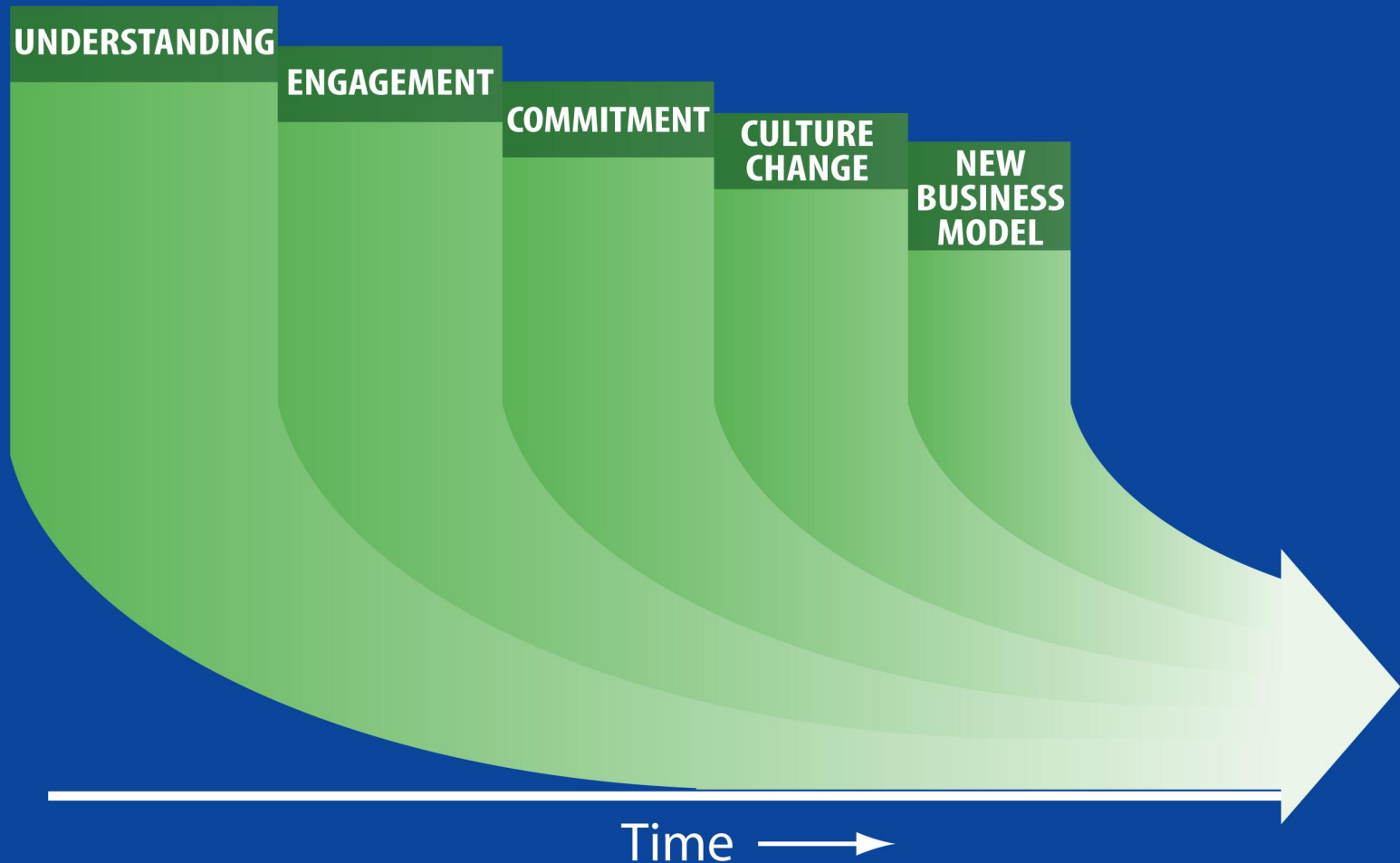


## Challenges



- Making it real for people
- Sustainability of the whole versus the components  
→ are we able to push the boundaries?
- Compliance mindset versus opportunity mindset  
→ can we raise the strategic questions?
- The customer is always right?  
→ thinking about things differently
- Spotting the opportunities  
→ the danger of the near miss
- Keeping the momentum going

# So can we make sustainability a reality?





**Thank You – Kia Ora**