NZSSES Blueprints for a Sustainable Infrastructure

Delivering Sustainability through the SME Business Sector
Delivering sustainability

Strategic Clarity – map the Path based on your strategic assessment
One Strategic Reason to become Sustainable

Market attractiveness

<table>
<thead>
<tr>
<th>Segment</th>
<th>Trailblazers</th>
<th>Engaged</th>
<th>Explorers</th>
<th>Disconnected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Leaders</td>
<td>461,000</td>
<td>297,000</td>
<td>277,000</td>
<td>628,000</td>
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<tr>
<td>Everyday Achievers</td>
<td>265,000</td>
<td>429,000</td>
<td>344,000</td>
<td>336,000</td>
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<tr>
<td>Pragmatic Optimists</td>
<td>258,000</td>
<td>429,000</td>
<td>277,000</td>
<td>628,000</td>
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<tr>
<td>Independent and Aware</td>
<td>258,000</td>
<td>297,000</td>
<td>344,000</td>
<td>336,000</td>
</tr>
<tr>
<td>Informed Consumers</td>
<td>297,000</td>
<td>429,000</td>
<td>277,000</td>
<td>628,000</td>
</tr>
<tr>
<td>Concerned Explorers</td>
<td>277,000</td>
<td>297,000</td>
<td>277,000</td>
<td>628,000</td>
</tr>
<tr>
<td>Starting Out</td>
<td>344,000</td>
<td>344,000</td>
<td>344,000</td>
<td>336,000</td>
</tr>
<tr>
<td>Change Averse</td>
<td>628,000</td>
<td>628,000</td>
<td>628,000</td>
<td>628,000</td>
</tr>
<tr>
<td>Toughing it Out</td>
<td>336,000</td>
<td>336,000</td>
<td>336,000</td>
<td>336,000</td>
</tr>
</tbody>
</table>

The diagram shows the distribution of different consumer segments with the following breakdown:

- **Active Leaders (14%)**: 461,000
- **Everyday Achievers (8%)**: 265,000
- **Pragmatic Optimists (8%)**: 258,000
- **Independent and Aware (9%)**: 297,000
- **Informed Consumers (13%)**: 429,000
- **Concerned Explorers (8%)**: 277,000
- **Starting Out (11%)**: 344,000
- **Change Averse (19%)**: 628,000
- **Toughing it Out (10%)**: 336,000
SMEs pervasive in New Zealand

Figure 1. Number of Enterprises by Size, at February 2007

Figure 2. Cumulative Enterprise Count by EC Size Group, at February 2007
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Strategic Clarity – map the Path based on your strategic assessment

Measurement
Measure what is appropriate for your stage on the path
Implementing your sustainability strategy

**Figure 3. Overview of scopes and emissions across a value chain**

- **SCOPE 1 DIRECT**
  - Purchased electricity for own use
  - Fuel combustion
  - Company owned vehicles

- **SCOPE 2 INDIRECT**
  - Production of purchased materials
  - Product use
  - Outsourced activities

- **SCOPE 3 INDIRECT**
  - Employee business travel
  - Waste disposal
  - Contractor owned vehicles

Adapted from NZBCSD, 2002
Figure 2. Organizational and operational boundaries of a company
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Strategic Clarity – map the Path based on your strategic assessment

Measurement
Measure what is appropriate for your stage on the path

Management/Mitigation
Apply management and mitigation tools and techniques depending upon your stage on the path
Delivering sustainability - Management

- Travel Planning
- Vehicle Planning
- Biofuels
- Procurement
Delivering sustainability - Mitigation

• Offset programmes are invalid because they let polluters ‘off the hook’.
• They just cement in place old bad ways of functioning in the world.
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Strategic Clarity – map the Path based on your strategic assessment

Measurement
Measure what is appropriate for your stage on the path

Management/Mitigation
Apply management and mitigation tools and techniques depending upon your stage on the path

Marketing
Communication of what you have done and why
Delivering sustainability - Greenwash
Confusion and Mistrust
Questions?