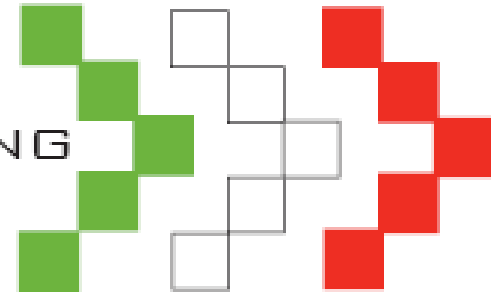


SEMPRE AVANTI CONSULTING



NZSSES Blueprints for a Sustainable Infrastructure

Delivering Sustainability through the
SME Business Sector

Delivering sustainability

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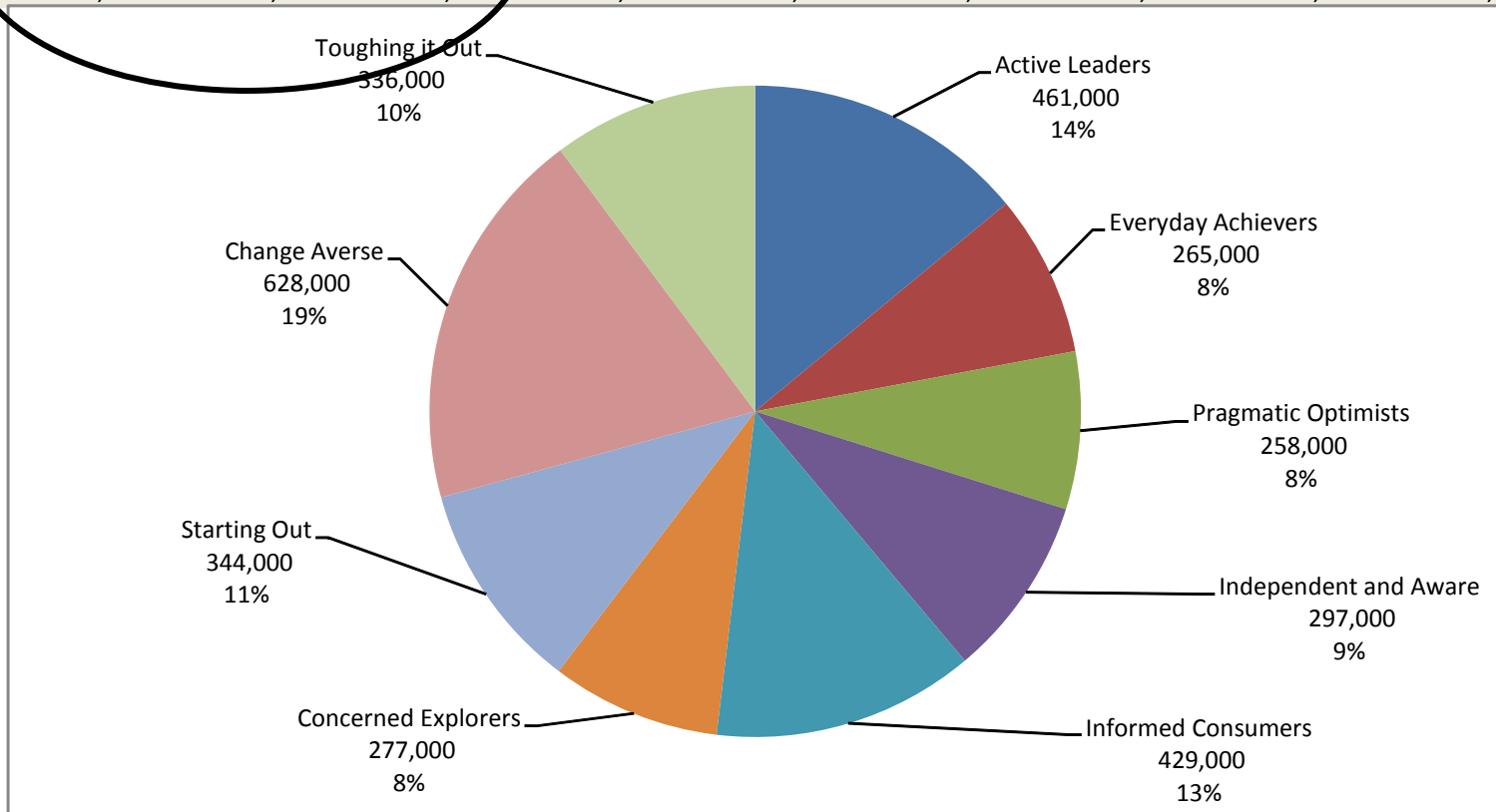
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Strategic Clarity – map the Path based on your strategic assessment

One Strategic Reason to become Sustainable

Market attractiveness

Trailblazers		Engaged			Explorers		Disconnected	
Active Leaders	Everyday Achievers	Pragmatic Optimists	Independent and Aware	Informed Consumers	Concerned Explorers	Starting Out	Change Averse	Toughing it Out
461,000	265,000	258,000	297,000	429,000	277,000	344,000	628,000	336,000



SMEs pervasive in New Zealand

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

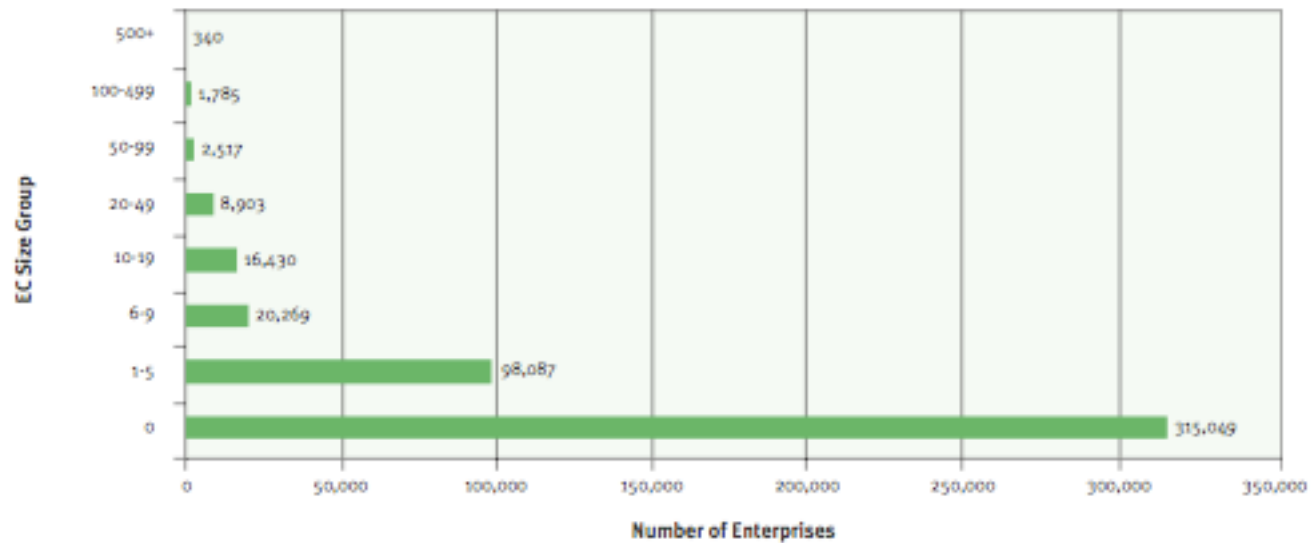
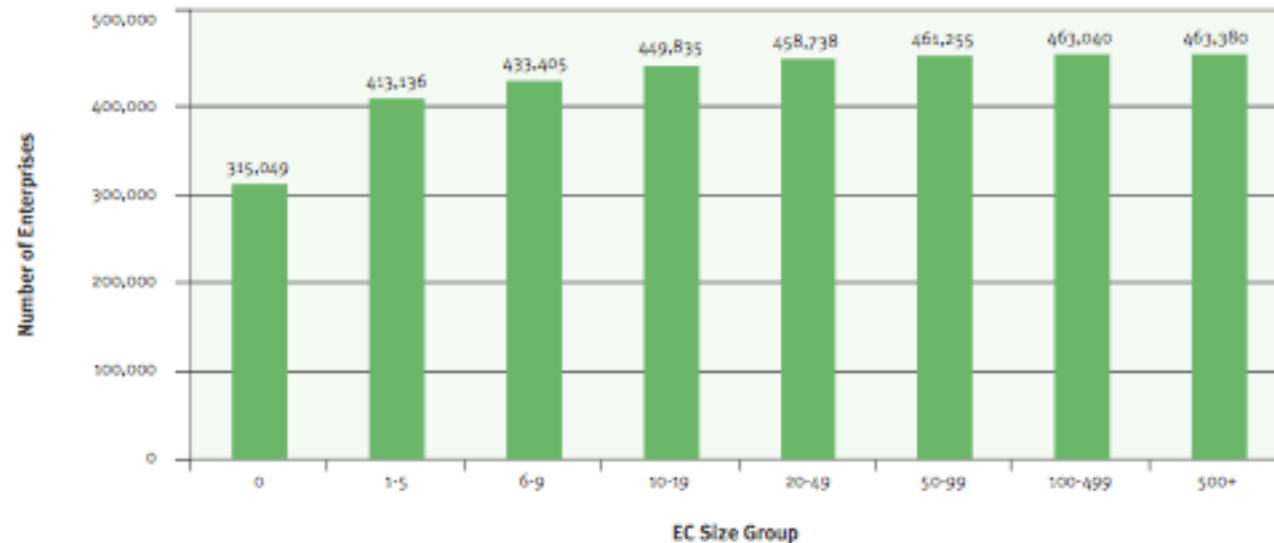


Figure 2. Cumulative Enterprise Count by EC Size Group, at February 2007



Delivering sustainability

Strategic Clarity – map the Path based on your strategic assessment



Measurement

Measure what is appropriate for your stage on the path

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Implementing your sustainability strategy

FIGURE 3. Overview of scopes and emissions across a value chain

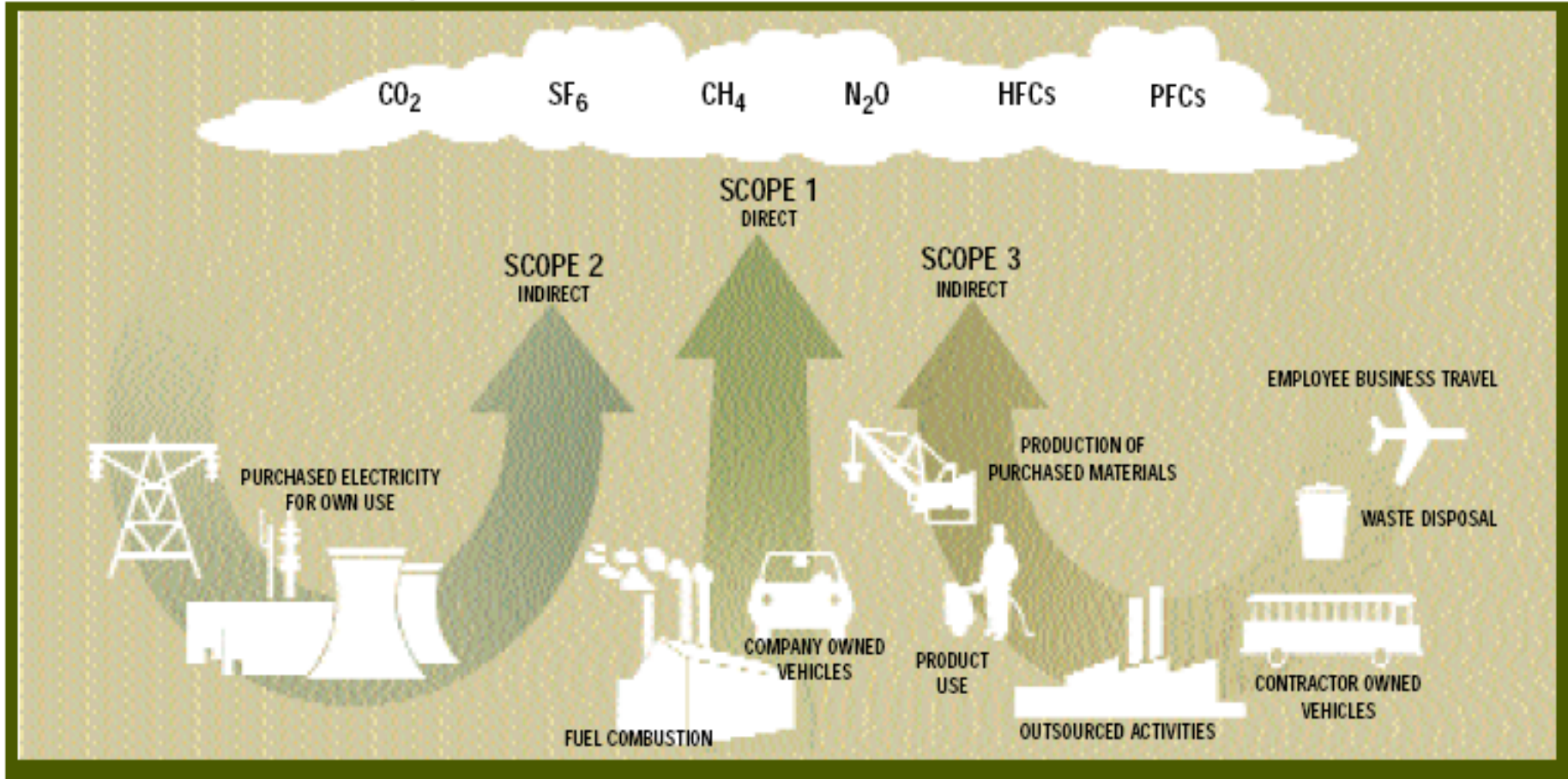
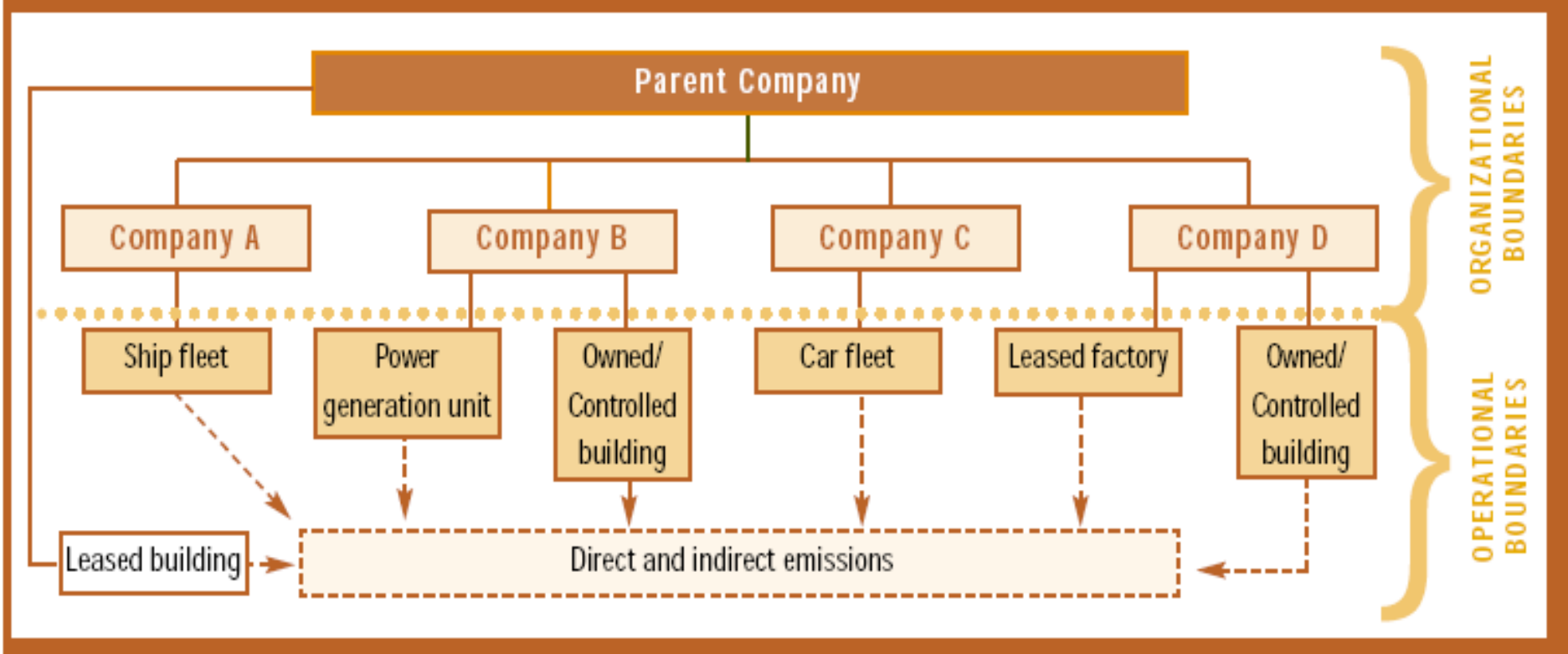


FIGURE 2. Organizational and operational boundaries of a company



Delivering sustainability

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

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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.

Delivering sustainability

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

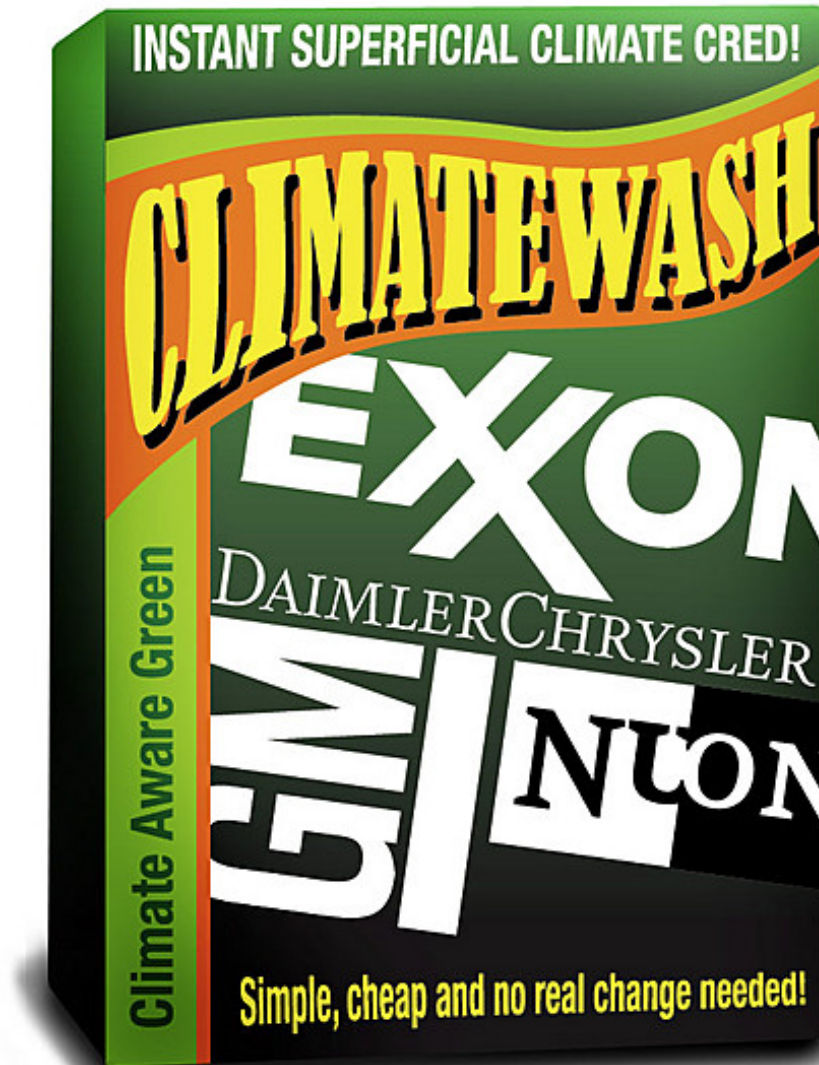
Communication of what you have done and why

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Delivering sustainability - Greenwash



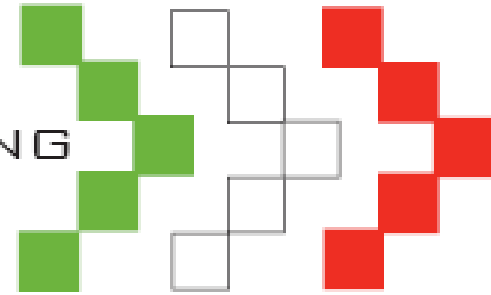
Confusion and Mistrust



Carbon Counted



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Questions?