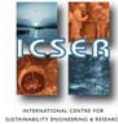


## Successfully navigating the Green Market

How to turn new market requirements into sales opportunities



New Zealand Business Council  
for Sustainable Development



### Venue

#### Case room 3

Basement level.

University of Auckland

Business School

Owen G Glenn Building

12 Grafton Road

### Date Time

Friday 19<sup>th</sup> February 2010

### Time

Doors open 7:30 am

**Presentations start at 8am**

Finish 10:30am

\$40 (+GST) per person

Breakfast included

### REGISTRATION

To register, click below or  
visit [www.envirospec.co.nz](http://www.envirospec.co.nz)

**REGISTER HERE**

For assistance contact  
[alex@envirospec.co.nz](mailto:alex@envirospec.co.nz)  
+64 (0)21 790 673

**Sustainable Procurement Frameworks, Green Building rating systems, Green Purchasing Policies ... government agencies and corporates are increasingly pushing sustainability to the top of their tendering process.**

Proof of environmental commitment, transparency of claims and third party certification are increasingly required in order to successfully compete for contracts. Opportunities for product innovations could help you gain access to new and international markets, both now and in the future.

This seminar will give you the tools to prove your environmental credentials, and make these new conditions a competitive advantage for your business.

Using material taken from North Shore City's procurement policies, The Green Star NZ process, and the Rugby World Cup Sustainable Procurement Toolkit, our presenters will take you through the best way to promote your business case and take advantage of the opportunities this new way of thinking creates.

**Join us to gain the latest update on Sustainability Policies and Standards in New Zealand, learn about the support available to you and the opportunities for innovation as a competitive advantage.**

# Meet the speakers...

## Michael Field

Michael is a Sustainability Practitioner, with over 10 years experience. He is regarded as one of the leaders in this subject, with over 20 published papers and articles. Michael has previously worked for Interface Inc. where he was nominated for the 'Sustainability Champion' awards and recognised as one of the top ten sustainability champions in the world. He has also provided consultancy to some of the largest corporations and many small businesses, offering technical expertise on sustainability framework design, sustainability reporting and verification, green material specification, environmental auditing, green building frameworks, policy development, legislation advice to government and carbon accounting. Michael has also been heavily involved in public speaking, having been a key note speaker at many international conferences and is a guest expert lecturer at Massey University on Corporate Sustainability.



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## Peter Neilson

Peter was appointed Chief Executive in April 2004 to spearhead the Business Council's strategic move towards policy development and advocacy work. The Business Council is known for its work on promoting the use of market instruments to achieve environmental benefits at less cost through its support for the ETS, waste levies, and sustainable procurement. Following a number of years working with Government Peter moved to private industry, firstly into corporate finance then managing a number of international advisory roles with Ernst and Young (1994 2002) and subsequently with the New Zealand Institute of Economic Research. His economic consulting experience ranges from energy projects, transport solutions and sustainable forestry to social welfare, student loan schemes, youth employment, and prison reform.



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## Alex Reiche

From early beginnings in the UK and his involvement with Groundwork Environmental Organisation, The Tyndall Centre for Climate Change Research, The National Centre for Business and Sustainability, Alex then entered the building industry by becoming Research and Development coordinator for a multi-national architectural practice, focusing on computational design, sustainable design and sustainable materials. This naturally led him to become involved with the New Zealand Green Building Council and Greenbuild upon arrival in New Zealand. Alex now spearheads EnviroSpec, an advanced consultancy that specializes in environmental specification markets and certification programmes. EnviroSpec is fast becoming New Zealand's leading organisation when looking for eco-friendly products and services, compliance with Green Star NZ requirements and Green Procurement Systems.



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## Dr. Carol Boyle

Carol is both Director and Chair of the International Centre for Sustainability Engineering and Research at the University of Auckland. She has been working in the field of sustainability engineering for the past 13 years, both as a researcher and a lecturer. Her main research focus is on understanding and applying the science and engineering needed to achieve sustainability. Together with her postgraduate students, she is currently working with a number of companies including Formway Furniture Ltd., Actronic Ltd. and Fisher&Paykel Ltd. to move their products towards sustainability. Other research is focusing on developing sustainable infrastructure and sustainable communities. Carol has also chaired the three International Conferences on Sustainability Engineering and Science held in Auckland in 2004, 2007 and 2008, with another planned for December, 2010.



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## Chris Lock

Chris is the TechNZ Investment Facilitator at Enterprise North Shore, bringing with him a wealth of knowledge from his consumer electronics background – particularly in product design and marketing. Having worked with both multinational companies and his own organisations, he has considerable first-hand experience in the creation of new technology businesses and the commercialisation and protection of intellectual property. Chris leverages his experience in facilitating government investments for research and development in local business.

