



businesses for climate action

Annual Impact Report 2021

Formation

A group of business-focused movers and shakers came together in 2019, with some initial events and carbon footprint workshops held late that year and early 2020. The launch of Businesses for Climate Action (BCA), originally planned as a 'live' event for 1 April 2020, had to be changed to online due to New Zealand's initial Covid-19 lockdown. From the start, the principal focus has been on the Te Taihū region – the Top of the South - but with a strong interest in encouraging change throughout Aotearoa. The group is not an incorporated entity.

People

The initial team comprised Chloe Van Dyke, Katrina Kidson, Johny O'Donnell, Florence Van Dyke and Claire Keeling. By May 2020, Johny had taken time out to focus on the Covid-19 response as a strategic advisor for Project Kōkiri. The team had by this time expanded to include Stacey Fellows, Ellie Young and Bruce Gilkison, unchanged until after June 2021.

We have also worked with a number of skilled and highly motivated 'Activators'. Estimated volunteer time in the period was 2,500+ hours p.a. (7 Leadership Team members, 5 Activators).

We have aimed to ensure the Leadership and Activation teams have broad expertise and are highly approachable. The groups include people involved in SMEs, large business, engineering, emissions measurement, business coaching, NGOs, law, accountancy and connections with Iwi. They tend to be relatively young but with solid and successful business experience, a mix of entrepreneurs and employees, and with strong female business representation (50%+). Presenters at

workshops and other events are skilled and inspirational, and have been very well received by a range of audiences.

Vision

Businesses in Te Taihupo are taking the lead in creating a zero carbon Aotearoa within a resilient sustainable economy, adaptable to both the opportunities and disruptions of climate change. Together we are transforming our business community to create lasting, positive impact.

Goals

Goals for the period included:

- Encourage and support 1,000 businesses across Te Taihupo to measure and report their carbon emissions. This is to build awareness of climate impacts, so business owners can start to make smart business decisions in this space.
- Support the community of climate leaders from within the business community who are “activators” for our cause, to provide education and to build a spirit of collaboration in climate mitigation and adaptation between businesses;
- Continue to expand the linking up with existing initiatives to support collaboration across groups and stakeholders such as iwi, local government, not-for-profits and technical experts who have influence and knowledge in this space.
- Support the Councils’ development of a regional carbon footprint for businesses and the implementation of decarbonisation strategies.
- The ‘1,000 businesses’ goal is an ambitious, aspirational target set in 2020 but we believe that, including self-assessments and farming businesses supported by He Waka Eke Noa, this should be achievable (although difficult to verify). Plans for education and building collaboration included forming action groups either around particular sectors (e.g. Tourism, Food & Beverages, Lawyers & Accountants) or interests (e.g. Energy, Fleet Management) and through such groups to offer regular, free workshops and events on topics of interest; 5 groups were formed and a 6th, on minimising corporate waste, was planned). Groups for Food & Beverages, Tourism, and Fleet Management (lead by Nelmac/Cawthron) have been particularly active and successful.

Messages

Our messages are simple, clear and consistent: that businesses need to measure to be able to manage their emissions; that measuring these is probably simpler than you expect; that once you've measured, you will probably discover effective ways to reduce emissions; that climate change offers business risks and opportunities; and that there are benefits to businesses and communities right across the region in collaborating with other businesses, within and beyond any particular business sector, and even with competitors.

Our website features local businesses that have measured their emissions and provides options for businesses wishing to be certified, either as 'carbon neutral' or 'climate positive' (i.e. minimise emissions, then offset the remainder by 120%).

We submitted an entry for the organisation into the 2021 SBN Sustainable Business Awards 'Communicating for Impact' category (June 2021).

Action

Our campaigns have involved: workshops and action groups; high-profile events; contributions to events run by others; media articles and podcasts; presentations and submissions to local and national governments; key roles in attracting climate/business leaders/speakers to our region e.g. Rod Oram (2 visits undertaken jointly with others, leading to talks in Nelson, Mapua, Takaka and Lower Moutere), Sophie Handford, Jim Salinger; nurturing links with key business and climate players esp. Nelson City Council (NCC), Nelson Tasman Chamber of Commerce (NTCC), Nelson Regional Development Agency (NRDA), Nelson Tasman Climate Forum (NTCF), Zero Carbon Nelson Tasman (ZCNT), Te Taihū Intergenerational Strategy, Wakatū Inc, Project Kōkiri, Nelson Tasman Innovation Neighbourhood, and including initial presentations to Tasman District Council (TDC, Feb 2021, Bruce & Stacey) and Marlborough District Council (MDC, Claire). Various Leadership Team members' involvements included roles as public speakers (e.g. Florence 'Intelligent Guardians') and writing media articles.

Our target audience in workshops and other events are business owners and those who are able to influence business policies (i.e. stakeholders such as suppliers, customers, employees and various agencies). During the past year we reached an estimated 6,000 people in a range of ways, which included those attending our own or combined events.

These events and workshops included (with estimated attendances) the 2020 SBN Awards (120), Food & Beverages gathering (March 2021, 140), Rural/Adaptation talk (Lower Moutere, 140), Managed Retreat (120), Food & Beverages workshop (100+), NZ Trade and Enterprise (100+), KPMG (200+), Aspire Conference (1/07/2021, 300+), the Institute of Directors, and events with NTCF, NTCC, NRDA, BNZ ('Women in Business'), Energy Efficiency & Conservation Authority (EECA), NZ Trade & Enterprise (NZTE), Nelson Young Professionals, Nelson Engineers & Architects, School Strike for Climate, and the Moutere Catchment Group. Many live events were recorded for a larger audience later.

The collaboration with EECA, for example, resulted in 2 'Energy Efficiency & Carbon Reduction' workshops tailored for SMEs and for larger businesses, and introduced options for accessing funding around energy decarbonisation.

Some carbon footprint measurement workshops were run on a BYOD (bring your own data) basis, with guidance and calculators provided. Public events, with effect from March 2021, are designed to be zero waste and are offset (including the Scope 3 emissions of organisers and speakers).

Platforms also include media articles, newsletter features, and social media. Actions by individual Leadership Team members included e.g. Chloe and Florence's recognition and speaking opportunities as Intergenerational Climate Ambassadors, articles and podcasts for Acuity (the magazine for Australia/NZ Chartered Accountants, with 90,000+ subscribers), presentations to Nelson Klimatorium planning meetings, and connections with and support for Sustainable Business Network (SBN). Team members invariably take such opportunities to promote the group's aims and values.

Particular campaigns and projects included our Tourism group working with NRDA to create a carbon-neutral itinerary; the Fleet Management group pooling resources to trial transport options; the Food/Beverage sector producing low-carbon food boxes; work with Government Departments and Agencies (e.g. EECA, NZTE); and support for possible new groups (e.g. in Wanaka, Taupo).

Connections were made with a range of local businesses including Fonterra, AbelTasman.com, Nelmac, Knapps, Yum Granola, Wakatū Inc, Cawthron Institute, Port Nelson, Pic's, Appleby Farms, Yealands, Neudorf, Fuji Xerox, Kernohan Engineering, Nelson Airport, Astrolabe Wines, Ideal Cup, Chia Sisters and King Salmon.

We are actively working to build stronger connections and partnerships with mana whenua of Te Taihū. There are strong personal relationships with Wakatū Incorporation and the Te Taihū Intergenerational Strategy, especially through Johnny O'Donnell. We are working to broaden this to build relationships between BCA and mana whenua, as well as increase the level of Māori participation and engagement throughout the movement.

Administration

We were very happy to be offered assistance by NTCC in administration of funds and other services. This has been most helpful and has operated effectively and seamlessly.

An initial website was set up by the group in early 2020. An upgraded website designed by Avoca was launched in February 2021, with on-going improvements being made in the rest of the period.

Planning discussions on how to maximise the group's impact started with a session with Tim Ward, April 2021. Strategic Planning for future years is continuing.

Finances

Initial funding of \$33,000 was received from NCC in October 2020. After receipt of an unsolicited donation of \$5,000 and expenditure of \$14,000, a balance of approx. \$24,000 remained at 30 June 2021.

We were delighted to receive confirmation in June 2021 of future funding from NCC as follows:

- \$65,000 in year 2021-22
- \$65,000 in year 2022-23
- \$45,000 in year 2023-24

This confirmation provides considerable certainty for the future, and now allows us to recruit a part-time Business Action Leader and accelerate our work programme for the coming years.

Impact

This inaugural report focuses mainly on outputs. Lasting outcomes for the region are much harder to assess. But we can say that in our work to date we have achieved high levels of credibility, engagement and momentum. In turn we have

sensed and received a very high degree of recognition, support, and commitment, with strong enthusiasm and anticipation for ‘what comes next’.

In addition to the businesses we work with, we are delighted with the encouragement and support received from a range of other organisations, and in some cases there is a sense that the group’s lead and profile on climate action enables them to engage somewhat faster than they might otherwise have been able to.

One question asked as part of the SBN Sustainable Business Awards entry was whether anyone had ever challenged our campaign. We were able to advise: ‘We have had zero push-back from any business, council or other organisation in Te Taihu. However there is still much work to be undertaken, and we appreciate that it can be easier for small, nimble businesses to make changes, compared to larger longer-established companies. Accordingly, this is the area in which we anticipate that significant effort and engagement will be required.’

Looking Forward

In the period to date, much of our focus has been on businesses in Nelson City (and most of our funding has been from NCC). It is recognised as an important role, and a key goal for the future, to expand this focus to a greater extent on businesses (including farms) in other parts of Te Taihu, and we will seek growing engagement with TDC and MDC.

Our only limitations in the period to date have been the time constraints relating to our volunteer leadership. We look forward to this being addressed in part by our employment of a part-time Business Action Leader in the coming year.

Confirmation of funding from NCC provided the confidence needed for this to commence.

We note that Chloe and Florence Van Dyke will be taking ‘time out’ in the coming year – Chloe for family reasons and Florence to study in USA. We wish them well, we thank them for their mahi and inspiration to date, and we look forward to seeing them back with us.