

**businesses for
climate **action****

Annual Report

1 July 2021 - 30 June 2022

Save a tree - please avoid printing this report and read a digital copy instead

BCA comes of age

In December 2021, BCA became an independent entity. Businesses for Climate Action Trust was registered as a not-for-profit organization (No. 50087429) with three trustees:

- Katrina Kidson (Chair)
- Florence van Dyke, and
- Bruce Gilkison.

The Trust has also lodged an application with the Charities Commission to become a registered charity, which is financially favourable through tax deductions for sponsorships and donations. Charitable status approved, effective June 2022.

The Trust contracted Jodie Kuntzsch as Chief Action Officer in August 2021 (initially through NTCC and directly from the Trust from January 2022).

As we write this report in July 2022, Jodie has left us to focus on blue economy work and Natalie Gilbert has joined us as Lead Activator.



We love impact

Last year BCA won the Sustainable Business Network *Communicating for Impact Award*.

The judges said: “The Businesses for Climate Action campaign has been a model for other regions across Aotearoa to collaborate and include a widening circle of businesses. Communications have built on contributions from the businesses involved. Overall this is an excellent example of communications on sustainability built from the participants.”

**Sustainable
Business
Awards**

**COMMUNICATING
FOR IMPACT
AWARD.**

2021 WINNER

sustainable.org.nz/awards



20
21

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We Love Impact

Finalist for the 2021 Eelco Boswijk Awards.



EELCO BOSWIJK
CIVIC AWARDS

2021



Locals are willing

In partnership with the Nelson Tasman Chamber of Commerce and NRDA, BCA surveyed local businesses (Feb 22):

- 17% of businesses currently measure their carbon footprint.
- 42% of businesses intend to do so in the next year.
- So that's 59% either measuring or intending to measure.

We also received a strong message that businesses are exhausted (COVID, inflation, supply chain and staffing shortages are taking their toll). Businesses have limited capacity so are after low touch, high impact solutions tailored for them.

We responded

BCA launched the Mission Zero programme in February 2022.

Purpose: Help businesses get carbon out of the 'not right now' basket by taking one viable step at a time.

Development process:

- Phase 0: Strategic planning (Oct – Dec 2021)
- Phase 1: Prototype (Jan - Mar 2022)
- Phase 2: Research and refinement (Apr - Jun 2022)
- Phase 3: Target market testing (Jul – Sep 2022)



**MISSION
ZERO**

The Mission Zero philosophy

- *Coach and cheerleader.* Help encourage me, push me to deliver results and celebrate my success.
- *Keep it simple.* Help me understand what is achievable and viable for my business.
- *Knock down the hurdles.* Help me overcome the perceived barriers of time, money, expertise and BAU.
- *Bring it together.* Help me connect to, learn from and collaborate with other businesses.
- *Don't judge.* Help me take one step at a time, no matter where I am on my carbon journey.
- *Let's be real.* Honesty, humour and locals help me shift my sense of fear and obligation to hope and opportunity.



Kerensa Johnston, CEO Wakatu, in a video/podcast

What we do

- Help businesses take their next step to reduce emissions via carbon coaching
 - Digital sessions
 - Webinars and workshops
 - One-to-one support
- Spread ideas, insights and inspiration direct from local businesses via Mission InSights
- Activate regional projects via our Climate Leaders Programme
- Partner with existing business groups to expand business capability and capacity for climate action in their business community.

Challenging Business Environment

Of course our approach has adapted to COVID and a difficult business environment.

- Businesses are overwhelmed and often in survival mode.
- Everyone has had low appetite for in-person events - this is changing now.
- Barriers need to be low - for example, even a nominal attendance fee for in person events can have massive impact on reducing attendance.

For this reason our next phase will be partnering with existing business professional groups and networks, e.g. supporting lawyers, accountants etc. through their networks.



Mission Zero Launch Video



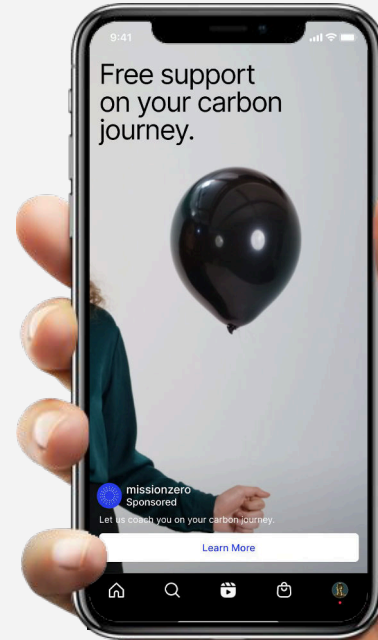
If you've missed the video here's the link <https://vimeo.com/681182380>

We built the delivery platform

- A contemporary brand that has a flexible visual language: This allows us to seamlessly partner with multiple organisations and business groups.
- A business user website with easy to update Content Management System: This enables us to feed multiple users' creation into a single hub - a capability that often the other business organisations don't have.
- An easy to use and navigate on-boarding and user cataloging system: This helps us tailor communications and experiences to the end user (where they are on their journey and what support they need).
- Focused social media platform via LinkedIn: This reduces our administrative requirements and maximises targeted campaign spend.
- Stretchable campaign concepts (Take A Step & Carbon Balloons): The creation of 3 types of video content in one shoot enables us to generate quick and easy campaign material. Not all of this content has been shared - there's more to come.



Images from a video completed to be used in future campaigns, showing the use of balloons.



We created the foundation for amplification

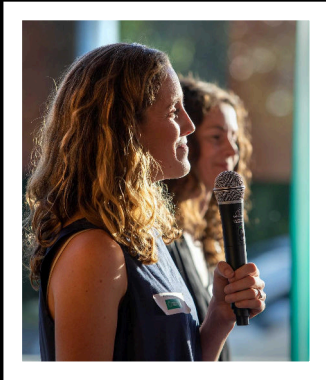


Doug Paulin, CEO Sealord in a video/podcast

- A full-length Business-to-Business video and podcast series. This has the advantage of businesses being inspired and learning from their peers, building both a sense of community as well as action.
- Branded recording studio so we have professional content.
- Scalable content (repurposable video content with varying lengths, focus and style). The current videos we have are yet to be fully utilised. We are currently ramping up how we make the most of this content.
- Branded presence on Vimeo and Spotify.

We strengthened our connections

- Created strong partnership arrangements with Nelson Tasman Chamber of Commerce, Nelson Regional Development Agency and sector organisations (e.g. Tourism Industry Aotearoa and the Institute of Directors).
- Built on existing commercial networks to attract contributions.
- Presented to six potential funders (two committed to providing funding).
- Established branded and hosted workshop facilities at the Mahitahi Colab.



We brought business ideas to life

- The Climate Leaders Programme kicked-off in March 2022.
- 12 participants activating 9 regional projects.
- 7 local business experts providing coaching.
- Running monthly workshops for 10 months.
- “Let’s get Carbon Moving” activation event (hosted June 2022).

Speakers



Richard Butler
Founder of
Blueberry IT &
Business Coach



Suzi McAlpine
Author & Leadership
Coach



Livia Esterhazy
CEO, WWF-NZ



Jan Hania
Environmental
Director, Next
Foundation



Kerensa Johnston
CEO, Wakatū Inc.



Katrina Kidson
Business Coach



Florence Van Dyke
Co-founder, Chia
Sisters

Attendees



Climate Leaders Projects



The 'Fill Up Friday' campaign initiated by Abbie Tebbutt (Chia Sisters), Caitlin Attenburrow (Mission Zero) and Kate Robertson (Pic's Peanut Butter) targets waste by getting people to think differently about packaging. The project aims to drive demand for more refill stations across New Zealand – and lower impact packaging solutions in time – by encouraging consumers to refill vessels directly from producers and retailers on Fridays.



This project, initiated by Katherine Garvis, a Master of Global Business (MGBus) Graduate, looks to enable businesses to achieve their environmental goals by facilitating a system of enhanced networking, through an intuitive and accessible regional directory, to find environmental solutions across Te Taihū.

Climate Leaders Projects



Aotearoa's most pressing issues are climate change and a chronic housing crisis. Strawlines, an initiative presented by Magdalena Garbarczyk (Fineline Architecture), proposes a modular housing design that addresses both these issues by connecting vernacular building traditions with contemporary building practice.



Michael Stocker (Knapps Lawyers) is looking at ways to empower lawyers in Te Taihū to provide climate-conscious legal advice.

Through greater access to information, resources and peer support around climate issues Michael's aim is to ultimately strengthen a shared community vision of being Tūpuna Pono (good ancestors).

Climate Leaders Projects



Nathan Edmondston (Jerram Tocker Barron Architects Ltd.) aims to encourage architects and others in the construction industry to measure the carbon impacts of their buildings and make drastic reductions in emissions in order to meet future government requirements. His Passivhaus design acts as a case study to highlight areas for improvement and inspiration.



Developing a framework to support your climate action journey

Projects and Funding Manager Nettie Stow is working to support people to take the first step on their climate action journey through a new framework she is developing at Whenua Iti Outdoors. Designed to enable participants to identify their top priorities and goals the framework leads them through set actions to make the greatest environmental impact for their organisations.

Climate Leaders Projects



This project, initiated by Dr Paula Short (Founder and Veterinarian, Genius Pet Food) seeks to identify food waste from local food and beverage producers and repurpose this into value-added products, such as pet food. By connecting food producers with businesses with valuable waste ingredients the project aims to significantly reduce the amount of food waste being sent to landfill in Te Taihū.



Empowering accountants in preparation for change

Vanessa Stutz (Johnson Associates) has a mission to empower people in the accounting profession to collaborate and upskill in preparation for what she sees as an unprecedented time of change. Acknowledging the unique position of accountants as trusted business advisers Vanessa sees informed accountancy as a powerful driver for environmental thinking in business.

Climate Leaders Projects



Cutting carbon in the food business

Zoe Moulam (Minerva Consulting) is keen to support businesses in the food industry to reduce their carbon output and improve New Zealand's circular economy. Her project aims to raise awareness about industry carbon emissions and encourage businesses to take simple actions like sourcing locally, using plant-based foods, caring about packaging, diverting landfill waste and storing food at the correct temperatures.

Events 2021/22



- Mission Zero launch at Nelson Pine Business Awards.
- Climate Leaders Programme (four workshops, one community engagement event).
- COP26 Climate Action Workshop (teamed up with the British High Commission Wellington and the Sustainable Business Network).
- EV Trade Show (support to Nelson City Council and Nelson Tasman Climate Forum).
- Carbon & Coffee drop in sessions (two in person).
- Mission InSights pilot episode.
- Fleet Management Group meetings (x4).
- Governance meetings (x6 as Leadership Group / x2 as Trust Board, x4 'chin wagger' subgroup).
- Conference presence (Aspire Conference stand & break-out session, Wao Aotearoa Summit Pecha Kucha presentation, NZ Institute of Food Science & Technology plenary speech).

Communications



- Mission Zero launch
 - Video viewed over 600 times.
 - Nearly 2,000 impressions through Jodie Kuntzsch's personal post.
 - Ministry for the Environment news article.
 - Press coverage by Stuff.
 - Full length article in The Forever Project.
- Mission Zero LinkedIn
 - Excellent reaction rates and CTR (click to impression rate) relating to videos. Responses indicate successful targeting of messaging.
- Mission Zero onboarding newsletter.
- BCA & Mission Zero newsletters x3.
- Commerce Comment (full page article x3).
- 1-1 interviewing of businesses during research phases (~8 hours).
- BCA First Annual Report to 30 June 2021.
- First Mission Zero Strategic Plan.

Financials - overview

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

- \$65,000 in year 2021-22 (received in March 2021).
- \$65,000 in year 2022-23.

This confirmation provided considerable certainty for the future, and has allowed us to engage part-time business leadership personnel and accelerate our work programme for the coming years.

Jodie Kuntzsch was engaged as Business Action Leader August 2021 until June 2022.
Natalie Gilberd was appointed as Lead Activator in June 2022.

Financials - overview

The organisation was established as a Charitable Trust as at 23 December 2021.

Further to this, the Trust was assessed and granted Registered Charity status, effective 3 June 2022 (Registration number CC60311).



Certificate of Incorporation

BUSINESSES FOR CLIMATE ACTION TRUST

50087429

NZBN: 9429050192007

This is to certify that BUSINESSES FOR CLIMATE ACTION TRUST was incorporated under the Charitable Trusts Act 1957 on the 23rd day of December 2021

A handwritten signature in black ink, consisting of several loops and a vertical line extending downwards.

Registrar of Incorporated Societies
23rd day of December 2021



To check the validity of this certificate visit
<https://app.businessregisters.govt.nz/sber-businesses/verify/9429050192007/CharitableTrust-40622394.html>

Certificate generated on 23 December 2021 03:06 PM NZDT

Summarised Financial Statements for the year ended 30 June 2022

	\$
Balance brought forward from previous year	25,043
Operations for 2021/22	
NCC funding received	65,000
Less:	
Business Action Leader	-25,224
Climate action and storytelling	-23,311
Administration	<u>-5,751</u>
Total operating costs	<u>-54,286</u>
Unallocated funds from the year's operations	10,714
Development of videos, websites and sundry	<u>-17,020</u>
Funds available at 30 June 2022, carried forward to 2022/23	<u>18,737</u>

Summarised Financial Statements for the year ended 30 June 2022

This summarised report has been prepared on a cash basis, and includes the period from 1 July 2021 to 23 December 2021 for 'Businesses for Climate Action' as an informal organisation, together with the period from that date to 30 June 2022 as 'Businesses for Climate Action Trust'.

Complete financial statements will be available on the Charities Services website for all periods since the confirmation of the organisation's Charitable status.

Climate Action

Voluntary hours

Estimate 1,500+ hours (trustees, Climate Leaders Programme attendees and presenters, Fleet Management Group, Leadership Group, and businesses supporting this mission).

Fleet Management Sector Group Meetings

This highly-focused Mission Zero group has continued to meet regularly through the year, either online or face-to-face. Membership includes many of the Region's largest fleet operators and topics include emissions and cost reductions, leasing and other arrangements, and the use of a range of vehicles from light EVs to heavy trucks. The group is ably coordinated by Rachael Williams-Gaul, Nelmac Kūmānu.



2021/22 in summary

1. We won the highly-coveted national 2021 Sustainable Business Network 'Communicating for Impact' Award.
2. We were shortlisted for the Eelco Boswijk Civic awards.
3. We contracted a Chief Action Officer in 2021/22 (to July 2022) and a Lead Activator (currently in place) to help to grow the organisation.
4. We have a strong, trusted relationship with the Nelson City Council, the Nelson Tasman Chamber of Commerce and the Nelson Regional Development Agency.
4. We are developing good links with the Tasman District Council and the Marlborough District Council.
5. From the NTCC and NRDA survey of businesses 17% of businesses have measured and 42% intend to measure their carbon footprint. The percentage that have already measured this equates to about 2,000 businesses across Te Taihu. Our goal had been to have at least 1,000 businesses measuring their carbon footprint by the end of last year.

2021/22 in summary

6. Continuing engagement with businesses, business leaders and organisations across Te Taihū and nationwide.

- We registered as an independent Trust.
- We launched Mission Zero with associated new branding, campaign material and communications channels, and developed a strategic plan for the future.
- We initiated a Climate Leaders Programme.
- We recorded our first Mission Insights podcast episode.
- We secured funding to support parts of our work through to 2023.
- We participated in 17 awareness-raising events.



2022/23 Improvements

- 2021/22 focused on:
 - building a greater understanding of our target audience and unique value proposition,
 - balancing our product portfolio (i.e. which parts do businesses want and need the most), and
 - creating a solid foundation that can respond quickly, blend seamlessly with other organisations and have longevity/durability.

Learnings:

- Perceived complexity and confusion cause more barriers than the lack of solutions.
- In order to effect change, we need to target those that set the agenda, not the do-ers.
- Use our trusted networks for quick and easy feedback and ground truthing.
- Go where the energy flows.
- We don't need to be in the spotlight, we just need to make things happen.
- The Climate Leaders Programme is a good way to activate projects and leaders.

2022/23 Improvements

Adaptations for 2022/23:

- Work through existing trusted relationships (e.g. business advisors, industry organisations, peers).
- We will increase efforts to support the climate profile, capability and capacity of business organisations within the region.
- We will increase our capability in marketing and communication. As we write this report in July, we are excited to have hired Natalie Gilberd to join our team. We are looking forward to improved storytelling and an even greater profile for Mission Zero.

Thanks to:

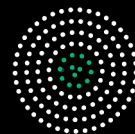
Organisations:

Nelson City Council, Nelson Tasman Chamber of Commerce, Nelson Tasman Climate Forum, Marlborough Chamber of Commerce, The Nelson Regional Development Agency, Chia Sisters, Pic's, Knapps Lawyers, Johnston Associates, SuperNatural / Wolfhorse, In A Nutshell / Be Seen More, Nelmac, Fresh Choice Nelson, Fineline Architecture, Minerva, Genius, Whenua Iti, Jerram Tocker Barron Architects.

People:

Ali Boswijk, Johny O'Donnell, Fiona Wilson, Britt Coker, David Kerr, Christina Clifford, Caitlin Attenburrow, Abbie Tebutt, Ellie Young, Rachael Williams-Gaul, Kate Robertson, Michael Stocker, Vanessa Stutz, Nathan Edmondston, Evelyn O'Neill, Zoe Moulam, Dr. Paula Short, Magdalena Garbarczyk, Katherine Garvis, Nettie Stow, Richard Butler, Suzi McAlpine, Livia Esterhazy, Jan Hania, Kerensa Johnston, Dianne Brown, Doug Paulin, Trevor Salter, Florence van Dyke, Bruce Gilkison, Katrina Kidson, Chloe van Dyke, Claire Keeling, Stacey Fellows and Jodie Kuntzsch.

And many others from our wonderful supportive Te Taiuhu community.



**businesses for
climate action**