

Sustainability Matters

21st Dec. 2010

A fortnightly selection of topical **news and views** about economic, social and environmental issues.
Designed especially for accountants and those who use the services of accountants.

Sustainability Matters is:

- Partly sponsored by members of the **Sustainability Working Group**, a special interest group attached to the New Zealand Institute of Chartered Accountants (NZICA).
- Compiled and published by Ray Skinner of *Sustainability Matters*, providers of specialist services relating to sustainability and business support. **Business achieving a tomorrow for tomorrow's children.**

Fostering Sustainable Behaviours Life Cycle Management Moves from Research to Reality

“Unique workshop opportunity to be coached by a world leading behaviour change professional Doug McKenzie-Mohr.

“The cornerstone of sustainability is behaviour change. Sustainability requires individuals and businesses to act (e.g., reduce waste, increase water and energy efficiency, and prevent pollution). Most programs seeking to achieve these changes rely on disseminating information. Research demonstrates this has little or no effect on what people or businesses do. But if not ads, brochures or booklets, then what? Over the last decade a new approach, community-based social marketing, has emerged as an effective alternative for promoting sustainable behaviour. This workshop, with the founder of community-based social marketing, Dr. Doug McKenzie-Mohr, will fundamentally change the way you think about programme delivery.

When: Monday 31st Jan. and Tuesday 1st Feb. 2011

More: <http://cbsm.creativesoapbox.com/workshop-form-nz/>

Source: Tony Moore, Christchurch City Council, 14th Dec.

NB: Refer McKenzie-Mohr & Associates, Inc website at <http://www.cbsm.com> for an extensive array of resources including the downloadable *Fostering Sustainable Behavior: Community - based social marketing*, 77 pages 4Mb
The site has five groups of resources for those working to foster sustainable behaviours, such as those involved in conservation, energy efficiency, transportation, waste reduction, and water efficiency. The site has searchable databases of articles, case studies, and turnkey strategies, discussion forums. ❖

Is Corporate Social Enterprise the New Sustainability Strategy?

“A free half day event to consider the future of corporate social responsibility as more and more organisations begin to explore the opportunities of blending social need with commercial acumen. Based on insights attending international sustainability and Social Capital conferences plus experience gained running social development Labs in New Zealand and Mexico,

When and Where: Wgtn 13th Jan, Auck 14th Jan 2011

Presenter: Peter Salmon has experience in sustainable development and design and has worked with organisations such as Air New Zealand, the World Bank, Leed International, Kraft and Plunket.

More: www.thenextplays.com/nextplays-events/

Source: LinkIn Sustainable Business Leaders in New Zealand, Peter Salmon, 14th December 2010

SUSTAINABILITY GROUP EVENTS

15th February 2011 – Details soon. Diary the date now.

Other video-linked events in 2011 – 19th April, 14th June, 16th August, 18th October and 6th December. In addition there may be other events at local centres. ❖

“Creating a competitive edge, building and securing long-term market access and proving the environmental credentials of their products is a major challenge for New Zealand manufacturing companies. How can the adoption of a life cycle (or whole-of-life) approach help manufacturers in New Zealand achieve success in the increasingly environmentally conscious overseas markets? This was the question posed in an 18 month research project led by Landcare Research, with the support of the Ministry of Economic Development, Business NZ, NZTE and the Ministry for the Environment.

“Life Cycle Management (LCM) is an approach to minimising the environmental and economic impacts of products and services that helps companies to identify improvements and efficiencies beyond the factory floor. LCM delves into the supply chain, manufacturing processes, and transport going on to consider how to minimise environmental risks when the product is marketed, used and finally disposed of.

“The research project led six case study companies through a series of ten workshops to learn key aspects of where the life cycle approach can be applied, complemented by practical activities. The uptake and embedding of LCM approaches in the companies was monitored and explored to build a better picture of the most effective ways LCM can be implemented in New Zealand manufacturing.

“The research is in the final stages and the learnings will be consolidated into a package of recommendations and practical ways for businesses to explore the benefits of an LCM approach in their own situation.

More:

www.landcareresearch.co.nz/research/research_details.asp?Research_Content_ID=261

Source: Christine Harper (Landcare), 8th December 2010. ❖

Green Roofs are Starting To Sprout in American Cities

Long a proven technology in Europe, green roofs are becoming increasingly common in U.S. cities, with major initiatives in Chicago, Portland, and Washington, D.C. While initially more expensive than standard coverings, green roofs offer some major environmental – and economic – benefits.

A recent study says if an estimated 1 billion sq ft of New York City's roofs were greened, annual storm water flow could be reduced by at least 1/3rd of the combined sewer overflow.

In addition, the study states, the green surfaces would substantially reduce the city's heat island effects,

More:

http://e360.yale.edu/feature/green_roofs_are_starting_to_sprout_in_american_cities_/2346/

Source: *Yale Environment 360*, 3rd December 2010. ❖

Holiday 'Reading'

As for previous years here's some reading to wade in to....
Caveat! The Editor has yet to read most of this material;

Agenda for a New Economy: From Phantom Wealth to Real Wealth, David C. Kortzen, February 2009

All Blacks Don't Cry A Story of Hope – John Kirwin. John fronts the national campaign raising awareness about depression. In stage two of the Ministry of Health's national depression initiative, the website www.depression.org.nz. The idea is self-help through interactive support www.fishpond.co.nz/Books/Health_Wellbeing/Self_Help/General/9780143204800

Enough Is Enough, O'Neill, D.W., R. Dietz, and N. Jones (editors). December 2010, 130pages, 2Mb, <http://steadystate.org/enough-is-enough/>. Note: Lots of other information at the web site

Moral Ground: Ethical Action for a Planet in Peril Edited by Kathleen Dean Moore and Michael P. Nelson August 2010, 464 pages, www.moralground.com

Noise Pollution (Earths Conditions), Zachary Inseth, August 1998. For children aged 9-12

Plan B 4.0: Mobilizing to Save Civilization, Lester R. Brown, October 2009. Incl. a chapter on *Reducing Urban Water Use*

The Big Necessity: The Unmentionable World of Human Waste and Why It Matters, Rose George, October 2008

The Environmental Manager's Toolkit, Phil Abernethy, 2010 www.absorbenviro.com.au/literature

World on the Edge: How to Prevent Environmental and Economic Collapse, Lester R. Brown, January 2011

The Landscape of Integrated Reporting Reflections and Next Steps, Harvard Business School, 334 pages, Nov. 2010 www.hbs.edu/environment/docs/The_Landscape_of_Integrated_Reporting.pdf

TED has a some very good talks;

- www.ted.com/themes/what_makes_us_happy.html It's perhaps the most universal human yearning: to be happy. But this simplest of goals so often eludes us. We're not terribly good, we humans, at knowing what we want.
- www.ted.com/talks/lang/eng/nic_marks_the_happy_planet_in_dex.html
- <http://blog.ted.com/2010/08/30/the-happy-planet-index-nic-marks-on-ted-com/> Statistician Nic Marks asks why we measure a nation's success by its productivity – instead of by the happiness and well-being of its people. a happy life doesn't have to cost the earth. Which countries rank highest in the HPI?
- http://blog.ted.com/2008/05/06/paul_stamets/ Mycologist Paul Stamets studies mycelium and lists 6 ways that this astonishing fungus can help save the world. Cleaning polluted soil, creating new insecticides, treating smallpox and maybe event...

Random Acts of Culture – Handel's Messiah at Macy's Center City Philadelphia, 680 singers accompanied by the world's largest pipe organ, 6.4 Million hits as at 19th December www.youtube.com/watch?v=wp_RHnQ-jgU

Christmas Food Court Flash Mob, Hallelujah Chorus, Welland, Ontario, Canada 22.8 Million hits as at 19th December www.youtube.com/watch?v=SXh7JR9oKVE

Sources: Clare Feeney, Dave Breuer, David Kettle, Diocesan Climate Change Action Group, *Ecovoice*, Emma McKeown, *Orion*, Supporting Families in Mental Illness, Sustainable Future, and the Editor's imagination. ❖

SCANZ 2011: Eco sapiens – Hui/Symposium

"The Solar Circuit Aotearoa New Zealand (SCANZ) 2011: Eco sapiens symposium event invites individuals from a number of different worlds – such as scientists, artists, social activists and community change agents, cultural commentators, educators, and tangata whenua. In a sharing of intersecting explorations we aim to facilitate connections, and extend perspectives on ourselves and our ecologies. Allowing new ways of approaching the issues we are facing to emerge.

When: 14-16th January, 2011

Where: Owae Marae, Waitara, Taranaki

More: www.intercreate.org/hui-symposium/

Source: From a keen member of the team met at the TNS forum 29th Nov. and who's name the Editor forgot... ❖

StrategyNZ Mapping Our Future

"How do we best prepare New Zealand for an uncertain future? *StrategyNZ: Mapping our Future* is an innovative workshop organised by the Sustainable Future Institute, with the aim of developing a long-term strategy for our country.

"New Zealand leaders, students, policy advisers, business people, teachers, scientists, and 'doers' and 'thinkers' from all over the country are coming together in Wellington for two days to develop long-term strategies for New Zealand. This process will be undertaken with the guidance of international experts on future thinking, and apply the strategy map process developed at Harvard Business School.

What and When: Pre-Workshop Future Studies Course 28/29th March. Workshop 30/31st March, 2011

Where: Wellington, various venues

More: <http://strategynzsite.info/>

Source: Sustainable Future's twice-yearly update, 17th Dec. ❖

Green Property Summit 2011

"The Green Property Summit is New Zealand's foremost green building event. Now in its third year, the successful partnership between Property Council New Zealand and the New Zealand Green Building Council delivers valuable green building information and education to the NZ property industry.

"*Summit 2011* is designed to bring national and international key players in the world's green building movement to business and other key industry organisations.

"Delivering green buildings, green leasing, the existing building challenge, incentives and policies for green building, retrofitting existing buildings, carbon trading and the impact on the built environment and urban sustainability are just some of the topics are covered in an informative line up of presentations from industry leaders at the forefront of green building practices

"Anthony Malkin, whose company, Malkin Holdings, owns the Empire State Building, will be keynote speaker. Built during the Great Depression, the Empire State Building symbolises America's limitless potential. Today the building has undergone a major sustainability retrofit to become a leading example of economic and environmental revitalisation. Retrofit plans for the 1930s art deco building were first announced in April 2009 and will cut its energy use by 40%.

When and Where: 24th March, 2011, Hyatt Regency. Auckland

More: www.nzgbc.org.nz/main/eventdetail/summit11

Source: NZGBC eMail 9th December 2010. ❖

Contributions and feedback are welcomed.

Send your news items, handy hints, case studies, suggestions, comments and questions to Ray Skinner of *Sustainability Matters*.
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