

To: Stuart Macaskill, Chairperson

From: Ian Buchanan

8 March 2001

“Sustainability – the Business Case – Global Scorecard 2001”

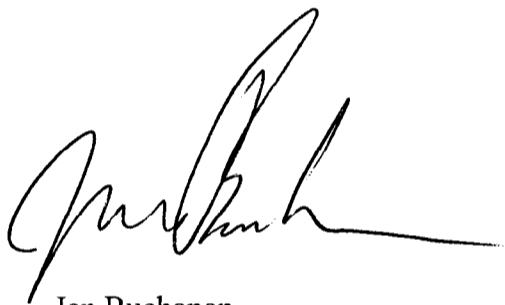
The above **one-day** conference is to be held in Auckland on Friday, 6 April 2001.

The subject matter of this conference is very relevant to the work of this Council. It links with the Environment Division’s work on sustainability, in particular the **Business Bridges** programme, and the Council’s communications strategy focussing on sustainable development.

Consequently, I seek your approval to attend this conference in my capacity as Chair of the Environment Committee and because of the particular interest I have in the sustainability concept.

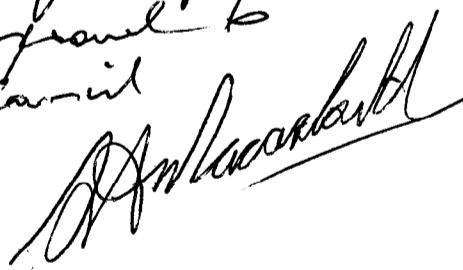
I believe the Environment Division may be sending one or two staff members.

A copy of the conference programme is attached. You’ll see that there are a number of international speakers who we would not otherwise get a chance to hear.



Ian Buchanan
8 March 2001

*Approved for Reg
Kind approval to
go to Council*





Ms J Bradbury
Wellington Regional Council
PO Box 11-646
Wakefield Street
WELLINGTON

Our ref. Rebecca M Macky
Matter no. 02-222-6832
Direct line 64 9 916 8919
Mobile 021 933 989
Email rebecca.macky@bellgully.com

2 March 2001

Dear Ms Bradbury

SUSTAINABILITY – THE BUSINESS CASE – GLOBAL SCORECARD 2001

Please find enclosed your brochure for the **Sustainable Development - Global Scorecard 2001 conference**, to be held on Friday, 6 April at the Stamford Plaza Hotel. You can also check out the details on www.edmondsmgt.com.au.

The Conference is one of a series to be held in major cities in Australasia, and Auckland is the only venue in New Zealand to hear the impressive line up of international speakers, including:

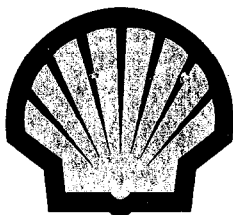
- John Elkington, from SustainAbility, London;
- Claude Fussler, Vice President of Dow Europe;
- Sarah Severn, a Director of Nike International; and
- Simon Zadek, of the Institute of Social and Ethical Accountability.

The speakers will provide the "big picture", drawn from the world's top 50 reporting companies; sector significance in terms of a licence to operate and the view from Europe; Nike's recovery from being burned for its social and ethical performance; and a guide to measuring social and ethical performance. Their presentations will lead us into a practical workshop on "how to", run by Judy Kuszewsk and involving all the speakers.

As a sponsor of this Conference, Bell Gully has been able to negotiate a 10% discount for our clients. So if you are wanting to know more about sustainability, corporate environmental reporting, and hear it from world leaders, please contact Denise Le Noel at Bell Gully on 916 8833 before you send in your registration form.

Yours faithfully
Bell Gully

Rebecca Macky
Environmental Consultant



in association with

URS



Bell Gully

Auckland:

April 6 2001

John **Elkington** - Claude **Fussler** - Sarah **Severn** - Simon **Zadek**



sustainability:

The Business Case

Global scorecard 2001



New Zealand Business Council
for Sustainable Development

SustainAbility ©



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Ed Johnson: Chairman and Chief Financial Officer, Shell New Zealand

The Shell Companies in New Zealand are honoured to be the principal sponsor of *Sustainability: The Business Case*.

As a global company employing more than 100 000 people across more than 130 countries, Shell has been conducting its business in accordance with a strict Statement of General Business Principles since 1976. We have further embodied these underlying Principles and Values within the framework of sustainable development for more than five years.

This re-articulation of what we stand for and how we want to be seen and act was mainly prompted by the lessons learnt from two major reputational crises - the planned disposal of the Brent Spar oil platform in the Atlantic, and the execution of Ken Saro-Wira and eight Ogonis by the Nigerian authorities. Although Shell acted honourably in both instances, the intense public backlash made Shell realise it had not been communicating adequately with its stakeholders. As a result, the Company embarked on a radical transformation programme that made sustainable development and stakeholder engagement the essence of its operations.

For Shell, sustainable development means balancing commercial interests with the need to protect the environment, and contribute to social progress - all with an eye to the future. In New Zealand, Shell does this most visibly by providing five year funding for two full time environmental educators at the World Wide Fund for Nature New Zealand, and contributing to a range of other vital social and charitable causes - including Barnados, the Special Olympics and Project K. Further, through our membership of the New Zealand Business Council for Sustainable Development and the Massey University Programme for Business and Sustainable Development, we are playing a major part in helping others think about and manage their businesses in accordance with the triple bottom line.

We lend our support to this Conference for the same reason. We believe we have moved from a 'trust me' to a 'show me' world, and we must all 'live our values' in order to succeed. On that basis, we commend this conference to you, and urge you to attend and actively participate.



Rebecca Macky: Environmental Consultant, Bell Gully

Bell Gully is New Zealand's largest law firm, providing commercially valuable legal services of the highest quality to the New Zealand and international business communities.

Our specialist resource management and environmental legal team advises on corporate environmental reporting and other sustainable development issues.

Bell Gully is proud to be a sponsor of this conference.



James Boonzaier: Group Managing Director, TOWER Limited

TOWER aims to be a good corporate citizen. Not only is this a responsibility we have to all our stakeholders, but achievement of our core business objectives depends on it.

Business is an important part of modern society and this brings with it responsibility to the community. Increasingly people like to do business with companies that have a good reputation. Price and product superiority will not be enough to inspire tomorrow's customer as corporate citizenship becomes an increasingly important driver of reputation and therefore business success.



Mark Drury: Managing Director URS New Zealand Limited

URS is proud to be associated with providing this important dialogue on sustainability and global best practice. As the largest environmental/engineering consultancy in the world, URS is dedicated to improving the economic, environmental and social performance of all its clients.

In New Zealand, our services range from developing strategies, policy, objectives and measurements for environmental and social performance through to detailed implementation, in particular Environmental Management Systems. We are also proud to have assisted with preparation of numerous corporate sustainability reports and to act as advisors on greenhouse gas issues for a range of clients.





John Elkington:

A co-founder of SustainAbility in 1987, John Elkington is one of the world's leading authorities on sustainable development and related strategies for business. In 1989 he was elected to the UN Global 500 Roll of Honour for his 'outstanding environmental achievements.' Since 1974 he has undertaken consultancy work for national and international government, NGO's and companies. He is also Chairman of The Environment Foundation, a member of the EU Consultative Forum on Sustainable Development and of Advisory Boards of the Dow Jones Sustainability Group, ING, and the UK Export Credit Guarantees Department.

John is author or co-author of over 30 books and published reports, including the no.1 best selling *Green Consumer Guide*. His latest book, *The Chrysalis Economy: How Citizens, CEO's and Corporations Fuse Values and Value Creation* appears in June.

Claude Fussler:

Claude is Vice President for New Businesses, Environment and Public Affairs for Dow Europe, and is currently on secondment to the World Business Council for Sustainable Development. As the WBCSD's Director for Stakeholder Relations, he works closely with the OECD, with several UN agencies, the European Commission and the major environmental organisations.

Claude is the author of *Driving Eco-Innovation*, which shows how competitive advantage and innovation are strengthened through a business vision of Sustainable Development.

In 1994 Claude was the recipient of *Tomorrow Magazine's* prestigious Environmental Leadership Award.

Sarah Severn:

Sarah is Director of Corporate Responsibility for Nike Inc.

Sarah has had seven years with Nike, first in the Netherlands with Nike's European Consumer Insights department, and then as European Manager for the Nike Environmental Action Team. In 1995 Sarah relocated to Oregon where she took on the role of Global Director of the Nike Environmental Action Team, before assuming her current position earlier this year. Her focus in this role is on stakeholder engagement and the continued integration of sustainability into the business.

Sarah was born and educated in England, has a degree in psychology and biological science, and is on the board of directors of The Natural Step US.

Simon Zadek:

Simon is Chair and co-founder of the Institute of Social and Ethical Accountability. He works as advisor, mentor, external reviewer and trainer with businesses in Europe, the USA and Africa, development and human rights NGO's, and international agencies and governments.

Simon sits on the Boards or advisory groups of the Global Reporting Initiative, the World Bank's Business Partners for Development, and the Copenhagen Centre. He has co-authored numerous publications, including *Building Corporate Accountability*, and *Perspectives on the New Economy of Corporate Citizenship*. His most recent book *The Civil Corporation* will be published in June.

Sustainability: Benchmarking corporate New Zealand

Auckland:


Friday April 6

Stamford Hotel
Albert Street

08:00 Registration and coffee


08:30 Chair: **Ed Johnson**, Chairman and Chief Financial Officer, Shell New Zealand
Opening and welcome

08:50 **John Elkington**, Chairman SustainAbility Ltd
The Business Case for Corporate Sustainability




A new global growth industry aims to uncover the business case for sustainable development. John will present the findings of the company's latest survey report for the UN *Beyond Treasure: Uncovering the Business Case for Corporate Sustainability*. He will link different areas of corporate performance against the triple bottom line with a total of 10 forms of financial and non-financial value added. These range from shareholder value added, revenue growth and access to capital, to changes in a company's risk profile, licence to operate, and brand value and reputation.

09:35 **Rodger Spiller**, Executive Director, New Zealand Business Council For Sustainable Development
Benchmarking Corporate New Zealand



Rodger will explain the NZBCSD Triple Bottom Line Sustainability Reporting Project and summarise the NZBCSD paper *Corporate Reporting on Sustainable Development*. He will profile the triple bottom line performance of the NZSE 40 from an ethical investment perspective based on his doctoral research that benchmarked local leaders against international pioneers. Rodger will also present New Zealand Centre for Business Ethics sustainable business case study examples from the New Zealand Business Ethics Awards.

10:05 **Delyse Springett**, Massey University
Benchmarking: Springboard to sustainable development



The annual New Zealand Survey of Corporate Environmental Responsiveness, based on the UK Survey of Corporate Environmental Engagement, and designed in partnership with John Elkington and the SustainAbility team, has provided New Zealand's first benchmarks for environmental responsibility. Taking a strategic approach to environmental responsibility, but broader than the EMS, the Survey embraces issues of Corporate Social Responsibility through the focus on stakeholder dialogue. It has provided the springboard for a Core Group of companies to focus on their own transition to sustainable development.

10:35 Coffee break

Series organised and presented by:



New Zealand Business Council
for Sustainable Development

SustainAbility



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gram:

11:00

Chair: **Melanie Hewitson**, Business Development Manager, TOWER Asset Management Limited



Claude Fussler, Vice President Dow Europe and Director of Stakeholder Relations for the World Business Council for Sustainable Development
Sustainable Development: a Source of Competitive Advantage

Business must innovate for competitive advantage in turbulent times, but to innovate successfully one must have a keen sense of a better future. The vision of sustainable development and its practical approaches of eco-efficiency, social responsibility and stakeholder dialogues is a guide for competitive innovation and new business models. Entrepreneurs who embrace a sustainable development strategy create more shareholder value while building staying power.

11:45



Sarah Severn, Director Corporate Responsibility Development, Nike Inc
The Nike Story: When the Business Case Comes Looking For You

For most people the Nike story seems to be one of almost uninterrupted success from the company's formation in 1972 to 1994. That was the year campaigners first targeted the company in relation to the working conditions in its contracted factories. With a growing awareness of the issues and challenges that it faced as a global business, the company soon thereafter invested considerable effort in developing the principles, policies and practices to ensure state-of-the-art performance in support of the triple bottom line. Sarah has helped lead the charge within Nike, and will explain how the agenda has evolved, including its impact on the company and what Nike is doing today to integrate new thinking and action into its current business model.

12:30

Lunch break

13:30

Chair: **Gael Ogilvie**, Principal, URS New Zealand



Simon Zadek, Chair of the Governing Council of the Institute of Social and Ethical Accountability
How Civil Can Corporations Be?

What is the real potential for the business community to address public interest agendas by delivering social and environmental goods in the light of global competitive pressures. What can we learn from existing experience as to how best progressive corporations can realise this potential, and what roles should governments and international bodies play in this process.

14:15

Reporting to the Triple Bottom Line



Judy Kuszewski, Senior Advisor with SustainAbility Ltd in London, will present the main findings of the 2000 SustainAbility/UNEP international benchmark survey. The survey presents an in-depth analysis of 50 leading sustainability reports from companies around the world, along with a review of sectoral issues and hot topics in reporting. Judy will lead an interactive session with delegates that will explore recommendations for leading-edge reporting – and where the future is heading.

16:00

Summary and Close

Rebecca Macky, Environmental Consultant, Bell Gully

Brisbane: Wednesday April 4 **Sydney:** Thursday April 5
Melbourne: Monday April 9 **Adelaide:** Tuesday April 10
Perth: Wednesday April 11



SustainAbility © ≡ John Elkington, Chairman, SustainAbility Ltd

Launched in 1987, SustainAbility was the world's first international consultancy dedicated to making the business case for sustainable development. Among other things, it coined the phrase 'the triple bottom line' in 1995. Based in London and New York, the company is highly diverse: its core team in London includes nine nationalities. It works for a wide range of corporate clients, including such giants as Aventis, Ford and Shell, increasingly operating at board level.

SustainAbility also operates as a think tank. Its longest running research programme has been for the United Nations Environment Programme. This 'Engaging Shareholders' programme began in 1994 and is ongoing. It has produced a series of agenda-shaping reports covering such areas as corporate environmental, social and sustainability reporting, internet reporting, the CEO agenda, and a series of sectors (oil, life sciences, automobility). In addition SustainAbility is developing major programmes in such areas as socially responsible investment, governance (both corporate and global) and corporate public policy positioning and lobbying. In addition to its reports, SustainAbility has produced a number of best-selling books, including *The Green Consumer Guide* and *Cannibals With Forks*. May 2001 sees the launch of our latest book, *The Chrysalis Economy*.

SustainAbility has worked for a number of Australian companies including BHP, Energex, North, Stanwell Corporation and Sydney Water. The annual series of events co-hosted with Edmonds Management are part of an exploratory strategy towards establishing SustainAbility in Australia and New Zealand.



New Zealand Business Council
for Sustainable Development

Dr Rodger Spiller, Executive Director, New Zealand Business Council for Sustainable Development

Sustainable development is good for business and society. It involves implementing and measuring ethical business practices that benefit all stakeholders and create an increased triple bottom line of financial, social and environmental performance. *Sustainability: The Business Case* provides a rare opportunity to learn from international leaders in this field who will add valuable insights to improve your business.

The NZ Business Council for Sustainable Development is pleased to co-present this event. It complements our activities that include enabling members to learn more about implementing and enhancing business practices for sustainable development, share insights with other leading local and international businesses (including members of the World Business Council for Sustainable Development, with which we are a partner organisation), participate in a variety of projects that create economic, social and environmental value, contribute to policy development at national and international levels, and engage in dialogue with other leaders from New Zealand business and society.

Murray Edmonds, Managing Partner, Edmonds Management



This is the fourth in our annual Sustainability series, and we are pleased and proud that SustainAbility Ltd and the New Zealand Business Council for Sustainable Development have chosen to co-present the series with us. We are pleased and proud too to be presenting in New Zealand for the first time.

The series aims to demonstrate that the adoption of sustainable practices within both private and public enterprise improves their traditional bottom line.

In presenting a snapshot of corporate New Zealand alongside current world best practice, we expect to show that New Zealand's potential to lead is real, and the benefits tangible.

In 2002 we will present 'The Government Case for Sustainability', to show what government and business leaders around the world now see as Government's role in creating sustainable environments for business and community in the new global economy.

Leading international and New Zealand speakers will put the case from global, national and local government perspectives, and these will be critiqued by international and New Zealand business leaders - all looking to identify the new interface between business and government.

We invite you therefore to see this year's 'Sustainability: The Business Case' as part of an ongoing series that each year identifies and presents best practice.



This presentation has enjoyed the active support of the following organisations.



The Ministry for the Environment's mission is to make a difference through environmental leadership. We are working with business to develop practical solutions to the environmental challenges we face - such as including social and environmental costs alongside financial or economic results when reporting on bottom lines.



The Resource Management Law Association was established in October 1992 as a multidisciplinary organisation, and now has over 800 members. The object of the Association is to promote an understanding of resource management law, excellence in resource management policy and practice: and resource management processes which are effective and efficient and which produce high quality environmental outcomes. (Website www.rmla.org.nz)



The New Zealand Institute of Management was established in 1946 and is committed to improving the quality and effectiveness of managers. As the Trusted Voice of Management in New Zealand we are pleased to support this seminar and encourage NZIM members to attend. NZIM believes that organisations must balance commercial interests with the need to protect the environment and to contribute to social progress. Our future depends on it.



The Auckland Environmental Business Network is pleased to support the *Sustainability: The Business Case* conference. The conference programme is designed to provide a New Zealand audience with an update, from international leaders, on the complexities and challenges facing businesses who drive for sustainable development. The AEBN encourages businesses, both large and small, and government agencies to attend this series.



The Melbourne Program: where astute executives from Asia-Pacific work with the world's leading thinkers and practitioners of triple bottom line business, to increase profits and create the sustainable corporation. If you would like more information, contact Peter Castellas on +61 3 9347 3333.

Sustainability: Global scorecard 2001

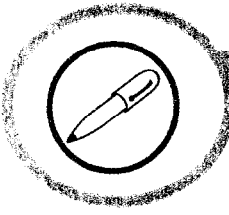
Organised and presented by:



SustainAbility ©



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WHO SHOULD ATTEND?

Sustainability redefines every aspect of corporate management.

The wealth of practical knowledge and experience brought together for this one day will be directly relevant to:

COMPANIES:

- | | |
|--------------------------|-------------------------------|
| Board Directors | Executive Management |
| Financial Management | Human Resources |
| Corporate Communications | Organisational Development |
| Client Services | Sales and Marketing |
| Legal Services | Public Relations |
| Quality Assurance | Strategic Planning |
| Capital Investment | Environmental Management |
| Health and Safety | Property and Asset Management |
| Research and Development | Site Management |

GOVERNMENT and LOCAL GOVERNMENT

Government at all levels is now engaged with business in the development of sustainable practices, and the presentation will be valuable to:

- Policy directors and decision makers
- Sector managers working with business
- Regulators
- Public utility and service providers

INCENTIVES FOR MULTIPLE REGISTRATIONS

To encourage participation by a wide cross-section of management and professional disciplines from within both the private and public sectors, significant discounts are available for multiple registrations from within the one organisation.

REGISTRATION FEES (including cost of CD Rom of all presentation materials)

For the first two registrations from the one organisation	\$865 each plus GST \$108.12 – total \$973.12
For three registrations from the one organisation (ie third registration is complimentary)	\$575 each plus GST \$71.87 – total \$646.87
Fourth and subsequent registrations	also \$575 each plus GST \$71.87 – total \$646.87

REGISTRATION FORM

To secure your place(s) FAX to (61) 8 9246 0811

Mr/Mrs/Ms/Dr.....

Position and Company Name.....

Address.....PC.....

Phone.....Fax.....Email.....

Please reserve.....place(s) in (city).....for total of \$.....

Debit my Bankcard / Mastercard / Visa / Amex / Diners (please circle)

Card no.

Expiry /

Cardholders name.....Signature.....

Cheque will be forwarded within 10 days to:
 Edmonds Management,
 PO Box 778 South Yarra Vic 3141 Australia
 Enquiries – (61) 8 9246 0800
 Email – murray@edmondsmgt.com.au
 Website: www.edmondsmgt.com.au

Participation List
 We normally include in each delegate's take home pack a list of those attending the presentation - name, title and organisation only. If you do NOT want your name included in this list, tick the box.

Confirmation of registration and a GST invoice will be sent upon receipt of payment.
GST number 7824 0806

Refund Policy – Full refund if notified in writing before March 28. Substitute nominations accepted to and including day of event.
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