



Sustainable Business

As understanding and concern about environmental issues increases, consumers are demanding a commitment from business and government to environmental sustainability.

In response, business interest in environmentally sustainable development in New Zealand is increasing. Many sectors are now seeking tools and guidance from the Government to make this transformation.

The Government has committed to a goal of making New Zealand truly sustainable. Sustainability is to become a core part of how our country operates – in our economy and as a society. To reflect this priority, six sustainability initiatives are being delivered across government. One of these is Business Partnerships for Sustainability.

HOW THE MINISTRY WORKS WITH BUSINESS

New Zealand is fortunate to have a clean, green international image. We can protect this reputation by adopting more environmentally sustainable practices in businesses and in our households.

The Sustainable Business Group, within the Ministry for the Environment, wants to help New Zealand businesses grow and compete sustainably.

By business we mean all organisations that produce goods and services, are profit-oriented and operate in a contestable market.

The Sustainable Business Group operates by being leaders, imparting knowledge and understanding, and sharing ideas, perspectives and systems.

To us, leadership is:

- showing how the Government can ‘walk the talk’ on environmental sustainability
- focusing less on ‘what is wrong’ and more on ‘what is right and how to use it’
- consulting with interested parties on policy changes and new initiatives
- promoting success on behalf of business.

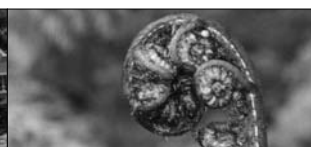
We share knowledge and understanding by:

- looking for ways to help business think, plan and operate sustainably
- empowering businesses and providing them with what they need to achieve environmental sustainability goals
- promoting best-practice initiatives.

We integrate effectively by:

- connecting people, business and government
- providing a forum for Government and business to discuss and present their perspectives on sustainability
- working with business sectors to identify market opportunities and build capability for environmental sustainability
- taking overseas experience and applying it in a practical context for New Zealand businesses.

Business activities can impact on our environment in a number of ways. We want to encourage businesses to lead sustainable development practices through sustainable production, environmental reporting, ethical investing and voluntary agreements.



WANT TO KNOW MORE?

You can contact the **Ministry for the Environment** by phoning (04) 439 7400, emailing information@mfe.govt.nz, writing to PO Box 10362, Wellington, or see our website: www.mfe.govt.nz